P-18

Simmons

1984 STUDY OF MEDIA & MARKETS

Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water

Bottled Natural Spring or Mineral Waters
Carbonated Soft Drinks
Coffee
Fruit & Vegetable Drinks & Juices
Liquid Food Supplements
Milk & Milk Flavorings
Powdered Breakfast & Soft Drinks
Tea

Simmons Market Research Bureau, Inc.

UNIVERSITY OF ILLINOIS AT
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CHICAGO, IL. 60607

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28 April 1986

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Simmons Market Research Bureau, Inc.

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SIMMONS

1984 STUDY OF MEDIA & MARKETS

Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water

Simmons Market Research Bureau, Inc.

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.

- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.

- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.

- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

*** Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.**

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media:	Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
Radio:	Addition of the net audience on weekday 1 and the net audience on weekday 2.
Television:	Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

Number Used in Household in Last 7 Days	H/M/L Designations	Assigned Weight	X	Product Users ('000)	=	Weighted Consumption ('000)
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						173603.0

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence
Census Regions
County Size
Education
Employed Mothers
Female Homemakers
Household
Household Head
Index of Social Position
Industry
Locality Type
Marketing Regions
Occupation*
Parents
Professionals and Managers*
Race
Residence Ownership
Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
MAGAZINES	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
NEWSPAPERS	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
OUTDOOR ADVERTISING	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
RADIO	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
Drive Time	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
RADIO (Cont'd)					
Mid Day	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
All Day	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
TELEVISION	Groupings are defined in terms of the number of half hours viewed in two weeks.				
Prime Time	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
Daytime	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
Fringe Time (Early And Late)	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
All Day	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

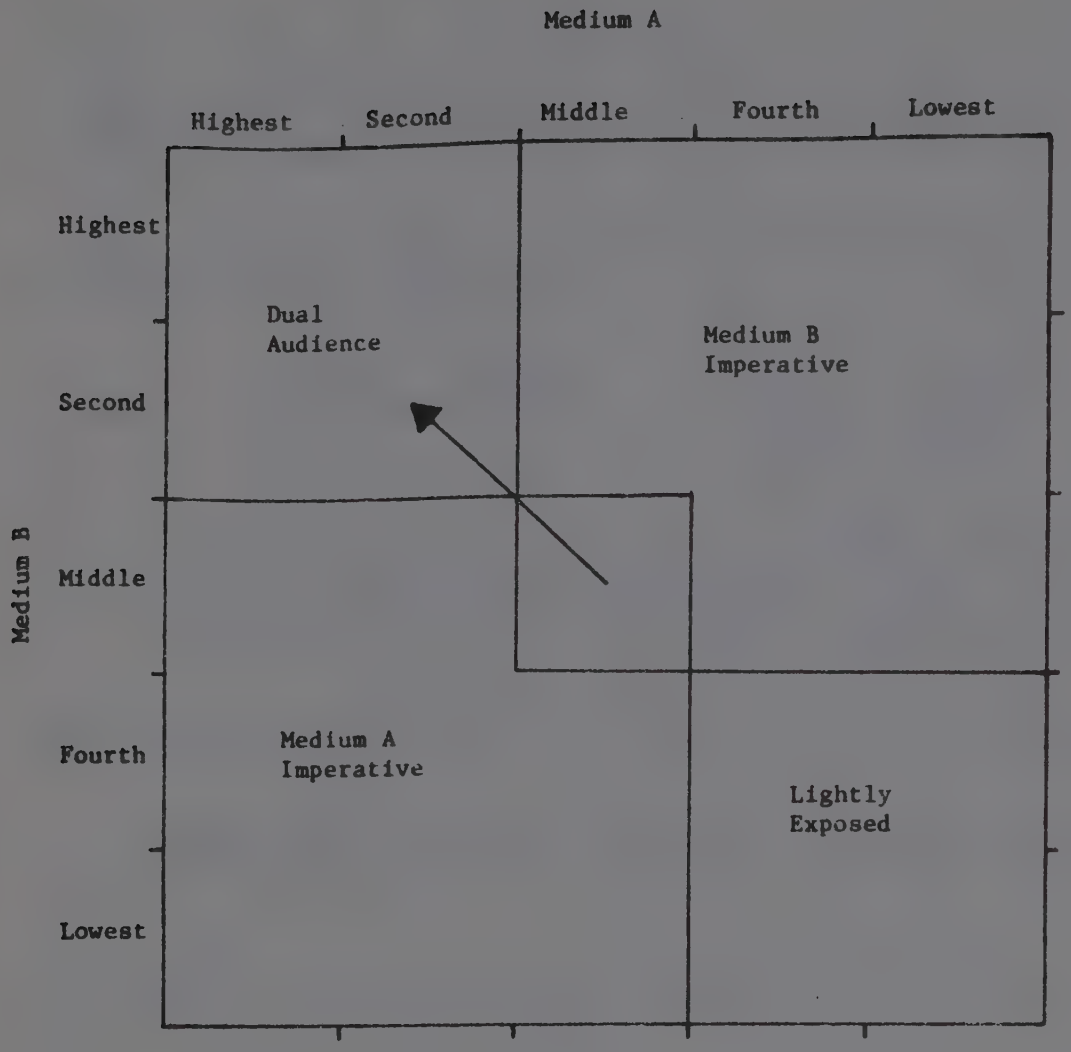
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines	- Newspapers	Newspapers	- Radio
Magazines	- Outdoor	Newspapers	- Television
Magazines	- Radio	Outdoor	- Radio
Magazines	- Television	Outdoor	- Television
Newspapers	- Outdoor	Radio	- Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted — an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)


Medium A
Highest
Second
Middle
Fourth
Lowest
Medium B
Highest
Second
Middle
Fourth
Lowest
Dual
Audience
Medium B
Imperative
Medium A
Imperative
Lightly
Exposed

MAGAZINES - NEWSPAPERS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	NEWSPAPER IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Newpaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	RADIO IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network
- American Photographer
- Audio
- *Cycle World
- *Road & Track
- *World Tennis

Conde Nast Magazine Package
- *Glamour
- *Mademoiselle
- *Self
- *Vogue

Decorating and Craft Ideas (Creative Ideas for Living)/ Southern Living
- *Decorating and Craft Ideas (Creative Ideas for Living)
- *Southern Living

Golf Digest/Tennis
- *Golf Digest
- *Tennis

Golf Magazine/Ski
- *Golf Magazine
- *Ski

Hearst Magazines Corporate Buy
- *Cosmopolitan
- *Country Living
- *Good Housekeeping
- *Harper's Bazaar
- *House Beautiful
- Motor Boating & Sailing
- *Popular Mechanics
- *Redbook
- *Science Digest
- *Sports Afield
- *Town & Country
- *Colonial Homes

Hearst Man Power
- *Popular Mechanics
- *Science Digest
- *Sports Afield

Hearst Woman Power
- *Cosmopolitan
- *Good Housekeeping
- *Redbook

LHJ Family Group Combination
- *Health
- *Ladies' Home Journal
- *1,001 Home Ideas

McCall's/Working Mother
- *McCall's
- *Working Mother

Ziff-Davis Magazine Network
- Boating
- *Car & Driver
- Cycle
- Flying
- Popular Photography
- Skiing
- Stereo Review

*Also reported individually

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
50 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
25 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

BOTTLED NATURAL SPRING OR MINERAL WATERS

BASE = ADULTS (167727)

	'000	%	UNWEIGHTED
2A. DO YOU YOURSELF DRINK THEM?			
YES	20405	12.2	2429
NO	147322	87.8	16681

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
2B. WHAT TYPES DO YOU DRINK?									
SPARKLING (NATURALLY CARBONATED)	11687	7.0	9939	5.9	1422	.8	326	.2	1373
PLAIN (NOT SPARKLING)	9214	5.5	7466	4.5	891	.5	857	.5	1103
DO NOT KNOW	1252	.7							164
2C. WHICH BRANDS DO YOU DRINK?									
APPOLLINARIS	500	.3	161	.1	127	.1	212	.1	56
CALISTOGA	2144	1.3	535	.3	1283	.8	327	.2	213
DEER PARK	1540	.9	601	.4	716	.4	224	.1	246
FERRARELLE	498	.3	102	.1	297	.2	98	.1	50
GREAT BEAR	1524	.9	517	.3	735	.4	273	.2	208
MONTCLAIR	683	.4	275	.2	233	.1	175	.1	88
PERRIER	8280	4.9	4922	2.9	2444	1.5	915	.5	959
POLAND SPRING	2167	1.3	796	.5	956	.6	415	.2	291
SAN PELLEGRINO	338	.2	47	*	221	.1	70	*	45
SARATOGA	696	.4	185	.1	320	.2	191	.1	91
VICHY CELESTINO	279	.2	35	*	167	.1	77	*	34
OTHER BRANDS	8502	5.1	6310	3.8	1299	.8	893	.5	956
DO NOT KNOW	867	.5							98

		'000	%	UNWEIGHTED
2D. ABOUT HOW MANY DRINKS OR GLASSES OF BOTTLED NATURAL SPRING OR MINERAL WATERS DID YOU HAVE IN THE LAST 7 DAYS?				
14 OR MORE	H	3419	2.0	390
11 - 13	H	618	.4	87
8 - 10	H	1191	.7	147
7	H	1341	.8	158
5 - 6	H	1787	1.1	182
3 - 4	M	2559	1.5	362
2	M	2665	1.6	318
1	M	1995	1.2	247
NONE	L	4830	2.9	538

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D IND
TOTAL ADULTS	167727	20405	100.0	12.2	100	8356	100.0	5.0	100	7219	100.0	4.3	100	4830	100.0	2.9	10
MALES	79263	9349	45.8	11.8	97	3812	45.6	4.8	97	3120	43.2	3.9	91	2417	50.0	3.0	10
FEMALES	88464	11056	54.2	12.5	103	4544	54.4	5.1	103	4099	56.8	4.6	108	2413	50.0	2.7	9
18 - 24	28671	3632	17.8	12.7	104	1450	17.4	5.1	102	1215	16.8	4.2	98	967	20.0	3.4	11
25 - 34	39536	5719	28.0	14.5	119	2094	25.1	5.3	106	2010	27.8	5.1	118	1615	33.4	4.1	14
35 - 44	28978	3746	18.4	12.9	106	1285	15.4	4.4	89	1422	19.7	4.9	114	1039	21.5	3.6	12
45 - 54	22345	2809	13.8	12.6	103	1325	15.9	5.9	119	971	13.5	4.3	101	513	10.6	2.3	8
55 - 64	22224	2303	11.3	10.4	85	1021	12.2	4.6	92	852	11.8	3.8	89	*430	8.9	1.9	6
65 OR OLDER	25973	2196	10.8	8.5	69	1181	14.1	4.5	91	749	10.4	2.9	67	*266	5.5	1.0	3
18 - 34	68207	9351	45.8	13.7	113	3544	42.4	5.2	104	3225	44.7	4.7	110	2582	53.5	3.8	13
18 - 49	108058	14439	70.8	13.4	110	5442	65.1	5.0	101	5132	71.1	4.7	110	3865	80.0	3.6	12
25 - 54	90859	12274	60.2	13.5	111	4704	56.3	5.2	104	4403	61.0	4.8	113	3167	65.6	3.5	12
35 - 49	39851	5088	24.9	12.8	105	1898	22.7	4.8	96	1907	26.4	4.8	111	1283	26.6	3.2	11
50 OR OLDER	59669	5967	29.2	10.0	82	2914	34.9	4.9	98	2087	28.9	3.5	81	965	20.0	1.6	5
GRADUATED COLLEGE	28091	5342	26.2	19.0	156	1862	22.3	6.6	133	1790	24.8	6.4	148	1690	35.0	6.0	20
ATTENDED COLLEGE	28938	4226	20.7	14.6	120	1543	18.5	5.3	107	1557	21.6	5.4	125	1127	23.3	3.9	13
GRADUATED HIGH SCHOOL	65503	6579	32.2	10.0	83	2697	32.3	4.1	83	2424	33.6	3.7	86	1457	30.2	2.2	7
DID NOT GRADUATE HIGH SCHOOL	45195	4258	20.9	9.4	77	2254	27.0	5.0	100	1448	20.1	3.2	74	*556	11.5	1.2	4
EMPLOYED MALES	56429	7258	35.6	12.9	106	2878	34.4	5.1	102	2353	32.6	4.2	97	2028	42.0	3.6	12
EMPLOYED FEMALES	43971	6401	31.4	14.6	120	2423	29.0	5.5	111	2228	30.9	5.1	118	1751	36.3	4.0	13
EMPLOYED FULL-TIME	87773	12064	59.1	13.7	113	4776	57.2	5.4	109	4035	55.9	4.6	107	3253	67.3	3.7	12
EMPLOYED PART-TIME	12627	1596	7.8	12.6	104	*524	6.3	4.1	83	545	7.5	4.3	100	*526	10.9	4.2	14
NOT EMPLOYED	67327	6746	33.1	10.0	82	3056	36.6	4.5	91	2639	36.6	3.9	91	1051	21.8	1.6	5
PROFESSIONAL/MANAGER	25845	4793	23.5	18.5	152	1688	20.2	6.5	131	1576	21.8	6.1	142	1529	31.7	5.9	20
TECH/CLERICAL/SALES	30895	4309	21.1	13.9	115	1659	19.9	5.4	108	1476	20.4	4.8	111	1174	24.3	3.8	13
PRECISION/CRAFT	12629	1472	7.2	11.7	96	693	8.3	5.5	110	445	6.2	3.5	82	*334	6.9	2.6	9
OTHER EMPLOYED	31031	3087	15.1	9.9	82	1262	15.1	4.1	82	1084	15.0	3.5	81	741	15.3	2.4	8
SINGLE	35557	5706	28.0	16.0	132	2067	24.7	5.8	117	1903	26.4	5.4	124	1736	35.9	4.9	17
MARRIED	103585	11214	55.0	10.8	89	4742	56.7	4.6	92	3911	54.2	3.8	88	2561	53.0	2.5	8
DIVORCED/SEPARATED/WIDOWED	28585	3485	17.1	12.2	100	1547	18.5	5.4	109	1405	19.5	4.9	114	533	11.0	1.9	6
PARENTS	59295	6527	32.0	11.0	90	2550	30.5	4.3	86	2339	32.4	3.9	92	1638	33.9	2.8	9
WHITE	146081	17166	84.1	11.8	97	6973	83.4	4.8	96	5985	82.9	4.1	95	4209	87.1	2.9	10
BLACK	17974	2262	11.1	12.6	103	1006	12.0	5.6	112	951	13.2	5.3	123	*304	6.3	1.7	5
OTHER	3672	977	4.8	26.6	219	**377	4.5	10.3	206	**283	3.9	7.7	179	**317	6.6	8.6	30
NORTHEAST-CENSUS	37005	6020	29.5	16.3	134	2929	35.1	7.9	159	1673	23.2	4.5	105	1418	29.4	3.8	13
NORTH CENTRAL	42642	2393	11.7	5.6	46	716	8.6	1.7	34	811	11.2	1.9	44	865	17.9	2.0	7
SOUTH	56777	5225	25.6	9.2	76	2325	27.8	4.1	82	2115	29.3	3.7	87	786	16.3	1.4	4
WEST	31303	6767	33.2	21.6	178	2386	28.6	7.6	153	2620	36.3	8.4	194	1761	36.5	5.6	19
NORTHEAST-MKTG.	38125	6460	31.7	16.9	139	2959	35.4	7.8	156	2048	28.4	5.4	125	1452	30.1	3.8	13
EAST CENTRAL	24794	1250	6.1	5.0	41	441	5.3	1.8	36	442	6.1	1.8	41	367	7.6	1.5	5
WEST CENTRAL	28511	1911	9.4	6.7	55	552	6.6	1.9	39	647	9.0	2.3	53	713	14.8	2.5	8
SOUTH	48953	4337	21.3	8.9	73	2075	24.8	4.2	85	1617	22.4	3.3	77	646	13.4	1.3	4
PACIFIC	27344	6447	31.6	23.6	194	2330	27.9	8.5	171	2465	34.1	9.0	209	1652	34.2	6.0	21
COUNTY SIZE A	69301	12269	60.1	17.7	146	4830	57.8	7.0	140	4497	62.3	6.5	151	2943	60.9	4.2	14
COUNTY SIZE B	50633	4925	24.1	9.7	80	2239	26.8	4.4	89	1549	21.5	3.1	71	1137	23.5	2.2	7
COUNTY SIZE C	26259	2143	10.5	8.2	67	863	10.3	3.3	66	719	10.0	2.7	64	*561	11.6	2.1	7
COUNTY SIZE D	21534	1068	5.2	5.0	41	*425	5.1	2.0	40	*454	6.3	2.1	49	**189	3.9	0.9	3
METRO CENTRAL CITY	50014	7935	38.9	15.9	130	3469	41.5	6.9	139	2694	37.3	5.4	125	1772	36.7	3.5	12
METRO SUBURBAN	76832	10007	49.0	13.0	107	3918	46.9	5.1	102	3680	51.0	4.8	111	2409	49.9	3.1	10
NON METRO	40881	2463	12.1	6.0	50	969	11.6	2.4	48	845	11.7	2.1	48	*649	13.4	1.6	5
TOP 5 ADI'S	39550	8312	40.7	21.0	173	3330	39.9	8.4	169	2835	39.3	7.2	167	2147	44.5	5.4	18
TOP 10 ADI'S	54877	10623	52.1	19.4	159	4447	53.2	8.1	163	3657	50.7	6.7	155	2519	52.2	4.6	15
TOP 20 ADI'S	77516	13320	65.3	17.2	141	5399	64.6	7.0	140	4776	66.2	6.2	143	3145	65.1	4.1	14
HSHLD INC. $50,000 OR MORE	17257	3213	15.7	18.6	153	1282	15.3	7.4	149	903	12.5	5.2	122	1028	21.3	6.0	20
$40,000 OR MORE	33235	5747	28.2	17.3	142	2322	27.8	7.0	140	1870	25.9	5.6	131	1554	32.2	4.7	16
$30,000 OR MORE	59693	9247	45.3	15.5	127	3581	42.9	6.0	120	3137	43.5	5.3	122	2529	52.4	4.2	14
$25,000 OR MORE	76275	10922	53.5	14.3	118	4166	49.9	5.5	110	3749	51.9	4.9	114	3007	62.3	3.9	13
$20,000 - $24,999	18607	2330	11.4	12.5	103	1064	12.7	5.7	115	749	10.4	4.0	94	*518	10.7	2.8	9
$15,000 - $19,999	17175	2034	10.0	11.8	97	810	9.7	4.7	95	798	11.1	4.6	108	*427	8.8	2.5	8
$10,000 - $14,999	24569	2192	10.7	8.9	73	1029	12.3	4.2	84	742	10.3	3.0	70	421	8.7	1.7	6
UNDER $10,000	31101	2928	14.3	9.4	77	1288	15.4	4.1	83	1183	16.4	3.8	88	457	9.5	1.5	5
HOUSEHOLD OF 1 PERSON	19441	2424	11.9	12.5	102	1051	12.6	5.4	109	899	12.5	4.6	107	474	9.8	2.4	8
2 PEOPLE	51803	6505	31.9	12.6	103	2679	32.1	5.2	104	2482	34.4	4.8	111	1343	27.8	2.6	9
3 OR 4 PEOPLE	66933	8496	41.6	12.7	104	3306	39.6	4.9	99	2928	40.6	4.4	102	2262	46.8	3.4	11
5 OR MORE PEOPLE	29550	2981	14.6	10.1	83	1321	15.8	4.5	90	910	12.6	3.1	72	751	15.5	2.5	8
NO CHILD IN HSHLD	96587	12475	61.1	12.9	106	5212	62.4	5.4	108	4521	62.6	4.7	109	2742	56.8	2.8	9
CHILD(REN) UNDER 2 YRS	10844	1159	5.7	10.7	88	*506	6.1	4.7	94	*298	4.1	2.7	64	*355	7.3	3.3	11
2 - 5 YEARS	26358	2741	13.4	10.4	85	1085	13.0	4.1	83	1007	13.9	3.8	89	649	13.4	2.5	8
6 - 11 YEARS	30453	3545	17.4	11.6	96	1340	16.0	4.4	88	1314	18.2	4.3	100	891	18.4	2.9	10
12 - 17 YEARS	36575	4172	20.4	11.4	94	1717	20.5	4.7	94	1340	18.6	3.7	85	1116	23.1	3.1	10
RESIDENCE OWNED	117770	12589	61.7	10.7	88	5097	61.0	4.3	87	4258	59.0	3.6	84	3233	66.9	2.7	9
VALUE: $50,000 OR MORE	70166	9278	45.5	13.2	109	3447	41.3	4.9	99	3231	44.8	4.6	107	2599	53.8	3.7	12
VALUE: UNDER $50,000	47604	3311	16.2	7.0	57	1650	19.7	3.5	70	1027	14.2	2.2	50	634	13.1	1.3	4

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(ADULTS)

0003
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS		167727	20405	100.0	12.2	100	8356	100.0	5.0	100	7219	100.0	4.3	100	4830	100.0	2.9	100
MAGAZINES	QUINTILE 1	34022	5485	26.9	16.1	133	1945	23.3	5.7	115	2116	29.3	6.2	145	1425	29.5	4.2	145
	QUINTILE 2	34800	4718	23.1	13.6	111	1868	22.4	5.4	108	1509	20.9	4.3	101	1341	27.8	3.9	134
	QUINTILE 3	30514	3758	18.4	12.3	101	1584	19.0	5.2	104	1361	18.9	4.5	104	813	16.8	2.7	93
	QUINTILE 4	33324	3127	15.3	9.4	77	1510	18.1	4.5	91	904	12.5	2.7	63	713	14.8	2.1	74
	QUINTILE 5	35066	3318	16.3	9.5	78	1449	17.3	4.1	83	1330	18.4	3.8	88	538	11.1	1.5	53
NEWSPAPERS	QUINTILE 1	29107	4245	20.8	14.6	120	1702	20.4	5.8	117	1378	19.1	4.7	110	1165	24.1	4.0	139
	QUINTILE 2	49095	6189	30.3	12.6	104	2845	34.0	5.8	116	2050	28.4	4.2	97	1294	26.8	2.6	92
	QUINTILE 3	23107	2986	14.6	12.9	106	1142	13.7	4.9	99	1114	15.4	4.8	112	730	15.1	3.2	110
	QUINTILE 4	33556	3763	18.4	11.2	92	1269	15.2	3.8	76	1509	20.9	4.5	104	985	20.4	2.9	102
	QUINTILE 5	32863	3222	15.8	9.8	81	1398	16.7	4.3	85	1167	16.2	3.6	83	656	13.6	2.0	69
OUTDOOR	QUINTILE 1	33431	4214	20.7	12.6	104	1471	17.6	4.4	88	1567	21.7	4.7	109	1177	24.4	3.5	122
	QUINTILE 2	33478	4320	21.2	12.9	106	1770	21.2	5.3	106	1562	21.6	4.7	108	988	20.5	3.0	102
	QUINTILE 3	33574	4433	21.7	13.2	109	1684	20.2	5.0	101	1622	22.5	4.8	112	1128	23.4	3.4	117
	QUINTILE 4	33935	4007	19.6	11.8	97	1837	22.0	5.4	109	1205	16.7	3.6	83	964	20.0	2.8	99
	QUINTILE 5	33310	3431	16.8	10.3	85	1594	19.1	4.8	96	1264	17.5	3.8	88	573	11.9	1.7	60
RADIO-DRIVE TIME	QUINTILE 1	33136	4186	20.5	12.6	104	1703	20.4	5.1	103	1517	21.0	4.6	106	966	20.0	2.9	101
	QUINTILE 2	31658	3980	19.5	12.6	103	1623	19.4	5.1	103	1335	18.5	4.2	98	1021	21.1	3.2	112
	QUINTILE 3	32541	4186	20.5	12.9	106	1622	19.4	5.0	100	1530	21.2	4.7	109	1034	21.4	3.2	110
	QUINTILE 4	34247	4106	20.1	12.0	99	1782	21.3	5.2	104	1511	20.9	4.4	103	813	16.8	2.4	82
	QUINTILE 5	36144	3948	19.3	10.9	90	1627	19.5	4.5	90	1326	18.4	3.7	85	996	20.6	2.8	96
RADIO-MID-DAY	TERCILE 1	45037	5414	26.5	12.0	99	2170	26.0	4.8	97	2136	29.6	4.7	110	1108	22.9	2.5	85
	TERCILE 2	44819	5279	25.9	11.8	97	2415	28.9	5.4	108	1662	23.0	3.7	86	1202	24.9	2.7	93
	TERCILE 3	77872	9712	47.6	12.5	103	3771	45.1	4.8	97	3421	47.4	4.4	102	2520	52.2	3.2	112
RADIO-TOTAL	QUINTILE 1	33763	4347	21.3	12.9	106	1801	21.6	5.3	107	1563	21.7	4.6	108	983	20.4	2.9	101
	QUINTILE 2	33240	4103	20.1	12.3	101	1667	19.9	5.0	101	1486	20.6	4.5	104	949	19.6	2.9	99
	QUINTILE 3	33408	4133	20.3	12.4	102	1615	19.3	4.8	97	1506	20.9	4.5	105	1012	21.0	3.0	105
	QUINTILE 4	34792	4449	21.8	12.8	105	1778	21.3	5.1	103	1488	20.6	4.3	99	1183	24.5	3.4	118
	QUINTILE 5	32524	3374	16.5	10.4	85	1494	17.9	4.6	92	1176	16.3	3.6	84	704	14.6	2.2	75
TV-PRIME TIME	QUINTILE 1	33090	3222	15.8	9.7	80	1328	15.9	4.0	81	1146	15.9	3.5	80	749	15.5	2.3	79
	QUINTILE 2	33357	4585	22.5	13.7	113	1867	22.3	5.6	112	1648	22.8	4.9	115	1070	22.2	3.2	111
	QUINTILE 3	33980	4713	23.1	13.9	114	1947	23.3	5.7	115	1623	22.5	4.8	111	1144	23.7	3.4	117
	QUINTILE 4	33854	4143	20.3	12.2	101	1668	20.0	4.9	99	1527	21.2	4.5	105	948	19.6	2.8	97
	QUINTILE 5	33444	3742	18.3	11.2	92	1546	18.5	4.6	93	1276	17.7	3.8	89	920	19.0	2.8	96
TV-DAYTIME	TERCILE 1	49121	5007	24.5	10.2	84	2084	24.9	4.2	85	1844	25.5	3.8	87	1079	22.3	2.2	76
	TERCILE 2	48823	5927	29.0	12.1	100	2543	30.4	5.2	105	2012	27.9	4.1	96	1371	28.4	2.8	98
	TERCILE 3	69782	9472	46.4	13.6	112	3729	44.6	5.3	107	3363	46.6	4.8	112	2380	49.3	3.4	118
TV-TOTAL	QUINTILE 1	33584	3492	17.1	10.4	85	1466	17.5	4.4	88	1213	16.8	3.6	84	813	16.8	2.4	84
	QUINTILE 2	33441	3693	18.1	11.0	91	1372	16.4	4.1	82	1429	19.8	4.3	99	893	18.5	2.7	93
	QUINTILE 3	33505	4431	21.7	13.2	109	1879	22.5	5.6	113	1542	21.4	4.6	107	1011	20.9	3.0	105
	QUINTILE 4	33466	4626	22.7	13.8	114	1984	23.7	5.9	119	1574	21.8	4.7	109	1068	22.1	3.2	111
	QUINTILE 5	33731	4163	20.4	12.3	101	1656	19.8	4.9	99	1462	20.3	4.3	101	1045	21.6	3.1	108
MAGAZINES-NEWSPAPERS: DUAL		44503	6863	33.6	15.4	127	2852	34.1	6.4	129	2231	30.9	5.0	116	1780	36.9	4.0	139
MAGAZINE IMPERATIVE		39363	5188	25.4	13.2	108	1709	20.5	4.3	87	2086	28.9	5.3	123	1392	28.8	3.5	123
NEWSPAPER IMPERATIVE		46441	4940	24.2	10.6	87	2273	27.2	4.9	98	1635	22.6	3.5	82	1033	21.4	2.2	77
MAGAZINES-OUTDOOR: DUAL		33726	5137	25.2	15.2	125	1803	21.6	5.3	107	1867	25.9	5.5	129	1467	30.4	4.3	151
MAGAZINE IMPERATIVE		52846	7306	35.8	13.8	114	2927	35.0	5.5	111	2557	35.4	4.8	112	1822	37.7	3.4	120
OUTDOOR IMPERATIVE		52140	5492	26.9	10.5	87	2315	27.7	4.4	89	1997	27.7	3.8	89	1180	24.4	2.3	79
MAGAZINES-RADIO: DUAL		37081	5334	26.1	14.4	118	2142	25.6	5.8	116	1999	27.7	5.4	125	1193	24.7	3.2	112
MAGAZINE IMPERATIVE		49747	6999	34.3	14.1	116	2681	32.1	5.4	108	2369	32.8	4.8	111	1948	40.3	3.9	136
RADIO IMPERATIVE		49208	5084	24.9	10.3	85	2249	26.9	4.6	92	1744	24.2	3.5	82	1091	22.6	2.2	77
MAGAZINES-TELEVISION: DUAL		33103	4286	21.0	12.9	106	1399	16.7	4.2	85	1615	22.4	4.9	113	1272	26.3	3.8	133
MAGAZINE IMPERATIVE		54575	8251	40.4	15.1	124	3307	39.6	6.1	122	2886	40.0	5.3	123	2057	42.6	3.8	131
TELEVISION IMPERATIVE		53249	5154	25.3	9.7	80	2361	28.3	4.4	89	1837	25.4	3.4	80	956	19.8	1.8	62
NEWSPAPERS-OUTDOOR: DUAL		36255	4835	23.7	13.3	110	2009	24.0	5.5	111	1637	22.7	4.5	105	1190	24.6	3.3	114
NEWSPAPER IMPERATIVE		55591	7316	35.9	13.2	108	3232	38.7	5.8	117	2437	33.8	4.4	102	1647	34.1	3.0	103
OUTDOOR IMPERATIVE		48319	5796	28.4	12.0	99	2097	25.1	4.3	87	2171	30.1	4.5	104	1527	31.6	3.2	110
NEWSPAPERS-RADIO: DUAL		37242	4927	24.1	13.2	109	2115	25.3	5.7	114	1747	24.2	4.7	109	1066	22.1	2.9	99
NEWSPAPER IMPERATIVE		54423	7291	35.7	13.4	110	3053	36.5	5.6	113	2376	32.9	4.4	101	1863	38.6	3.4	119
RADIO IMPERATIVE		46650	5403	26.5	11.6	95	2021	24.2	4.3	87	2067	28.6	4.4	103	1316	27.2	2.8	98
NEWSPAPERS-TELEVISION: DUAL		35974	4383	21.5	12.2	100	1704	20.4	4.7	95	1637	22.7	4.6	106	1042	21.6	2.9	101
NEWSPAPER IMPERATIVE		56095	8008	39.2	14.3	117	3554	42.5	6.3	127	2580	35.7	4.6	107	1874	38.8	3.3	116
TELEVISION IMPERATIVE		47170	4680	22.9	9.9	82	1869	22.4	4.0	80	1735	24.0	3.7	85	1077	22.3	2.3	79
OUTDOOR-RADIO: DUAL		33748	4332	21.2	12.8	106	1714	20.5	5.1	102	1495	20.7	4.4	103	1124	23.3	3.3	116
OUTDOOR IMPERATIVE		52785	6637	32.5	12.6	103	2495	29.9	4.7	95	2459	34.1	4.7	108	1684	34.9	3.2	111
RADIO IMPERATIVE		52882	6540	32.1	12.4	102	2756	33.0	5.2	105	2384	33.0	4.5	105	1401	29.0	2.6	92
OUTDOOR-TELEVISION: DUAL		32030	3855	18.9	12.0	99	1284	15.4	4.0	80	1596	22.1	5.0	116	975	20.2	3.0	106
OUTDOOR IMPERATIVE		54626	7643	37.5	14.0	115	3070	36.7	5.6	113	2671	37.0	4.9	114	1901	39.4	3.5	121
TELEVISION IMPERATIVE		54874	5820	28.5	10.6	87	2633	31.5	4.8	96	1945	26.9	3.5	82	1242	25.7	2.3	79
RADIO-TELEVISION: DUAL		33386	3762	18.4	11.3	93	1519	18.2	4.5	91	1394	19.3	4.2	97	850	17.6	2.5	88
RADIO IMPERATIVE		53810	7426	36.4	13.8	113	3157	37.8	5.9	118	2606	36.1	4.8	113	1663	34.4	3.1	107
TELEVISION IMPERATIVE		54023	6187	30.3	11.5	94	2492	29.8	4.6	93	2184	30.3	4.0	94	1511	31.3	2.8	97

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE IN
TOTAL ADULTS	167727	20405	100.0	12.2	100	8356	100.0	5.0	100	7219	100.0	4.3	100	4830	100.0	2.9	1
ATLANTIC MONTHLY	867	*207	1.0	23.9	196	**75	0.9	8.7	174	**79	1.1	9.1	212	**54	1.1	6.2	2
BARRON'S	1580	302	1.5	19.1	157	**91	1.1	5.8	116	**83	1.1	5.3	122	**127	2.6	8.0	2
BETTER HOMES & GARDENS	22203	2539	12.4	11.4	94	971	11.6	4.4	88	971	13.5	4.4	102	597	12.4	2.7	
BON APPETIT	3810	964	4.7	25.3	208	387	4.6	10.2	204	252	3.5	6.6	154	324	6.7	8.5	2
BUSINESS WEEK	4663	915	4.5	19.6	161	308	3.7	6.6	133	285	3.9	6.1	142	321	6.6	6.9	2
CAR AND DRIVER	3102	464	2.3	15.0	123	**173	2.1	5.6	112	*175	2.4	5.6	131	**116	2.4	3.7	1
CBS MAGAZINE NETWORK (GROSS)	7311	1240	6.1	17.0	139	432	5.2	5.9	119	482	6.7	6.6	153	*326	6.7	4.5	1
CHANGING TIMES	3400	401	2.0	11.8	97	*158	1.9	4.6	93	*140	1.9	4.1	96	**103	2.1	3.0	1
COLONIAL HOMES	1796	357	1.7	19.9	163	**142	1.7	7.9	159	**111	1.5	6.2	144	**105	2.2	5.8	2
CONDE NAST MAG. PKG. (GROSS)	19924	4116	20.2	20.7	170	1349	16.1	6.8	136	1548	21.4	7.8	181	1218	25.2	6.1	2
CONSUMERS DIGEST	3125	350	1.7	11.2	92	**69	0.8	2.2	44	*140	1.9	4.5	104	**141	2.9	4.5	1
COSMOPOLITAN	10577	2056	10.1	19.4	160	783	9.4	7.4	149	776	10.7	7.3	170	497	10.3	4.7	1
COUNTRY LIVING	3746	528	2.6	14.1	116	*163	2.0	4.4	87	*200	2.8	5.3	124	*166	3.4	4.4	1
CUISINE	2214	446	2.2	20.1	166	*139	1.7	6.3	126	*148	2.1	6.7	155	*158	3.3	7.1	2
CYCLE WORLD	2394	307	1.5	12.8	105	**104	1.2	4.3	87	*158	2.2	6.6	153	**45	0.9	1.9	
DCI:CREATIVE IDEAS FOR LIV	3068	361	1.8	11.8	97	**124	1.5	4.0	81	*174	2.4	5.7	132	**63	1.3	2.1	
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1023	5.0	10.7	88	375	4.5	3.9	79	401	5.6	4.2	97	*247	5.1	2.6	
DISCOVER	2277	315	1.5	13.8	114	**90	1.1	4.0	79	*114	1.6	5.0	116	**111	2.3	4.9	1
EBONY	7187	1084	5.3	15.1	124	457	5.5	6.4	128	484	6.7	6.7	156	*142	2.9	2.0	
ESQUIRE	2560	409	2.0	16.0	131	*155	1.9	6.1	122	*143	2.0	5.6	130	**110	2.3	4.3	1
ESSENCE	3242	564	2.8	17.4	143	*182	2.2	5.6	113	273	3.8	8.4	196	*109	2.3	3.4	1
FAMILY CIRCLE	19639	2218	10.9	11.3	93	799	9.6	4.1	82	878	12.2	4.5	104	542	11.2	2.8	
THE FAMILY HANDYMAN	3540	282	1.4	8.0	65	**75	0.9	2.1	43	*123	1.7	3.5	81	**83	1.7	2.3	
FAMILY WEEKLY	23924	2497	12.2	10.4	86	1178	14.1	4.9	99	758	10.5	3.2	74	561	11.6	2.3	
FIELD & STREAM	9883	801	3.9	8.1	67	342	4.1	3.5	69	253	3.5	2.6	59	*206	4.3	2.1	
FOOD & WINE	1030	209	1.0	20.3	167	**53	0.6	5.1	103	*91	1.3	8.8	205	**65	1.3	6.3	2
FORBES	2679	574	2.8	21.4	176	182	2.2	6.8	136	*145	2.0	5.4	126	*247	5.1	9.2	3
FORTUNE	2931	735	3.6	25.1	206	*154	1.8	5.3	105	210	2.9	7.2	166	372	7.7	12.7	4
GENTLEMEN'S QUARTERLY	3481	933	4.6	26.8	220	*300	3.6	8.6	173	281	3.9	8.1	188	351	7.3	10.1	3
GLAMOUR	7163	1373	6.7	19.2	158	453	5.4	6.3	127	471	6.5	6.6	153	449	9.3	6.3	2
GOLF DIGEST	2355	318	1.6	13.5	111	*156	1.9	6.6	133	**63	0.9	2.7	62	**98	2.0	4.2	1
GOLF DIGEST/TENNIS (GROSS)	3610	592	2.9	16.4	135	*244	2.9	6.8	136	*156	2.2	4.3	100	*192	4.0	5.3	1
GOLF MAGAZINE	2046	385	1.9	18.8	155	*191	2.3	9.3	187	**113	1.6	5.5	128	**81	1.7	4.0	1
GOLF MAGAZINE/SKI (GROSS)	3547	731	3.6	20.6	169	264	3.2	7.4	149	*251	3.5	7.1	164	*216	4.5	6.1	2
GOOD HOUSEKEEPING	20353	2222	10.9	10.9	90	763	9.1	3.7	75	940	13.0	4.6	107	519	10.7	2.5	
HARPER'S BAZAAR	3362	1012	5.0	30.1	247	439	5.3	13.1	262	248	3.4	7.4	171	*325	6.7	9.7	3
HEALTH	2987	443	2.2	14.8	122	*143	1.7	4.8	96	*204	2.8	6.8	159	**96	2.0	3.2	1
HEARST MAG CORP. BUY (GROSS)	67928	10064	49.3	14.8	122	3499	41.9	5.2	103	3905	54.1	5.7	134	2661	55.1	3.9	1
HEARST MAN POWER (GROSS)	11282	1202	5.9	10.7	88	459	5.5	4.1	82	507	7.0	4.5	104	236	4.9	2.1	
HEARST WOMAN POWER (GROSS)	40514	5542	27.2	13.7	112	1864	22.3	4.6	92	2341	32.4	5.8	134	1337	27.7	3.3	
HOUSE BEAUTIFUL	4885	898	4.4	18.4	151	340	4.1	7.0	140	285	3.9	5.8	136	*273	5.7	5.6	
INC.	1308	374	1.8	28.6	235	**84	1.0	6.4	129	**148	2.1	11.3	263	**142	2.9	10.9	2
JET	6498	927	4.5	14.3	117	468	5.6	7.2	145	351	4.9	5.4	126	*108	2.2	1.7	
LADIES' HOME JOURNAL	14797	1837	9.0	12.4	102	665	8.0	4.5	90	742	10.3	5.0	117	429	8.9	2.9	
LHJ FAMILY GRP COMBO(GROSS)	21743	2807	13.8	12.9	106	945	11.3	4.3	87	1179	16.3	5.4	126	684	14.2	3.1	
LIFE	9881	1672	8.2	16.9	139	690	8.3	7.0	140	508	7.0	5.1	119	475	9.8	4.8	
L.A. TIMES HOME MAGAZINE	2775	990	4.9	35.7	293	327	3.9	11.8	237	396	5.5	14.3	332	*267	5.5	9.6	2
MADEMOISELLE	4219	828	4.1	19.6	161	*253	3.0	6.0	120	322	4.5	7.6	177	*254	5.3	6.0	1
MC CALL'S	16422	1981	9.7	12.1	99	722	8.6	4.4	88	852	11.8	5.2	121	407	8.4	2.5	
MC CALL'S/WRK MOTHER (GROSS)	17919	2198	10.8	12.3	101	768	9.2	4.3	86	952	13.2	5.3	123	478	9.9	2.7	
MECHANIX ILLUSTRATED	4433	454	2.2	10.2	84	*214	2.6	4.8	97	*142	2.0	3.2	74	**98	2.0	2.2	
METROPOLITAN HOME	1504	396	1.9	26.3	216	**109	1.3	7.2	145	*182	2.5	12.1	281	*105	2.2	7.0	
MONEY	4723	955	4.7	20.2	166	292	3.5	6.2	124	289	4.0	6.1	142	374	7.7	7.9	
MOTHER EARTH NEWS	2325	406	2.0	17.5	144	**109	1.3	4.7	94	*195	2.7	8.4	195	**102	2.1	4.4	
MS.	1189	211	1.0	17.7	146	**52	0.6	4.4	88	*113	1.6	9.5	221	**45	0.9	3.8	
NATIONAL ENQUIRER	18892	2354	11.5	12.5	102	1080	12.9	5.7	115	957	13.3	5.1	118	317	6.6	1.7	
NATIONAL GEOGRAPHIC	22129	3291	16.1	14.9	122	1141	13.7	5.2	103	1212	16.8	5.5	127	938	19.4	4.2	
NATIONAL SUNDAY MAGAZINE PKG	103750	13824	67.7	13.3	110	5574	66.7	5.4	108	4876	67.5	4.7	109	3375	69.9	3.3	
NATURAL HISTORY	1379	*235	1.2	17.0	140	**81	1.0	5.9	118	**72	1.0	5.2	121	**82	1.7	5.9	
NEW WOMAN	2289	440	2.2	19.2	158	**168	2.0	7.3	147	*204	2.8	8.9	207	**68	1.4	3.0	
NEW YORK INCLUDING CUE	1088	331	1.6	30.4	250	*144	1.7	13.2	266	*94	1.3	8.6	201	**93	1.9	8.5	
THE NEW YORKER	2459	729	3.6	29.6	244	251	3.0	10.2	205	209	2.9	8.5	197	*268	5.5	10.9	
NEWSWEEK	16527	2742	13.4	16.6	136	924	11.1	5.6	112	1125	15.6	6.8	158	693	14.3	4.2	
THE N.Y. TIMES DAILY EDITION	2739	818	4.0	29.9	245	315	3.8	11.5	231	241	3.3	8.8	204	*263	5.4	9.6	
THE N.Y. TIMES MAGAZINE	4443	1154	5.7	26.0	213	488	5.8	11.0	220	343	4.8	7.7	179	324	6.7	7.3	
OMNI	2799	526	2.6	18.8	154	*201	2.4	7.2	144	*199	2.8	7.1	165	**126	2.6	4.5	
ON CABLE	2209	199	1.0	9.0	74	**70	0.8	3.2	64	**95	1.3	4.3	100	**35	0.7	1.6	
1001 HOME IDEAS	3959	527	2.6	13.3	109	*136	1.6	3.4	69	*233	3.2	5.9	137	**158	3.3	4.0	
ORGANIC GARDENING	3111	303	1.5	9.7	80	**116	1.4	3.7	75	**101	1.4	3.2	75	**87	1.8	2.8	
OUTDOOR LIFE	5024	515	2.5	10.3	84	*173	2.1	3.4	69	*234	3.2	4.7	108	**108	2.2	2.1	
PARADE MAGAZINE	51292	7216	35.4	14.1	116	3065	36.7	6.0	120	2394	33.2	4.7	108	1757	36.4	3.4	

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(ADULTS)

0005
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS	167727	20405	100.0	12.2	100	8356	100.0	5.0	100	7219	100.0	4.3	100	4830	100.0	2.9	100
PARENTS	5298	671	3.3	12.7	104	*251	3.0	4.7	95	267	3.7	5.0	117	*153	3.2	2.9	100
PENTHOUSE	5129	767	3.8	15.0	123	307	3.7	6.0	120	259	3.6	5.0	117	*201	4.2	3.9	136
PEOPLE	21070	3267	16.0	15.5	127	1124	13.5	5.3	107	1134	15.7	5.4	125	1009	20.9	4.8	166
PLAYBOY	10562	1566	7.7	14.8	122	556	6.7	5.3	106	533	7.4	5.0	117	478	9.9	4.5	157
POPULAR HOT RODDING	2498	*259	1.3	10.4	85	**92	1.1	3.7	74	**124	1.7	5.0	115	**43	0.9	1.7	60
POPULAR MECHANICS	5887	600	2.9	10.2	84	*218	2.6	3.7	74	253	3.5	4.3	100	*129	2.7	2.2	76
POPULAR SCIENCE	4317	621	3.0	14.4	118	*142	1.7	3.3	66	*240	3.3	5.6	129	*239	4.9	5.5	192
PREVENTION	5792	959	4.7	16.6	136	402	4.8	6.9	139	390	5.4	6.7	156	*168	3.5	2.9	101
PSYCHOLOGY TODAY	3284	681	3.3	20.7	170	*211	2.5	6.4	129	*268	3.7	8.2	190	*202	4.2	6.2	214
READER'S DIGEST	40046	4623	22.7	11.5	95	1859	22.2	4.6	93	1610	22.3	4.0	93	1154	23.9	2.9	100
REDBOOK	9584	1264	6.2	13.2	108	318	3.8	3.3	67	625	8.7	6.5	152	*321	6.6	3.3	116
ROAD & TRACK	2590	489	2.4	18.9	155	*173	2.1	6.7	134	*184	2.5	7.1	165	**132	2.7	5.1	177
ROLLING STONE	3302	666	3.3	20.2	166	276	3.3	8.4	168	178	2.5	5.4	125	*212	4.4	6.4	223
RUNNER'S WORLD	1229	294	1.4	23.9	197	**87	1.0	7.1	142	**139	1.9	11.3	263	**68	1.4	5.5	192
SATURDAY EVENING POST	2110	269	1.3	12.7	105	*107	1.3	5.1	102	**120	1.7	5.7	132	**43	0.9	2.0	71
SCIENCE 84	1543	291	1.4	18.9	155	**134	1.6	8.7	174	*129	1.8	8.4	194	**28	0.6	1.8	63
SCIENCE DIGEST	1747	*240	1.2	13.7	113	**69	0.8	3.9	79	**144	2.0	8.2	192	**27	0.6	1.5	54
SCIENTIFIC AMERICAN	1994	480	2.4	24.1	198	**126	1.5	6.3	127	*204	2.8	10.2	238	**150	3.1	7.5	261
SELF	3119	615	3.0	19.7	162	*198	2.4	6.3	127	288	4.0	9.2	215	**130	2.7	4.2	145
SEVENTEEN	3923	530	2.6	13.5	111	**170	2.0	4.3	87	*254	3.5	6.5	150	**105	2.2	2.7	93
SKI	1501	346	1.7	23.1	189	**73	0.9	4.9	98	*138	1.9	9.2	214	**135	2.8	9.0	312
SMITHSONIAN	5976	1282	6.3	21.5	176	503	6.0	8.4	169	495	6.9	8.3	192	284	5.9	4.8	165
SOAP OPERA DIGEST	4228	407	2.0	9.6	79	*183	2.2	4.3	87	*145	2.0	3.4	80	**80	1.7	1.9	66
SOUTHERN LIVING	6488	662	3.2	10.2	84	*251	3.0	3.9	78	227	3.1	3.5	81	*184	3.8	2.8	98
SPORT	3500	541	2.7	15.5	127	*261	3.1	7.5	150	*156	2.2	4.5	104	**124	2.6	3.5	123
THE SPORTING NEWS	2456	344	1.7	14.0	115	*131	1.6	5.3	107	**94	1.3	3.8	89	**119	2.5	4.8	168
SPORTS AFIELD	3648	362	1.8	9.9	82	**173	2.1	4.7	95	**109	1.5	3.0	69	**80	1.7	2.2	76
SPORTS ILLUSTRATED	14484	2052	10.1	14.2	116	674	8.1	4.7	93	792	11.0	5.5	127	586	12.1	4.0	140
STAR	12661	1646	8.1	13.0	107	719	8.6	5.7	114	652	9.0	5.1	120	276	5.7	2.2	76
SUNDAY	52799	7037	34.5	13.3	110	2987	35.7	5.7	114	2536	35.1	4.8	112	1515	31.4	2.9	100
SUNSET	3513	777	3.8	22.1	182	*171	2.0	4.9	98	*268	3.7	7.6	177	*338	7.0	9.6	334
TV GUIDE	42766	5788	28.4	13.5	111	2554	30.6	6.0	120	1931	26.7	4.5	105	1303	27.0	3.0	106
TENNIS	1254	275	1.3	21.9	180	**88	1.1	7.0	141	**93	1.3	7.4	172	**94	1.9	7.5	260
TIME	22054	3737	18.3	16.9	139	1521	18.2	6.9	138	1304	18.1	5.9	137	912	18.9	4.1	144
TOWN & COUNTRY	1555	413	2.0	26.6	218	**82	1.0	5.3	106	*181	2.5	11.6	270	*150	3.1	9.6	335
TRAVEL & LEISURE	2173	477	2.3	22.0	180	*147	1.8	6.8	136	*209	2.9	9.6	223	**122	2.5	5.6	195
TRUE STORY	4636	435	2.1	9.4	77	*196	2.3	4.2	85	*200	2.8	4.3	100	**40	0.8	0.9	30
U.S.NEWS & WORLD REPORT	10353	1543	7.6	14.9	123	514	6.2	5.0	100	591	8.2	5.7	133	438	9.1	4.2	147
USA TODAY	4994	822	4.0	16.5	135	292	3.5	5.8	117	296	4.1	5.9	138	233	4.8	4.7	162
US	3528	422	2.1	12.0	98	*143	1.7	4.1	81	*168	2.3	4.8	111	**112	2.3	3.2	110
VOGUE	5424	1299	6.4	23.9	197	446	5.3	8.2	165	468	6.5	8.6	200	386	8.0	7.1	247
WALL STREET JOURNAL	6292	1178	5.8	18.7	154	397	4.8	6.3	127	380	5.3	6.0	140	401	8.3	6.4	221
WEIGHT WATCHERS	2762	449	2.2	16.3	134	*162	1.9	5.9	118	*150	2.1	5.4	126	**137	2.8	5.0	172
WOMAN'S DAY	16320	1961	9.6	12.0	99	744	8.9	4.6	92	754	10.4	4.6	107	464	9.6	2.8	99
WORKING MOTHER	1496	*218	1.1	14.6	120	**46	0.6	3.1	62	**100	1.4	6.7	155	**71	1.5	4.7	165
WORKING WOMAN	1851	348	1.7	18.8	155	*114	1.4	6.2	124	*138	1.9	7.5	173	**96	2.0	5.2	180
WORLD TENNIS	580	**125	0.6	21.6	177	**28	0.3	4.8	97	**40	0.6	6.9	160	**57	1.2	9.8	341
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1738	8.5	14.0	115	551	6.6	4.4	89	622	8.6	5.0	116	565	11.7	4.6	158
BLAIR INSERTS	91671	12706	62.3	13.9	114	5097	61.0	5.6	112	4523	62.7	4.9	115	3086	63.9	3.4	117
DAILY NEWSPAPERS																	
READ ANY	109190	13819	67.7	12.7	104	5894	70.5	5.4	108	4642	64.3	4.3	99	3283	68.0	3.0	104
READ ONE	89587	11156	54.7	12.5	102	4777	57.2	5.3	107	3760	52.1	4.2	98	2619	54.2	2.9	102
READ TWO OR MORE	19602	2664	13.1	13.6	112	1117	13.4	5.7	114	882	12.2	4.5	105	665	13.8	3.4	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14620	71.6	13.3	110	5916	70.8	5.4	108	5129	71.0	4.7	109	3576	74.0	3.3	113
READ ONE	95074	12419	60.9	13.1	107	5052	60.5	5.3	107	4435	61.4	4.7	108	2932	60.7	3.1	107
READ TWO OR MORE	14588	2201	10.8	15.1	124	864	10.3	5.9	119	693	9.6	4.8	110	644	13.3	4.4	153
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.30				26.16				29.24				30.52			
30 DAY REACH	149706	18663	91.5	12.5	102	7538	90.2	5.0	101	6659	92.2	4.4	103	4466	92.5	3.0	104
50 SHWG - 30 DAY AV FREQ	15.16	14.67				13.62				15.26				15.56			
30 DAY REACH	142406	18003	88.2	12.6	104	7246	86.7	5.1	102	6377	88.3	4.5	104	4380	90.7	3.1	107
25 SHWG - 30 DAY AV FREQ	8.23	7.92				7.48				8.34				8.03			
30 DAY REACH	131152	16639	81.5	12.7	104	6567	78.6	5.0	101	5848	81.0	4.5	104	4224	87.5	3.2	112
CABLE TV: HOME WIRED	66879	7988	39.1	11.9	98	3601	43.1	5.4	108	2351	32.6	3.5	82	2035	42.1	3.0	106
HOME NOT WIRED	100848	12418	60.9	12.3	101	4755	56.9	4.7	95	4868	67.4	4.8	112	2795	57.9	2.8	96
HAVE PAY CABLE	35024	4794	23.5	13.7	113	2087	25.0	6.0	120	1470	20.4	4.2	98	1237	25.6	3.5	123

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS	167727	20405	100.0	12.2	100	8356	100.0	5.0	100	7219	100.0	4.3	100	4830	100.0	2.9	1
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11974	58.7	12.5	103	4945	59.2	5.2	104	4159	57.6	4.3	101	2870	59.4	3.0	1
10:00 AM - 3:00 PM	63599	7563	37.1	11.9	98	3204	38.3	5.0	101	2737	37.9	4.3	100	1621	33.6	2.5	
3:00 PM - 7:00 PM	72097	9339	45.8	13.0	106	3876	46.4	5.4	108	3186	44.1	4.4	103	2277	47.1	3.2	1
7:00 PM - MIDNIGHT	36670	4744	23.2	12.9	106	1963	23.5	5.4	107	1548	21.4	4.2	98	1234	25.5	3.4	1
MIDNIGHT - 6:00 AM	21908	2868	14.1	13.1	108	1129	13.5	5.2	103	1028	14.2	4.7	109	711	14.7	3.2	1
6:00 AM - MIDNIGHT	127571	15890	77.9	12.5	102	6436	77.0	5.0	101	5570	77.2	4.4	101	3884	80.4	3.0	1
ENTIRE DAY	129239	16153	79.2	12.5	103	6552	78.4	5.1	102	5622	77.9	4.4	101	3979	82.4	3.1	1
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4182	20.5	12.3	101	1596	19.1	4.7	94	1546	21.4	4.5	106	1040	21.5	3.1	1
ALL NEWS	6062	1210	5.9	20.0	164	503	6.0	8.3	167	410	5.7	6.8	157	*297	6.1	4.9	1
AOR/PROGRESSIVE	11884	1785	8.7	15.0	123	812	9.7	6.8	137	513	7.1	4.3	100	461	9.5	3.9	1
BEAUTIFUL MUSIC	11180	1392	6.8	12.5	102	608	7.3	5.4	109	522	7.2	4.7	108	262	5.4	2.3	
BLACK	4538	565	2.8	12.5	102	264	3.2	5.8	117	*218	3.0	4.8	112	**83	1.7	1.8	
CLASSICAL	3857	816	4.0	21.2	174	329	3.9	8.5	171	273	3.8	7.1	164	*214	4.4	5.5	1
CHR/ROCK	21946	3249	15.9	14.8	122	1268	15.2	5.8	116	1086	15.0	4.9	115	895	18.5	4.1	1
COUNTRY	27262	2260	11.1	8.3	68	878	10.5	3.2	65	788	10.9	2.9	67	594	12.3	2.2	
GOLDEN OLDIES	3339	368	1.8	11.0	91	*156	1.9	4.7	94	*148	2.1	4.4	103	**65	1.3	1.9	
MOR/NOSTALGIA	10346	1463	7.2	14.1	116	558	6.7	5.4	108	497	6.9	4.8	112	408	8.4	3.9	1
NEWS/TALK	8929	1304	6.4	14.6	120	477	5.7	5.3	107	508	7.0	5.7	132	319	6.6	3.6	1
RELIGIOUS	5488	512	2.5	9.3	77	*206	2.5	3.8	75	*185	2.6	3.4	78	**121	2.5	2.2	
SOFT ROCK	1232	*127	0.6	10.3	85	**61	0.7	5.0	99	**29	0.4	2.4	55	**37	0.8	3.0	1
URBAN CONTEMPORARY	3184	504	2.5	15.8	130	246	2.9	7.7	155	*174	2.4	5.5	127	*84	1.7	2.6	
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	743	3.6	10.8	88	335	4.0	4.8	97	*231	3.2	3.3	78	*177	3.7	2.6	
ABC DIRECTION	5212	741	3.6	14.2	117	410	4.9	7.9	158	209	2.9	4.0	93	*122	2.5	2.3	
ABC ENTERTAINMENT	10385	1103	5.4	10.6	87	455	5.4	4.4	88	363	5.0	3.5	81	285	5.9	2.7	
ABC FM	4762	439	2.2	9.2	76	*190	2.3	4.0	80	*113	1.6	2.4	55	*136	2.8	2.9	
ABC INFORMATION	11339	1437	7.0	12.7	104	550	6.6	4.9	97	544	7.5	4.8	111	343	7.1	3.0	1
ABC ROCK	4878	673	3.3	13.8	113	*295	3.5	6.0	121	*169	2.3	3.5	80	*209	4.3	4.3	1
CBS	10709	1416	6.9	13.2	109	549	6.6	5.1	103	481	6.7	4.5	104	386	8.0	3.6	1
MUTUAL	10251	1115	5.5	10.9	89	408	4.9	4.0	80	477	6.6	4.7	108	*230	4.8	2.2	
NBC	12243	1249	6.1	10.2	84	404	4.8	3.3	66	532	7.4	4.3	101	312	6.5	2.5	
RADIORADIO	4606	567	2.8	12.3	101	*219	2.6	4.8	95	234	3.2	5.1	118	*114	2.4	2.5	
RKO ONE	5148	688	3.4	13.4	110	273	3.3	5.3	106	*248	3.4	4.8	112	*167	3.5	3.2	1
RKO TWO	7313	758	3.7	10.4	85	320	3.8	4.4	88	256	3.5	3.5	81	*182	3.8	2.5	
THE SOURCE	5981	762	3.7	12.7	105	337	4.0	5.6	113	*217	3.0	3.6	84	*208	4.3	3.5	1
NON-WIRED : BLAIR	19329	2244	11.0	11.6	95	865	10.4	4.5	90	893	12.4	4.6	107	485	10.0	2.5	
INTERNET	27139	4170	20.4	15.4	126	1731	20.7	6.4	128	1444	20.0	5.3	124	996	20.6	3.7	1
KATZ RADIO GROUP	36319	4882	23.9	13.4	110	1904	22.8	5.2	105	1687	23.4	4.6	108	1291	26.7	3.6	1
SUPERNET	22361	2762	13.5	12.4	102	1286	15.4	5.8	115	788	10.9	3.5	82	688	14.2	3.1	1
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1664	8.2	11.5	94	668	8.0	4.6	92	672	9.3	4.6	107	324	6.7	2.2	
WKDAY 9:00 AM - 1:00 PM	18688	1964	9.6	10.5	86	841	10.1	4.5	90	749	10.4	4.0	93	373	7.7	2.0	
WKDAY 1:00 PM - 4:30 PM	24061	2420	11.9	10.1	83	962	11.5	4.0	80	964	13.4	4.0	93	494	10.2	2.1	
WKDAY 4:30 PM - 7:30 PM	44079	5236	25.7	11.9	98	2144	25.7	4.9	98	1928	26.7	4.4	102	1165	24.1	2.6	
WKDAY 7:30 PM - 8:00 PM	61979	7048	34.5	11.4	93	2858	34.2	4.6	93	2577	35.7	4.2	97	1614	33.4	2.6	
WKDAY 11:00 PM - 11:30 PM	49084	5410	26.5	11.0	91	2364	28.3	4.8	97	1796	24.9	3.7	85	1251	25.9	2.5	
WKDAY 11:30 PM - 1:00 AM	16560	1809	8.9	10.9	90	733	8.8	4.4	89	609	8.4	3.7	85	468	9.7	2.8	
M-SAT 8-11 PM+SUN 7-11 PM	66967	7999	39.2	11.9	98	3286	39.3	4.9	98	2827	39.2	4.2	98	1885	39.0	2.8	
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1085	5.3	11.7	96	414	5.0	4.5	90	422	5.8	4.6	106	249	5.2	2.7	
ANOTHER WORLD N	6138	538	2.6	8.8	72	201	2.4	3.3	66	236	3.3	3.8	89	*101	2.1	1.6	
AS THE WORLD TURNS C	7707	642	3.1	8.3	68	262	3.1	3.4	68	201	2.8	2.6	61	*179	3.7	2.3	
CAPITOL C	4688	398	2.0	8.5	70	174	2.1	3.7	75	163	2.3	3.5	81	**61	1.3	1.3	
CBS MORN. NEWS 1 C	2792	279	1.4	10.0	82	101	1.2	3.6	73	111	1.5	4.0	92	**67	1.4	2.4	
CBS MORN. NEWS 2 C	2071	223	1.1	10.8	89	92	1.1	4.4	89	*82	1.1	4.0	92	**49	1.0	2.4	
DAYS OF OUR LIVES N	8018	730	3.6	9.1	75	335	4.0	4.2	84	302	4.2	3.8	88	*93	1.9	1.2	
FACTS OF LIFE - DAYTIME N	3487	403	2.0	11.6	95	105	1.3	3.0	60	232	3.2	6.7	155	*66	1.4	1.9	
FAMILY FEUD A	4817	508	2.5	10.5	87	269	3.2	5.6	112	144	2.0	3.0	69	*95	2.0	2.0	
GENERAL HOSPITAL A	8333	831	4.1	10.0	82	343	4.1	4.1	83	321	4.4	3.9	90	168	3.5	2.0	
GOOD MORNING, AMERICA-730 A	5472	511	2.5	9.3	77	212	2.5	3.9	78	179	2.5	3.3	76	120	2.5	2.2	
GOOD MORNING, AMERICA-830 A	3965	381	1.9	9.6	79	201	2.4	5.1	102	123	1.7	3.1	72	*58	1.2	1.5	
GUIDING LIGHT C	7542	648	3.2	8.6	71	265	3.2	3.5	71	261	3.6	3.5	80	*122	2.5	1.6	
ONE LIFE TO LIVE A	6018	647	3.2	10.8	88	254	3.0	4.2	85	291	4.0	4.8	112	*102	2.1	1.7	
PRESS YOUR LUCK C	3589	376	1.8	10.5	86	206	2.5	5.7	115	118	1.6	3.3	76	**51	1.1	1.4	
PRICE IS RIGHT 1 C	7418	615	3.0	8.3	68	266	3.2	3.6	72	231	3.2	3.1	72	*119	2.5	1.6	
PRICE IS RIGHT 2 C	8276	645	3.2	7.8	64	284	3.4	3.4	69	227	3.1	2.7	64	*134	2.8	1.6	
RYAN'S HOPE A	4358	461	2.3	10.6	87	241	2.9	5.5	111	146	2.0	3.4	78	*74	1.5	1.7	
SALE OF THE CENTURY N	3749	398	2.0	10.6	87	177	2.1	4.7	95	193	2.7	5.1	120	**28	0.6	0.7	
SEARCH FOR TOMORROW N	2884	310	1.5	10.7	88	150	1.8	5.2	104	*121	1.7	4.2	97	**38	0.8	1.3	
TODAY SHOW 1 N	4869	682	3.3	14.0	115	246	2.9	5.1	101	317	4.4	6.5	151	*119	2.5	2.4	
TODAY SHOW 2 N	4135	506	2.5	12.2	101	152	1.8	3.7	74	245	3.4	5.9	138	*109	2.3	2.6	
$25,000 PYRAMID C	4361	415	2.0	9.5	78	222	2.7	5.1	102	135	1.9	3.1	72	**58	1.2	1.3	
WHEEL OF FORTUNE N	6187	644	3.2	10.4	86	320	3.8	5.2	104	235	3.3	3.8	88	*89	1.8	1.4	
YOUNG AND THE RESTLESS C	8186	708	3.5	8.6	71	282	3.4	3.4	69	255	3.5	3.1	72	171	3.5	2.1	
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	572	2.8	12.1	99	288	3.4	6.1	122	134	1.9	2.8	66	*150	3.1	3.2	1
NBA PLAYOFF GAME -1 C	5127	622	3.0	12.1	100	228	2.7	4.4	89	239	3.3	4.7	108	155	3.2	3.0	1
NBC MAJOR LEAGUE PRE-GAME N	3945	494	2.4	12.5	103	*181	2.2	4.6	92	*243	3.4	6.2	143	**70	1.4	1.8	
SPORTSWORLD - SUN N	3370	299	1.5	8.9	73	*115	1.4	3.4	68	*105	1.5	3.1	72	**79	1.6	2.3	
SUNDAY MORNING C	4200	550	2.7	13.1	108	188	2.2	4.5	90	207	2.9	4.9	115	*156	3.2	3.7	1

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(ADULTS)

0007
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS		167727	20405	100.0	12.2	100	8356	100.0	5.0	100	7219	100.0	4.3	100	4830	100.0	2.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5654	27.7	10.8	89	2342	28.0	4.5	90	2043	28.3	3.9	91	1270	26.3	2.4	84
NETWORK AFFILIATES - LATE		39164	4357	21.4	11.1	91	1922	23.0	4.9	99	1427	19.8	3.6	85	1007	20.8	2.6	89
INDEPENDENTS - LATE		5133	967	4.7	18.8	155	373	4.5	7.3	146	368	5.1	7.2	167	226	4.7	4.4	153
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2410	11.8	10.6	87	1017	12.2	4.5	89	851	11.8	3.7	87	543	11.2	2.4	83
ABC MONDAY NIGHT MOVIE	A	11258	1358	6.7	12.1	99	576	6.9	5.1	103	487	6.7	4.3	101	295	6.1	2.6	91
ABC SUNDAY NIGHT MOVIE	A	23600	2932	14.4	12.4	102	1261	15.1	5.3	107	966	13.4	4.1	95	705	14.6	3.0	104
ABC WORLD NEWS TONIGHT	A	12801	1403	6.9	11.0	90	606	7.3	4.7	95	460	6.4	3.6	83	337	7.0	2.6	91
AFTERMASH	C	10966	1343	6.6	12.2	101	624	7.5	5.7	114	430	6.0	3.9	91	*290	6.0	2.6	92
ALICE	C	17050	1748	8.6	10.3	84	763	9.1	4.5	90	563	7.8	3.3	77	422	8.7	2.5	86
AMERICAN PARADE	C	11998	1188	5.8	9.9	81	474	5.7	4.0	79	404	5.6	3.4	78	310	6.4	2.6	90
BENSON	A	19258	2085	10.2	10.8	89	928	11.1	4.8	97	757	10.5	3.9	91	401	8.3	2.1	72
BLUE THUNDER	A	11478	1242	6.1	10.8	89	464	5.6	4.0	81	561	7.8	4.9	114	*216	4.5	1.9	65
CAGNEY & LACEY	C	18263	1871	9.2	10.2	84	822	9.8	4.5	90	637	8.8	3.5	81	413	8.6	2.3	79
CBS EVENING NEWS-DEAN	C	7733	866	4.2	11.2	92	319	3.8	4.1	83	319	4.4	4.1	96	*228	4.7	2.9	102
CBS EVENING NEWS-RATHER	C	15653	1547	7.6	9.9	81	647	7.7	4.1	83	619	8.6	4.0	92	280	5.8	1.8	62
CBS SAT. NEWS-SCHIEFFER	C	8744	887	4.3	10.1	83	391	4.7	4.5	90	331	4.6	3.8	88	165	3.4	1.9	66
CBS SATURDAY NIGHT MOVIE	C	12000	1413	6.9	11.8	97	569	6.8	4.7	95	516	7.1	4.3	100	328	6.8	2.7	95
CBS WEDNESDAY NIGHT MOVIE	C	11522	1267	6.2	11.0	90	615	7.4	5.3	107	408	5.7	3.5	82	244	5.1	2.1	74
CHEERS	N	16818	2317	11.4	13.8	113	889	10.6	5.3	106	917	12.7	5.5	127	511	10.6	3.0	106
DALLAS	C	37510	4210	20.6	11.2	92	1853	22.2	4.9	99	1375	19.0	3.7	85	982	20.3	2.6	91
DIFF'RENT STROKES	N	11258	1257	6.2	11.2	92	608	7.3	5.4	108	431	6.0	3.8	89	*218	4.5	1.9	67
DOUBLE TROUBLE	N	12248	1469	7.2	12.0	99	481	5.8	3.9	79	511	7.1	4.2	97	477	9.9	3.9	135
DUCK FACTORY	N	11100	1385	6.8	12.5	103	554	6.6	5.0	100	571	7.9	5.1	120	260	5.4	2.3	81
DUKES OF HAZZARD	C	12353	1290	6.3	10.4	86	536	6.4	4.3	87	464	6.4	3.8	87	290	6.0	2.3	82
DYNASTY	A	33279	3544	17.4	10.6	88	1545	18.5	4.6	93	1314	18.2	3.9	92	685	14.2	2.1	71
FACTS OF LIFE	N	13410	1518	7.4	11.3	93	613	7.3	4.6	92	519	7.2	3.9	90	387	8.0	2.9	100
FALCON CREST	C	31093	3228	15.8	10.4	85	1321	15.8	4.2	85	1092	15.1	3.5	82	814	16.9	2.6	91
FALL GUY	A	18649	1897	9.3	10.2	84	757	9.1	4.1	81	683	9.5	3.7	85	457	9.5	2.5	85
FAMILY TIES	N	13101	1275	6.2	9.7	80	514	6.2	3.9	79	448	6.2	3.4	79	313	6.5	2.4	83
FANTASY ISLAND	A	13069	1751	8.6	13.4	110	697	8.3	5.3	107	661	9.2	5.1	118	393	8.1	3.0	104
FOULUPS,BLEEPS & BLUNDERS	A	16588	2033	10.0	12.3	101	755	9.0	4.6	91	732	10.1	4.4	103	545	11.3	3.3	114
FOUR SEASONS	C	9302	1276	6.3	13.7	113	580	6.9	6.2	125	435	6.0	4.7	109	*261	5.4	2.8	97
GIMME A BREAK	N	13955	1375	6.7	9.9	81	554	6.6	4.0	80	527	7.3	3.8	88	294	6.1	2.1	73
HART TO HART	A	15735	1727	8.5	11.0	90	699	8.4	4.4	89	652	9.0	4.1	96	376	7.8	2.4	83
HILL STREET BLUES	N	18257	2274	11.1	12.5	102	901	10.8	4.9	99	775	10.7	4.2	99	597	12.4	3.3	114
HOTEL	A	24236	2554	12.5	10.5	87	1169	14.0	4.8	97	898	12.4	3.7	86	487	10.1	2.0	70
JEFFERSONS	C	17010	1863	9.1	11.0	90	875	10.5	5.1	103	604	8.4	3.6	83	384	8.0	2.3	78
JENNIFER SLEPT HERE	N	9397	934	4.6	9.9	82	492	5.9	5.2	105	318	4.4	3.4	79	*123	2.5	1.3	45
KATE & ALLIE	C	16762	1871	9.2	11.2	92	862	10.3	5.1	103	560	7.8	3.3	78	449	9.3	2.7	93
KNIGHT RIDER	N	13164	1489	7.3	11.3	93	559	6.7	4.2	85	544	7.5	4.1	96	386	8.0	2.9	102
LOVE BOAT	A	20400	2616	12.8	12.8	105	1075	12.9	5.3	106	996	13.8	4.9	113	546	11.3	2.7	93
MAGNUM PI	C	22543	2450	12.0	10.9	89	859	10.3	3.8	76	996	13.8	4.4	103	594	12.3	2.6	92
MAMA'S FAMILY	N	9852	1028	5.0	10.4	86	476	5.7	4.8	97	336	4.7	3.4	79	*216	4.5	2.2	76
MASTER, THE	N	8082	692	3.4	8.6	70	202	2.4	2.5	50	323	4.5	4.0	93	*166	3.4	2.1	71
MATT HOUSTON	A	12881	1601	7.8	12.4	102	737	8.8	5.7	115	518	7.2	4.0	93	347	7.2	2.7	94
NBC MONDAY NIGHT MOVIE	N	23889	2836	13.9	11.9	98	1214	14.5	5.1	102	974	13.5	4.1	95	649	13.4	2.7	94
NBC NIGHTLY NEWS	N	11156	1215	6.0	10.9	90	419	5.0	3.8	75	487	6.7	4.4	101	310	6.4	2.8	96
NBC NIGHTLY NEWS-SAT	N	7363	823	4.0	11.2	92	405	4.8	5.5	110	262	3.6	3.6	83	*155	3.2	2.1	73
NBC NIGHTLY NEWS-SUN	N	6214	629	3.1	10.1	83	259	3.1	4.2	84	226	3.1	3.6	85	*144	3.0	2.3	80
NBC SUNDAY NIGHT MOVIE	N	17590	2284	11.2	13.0	107	1033	12.4	5.9	118	810	11.2	4.6	107	441	9.1	2.5	87
NEWHART	C	16740	1795	8.8	10.7	88	772	9.2	4.6	93	574	8.0	3.4	80	450	9.3	2.7	93
ONE DAY AT A TIME	C	11820	1442	7.1	12.2	100	606	7.3	5.1	103	474	6.6	4.0	93	362	7.5	3.1	106
PEOPLE ARE FUNNY	N	9138	916	4.5	10.0	82	440	5.3	4.8	97	301	4.2	3.3	77	*175	3.6	1.9	67
REAL PEOPLE	N	15979	1712	8.4	10.7	88	623	7.5	3.9	78	707	9.8	4.4	103	382	7.9	2.4	83
REMINGTON STEELE	N	14395	1463	7.2	10.2	84	501	6.0	3.5	70	560	7.8	3.9	90	402	8.3	2.8	97
RIPLEY'S BELIEVE IT - NOT	A	11362	1245	6.1	11.0	90	515	6.2	4.5	91	458	6.3	4.0	94	272	5.6	2.4	83
RIPTIDE	N	13920	1342	6.6	9.6	79	423	5.1	3.0	61	553	7.7	4.0	92	366	7.6	2.6	91
SCARECROW & MRS. KING	C	17571	2035	10.0	11.6	95	788	9.4	4.5	90	738	10.2	4.2	98	508	10.5	2.9	100
SIMON & SIMON	C	20208	2117	10.4	10.5	86	717	8.6	3.5	71	880	12.2	4.4	101	520	10.8	2.6	89
60 MINUTES	C	27668	3297	16.2	11.9	98	1295	15.5	4.7	94	1306	18.1	4.7	110	696	14.4	2.5	87
ST. ELSEWHERE	N	13699	1539	7.5	11.2	92	557	6.7	4.1	82	589	8.2	4.3	100	393	8.1	2.9	100
THREE'S COMPANY	A	20632	2643	13.0	12.8	105	1133	13.6	5.5	110	838	11.6	4.1	94	673	13.9	3.3	113
T.J. HOOKER	A	17136	1965	9.6	11.5	94	800	9.6	4.7	94	747	10.3	4.4	101	418	8.7	2.4	85
TONIGHT SHOW	N	4963	586	2.9	11.8	97	231	2.8	4.7	93	197	2.7	4.0	92	157	3.3	3.2	110
TRAPPER JOHN, M.D.	C	16332	1478	7.2	9.0	74	686	8.2	4.2	84	510	7.1	3.1	73	283	5.9	1.7	60
TV BLOOPERS & PRAC. JOKES	N	18881	2022	9.9	10.7	88	814	9.7	4.3	87	752	10.4	4.0	93	457	9.5	2.4	84
20/20	A	18315	2084	10.2	11.4	94	896	10.7	4.9	98	721	10.0	3.9	91	466	9.6	2.5	88
WEBSTER	A	18722	2014	9.9	10.8	88	938	11.2	5.0	101	670	9.3	3.6	83	406	8.4	2.2	75
WORLD NEWS - SUN	A	5327	639	3.1	12.0	99	342	4.1	6.4	129	*176	2.4	3.3	77	**121	2.5	2.3	79
YELLOW ROSE	N	8370	747	3.7	8.9	73	294	3.5	3.5	71	275	3.8	3.3	76	*178	3.7	2.1	74
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3200	15.7	12.4	102	1415	16.9	5.5	110	1070	14.8	4.1	96	716	14.8	2.8	96
BASKETBALL - COLLEGE GAMES		14468	1536	7.5	10.6	87	476	5.7	3.3	66	526	7.3	3.6	84	534	11.1	3.7	128
BASKETBALL - PRO GAMES		12124	1707	8.4	14.1	116	708	8.5	5.8	117	591	8.2	4.9	113	*408	8.4	3.4	117
BOWLING		9412	1183	5.8	12.6	103	*405	4.8	4.3	86	*462	6.4	4.9	114	*317	6.6	3.4	117
BOXING		15409	1986	9.7	12.9	106	947	11.3	6.1	123	704	9.8	4.6	106	*335	6.9	2.2	75
FOOTBALL - COLLEGE GAMES		21400	2144	10.5	10.0	82	809	9.7	3.8	76	807	11.2	3.8	88	529	11.0	2.5	86
FOOTBALL - PRO GAMES		35944	3912	19.2	10.9	89	1510	18.1	4.2	84	1340	18.6	3.7	87	1062	22.0	3.0	103
GOLF		9759	1383	6.8	14.2	116	794	9.5	8.1	163	*389	5.4	4.0	93	*200	4.1	2.0	71
POST-SEASON COLL. FOOTBALL		18123	1862	9.1	10.3	84	773	9.3	4.3	86	590	8.2	3.3	76	499	10.3	2.8	96
POST-SEASON PRO FOOTBALL		22091	2507	12.3	11.3	93	1071	12.8	4.8	97	835	11.6	3.8	88	601	12.4	2.7	94
TENNIS		6764	1266	6.2	18.7	154	*526	6.3	7.8	156	*347	4.8	5.1	119	*393	8.1	5.8	202
WRESTLING - PROFESSIONAL		9695	972	4.8	10.0	82	*441	5.3	4.5	91	*353	4.9	3.6	85	**178	3.7	1.8	64

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D IND
TOTAL MALES	79263	9349	100.0	11.8	100	3812	100.0	4.8	100	3120	100.0	3.9	100	2417	100.0	3.0	10
HOUSEHOLD HEADS	66405	7766	83.1	11.7	99	3241	85.0	4.9	101	2693	86.3	4.1	103	1832	75.8	2.8	9
18 - 24	13945	1663	17.8	11.9	101	703	18.4	5.0	105	*482	15.4	3.5	88	*478	19.8	3.4	11
25 - 34	19334	2618	28.0	13.5	115	882	23.1	4.6	95	986	31.6	5.1	130	750	31.0	3.9	12
35 - 44	14196	1988	21.3	14.0	119	701	18.4	4.9	103	745	23.9	5.2	133	*543	22.5	3.8	12
45 - 54	10896	1326	14.2	12.2	103	678	17.8	6.2	129	*337	10.8	3.1	79	*310	12.8	2.8	9
55 - 64	10378	969	10.4	9.3	79	*369	9.7	3.6	74	*361	11.6	3.5	88	*239	9.9	2.3	7
65 OR OLDER	10514	785	8.4	7.5	63	478	12.5	4.5	95	*210	6.7	2.0	51	**98	4.1	0.9	3
18 - 34	33279	4281	45.8	12.9	109	1585	41.6	4.8	99	1467	47.0	4.4	112	1228	50.8	3.7	12
18 - 49	52904	6946	74.3	13.1	111	2624	68.8	5.0	103	2421	77.6	4.6	116	1901	78.7	3.6	11
25 - 54	44426	5932	63.5	13.4	113	2262	59.3	5.1	106	2068	66.3	4.7	118	1603	66.3	3.6	11
35 - 49	19625	2665	28.5	13.6	115	1039	27.3	5.3	110	953	30.5	4.9	123	673	27.8	3.4	11
50 OR OLDER	26359	2404	25.7	9.1	77	1188	31.2	4.5	94	699	22.4	2.7	67	516	21.3	2.0	6
GRADUATED COLLEGE	15982	2982	31.9	18.7	158	1028	27.0	6.4	134	981	31.4	6.1	156	973	40.3	6.1	20
ATTENDED COLLEGE	13629	1940	20.8	14.2	121	826	21.7	6.1	126	640	20.5	4.7	119	*475	19.7	3.5	11
GRADUATED HIGH SCHOOL	28591	2579	27.6	9.0	76	1055	27.7	3.7	77	880	28.2	3.1	78	643	26.6	2.2	7
DID NOT GRADUATE HIGH SCHOOL	21061	1848	19.8	8.8	74	903	23.7	4.3	89	619	19.8	2.9	75	**327	13.5	1.6	5
EMPLOYED FULL-TIME	52316	6701	71.7	12.8	109	2730	71.6	5.2	109	2195	70.4	4.2	107	1777	73.5	3.4	11
EMPLOYED PART-TIME	4113	558	6.0	13.6	115	**148	3.9	3.6	75	**158	5.1	3.8	98	**251	10.4	6.1	20
NOT EMPLOYED	22834	2091	22.4	9.2	78	934	24.5	4.1	85	767	24.6	3.4	85	*390	16.1	1.7	5
PROFESSIONAL/MANAGER	15034	2805	30.0	18.7	158	1089	28.6	7.2	151	886	28.4	5.9	150	830	34.3	5.5	18
TECH/CLERICAL/SALES	11255	1437	15.4	12.8	108	517	13.6	4.6	96	500	16.0	4.4	113	*420	17.4	3.7	12
PRECISION/CRAFT	11607	1239	13.3	10.7	91	*536	14.1	4.6	96	*390	12.5	3.4	85	*314	13.0	2.7	8
OTHER EMPLOYED	18534	1778	19.0	9.6	81	737	19.3	4.0	83	577	18.5	3.1	79	*464	19.2	2.5	8
SINGLE	19562	2879	30.8	14.7	125	1055	27.7	5.4	112	975	31.3	5.0	127	849	35.1	4.3	14
MARRIED	51896	5511	58.9	10.6	90	2216	58.1	4.3	89	1873	60.0	3.6	92	1422	58.8	2.7	9
DIVORCED/SEPARATED/WIDOWED	7804	959	10.3	12.3	104	541	14.2	6.9	144	*272	8.7	3.5	89	**147	6.1	1.9	6
PARENTS	25372	2799	29.9	11.0	94	1132	29.7	4.5	93	920	29.5	3.6	92	748	30.9	2.9	9
WHITE	69658	7944	85.0	11.4	97	3207	84.1	4.6	96	2637	84.5	3.8	96	2100	86.9	3.0	9
BLACK	7909	908	9.7	11.5	97	440	11.5	5.6	116	*306	9.8	3.9	98	**162	6.7	2.0	6
OTHER	1696	*497	5.3	29.3	248	**165	4.3	9.7	202	**176	5.6	10.4	264	**156	6.5	9.2	30
NORTHEAST-CENSUS	17202	2702	28.9	15.7	133	1346	35.3	7.8	163	713	22.9	4.1	105	643	26.6	3.7	12
NORTH CENTRAL	20461	1127	12.1	5.5	47	399	10.5	2.0	41	*277	8.9	1.4	34	451	18.7	2.2	7
SOUTH	26695	2361	25.3	8.8	75	1127	29.6	4.2	88	822	26.3	3.1	78	*412	17.0	1.5	5
WEST	14906	3160	33.8	21.2	180	941	24.7	6.3	131	1307	41.9	8.8	223	912	37.7	6.1	20
NORTHEAST-MKTG.	17962	3001	32.1	16.7	142	1399	36.7	7.8	162	934	29.9	5.2	132	669	27.7	3.7	12
EAST CENTRAL	11741	503	5.4	4.3	36	*219	5.7	1.9	39	**138	4.4	1.2	30	**146	6.0	1.2	4
WEST CENTRAL	13518	944	10.1	7.0	59	*320	8.4	2.4	49	*254	8.1	1.9	48	*370	15.3	2.7	9
SOUTH	23168	1898	20.3	8.2	69	956	25.1	4.1	86	*584	18.7	2.5	64	*358	14.8	1.5	5
PACIFIC	12874	3003	32.1	23.3	198	918	24.1	7.1	148	1210	38.8	9.4	239	874	36.2	6.8	22
COUNTY SIZE A	32596	5493	58.8	16.9	143	2096	55.0	6.4	134	1970	63.1	6.0	154	1427	59.0	4.4	14
COUNTY SIZE B	23814	2371	25.4	10.0	84	1117	29.3	4.7	98	651	20.9	2.7	69	603	24.9	2.5	8
COUNTY SIZE C	12663	1004	10.7	7.9	67	*402	10.5	3.2	66	*351	11.3	2.8	70	**251	10.4	2.0	6
COUNTY SIZE D	10190	480	5.1	4.7	40	**197	5.2	1.9	40	**148	4.7	1.5	37	**136	5.6	1.3	4
METRO CENTRAL CITY	23190	4057	43.4	17.5	148	1759	46.1	7.6	158	1266	40.6	5.5	139	1032	42.7	4.5	14
METRO SUBURBAN	36920	4217	45.1	11.4	97	1580	41.4	4.3	89	1584	50.8	4.3	109	1054	43.6	2.9	9
NON METRO	19152	1075	11.5	5.6	48	*473	12.4	2.5	51	*270	8.7	1.4	36	**332	13.7	1.7	5
TOP 5 ADI'S	18703	3814	40.8	20.4	173	1542	40.5	8.2	171	1286	41.2	6.9	175	986	40.8	5.3	17
TOP 10 ADI'S	26158	5007	53.6	19.1	162	2081	54.6	8.0	165	1686	54.0	6.4	164	1240	51.3	4.7	15
TOP 20 ADI'S	36612	6058	64.8	16.5	140	2374	62.3	6.5	135	2135	68.4	5.8	148	1550	64.1	4.2	13
HSHLD INC. $50,000 OR MORE	9326	1790	19.1	19.2	163	774	20.3	8.3	173	497	15.9	5.3	135	*519	21.5	5.6	18
$40,000 OR MORE	18002	3066	32.8	17.0	144	1334	35.0	7.4	154	933	29.9	5.2	132	799	33.1	4.4	14
$30,000 OR MORE	31361	4899	52.4	15.6	132	1915	50.2	6.1	127	1560	50.0	5.0	126	1424	58.9	4.5	14
$25,000 OR MORE	39858	5631	60.2	14.1	120	2187	57.4	5.5	114	1824	58.5	4.6	116	1620	67.0	4.1	13
$20,000 - $24,999	8664	1006	10.8	11.6	98	502	13.2	5.8	120	*310	9.9	3.6	91	**195	8.1	2.3	7
$15,000 - $19,999	7964	837	9.0	10.5	89	*286	7.5	3.6	75	*365	11.7	4.6	116	**186	7.7	2.3	7
$10,000 - $14,999	11093	977	10.5	8.8	75	431	11.3	3.9	81	*374	12.0	3.4	86	**172	7.1	1.6	5
UNDER $10,000	11683	899	9.6	7.7	65	*406	10.7	3.5	72	*247	7.9	2.1	54	**245	10.1	2.1	6
HOUSEHOLD OF 1 PERSON	7453	1058	11.3	14.2	120	519	13.6	7.0	145	400	12.8	5.4	136	*139	5.8	1.9	6
2 PEOPLE	24757	2865	30.6	11.6	98	1136	29.8	4.6	95	1021	32.7	4.1	105	708	29.3	2.9	9
3 OR 4 PEOPLE	32682	3788	40.5	11.6	98	1343	35.2	4.1	85	1355	43.4	4.1	105	1090	45.1	3.3	10
5 OR MORE PEOPLE	14370	1638	17.5	11.4	97	814	21.4	5.7	118	**344	11.0	2.4	61	*480	19.9	3.3	11
NO CHILD IN HSHLD	46768	5701	61.0	12.2	103	2344	61.5	5.0	104	2043	65.5	4.4	111	1314	54.4	2.8	9
CHILD(REN) UNDER 2 YRS	4799	544	5.8	11.3	96	**221	5.8	4.6	96	**95	3.0	2.0	50	**228	9.4	4.8	15
2 - 5 YEARS	11125	1113	11.9	10.0	85	*354	9.3	3.2	66	*385	12.3	3.5	88	*373	15.4	3.4	11
6 - 11 YEARS	14193	1677	17.9	11.8	100	666	17.5	4.7	98	567	18.2	4.0	101	*443	18.3	3.1	10
12 - 17 YEARS	17402	2081	22.3	12.0	101	977	25.6	5.6	117	*493	15.8	2.8	72	611	25.3	3.5	11
RESIDENCE OWNED	56398	5758	61.6	10.2	87	2395	62.8	4.2	88	1853	59.4	3.3	83	1510	62.5	2.7	8
VALUE: $50,000 OR MORE	34811	4492	48.0	12.9	109	1802	47.3	5.2	108	1576	50.5	4.5	115	1113	46.0	3.2	10
VALUE: UNDER $50,000	21587	1266	13.5	5.9	50	*593	15.6	2.7	57	**277	8.9	1.3	33	**397	16.4	1.8	6

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(MALES)

0009
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES		79263	9349	100.0	11.8	100	3812	100.0	4.8	100	3120	100.0	3.9	100	2417	100.0	3.0	100
MAGAZINES	QUINTILE 1	16033	2473	26.5	15.4	131	918	24.1	5.7	119	883	28.3	5.5	140	673	27.8	4.2	138
	QUINTILE 2	15354	1990	21.3	13.0	110	734	19.3	4.8	99	625	20.0	4.1	103	631	26.1	4.1	135
	QUINTILE 3	15888	1940	20.8	12.2	104	791	20.8	5.0	104	664	21.3	4.2	106	486	20.1	3.1	100
	QUINTILE 4	17310	1555	16.6	9.0	76	743	19.5	4.3	89	441	14.1	2.5	65	*372	15.4	2.1	70
	QUINTILE 5	14677	1391	14.9	9.5	80	627	16.4	4.3	89	508	16.3	3.5	88	**256	10.6	1.7	57
NEWSPAPERS	QUINTILE 1	15277	2229	23.8	14.6	124	822	21.6	5.4	112	792	25.4	5.2	132	615	25.4	4.0	132
	QUINTILE 2	22745	2937	31.4	12.9	109	1340	35.2	5.9	123	906	29.0	4.0	101	691	28.6	3.0	100
	QUINTILE 3	10692	1311	14.0	12.3	104	474	12.4	4.4	92	*398	12.8	3.7	95	*439	18.2	4.1	135
	QUINTILE 4	11646	1174	12.6	10.1	85	*430	11.3	3.7	77	445	14.3	3.8	97	*299	12.4	2.6	84
	QUINTILE 5	18903	1698	18.2	9.0	76	745	19.5	3.9	82	579	18.6	3.1	78	*374	15.5	2.0	65
OUTDOOR	QUINTILE 1	16620	1982	21.2	11.9	101	718	18.8	4.3	90	653	20.9	3.9	100	611	25.3	3.7	121
	QUINTILE 2	16377	2018	21.6	12.3	104	728	19.1	4.4	92	747	23.9	4.6	116	*543	22.5	3.3	109
	QUINTILE 3	15995	2023	21.6	12.6	107	784	20.6	4.9	102	773	24.8	4.8	123	*467	19.3	2.9	96
	QUINTILE 4	15592	1777	19.0	11.4	97	795	20.9	5.1	106	538	17.2	3.5	88	*444	18.4	2.8	93
	QUINTILE 5	14679	1549	16.6	10.6	89	788	20.7	5.4	112	409	13.1	2.8	71	*353	14.6	2.4	79
RADIO-DRIVE TIME	QUINTILE 1	15746	1768	18.9	11.2	95	677	17.8	4.3	89	613	19.6	3.9	99	*479	19.8	3.0	100
	QUINTILE 2	15067	1944	20.8	12.9	109	958	25.1	6.4	132	556	17.8	3.7	94	*431	17.8	2.9	94
	QUINTILE 3	15631	1957	20.9	12.5	106	772	20.3	4.9	103	688	22.1	4.4	112	*498	20.6	3.2	104
	QUINTILE 4	16245	1893	20.2	11.7	99	743	19.5	4.6	95	660	21.2	4.1	103	*490	20.3	3.0	99
	QUINTILE 5	16573	1786	19.1	10.8	91	663	17.4	4.0	83	603	19.3	3.6	92	*520	21.5	3.1	103
RADIO-MID-DAY	TERCILE 1	21788	2470	26.4	11.3	96	1026	26.9	4.7	98	844	27.1	3.9	98	600	24.8	2.8	90
	TERCILE 2	21151	2294	24.5	10.8	92	885	23.2	4.2	87	720	23.1	3.4	86	689	28.5	3.3	107
	TERCILE 3	36323	4585	49.0	12.6	107	1901	49.9	5.2	109	1555	49.8	4.3	109	1129	46.7	3.1	102
RADIO-TOTAL	QUINTILE 1	15977	1902	20.3	11.9	101	731	19.2	4.6	95	656	21.0	4.1	104	*515	21.3	3.2	106
	QUINTILE 2	15923	1779	19.0	11.2	95	840	22.0	5.3	110	504	16.2	3.2	80	*434	18.0	2.7	89
	QUINTILE 3	14980	1905	20.4	12.7	108	735	19.3	4.9	102	753	24.1	5.0	128	*417	17.3	2.8	91
	QUINTILE 4	17123	2118	22.7	12.4	105	905	23.7	5.3	110	611	19.6	3.6	91	602	24.9	3.5	115
	QUINTILE 5	15260	1646	17.6	10.8	91	601	15.8	3.9	82	596	19.1	3.9	99	*449	18.6	2.9	96
TV-PRIME TIME	QUINTILE 1	15674	1269	13.6	8.1	69	535	14.0	3.4	71	445	14.3	2.8	72	*290	12.0	1.9	61
	QUINTILE 2	15944	2069	22.1	13.0	110	835	21.9	5.2	109	714	22.9	4.5	114	*521	21.6	3.3	107
	QUINTILE 3	16037	2357	25.2	14.7	125	993	26.0	6.2	129	704	22.6	4.4	112	660	27.3	4.1	135
	QUINTILE 4	15412	2063	22.1	13.4	113	764	20.0	5.0	103	744	23.8	4.8	123	*554	22.9	3.6	118
	QUINTILE 5	16194	1591	17.0	9.8	83	685	18.0	4.2	88	513	16.4	3.2	80	*393	16.3	2.4	80
TV-DAYTIME	TERCILE 1	19156	1924	20.6	10.0	85	831	21.8	4.3	90	556	17.8	2.9	74	*538	22.3	2.8	92
	TERCILE 2	19343	2102	22.5	10.9	92	830	21.8	4.3	89	703	22.5	3.6	92	569	23.5	2.9	96
	TERCILE 3	40764	5323	56.9	13.1	111	2151	56.4	5.3	110	1861	59.6	4.6	116	1311	54.2	3.2	105
TV-TOTAL	QUINTILE 1	15844	1415	15.1	8.9	76	626	16.4	4.0	82	*442	14.2	2.8	71	*348	14.4	2.2	72
	QUINTILE 2	15767	1800	19.3	11.4	97	672	17.6	4.3	89	634	20.3	4.0	102	*494	20.4	3.1	103
	QUINTILE 3	15775	2268	24.3	14.4	122	977	25.6	6.2	129	707	22.7	4.5	114	*585	24.2	3.7	122
	QUINTILE 4	15903	2012	21.5	12.7	107	741	19.4	4.7	97	725	23.2	4.6	116	546	22.6	3.4	113
	QUINTILE 5	15974	1854	19.8	11.6	98	796	20.9	5.0	104	613	19.6	3.8	97	*445	18.4	2.8	91
MAGAZINES-NEWSPAPERS: DUAL		21225	3227	34.5	15.2	129	1291	33.9	6.1	126	1065	34.1	5.0	127	872	36.1	4.1	135
MAGAZINE IMPERATIVE		17728	2100	22.5	11.8	100	696	18.3	3.9	82	770	24.7	4.3	110	634	26.2	3.6	117
NEWSPAPER IMPERATIVE		22987	2566	27.4	11.2	95	1117	29.3	4.9	101	799	25.6	3.5	88	650	26.9	2.8	93
MAGAZINES-OUTDOOR: DUAL		16244	2360	25.2	14.5	123	755	19.8	4.6	97	830	26.6	5.1	130	775	32.1	4.8	156
MAGAZINE IMPERATIVE		24016	3217	34.4	13.4	114	1375	36.1	5.7	119	1012	32.4	4.2	107	830	34.3	3.5	113
OUTDOOR IMPERATIVE		26020	2709	29.0	10.4	88	1123	29.5	4.3	90	951	30.5	3.7	93	634	26.2	2.4	80
MAGAZINES-RADIO: DUAL		16918	2403	25.7	14.2	120	976	25.6	5.8	120	843	27.0	5.0	127	585	24.2	3.5	113
MAGAZINE IMPERATIVE		23456	3209	34.3	13.7	116	1156	30.3	4.9	102	1092	35.0	4.7	118	961	39.8	4.1	134
RADIO IMPERATIVE		23900	2348	25.1	9.8	83	1054	27.6	4.4	92	741	23.8	3.1	79	554	22.9	2.3	76
MAGAZINES-TELEVISION: DUAL		15791	2117	22.6	13.4	114	705	18.5	4.5	93	784	25.1	5.0	126	629	26.0	4.0	131
MAGAZINE IMPERATIVE		25476	3583	38.3	14.1	119	1408	36.9	5.5	115	1178	37.8	4.6	117	998	41.3	3.9	128
TELEVISION IMPERATIVE		25744	2441	26.1	9.5	80	1167	30.6	4.5	94	718	23.0	2.8	71	*557	23.0	2.2	71
NEWSPAPERS-OUTDOOR: DUAL		17628	2329	24.9	13.2	112	910	23.9	5.2	107	806	25.8	4.6	116	613	25.4	3.5	114
NEWSPAPER IMPERATIVE		26414	3519	37.6	13.3	113	1555	40.8	5.9	122	1077	34.5	4.1	104	886	36.7	3.4	110
OUTDOOR IMPERATIVE		23059	2442	26.1	10.6	90	877	23.0	3.8	79	850	27.2	3.7	94	716	29.6	3.1	102
NEWSPAPERS-RADIO: DUAL		17996	2389	25.6	13.3	113	986	25.9	5.5	114	790	25.3	4.4	112	613	25.4	3.4	112
NEWSPAPER IMPERATIVE		26269	3610	38.6	13.7	117	1435	37.6	5.5	114	1162	37.2	4.4	112	1014	42.0	3.9	127
RADIO IMPERATIVE		21342	2205	23.6	10.3	88	898	23.6	4.2	87	767	24.6	3.6	91	540	22.3	2.5	83
NEWSPAPERS-TELEVISION: DUAL		17359	2203	23.6	12.7	108	797	20.9	4.6	95	822	26.3	4.7	120	584	24.2	3.4	110
NEWSPAPER IMPERATIVE		26889	3767	40.3	14.0	119	1620	42.5	6.0	125	1147	36.8	4.3	108	999	41.3	3.7	122
TELEVISION IMPERATIVE		21698	1931	20.7	8.9	75	857	22.5	3.9	82	579	18.6	2.7	68	*495	20.5	2.3	75
OUTDOOR-RADIO: DUAL		16456	1994	21.3	12.1	103	753	19.8	4.6	95	705	22.6	4.3	109	536	22.2	3.3	107
OUTDOOR IMPERATIVE		25870	3270	35.0	12.6	107	1225	32.1	4.7	98	1184	37.9	4.6	116	862	35.7	3.3	109
RADIO IMPERATIVE		23943	2791	29.9	11.7	99	1290	33.8	5.4	112	893	28.6	3.7	95	609	25.2	2.5	83
OUTDOOR-TELEVISION: DUAL		15918	1978	21.2	12.4	105	626	16.4	3.9	82	729	23.4	4.6	116	*623	25.8	3.9	128
OUTDOOR IMPERATIVE		26398	3359	35.9	12.7	108	1304	34.2	4.9	103	1179	37.8	4.5	113	876	36.2	3.3	109
TELEVISION IMPERATIVE		24851	2550	27.3	10.3	87	1234	32.4	5.0	103	780	25.0	3.1	80	536	22.2	2.2	71
RADIO-TELEVISION: DUAL		15584	1765	18.9	11.3	96	796	20.9	5.1	106	526	16.9	3.4	86	*443	18.3	2.8	93
RADIO IMPERATIVE		25472	3261	34.9	12.8	109	1375	36.1	5.4	112	1102	35.3	4.3	110	784	32.4	3.1	101
TELEVISION IMPERATIVE		25578	2951	31.6	11.5	98	1125	29.5	4.4	91	1023	32.8	4.0	102	803	33.2	3.1	103

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	9349	100.0	11.8	100	3812	100.0	4.8	100	3120	100.0	3.9	100	2417	100.0	3.0	100
ATLANTIC MONTHLY	452	**92	1.0	20.4	173	**15	0.4	3.3	69	**48	1.5	10.6	270	**29	1.2	6.4	210
BARRON'S	1058	*128	1.4	12.1	103	**60	1.6	5.7	118	**39	1.3	3.7	94	**29	1.2	2.7	90
BETTER HOMES & GARDENS	4773	452	4.8	9.5	80	*161	4.2	3.4	70	*182	5.8	3.8	97	**109	4.5	2.3	75
BON APPETIT	1037	279	3.0	26.9	228	*159	4.2	15.3	319	**74	2.4	7.1	181	**45	1.9	4.3	142
BUSINESS WEEK	3193	571	6.1	17.9	152	*195	5.1	6.1	127	*189	6.1	5.9	150	*188	7.8	5.9	193
CAR AND DRIVER	2705	347	3.7	12.8	109	**152	4.0	5.6	117	*140	4.5	5.2	131	**55	2.3	2.0	67
CBS MAGAZINE NETWORK (GROSS)	5678	871	9.3	15.3	130	308	8.1	5.4	113	334	10.7	5.9	149	*229	9.5	4.0	132
CHANGING TIMES	1847	*224	2.4	12.1	103	**46	1.2	2.5	52	**98	3.1	5.3	135	**80	3.3	4.3	142
COLONIAL HOMES	492	**60	0.6	12.2	103	**23	0.6	4.7	97	**14	0.4	2.8	72	**23	1.0	4.7	153
CONDE NAST MAG. PKG. (GROSS)	2066	375	4.0	18.2	154	**59	1.5	2.9	59	**83	2.7	4.0	102	**233	9.6	11.3	370
CONSUMERS DIGEST	1719	*208	2.2	12.1	103	**33	0.9	1.9	40	**76	2.4	4.4	112	**99	4.1	5.8	189
COSMOPOLITAN	1762	*248	2.7	14.1	119	**85	2.2	4.8	100	**74	2.4	4.2	107	**89	3.7	5.1	166
COUNTRY LIVING	1110	**61	0.7	5.5	47	*15	0.4	1.4	28	**16	0.5	1.4	37	**31	1.3	2.8	92
CUISINE	660	*128	1.4	19.4	164	**32	0.8	4.8	101	**42	1.3	6.4	162	**55	2.3	8.3	273
CYCLE WORLD	1924	*244	2.6	12.7	108	**93	2.4	4.8	101	**114	3.7	5.9	151	**36	1.5	1.9	61
DCI:CREATIVE IDEAS FOR LIV	437	**53	0.6	12.1	103	**20	0.5	4.6	95	**24	0.8	5.5	140	**10	0.4	2.3	75
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	237	2.5	9.5	81	**78	2.0	3.1	65	**68	2.2	2.7	69	**91	3.8	3.7	120
DISCOVER	1279	*142	1.5	11.1	94	**33	0.9	2.6	54	**25	0.8	2.0	50	**83	3.4	6.5	213
EBONY	2898	386	4.1	13.3	113	*168	4.4	5.8	121	*167	5.4	5.8	146	**51	2.1	1.8	58
ESQUIRE	1384	*190	2.0	13.7	116	**98	2.6	7.1	147	**56	1.8	4.0	103	**36	1.5	2.6	85
ESSENCE	850	*137	1.5	16.1	137	**50	1.3	5.9	122	**66	2.1	7.8	197	**21	0.9	2.5	81
FAMILY CIRCLE	2430	*216	2.3	8.9	75	**78	2.0	3.2	67	**42	1.3	1.7	44	**95	3.9	3.9	128
THE FAMILY HANDYMAN	2356	*141	1.5	6.0	51	**39	1.0	1.7	34	**55	1.8	2.3	59	**47	1.9	2.0	65
FAMILY WEEKLY	11533	1190	12.7	10.3	87	581	15.2	5.0	105	308	9.9	2.7	68	*301	12.5	2.6	86
FIELD & STREAM	7444	574	6.1	7.7	65	*272	7.1	3.7	76	*144	4.6	1.9	49	**158	6.5	2.1	70
FOOD & WINE	416	**61	0.7	14.7	124	**25	0.7	6.0	125	**11	0.4	2.6	67	**24	1.0	5.8	189
FORBES	1865	355	3.8	19.0	161	*128	3.4	6.9	143	*113	3.6	6.1	154	*114	4.7	6.1	200
FORTUNE	1849	413	4.4	22.3	189	*71	1.9	3.8	80	*147	4.7	8.0	202	*194	8.0	10.5	344
GENTLEMEN'S QUARTERLY	2284	533	5.7	23.3	198	*141	3.7	6.2	128	*158	5.1	6.9	176	*235	9.7	10.3	337
GLAMOUR	538	**73	0.8	13.6	115	**11	0.3	2.0	43	**12	0.4	2.2	57	**51	2.1	9.5	311
GOLF DIGEST	1649	*193	2.1	11.7	99	**120	3.1	7.3	151	**42	1.3	2.5	65	**31	1.3	1.9	62
GOLF DIGEST/TENNIS (GROSS)	2294	334	3.6	14.6	123	*173	4.5	7.5	157	*100	3.2	4.4	111	**62	2.6	2.7	89
GOLF MAGAZINE	1577	*264	2.8	16.7	142	**149	3.9	9.4	196	**89	2.9	5.6	143	**25	1.0	1.6	52
GOLF MAGAZINE/SKI (GROSS)	2487	471	5.0	18.9	161	*190	5.0	7.6	159	*167	5.4	6.7	171	*114	4.7	4.6	150
GOOD HOUSEKEEPING	2569	*143	1.5	5.6	47	**64	1.7	2.5	52	**63	2.0	2.5	62	**16	0.7	0.6	20
HARPER'S BAZAAR	431	**110	1.2	25.5	216	**13	0.3	3.0	63	**15	0.5	3.5	88	**82	3.4	19.0	624
HEALTH	788	*92	1.0	11.7	99	**53	1.4	6.7	140	**27	0.9	3.4	87	**12	0.5	1.5	50
HEARST MAG CORP. BUY (GROSS)	18781	2004	21.4	10.7	90	688	18.0	3.7	76	731	23.4	3.9	99	585	24.2	3.1	102
HEARST MAN POWER (GROSS)	9169	920	9.8	10.0	85	365	9.6	4.0	83	395	12.7	4.3	109	*160	6.6	1.7	57
HEARST WOMAN POWER (GROSS)	5452	500	5.3	9.2	78	*183	4.8	3.4	70	*193	6.2	3.5	90	**124	5.1	2.3	75
HOUSE BEAUTIFUL	1020	*147	1.6	14.4	122	**48	1.3	4.7	98	**37	1.2	3.6	92	**63	2.6	6.2	203
INC.	993	*232	2.5	23.4	198	**67	1.8	6.7	140	**95	3.0	9.6	243	**71	2.9	7.2	234
JET	2808	369	3.9	13.1	111	*182	4.8	6.5	135	*131	4.2	4.7	119	**57	2.4	2.0	67
LADIES' HOME JOURNAL	1868	*159	1.7	8.5	72	**30	0.8	1.6	33	**67	2.1	3.6	91	**62	2.6	3.3	109
LHJ FAMILY GRP COMBO(GROSS)	3582	385	4.1	10.7	91	*119	3.1	3.3	69	*151	4.8	4.2	107	**114	4.7	3.2	104
LIFE	4817	775	8.3	16.1	136	294	7.7	6.1	127	258	8.3	5.4	136	*223	9.2	4.6	152
L.A. TIMES HOME MAGAZINE	1465	501	5.4	34.2	290	159	4.2	10.9	226	*182	5.8	12.4	316	**160	6.6	10.9	358
MADEMOISELLE	460	**110	1.2	23.9	203	**8	0.2	1.7	36	**28	0.9	6.1	155	**74	3.1	16.1	528
MC CALL'S	1764	*131	1.4	7.4	63	**57	1.5	3.2	67	**44	1.4	2.5	63	**30	1.2	1.7	56
MC CALL'S/WRK MOTHER (GROSS)	2062	*163	1.7	7.9	67	**59	1.5	2.9	59	**69	2.2	3.3	85	**35	1.4	1.7	56
MECHANIX ILLUSTRATED	3625	337	3.6	9.3	79	**191	5.0	5.3	110	**70	2.2	1.9	49	**76	3.1	2.1	69
METROPOLITAN HOME	495	**69	0.7	13.9	118	**23	0.6	4.6	97	**26	0.8	5.3	133	**19	0.8	3.8	126
MONEY	3017	563	6.0	18.7	158	*152	4.0	5.0	105	*203	6.5	6.7	171	*208	8.6	6.9	226
MOTHER EARTH NEWS	1203	*195	2.1	16.2	137	**43	1.1	3.6	74	**98	3.1	8.1	207	**54	2.2	4.5	147
MS.	*257	**51	0.5	19.8	168	**26	0.7	10.1	210	**11	0.4	4.3	109	**14	0.6	5.4	179
NATIONAL ENQUIRER	6921	752	8.0	10.9	92	288	7.6	4.2	87	*274	8.8	4.0	101	*190	7.9	2.7	90
NATIONAL GEOGRAPHIC	11626	1776	19.0	15.3	130	621	16.3	5.3	111	570	18.3	4.9	125	585	24.2	5.0	165
NATIONAL SUNDAY MAGAZINE PKG	49424	6504	69.6	13.2	112	2519	66.1	5.1	106	2239	71.8	4.5	115	1745	72.2	3.5	116
NATURAL HISTORY	753	**105	1.1	13.9	118	**69	1.8	9.2	191	**14	0.4	1.9	47	**22	0.9	2.9	96
NEW WOMAN	*296	**22	0.2	7.4	63	**0	0.0	0.0	0	**17	0.5	5.7	146	**5	0.2	1.7	55
NEW YORK INCLUDING CUE	541	*147	1.6	27.2	230	**69	1.8	12.8	265	**26	0.8	4.8	122	**52	2.2	9.6	315
THE NEW YORKER	1078	296	3.2	27.5	233	*111	2.9	10.3	214	**67	2.1	6.2	158	**118	4.9	10.9	359
NEWSWEEK	9602	1499	16.0	15.6	132	552	14.5	5.7	120	568	18.2	5.9	150	379	15.7	3.9	129
THE N.Y. TIMES DAILY EDITION	1376	365	3.9	26.5	225	*161	4.2	11.7	243	*93	3.0	6.8	172	**111	4.6	8.1	265
THE N.Y. TIMES MAGAZINE	2110	505	5.4	23.9	203	235	6.2	11.1	232	*142	4.6	6.7	171	*127	5.3	6.0	197
OMNI	1927	326	3.5	16.9	143	**138	3.6	7.2	149	*115	3.7	6.0	152	**73	3.0	3.8	124
ON CABLE	911	*95	1.0	10.4	88	**27	0.7	3.0	62	**39	1.3	4.3	109	**30	1.2	3.3	108
1001 HOME IDEAS	927	*134	1.4	14.5	123	**36	0.9	3.9	81	**57	1.8	6.1	156	**41	1.7	4.4	145
ORGANIC GARDENING	1430	**93	1.0	6.5	55	**9	0.2	0.6	13	**42	1.3	2.9	75	**41	1.7	2.9	94
OUTDOOR LIFE	4064	343	3.7	8.4	72	*133	3.5	3.3	68	**119	3.8	2.9	74	**90	3.7	2.2	73
PARADE MAGAZINE	24538	3438	36.8	14.0	119	1380	36.2	5.6	117	1133	36.3	4.6	117	926	38.3	3.8	124

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	9349	100.0	11.8	100	3812	100.0	4.8	100	3120	100.0	3.9	100	2417	100.0	3.0	100
PARENTS	1126	**130	1.4	11.5	98	**39	1.0	3.5	72	**45	1.4	4.0	102	**46	1.9	4.1	134
PENTHOUSE	4157	573	6.1	13.8	117	*207	5.4	5.0	104	214	6.9	5.1	131	*152	6.3	3.7	120
PEOPLE	7591	1007	10.8	13.3	112	382	10.0	5.0	105	354	11.3	4.7	118	271	11.2	3.6	117
PLAYBOY	8379	1203	12.9	14.4	122	424	11.1	5.1	105	426	13.7	5.1	129	353	14.6	4.2	138
POPULAR HOT RODDING	2110	*217	2.3	10.3	87	**83	2.2	3.9	82	**93	3.0	4.4	112	**41	1.7	1.9	64
POPULAR MECHANICS	4850	485	5.2	10.0	85	*170	4.5	3.5	73	*231	7.4	4.8	121	**85	3.5	1.8	57
POPULAR SCIENCE	3397	467	5.0	13.7	117	**111	2.9	3.3	68	*203	6.5	6.0	152	**154	6.4	4.5	149
PREVENTION	1720	198	2.1	11.5	98	**73	1.9	4.2	88	**75	2.4	4.4	111	**51	2.1	3.0	97
PSYCHOLOGY TODAY	1344	242	2.6	18.0	153	**74	1.9	5.5	114	**76	2.4	5.7	144	**92	3.8	6.8	224
READER'S DIGEST	16016	1734	18.5	10.8	92	741	19.4	4.6	96	506	16.2	3.2	80	488	20.2	3.0	100
REDBOOK	1121	**109	1.2	9.7	82	**34	0.9	3.0	63	**56	1.8	5.0	127	**19	0.8	1.7	56
ROAD & TRACK	2161	358	3.8	16.6	140	**132	3.5	6.1	127	**130	4.2	6.0	153	**97	4.0	4.5	147
ROLLING STONE	1948	376	4.0	19.3	164	*178	4.7	9.1	190	**72	2.3	3.7	94	**126	5.2	6.5	212
RUNNER'S WORLD	899	*192	2.1	21.4	181	**63	1.7	7.0	146	**76	2.4	8.5	215	**53	2.2	5.9	193
SATURDAY EVENING POST	841	**98	1.0	11.7	99	**33	0.9	3.9	82	**51	1.6	6.1	154	**14	0.6	1.7	55
SCIENCE 84	841	**139	1.5	16.5	140	**71	1.9	8.4	176	**61	2.0	7.3	184	**8	0.3	1.0	31
SCIENCE DIGEST	1194	*160	1.7	13.4	114	**53	1.4	4.4	92	**101	3.2	8.5	215	**6	0.2	0.5	16
SCIENTIFIC AMERICAN	1379	262	2.8	19.0	161	**89	2.3	6.5	134	**105	3.4	7.6	193	**67	2.8	4.9	159
SELF	436	**41	0.4	9.4	80	**10	0.3	2.3	48	**27	0.9	6.2	157	**5	0.2	1.1	38
SEVENTEEN	614	**40	0.4	6.5	55	**2	0.1	0.3	7	**19	0.6	3.1	79	**18	0.7	2.9	96
SKI	910	*207	2.2	22.7	193	**41	1.1	4.5	94	**78	2.5	8.6	218	**88	3.6	9.7	317
SMITHSONIAN	2937	622	6.7	21.2	180	227	6.0	7.7	161	258	8.3	8.8	223	*138	5.7	4.7	154
SOAP OPERA DIGEST	545	**31	0.3	5.7	48	**14	0.4	2.6	53	**9	0.3	1.7	42	**8	0.3	1.5	48
SOUTHERN LIVING	2054	*183	2.0	8.9	76	**58	1.5	2.8	59	**44	1.4	2.1	54	**81	3.4	3.9	129
SPORT	2799	436	4.7	15.6	132	*246	6.5	8.8	183	**97	3.1	3.5	88	**94	3.9	3.4	110
THE SPORTING NEWS	1938	278	3.0	14.3	122	*124	3.3	6.4	133	**48	1.5	2.5	63	**106	4.4	5.5	179
SPORTS AFIELD	3125	275	2.9	8.8	75	**143	3.8	4.6	95	**64	2.1	2.0	52	**68	2.8	2.2	71
SPORTS ILLUSTRATED	11159	1471	15.7	13.2	112	534	14.0	4.8	100	570	18.3	5.1	130	367	15.2	3.3	108
STAR	4095	469	5.0	11.5	97	*190	5.0	4.6	96	*183	5.9	4.5	114	**95	3.9	2.3	76
SUNDAY	25169	3226	34.5	12.8	109	1321	34.7	5.2	109	1207	38.7	4.8	122	698	28.9	2.8	91
SUNSET	1294	*327	3.5	25.3	214	**73	1.9	5.6	117	**59	1.9	4.6	116	**195	8.1	15.1	494
TV GUIDE	18508	2339	25.0	12.6	107	953	25.0	5.1	107	813	26.1	4.4	112	573	23.7	3.1	102
TENNIS	645	*140	1.5	21.7	184	**52	1.4	8.1	168	**58	1.9	9.0	228	**30	1.2	4.7	153
TIME	12124	1992	21.3	16.4	139	790	20.7	6.5	135	739	23.7	6.1	155	463	19.2	3.8	125
TOWN & COUNTRY	493	**121	1.3	24.5	208	**34	0.9	6.9	143	**31	1.0	6.3	160	**56	2.3	11.4	373
TRAVEL & LEISURE	1122	*222	2.4	19.8	168	**90	2.4	8.0	167	**82	2.6	7.3	186	**50	2.1	4.5	146
TRUE STORY	690	**27	0.3	3.9	33	**12	0.3	1.7	36	**0	0.0	0.0	0	**14	0.6	2.0	67
U.S.NEWS & WORLD REPORT	6571	997	10.7	15.2	129	339	8.9	5.2	107	357	11.4	5.4	138	302	12.5	4.6	151
USA TODAY	3120	487	5.2	15.6	132	*168	4.4	5.4	112	*170	5.4	5.4	138	*149	6.2	4.8	157
US	1315	*166	1.8	12.6	107	**75	2.0	5.7	119	**57	1.8	4.3	110	**33	1.4	2.5	82
VOGUE	632	**151	1.6	23.9	203	**31	0.8	4.9	102	**16	0.5	2.5	64	**104	4.3	16.5	540
WALL STREET JOURNAL	4247	763	8.2	18.0	152	278	7.3	6.5	136	242	7.8	5.7	145	*243	10.1	5.7	188
WEIGHT WATCHERS	398	**37	0.4	9.3	79	**14	0.4	3.5	73	**14	0.4	3.5	89	**9	0.4	2.3	74
WOMAN'S DAY	1139	**61	0.7	5.4	45	**34	0.9	3.0	62	**14	0.4	1.2	31	**12	0.5	1.1	35
WORKING MOTHER	*298	**32	0.3	10.7	91	**2	0.1	0.7	14	**25	0.8	8.4	213	**5	0.2	1.7	55
WORKING WOMAN	327	**33	0.4	10.1	86	**21	0.6	6.4	134	**8	0.3	2.4	62	**4	0.2	1.2	40
WORLD TENNIS	397	**64	0.7	16.1	137	**9	0.2	2.3	47	**24	0.8	6.0	154	**31	1.3	7.8	256
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1154	12.3	12.0	102	437	11.5	4.5	94	382	12.2	4.0	101	335	13.9	3.5	114
BLAIR INSERTS	43762	5973	63.9	13.6	116	2260	59.3	5.2	107	2161	69.3	4.9	125	1552	64.2	3.5	116
DAILY NEWSPAPERS																	
READ ANY	52459	6634	71.0	12.6	107	2762	72.5	5.3	109	2144	68.7	4.1	104	1728	71.5	3.3	108
READ ONE	41891	5212	55.7	12.4	105	2188	57.4	5.2	109	1673	53.6	4.0	101	1350	55.9	3.2	106
READ TWO OR MORE	10568	1422	15.2	13.5	114	574	15.1	5.4	113	471	15.1	4.5	113	377	15.6	3.6	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	6913	73.9	13.3	113	2668	70.0	5.1	107	2372	76.0	4.6	116	1873	77.5	3.6	118
READ ONE	44561	5828	62.3	13.1	111	2190	57.5	4.9	102	2049	65.7	4.6	117	1590	65.8	3.6	117
READ TWO OR MORE	7368	1085	11.6	14.7	125	478	12.5	6.5	135	323	10.4	4.4	111	283	11.7	3.8	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.54				26.35				28.23				32.44			
30 DAY REACH	71522	8637	92.4	12.1	102	3470	91.0	4.9	101	2981	95.5	4.2	106	2186	90.4	3.1	100
50 SHWG - 30 DAY AV FREQ	15.55	14.85				13.88				14.65				16.61			
30 DAY REACH	68168	8279	88.6	12.1	103	3289	86.3	4.8	100	2852	91.4	4.2	106	2138	88.5	3.1	103
25 SHWG - 30 DAY AV FREQ	8.43	7.97				7.66				7.77				8.67			
30 DAY REACH	62898	7688	82.2	12.2	104	2963	77.7	4.7	98	2691	86.3	4.3	109	2034	84.2	3.2	106
CABLE TV: HOME WIRED	31664	3600	38.5	11.4	96	1586	41.6	5.0	104	1023	32.8	3.2	82	991	41.0	3.1	103
HOME NOT WIRED	47599	5749	61.5	12.1	102	2226	58.4	4.7	97	2097	67.2	4.4	112	1426	59.0	3.0	98
HAVE PAY CABLE	17139	2237	23.9	13.1	111	934	24.5	5.4	113	638	20.4	3.7	95	666	27.6	3.9	127

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	9349	100.0	11.8	100	3812	100.0	4.8	100	3120	100.0	3.9	100	2417	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	5783	61.9	12.1	103	2422	63.5	5.1	106	1927	61.8	4.0	103	1435	59.4	3.0	99
10:00 AM - 3:00 PM	29926	3388	36.2	11.3	96	1384	36.3	4.6	96	1116	35.8	3.7	95	887	36.7	3.0	97
3:00 PM - 7:00 PM	37666	4669	49.9	12.4	105	2002	52.5	5.3	111	1446	46.3	3.8	98	1221	50.5	3.2	106
7:00 PM - MIDNIGHT	18909	2056	22.0	10.9	92	817	21.4	4.3	90	626	20.1	3.3	84	614	25.4	3.2	106
MIDNIGHT - 6:00 AM	11822	1485	15.9	12.6	106	678	17.8	5.7	119	444	14.2	3.8	95	363	15.0	3.1	101
6:00 AM - MIDNIGHT	63254	7526	80.5	11.9	101	3076	80.7	4.9	101	2463	78.9	3.9	99	1987	82.2	3.1	103
ENTIRE DAY	64057	7652	81.8	11.9	101	3154	82.7	4.9	102	2486	79.7	3.9	99	2012	83.2	3.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	1970	21.1	11.9	101	772	20.3	4.7	97	678	21.7	4.1	104	520	21.5	3.1	103
ALL NEWS	3542	624	6.7	17.6	149	276	7.2	7.8	162	208	6.7	5.9	149	*140	5.8	4.0	130
AOR/PROGRESSIVE	7465	997	10.7	13.4	113	423	11.1	5.7	118	326	10.4	4.4	111	*248	10.3	3.3	109
BEAUTIFUL MUSIC	5061	604	6.5	11.9	101	273	7.2	5.4	112	*186	6.0	3.7	93	*146	6.0	2.9	95
BLACK	1914	*193	2.1	10.1	85	**118	3.1	6.2	128	**64	2.1	3.3	85	**11	0.5	0.6	19
CLASSICAL	2304	420	4.5	18.2	155	*156	4.1	6.8	141	150	4.8	6.5	165	*114	4.7	4.9	162
CHR/ROCK	10663	1508	16.1	14.1	120	574	15.1	5.4	112	515	16.5	4.8	123	419	17.3	3.9	129
COUNTRY	13919	1288	13.8	9.3	78	515	13.5	3.7	77	356	11.4	2.6	65	417	17.3	3.0	98
GOLDEN OLDIES	2040	215	2.3	10.5	89	**98	2.6	4.8	100	*79	2.5	3.9	98	**39	1.6	1.9	63
MOR/NOSTALGIA	5105	706	7.6	13.8	117	287	7.5	5.6	117	259	8.3	5.1	129	*160	6.6	3.1	103
NEWS/TALK	4764	627	6.7	13.2	112	249	6.5	5.2	109	202	6.5	4.2	108	*176	7.3	3.7	121
RELIGIOUS	2164	*159	1.7	7.3	62	**61	1.6	2.8	59	**49	1.6	2.3	58	**49	2.0	2.3	74
SOFT ROCK	623	**88	0.9	14.1	120	**56	1.5	9.0	187	**4	0.1	0.6	16	**28	1.2	4.5	147
URBAN CONTEMPORARY	1331	*210	2.2	15.8	134	**112	2.9	8.4	175	**75	2.4	5.6	143	**24	1.0	1.8	59
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	352	3.8	11.0	94	**165	4.3	5.2	108	*106	3.4	3.3	85	**81	3.4	2.5	83
ABC DIRECTION	2724	375	4.0	13.8	117	214	5.6	7.9	163	**91	2.9	3.3	85	**69	2.9	2.5	83
ABC ENTERTAINMENT	5256	539	5.8	10.3	87	271	7.1	5.2	107	*129	4.1	2.5	62	*139	5.8	2.6	87
ABC FM	2263	*166	1.8	7.3	62	**106	2.8	4.7	97	**26	0.8	1.1	29	**33	1.4	1.5	48
ABC INFORMATION	5618	649	6.9	11.6	98	*262	6.9	4.7	97	257	8.2	4.6	116	**130	5.4	2.3	76
ABC ROCK	2857	389	4.2	13.6	115	*158	4.1	5.5	115	**94	3.0	3.3	84	*138	5.7	4.8	158
CBS	5953	780	8.3	13.1	111	274	7.2	4.6	96	284	9.1	4.8	121	*222	9.2	3.7	122
MUTUAL	4979	475	5.1	9.5	81	*175	4.6	3.5	73	*182	5.8	3.7	93	**118	4.9	2.4	78
NBC	7279	778	8.3	10.7	91	261	6.8	3.6	75	320	10.3	4.4	112	*198	8.2	2.7	89
RADIORADIO	2389	340	3.6	14.2	121	*122	3.2	5.1	106	*117	3.8	4.9	124	**101	4.2	4.2	139
RKO ONE	2583	321	3.4	12.4	105	**115	3.0	4.5	93	**119	3.8	4.6	117	**87	3.6	3.4	110
RKO TWO	3674	441	4.7	12.0	102	209	5.5	5.7	118	**112	3.6	3.0	77	**120	5.0	3.3	107
THE SOURCE	3514	446	4.8	12.7	108	*198	5.2	5.6	117	**129	4.1	3.7	93	**119	4.9	3.4	111
NON-WIRED : BLAIR	9864	1147	12.3	11.6	99	473	12.4	4.8	100	460	14.7	4.7	118	*215	8.9	2.2	71
INTERNET	13522	2096	22.4	15.5	131	879	23.1	6.5	135	677	21.7	5.0	127	541	22.4	4.0	131
KATZ RADIO GROUP	19321	2391	25.6	12.4	105	894	23.5	4.6	96	785	25.2	4.1	103	711	29.4	3.7	121
SUPERNET	10739	1280	13.7	11.9	101	572	15.0	5.3	111	343	11.0	3.2	81	366	15.1	3.4	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	506	5.4	9.9	84	226	5.9	4.4	92	171	5.5	3.3	85	109	4.5	2.1	70
WKDAY 9:00 AM - 1:00 PM	5383	507	5.4	9.4	80	211	5.5	3.9	82	164	5.3	3.0	77	132	5.5	2.5	80
WKDAY 1:00 PM - 4:30 PM	6469	582	6.2	9.0	76	243	6.4	3.8	78	183	5.9	2.8	72	155	6.4	2.4	79
WKDAY 4:30 PM - 7:30 PM	19661	2225	23.8	11.3	96	888	23.3	4.5	94	768	24.6	3.9	99	568	23.5	2.9	95
WKDAY 7:30 PM - 8:00 PM	27579	2928	31.3	10.6	90	1183	31.0	4.3	89	1010	32.4	3.7	93	736	30.5	2.7	88
WKDAY 11:00 PM - 11:30 PM	22964	2468	26.4	10.7	91	1100	28.9	4.8	100	745	23.9	3.2	82	622	25.7	2.7	89
WKDAY 11:30 PM - 1:00 AM	8158	898	9.6	11.0	93	378	9.9	4.6	96	278	8.9	3.4	87	241	10.0	3.0	97
M-SAT 8-11 PM+SUN 7-11 PM	30140	3401	36.4	11.3	96	1398	36.7	4.6	96	1141	36.6	3.8	96	862	35.7	2.9	94
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	205	2.2	10.0	85	*92	2.4	4.5	93	*60	1.9	2.9	74	**52	2.2	2.5	83
ANOTHER WORLD N	1214	107	1.1	8.8	75	*44	1.2	3.6	75	**20	0.6	1.6	42	**43	1.8	3.5	116
AS THE WORLD TURNS C	1740	*95	1.0	5.5	46	**27	0.7	1.6	32	**13	0.4	0.7	19	**55	2.3	3.2	104
CAPITOL C	1016	*47	0.5	4.6	39	**26	0.7	2.6	53	**7	0.2	0.7	18	**15	0.6	1.5	48
CBS MORN. NEWS 1 C	1203	139	1.5	11.6	98	*61	1.6	5.1	105	**43	1.4	3.6	91	**35	1.4	2.9	95
CBS MORN. NEWS 2 C	773	*69	0.7	8.9	76	**38	1.0	4.9	102	**14	0.4	1.8	46	**17	0.7	2.2	72
DAYS OF OUR LIVES N	1629	134	1.4	8.2	70	*70	1.8	4.3	89	**33	1.1	2.0	51	**31	1.3	1.9	62
FACTS OF LIFE - DAYTIME N	961	*107	1.1	11.1	94	**11	0.3	1.1	24	**59	1.9	6.1	156	**37	1.5	3.9	126
FAMILY FEUD A	1390	142	1.5	10.2	87	*73	1.9	5.3	109	**32	1.0	2.3	58	**37	1.5	2.7	87
GENERAL HOSPITAL A	1463	120	1.3	8.2	70	*73	1.9	5.0	104	**35	1.1	2.4	61	**11	0.5	0.8	25
GOOD MORNING, AMERICA-730 A	1705	129	1.4	7.6	64	*39	1.0	2.3	48	*48	1.5	2.8	72	**42	1.7	2.5	81
GOOD MORNING, AMERICA-830 A	889	*52	0.6	5.8	50	**14	0.4	1.6	33	**22	0.7	2.5	63	**16	0.7	1.8	59
GUIDING LIGHT C	1754	*72	0.8	4.1	35	*42	1.1	2.4	50	**9	0.3	0.5	13	**20	0.8	1.1	37
ONE LIFE TO LIVE A	1100	95	1.0	8.6	73	*39	1.0	3.5	74	**42	1.3	3.8	97	**14	0.6	1.3	42
PRESS YOUR LUCK C	1222	*118	1.3	9.7	82	*72	1.9	5.9	123	**28	0.9	2.3	58	**17	0.7	1.4	46
PRICE IS RIGHT 1 C	2692	224	2.4	8.3	71	*111	2.9	4.1	86	*63	2.0	2.3	59	**51	2.1	1.9	62
PRICE IS RIGHT 2 C	2764	203	2.2	7.3	62	*84	2.2	3.0	63	*57	1.8	2.1	52	*61	2.5	2.2	72
RYAN'S HOPE A	880	*104	1.1	11.8	100	**55	1.4	6.3	130	**30	1.0	3.4	87	**19	0.8	2.2	71
SALE OF THE CENTURY N	926	*61	0.7	6.6	56	**27	0.7	2.9	61	**21	0.7	2.3	58	**13	0.5	1.4	46
SEARCH FOR TOMORROW N	359	**34	0.4	9.5	80	**22	0.6	6.1	127	**7	0.2	1.9	50	**6	0.2	1.7	55
TODAY SHOW 1 N	1890	234	2.5	12.4	105	139	3.6	7.4	153	*65	2.1	3.4	87	**31	1.3	1.6	54
TODAY SHOW 2 N	1344	152	1.6	11.3	96	**36	0.9	2.7	56	**67	2.1	5.0	127	**49	2.0	3.6	120
$25,000 PYRAMID C	1462	120	1.3	8.2	70	*73	1.9	5.0	104	**23	0.7	1.6	40	**23	1.0	1.6	52
WHEEL OF FORTUNE N	1497	111	1.2	7.4	63	*63	1.7	4.2	88	**15	0.5	1.0	25	**32	1.3	2.1	70
YOUNG AND THE RESTLESS C	1954	121	1.3	6.2	53	*51	1.3	2.6	54	**27	0.9	1.4	35	**43	1.8	2.2	72
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	311	3.3	11.3	96	*152	4.0	5.5	115	*70	2.2	2.5	65	**89	3.7	3.2	106
NBA PLAYOFF GAME -1 C	3881	473	5.1	12.2	103	176	4.6	4.5	94	173	5.5	4.5	113	*125	5.2	3.2	106
NBC MAJOR LEAGUE PRE-GAME N	2805	332	3.6	11.8	100	*122	3.2	4.3	90	*151	4.8	5.4	137	**59	2.4	2.1	69
SPORTSWORLD - SUN N	2041	202	2.2	9.9	84	*81	2.1	4.0	83	*71	2.3	3.5	88	**51	2.1	2.5	82
SUNDAY MORNING C	2555	390	4.2	15.3	129	*129	3.4	5.0	105	*147	4.7	5.8	146	*114	4.7	4.5	146

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(MALES)

0013
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES		79263	9349	100.0	11.8	100	3812	100.0	4.8	100	3120	100.0	3.9	100	2417	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	2641	28.2	10.9	92	1024	26.9	4.2	88	872	27.9	3.6	91	745	30.8	3.1	100
NETWORK AFFILIATES - LATE		17197	1889	20.2	11.0	93	859	22.5	5.0	104	559	17.9	3.3	83	471	19.5	2.7	90
INDEPENDENTS - LATE		2887	487	5.2	16.9	143	224	5.9	7.8	161	171	5.5	5.9	150	92	3.8	3.2	105
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1174	12.6	10.4	88	545	14.3	4.8	100	388	12.4	3.4	87	242	10.0	2.1	70
ABC MONDAY NIGHT MOVIE	A	4379	559	6.0	12.8	108	221	5.8	5.0	105	231	7.4	5.3	134	*108	4.5	2.5	81
ABC SUNDAY NIGHT MOVIE	A	9910	1187	12.7	12.0	102	538	14.1	5.4	113	396	12.7	4.0	102	253	10.5	2.6	84
ABC WORLD NEWS TONIGHT	A	6212	688	7.4	11.1	94	248	6.5	4.0	83	246	7.9	4.0	101	194	8.0	3.1	102
AFTERMASH	C	4575	618	6.6	13.5	115	*235	6.2	5.1	107	*198	6.3	4.3	110	**185	7.7	4.0	133
ALICE	C	6777	595	6.4	8.8	74	238	6.2	3.5	73	171	5.5	2.5	64	*186	7.7	2.7	90
AMERICAN PARADE	C	4868	480	5.1	9.9	84	189	5.0	3.9	81	*129	4.1	2.6	67	*162	6.7	3.3	109
BENSON	A	7593	568	6.1	7.5	63	*233	6.1	3.1	64	220	7.1	2.9	74	**116	4.8	1.5	50
BLUE THUNDER	A	6036	613	6.6	10.2	86	213	5.6	3.5	73	265	8.5	4.4	112	*135	5.6	2.2	73
CAGNEY & LACEY	C	7698	708	7.6	9.2	78	280	7.3	3.6	76	238	7.6	3.1	79	*190	7.9	2.5	81
CBS EVENING NEWS-DEAN	C	4066	488	5.2	12.0	102	*173	4.5	4.3	88	*149	4.8	3.7	93	*166	6.9	4.1	134
CBS EVENING NEWS-RATHER	C	8092	833	8.9	10.3	87	326	8.6	4.0	84	323	10.4	4.0	101	184	7.6	2.3	75
CBS SAT. NEWS-SCHIEFFER	C	4795	467	5.0	9.7	83	214	5.6	4.5	93	*135	4.3	2.8	72	*119	4.9	2.5	81
CBS SATURDAY NIGHT MOVIE	C	6034	677	7.2	11.2	95	*262	6.9	4.3	90	243	7.8	4.0	102	**172	7.1	2.9	93
CBS WEDNESDAY NIGHT MOVIE	C	4993	557	6.0	11.2	95	247	6.5	4.9	103	192	6.2	3.8	98	*118	4.9	2.4	78
CHEERS	N	6976	1081	11.6	15.5	131	437	11.5	6.3	130	382	12.2	5.5	139	261	10.8	3.7	123
DALLAS	C	13575	1253	13.4	9.2	78	612	16.1	4.5	94	335	10.7	2.5	63	*306	12.7	2.3	74
DIFF'RENT STROKES	N	3684	390	4.2	10.6	90	*211	5.5	5.7	119	*102	3.3	2.8	70	**76	3.1	2.1	68
DOUBLE TROUBLE	N	4462	560	6.0	12.6	106	*122	3.2	2.7	57	*194	6.2	4.3	110	*243	10.1	5.4	179
DUCK FACTORY	N	4810	641	6.9	13.3	113	278	7.3	5.8	120	*209	6.7	4.3	110	*155	6.4	3.2	106
DUKES OF HAZZARD	C	5951	654	7.0	11.0	93	299	7.8	5.0	104	*212	6.8	3.6	91	*143	5.9	2.4	79
DYNASTY	A	11325	1072	11.5	9.5	80	457	12.0	4.0	84	424	13.6	3.7	95	*191	7.9	1.7	55
FACTS OF LIFE	N	4512	474	5.1	10.5	89	*175	4.6	3.9	81	*180	5.8	4.0	101	**119	4.9	2.6	86
FALCON CREST	C	9215	879	9.4	9.5	81	402	10.5	4.4	91	*239	7.7	2.6	66	*238	9.8	2.6	85
FALL GUY	A	8604	971	10.4	11.3	96	351	9.2	4.1	85	383	12.3	4.5	113	237	9.8	2.8	90
FAMILY TIES	N	4179	423	4.5	10.1	86	*152	4.0	3.6	76	*148	4.7	3.5	90	*122	5.0	2.9	96
FANTASY ISLAND	A	4781	419	4.5	8.8	74	*159	4.2	3.3	69	*135	4.3	2.8	72	**124	5.1	2.6	85
FOULUPS,BLEEPS & BLUNDERS	A	6697	744	8.0	11.1	94	227	6.0	3.4	70	318	10.2	4.7	121	*199	8.2	3.0	97
FOUR SEASONS	C	3873	546	5.8	14.1	120	*223	5.8	5.8	120	*162	5.2	4.2	106	**161	6.7	4.2	136
GIMME A BREAK	N	4310	365	3.9	8.5	72	*131	3.4	3.0	63	*135	4.3	3.1	80	**100	4.1	2.3	76
HART TO HART	A	5751	475	5.1	8.3	70	*195	5.1	3.4	71	*176	5.6	3.1	78	**104	4.3	1.8	59
HILL STREET BLUES	N	8568	1064	11.4	12.4	105	406	10.7	4.7	99	368	11.8	4.3	109	290	12.0	3.4	111
HOTEL	A	8801	727	7.8	8.3	70	332	8.7	3.8	78	251	8.0	2.9	72	*144	6.0	1.6	54
JEFFERSONS	C	6978	635	6.8	9.1	77	288	7.6	4.1	86	163	5.2	2.3	59	*184	7.6	2.6	86
JENNIFER SLEPT HERE	N	3021	*202	2.2	6.7	57	**88	2.3	2.9	61	**60	1.9	2.0	50	**54	2.2	1.8	59
KATE & ALLIE	C	6811	754	8.1	11.1	94	307	8.1	4.5	94	229	7.3	3.4	85	*218	9.0	3.2	105
KNIGHT RIDER	N	5256	575	6.2	10.9	93	*226	5.9	4.3	89	204	6.5	3.9	99	*145	6.0	2.8	90
LOVE BOAT	A	7174	737	7.9	10.3	87	272	7.1	3.8	79	262	8.4	3.7	93	*203	8.4	2.8	93
MAGNUM PI	C	10438	1026	11.0	9.8	83	348	9.1	3.3	69	411	13.2	3.9	100	267	11.0	2.6	84
MAMA'S FAMILY	N	3488	325	3.5	9.3	79	*155	4.1	4.4	92	*96	3.1	2.8	70	**74	3.1	2.1	70
MASTER, THE	N	4127	386	4.1	9.4	79	*145	3.8	3.5	73	*148	4.7	3.6	91	**92	3.8	2.2	73
MATT HOUSTON	A	5978	652	7.0	10.9	92	288	7.6	4.8	100	207	6.6	3.5	88	*157	6.5	2.6	86
NBC MONDAY NIGHT MOVIE	N	10446	1302	13.9	12.5	106	557	14.6	5.3	111	405	13.0	3.9	98	340	14.1	3.3	107
NBC NIGHTLY NEWS	N	5571	581	6.2	10.4	88	205	5.4	3.7	77	178	5.7	3.2	81	198	8.2	3.6	117
NBC NIGHTLY NEWS-SAT	N	3675	337	3.6	9.2	78	*192	5.0	5.2	109	**79	2.5	2.1	55	**66	2.7	1.8	59
NBC NIGHTLY NEWS-SUN	N	2905	271	2.9	9.3	79	*96	2.5	3.3	69	**70	2.2	2.4	61	**105	4.3	3.6	119
NBC SUNDAY NIGHT MOVIE	N	8352	1074	11.5	12.9	109	447	11.7	5.4	111	389	12.5	4.7	118	*238	9.8	2.8	93
NEWHART	C	6864	681	7.3	9.9	84	271	7.1	3.9	82	215	6.9	3.1	80	*195	8.1	2.8	93
ONE DAY AT A TIME	C	3866	373	4.0	9.6	82	*159	4.2	4.1	86	*108	3.5	2.8	71	**106	4.4	2.7	90
PEOPLE ARE FUNNY	N	3956	306	3.3	7.7	66	*142	3.7	3.6	75	*87	2.8	2.2	56	**77	3.2	1.9	64
REAL PEOPLE	N	6305	668	7.1	10.6	90	218	5.7	3.5	72	287	9.2	4.6	116	*163	6.7	2.6	85
REMINGTON STEELE	N	5884	607	6.5	10.3	87	199	5.2	3.4	70	252	8.1	4.3	109	*157	6.5	2.7	88
RIPLEY'S BELIEVE IT - NOT	A	5706	642	6.9	11.3	95	257	6.7	4.5	94	239	7.7	4.2	106	*146	6.0	2.6	84
RIPTIDE	N	6202	633	6.8	10.2	87	200	5.2	3.2	67	267	8.6	4.3	109	*166	6.9	2.7	88
SCARECROW & MRS. KING	C	6513	709	7.6	10.9	92	251	6.6	3.9	80	238	7.6	3.7	93	*219	9.1	3.4	110
SIMON & SIMON	C	8593	772	8.3	9.0	76	232	6.1	2.7	56	372	11.9	4.3	110	*168	7.0	2.0	64
60 MINUTES	C	13342	1627	17.4	12.2	103	627	16.4	4.7	98	542	17.4	4.1	103	459	19.0	3.4	113
ST. ELSEWHERE	N	6029	761	8.1	12.6	107	273	7.2	4.5	94	277	8.9	4.6	117	*211	8.7	3.5	115
THREE'S COMPANY	A	8565	1076	11.5	12.6	107	420	11.0	4.9	102	393	12.6	4.6	117	264	10.9	3.1	101
T.J. HOOKER	A	7400	800	8.6	10.8	92	282	7.4	3.8	79	322	10.3	4.4	111	*195	8.1	2.6	86
TONIGHT SHOW	N	2433	330	3.5	13.6	115	143	3.8	5.9	122	90	2.9	3.7	94	*96	4.0	3.9	129
TRAPPER JOHN, M.D.	C	5958	436	4.7	7.3	62	*180	4.7	3.0	63	*114	3.7	1.9	49	*143	5.9	2.4	79
TV BLOOPERS & PRAC. JOKES	N	9086	1084	11.6	11.9	101	389	10.2	4.3	89	393	12.6	4.3	110	*302	12.5	3.3	109
20/20	A	8306	820	8.8	9.9	84	347	9.1	4.2	87	282	9.0	3.4	86	*191	7.9	2.3	75
WEBSTER	A	6788	453	4.8	6.7	57	*179	4.7	2.6	55	189	6.1	2.8	71	**85	3.5	1.3	41
WORLD NEWS - SUN	A	2036	*181	1.9	8.9	75	*108	2.8	5.3	110	**36	1.2	1.8	45	**37	1.5	1.8	60
YELLOW ROSE	N	3174	240	2.6	7.6	64	**117	3.1	3.7	77	**60	1.9	1.9	48	**63	2.6	2.0	65
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	1862	19.9	11.4	97	709	18.6	4.3	90	634	20.3	3.9	99	*519	21.5	3.2	104
BASKETBALL - COLLEGE GAMES		10054	1061	11.3	10.6	89	*268	7.0	2.7	55	*366	11.7	3.6	92	*427	17.7	4.2	139
BASKETBALL - PRO GAMES		8248	959	10.3	11.6	99	*397	10.4	4.8	100	*329	10.5	4.0	101	**233	9.6	2.8	93
BOWLING		5356	711	7.6	13.3	113	**164	4.3	3.1	64	*252	8.1	4.7	120	**296	12.2	5.5	181
BOXING		11255	1406	15.0	12.5	106	649	17.0	5.8	120	508	16.3	4.5	115	*249	10.3	2.2	73
FOOTBALL - COLLEGE GAMES		14647	1358	14.5	9.3	79	*426	11.2	2.9	60	538	17.2	3.7	93	*395	16.3	2.7	88
FOOTBALL - PRO GAMES		23581	2449	26.2	10.4	88	821	21.5	3.5	72	900	28.8	3.8	97	728	30.1	3.1	101
GOLF		6145	749	8.0	12.2	103	*405	10.6	6.6	137	*193	6.2	3.1	80	**151	6.2	2.5	81
POST-SEASON COLL. FOOTBALL		12828	1289	13.8	10.0	85	516	13.5	4.0	84	*376	12.1	2.9	74	*397	16.4	3.1	101
POST-SEASON PRO FOOTBALL		15397	1716	18.4	11.1	94	626	16.4	4.1	85	603	19.3	3.9	99	488	20.2	3.2	104
TENNIS		3483	591	6.3	17.0	144	*263	6.9	7.6	157	**170	5.4	4.9	124	**158	6.5	4.5	149
WRESTLING - PROFESSIONAL		6023	585	6.3	9.7	82	*265	7.0	4.4	91	**162	5.2	2.7	68	**158	6.5	2.6	86

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(FEMALES)

0014
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	11056	100.0	12.5	100	4544	100.0	5.1	100	4099	100.0	4.6	100	2413	100.0	2.7	100
FEMALE HOMEMAKERS	80986	9870	89.3	12.2	98	4086	89.9	5.0	98	3729	91.0	4.6	99	2055	85.2	2.5	93
EMPLOYED MOTHERS	18702	2278	20.6	12.2	97	824	18.1	4.4	86	862	21.0	4.6	99	592	24.5	3.2	116
18 - 24	14726	1969	17.8	13.4	107	*747	16.4	5.1	99	733	17.9	5.0	107	*489	20.3	3.3	122
25 - 34	20202	3101	28.0	15.3	123	1212	26.7	6.0	117	1024	25.0	5.1	109	865	35.8	4.3	157
35 - 44	14781	1758	15.9	11.9	95	584	12.9	4.0	77	677	16.5	4.6	99	*496	20.6	3.4	123
45 - 54	11449	1484	13.4	13.0	104	646	14.2	5.6	110	634	15.5	5.5	120	**203	8.4	1.8	65
55 - 64	11846	1334	12.1	11.3	90	652	14.3	5.5	107	*491	12.0	4.1	89	**191	7.9	1.6	59
65 OR OLDER	15459	1411	12.8	9.1	73	703	15.5	4.5	89	539	13.1	3.5	75	**168	7.0	1.1	40
18 - 34	34928	5070	45.9	14.5	116	1959	43.1	5.6	109	1758	42.9	5.0	109	1354	56.1	3.9	142
18 - 49	55154	7493	67.8	13.6	109	2818	62.0	5.1	99	2711	66.1	4.9	106	1964	81.4	3.6	131
25 - 54	46433	6342	57.4	13.7	109	2442	53.7	5.3	102	2336	57.0	5.0	109	1564	64.8	3.4	123
35 - 49	20226	2423	21.9	12.0	96	859	18.9	4.2	83	954	23.3	4.7	102	610	25.3	3.0	111
50 OR OLDER	33310	3563	32.2	10.7	86	1726	38.0	5.2	101	1388	33.9	4.2	90	*449	18.6	1.3	49
GRADUATED COLLEGE	12110	2360	21.3	19.5	156	834	18.4	6.9	134	809	19.7	6.7	144	717	29.7	5.9	217
ATTENDED COLLEGE	15309	2286	20.7	14.9	119	717	15.8	4.7	91	917	22.4	6.0	129	652	27.0	4.3	156
GRADUATED HIGH SCHOOL	36912	4000	36.2	10.8	87	1642	36.1	4.4	87	1544	37.7	4.2	90	814	33.7	2.2	81
DID NOT GRADUATE HIGH SCHOOL	24134	2410	21.8	10.0	80	1352	29.8	5.6	109	829	20.2	3.4	74	**229	9.5	0.9	35
EMPLOYED FULL-TIME	35457	5363	48.5	15.1	121	2047	45.0	5.8	112	1841	44.9	5.2	112	1476	61.2	4.2	153
EMPLOYED PART-TIME	8514	1038	9.4	12.2	98	*376	8.3	4.4	86	*387	9.4	4.5	98	**275	11.4	3.2	118
NOT EMPLOYED	44494	4655	42.1	10.5	84	2122	46.7	4.8	93	1872	45.7	4.2	91	662	27.4	1.5	55
PROFESSIONAL/MANAGER	10811	1988	18.0	18.4	147	*599	13.2	5.5	108	690	16.8	6.4	138	699	29.0	6.5	237
TECH/CLERICAL/SALES	19640	2872	26.0	14.6	117	1142	25.1	5.8	113	976	23.8	5.0	107	754	31.2	3.8	141
PRECISION/CRAFT	1023	**233	2.1	22.8	182	**157	3.5	15.3	299	**55	1.3	5.4	116	**20	0.8	2.0	72
OTHER EMPLOYED	12498	1309	11.8	10.5	84	*525	11.6	4.2	82	507	12.4	4.1	88	**278	11.5	2.2	82
SINGLE	15995	2827	25.6	17.7	141	1012	22.3	6.3	123	928	22.6	5.8	125	886	36.7	5.5	203
MARRIED	51689	5703	51.6	11.0	88	2526	55.6	4.9	95	2038	49.7	3.9	85	1140	47.2	2.2	81
DIVORCED/SEPARATED/WIDOWED	20780	2526	22.8	12.2	97	1006	22.1	4.8	94	1134	27.7	5.5	118	386	16.0	1.9	68
PARENTS	33922	3728	33.7	11.0	88	1419	31.2	4.2	81	1419	34.6	4.2	90	890	36.9	2.6	96
WHITE	76422	9223	83.4	12.1	97	3766	82.9	4.9	96	3347	81.7	4.4	95	2109	87.4	2.8	101
BLACK	10066	1354	12.2	13.5	108	566	12.5	5.6	109	645	15.7	6.4	138	**143	5.9	1.4	52
OTHER	1976	**480	4.3	24.3	194	**212	4.7	10.7	209	**107	2.6	5.4	117	**161	6.7	8.1	299
NORTHEAST-CENSUS	19803	3319	30.0	16.8	134	1584	34.9	8.0	156	959	23.4	4.8	105	776	32.2	3.9	144
NORTH CENTRAL	22181	1266	11.5	5.7	46	*317	7.0	1.4	28	534	13.0	2.4	52	*415	17.2	1.9	69
SOUTH	30082	2865	25.9	9.5	76	1198	26.4	4.0	78	1293	31.5	4.3	93	*373	15.5	1.2	45
WEST	16398	3607	32.6	22.0	176	1445	31.8	8.8	172	1313	32.0	8.0	173	849	35.2	5.2	190
NORTHEAST-MKTG.	20163	3459	31.3	17.2	137	1560	34.3	7.7	151	1115	27.2	5.5	119	784	32.5	3.9	143
EAST CENTRAL	13054	747	6.8	5.7	46	*222	4.9	1.7	33	*304	7.4	2.3	50	*221	9.2	1.7	62
WEST CENTRAL	14993	967	8.7	6.4	52	*232	5.1	1.5	30	*393	9.6	2.6	57	*342	14.2	2.3	84
SOUTH	25785	2439	22.1	9.5	76	1119	24.6	4.3	84	1033	25.2	4.0	86	*288	11.9	1.1	41
PACIFIC	14470	3444	31.2	23.8	190	1411	31.1	9.8	190	1255	30.6	8.7	187	778	32.2	5.4	197
COUNTY SIZE A	36705	6776	61.3	18.5	148	2734	60.2	7.4	145	2527	61.6	6.9	149	1515	62.8	4.1	151
COUNTY SIZE B	26819	2554	23.1	9.5	76	1122	24.7	4.2	81	898	21.9	3.3	72	534	22.1	2.0	73
COUNTY SIZE C	13597	1138	10.3	8.4	67	*461	10.1	3.4	66	*368	9.0	2.7	58	*310	12.8	2.3	84
COUNTY SIZE D	11344	588	5.3	5.2	41	**228	5.0	2.0	39	*306	7.5	2.7	58	**53	2.2	0.5	17
METRO CENTRAL CITY	26825	3878	35.1	14.5	116	1710	37.6	6.4	124	1428	34.8	5.3	115	740	30.7	2.8	101
METRO SUBURBAN	39912	5789	52.4	14.5	116	2338	51.5	5.9	114	2096	51.1	5.3	113	1356	56.2	3.4	125
NON METRO	21728	1388	12.6	6.4	51	*497	10.9	2.3	45	*575	14.0	2.6	57	*317	13.1	1.5	53
TOP 5 ADI'S	20847	4499	40.7	21.6	173	1788	39.3	8.6	167	1550	37.8	7.4	160	1161	48.1	5.6	204
TOP 10 ADI'S	28719	5616	50.8	19.6	156	2366	52.1	8.2	160	1971	48.1	6.9	148	1278	53.0	4.5	163
TOP 20 ADI'S	40904	7261	65.7	17.8	142	3025	66.6	7.4	144	2641	64.4	6.5	139	1595	66.1	3.9	143
HSHLD INC. $50,000 OR MORE	7931	1424	12.9	18.0	144	*508	11.2	6.4	125	*406	9.9	5.1	110	*509	21.1	6.4	235
$40,000 OR MORE	15233	2681	24.2	17.6	141	989	21.8	6.5	126	937	22.9	6.2	133	*755	31.3	5.0	182
$30,000 OR MORE	28333	4348	39.3	15.3	123	1666	36.7	5.9	114	1577	38.5	5.6	120	1105	45.8	3.9	143
$25,000 OR MORE	36417	5291	47.9	14.5	116	1979	43.6	5.4	106	1925	47.0	5.3	114	1387	57.5	3.8	140
$20,000 - $24,999	9943	1324	12.0	13.3	107	*563	12.4	5.7	110	*439	10.7	4.4	95	**323	13.4	3.2	119
$15,000 - $19,999	9211	1197	10.8	13.0	104	*523	11.5	5.7	111	*433	10.6	4.7	101	*241	10.0	2.6	96
$10,000 - $14,999	13477	1215	11.0	9.0	72	598	13.2	4.4	86	368	9.0	2.7	59	*250	10.4	1.9	68
UNDER $10,000	19418	2029	18.4	10.4	84	882	19.4	4.5	88	935	22.8	4.8	104	*212	8.8	1.1	40
HOUSEHOLD OF 1 PERSON	11987	1366	12.4	11.4	91	532	11.7	4.4	86	500	12.2	4.2	90	335	13.9	2.8	102
2 PEOPLE	27046	3640	32.9	13.5	108	1543	34.0	5.7	111	1461	35.6	5.4	117	635	26.3	2.3	86
3 OR 4 PEOPLE	34251	4708	42.6	13.7	110	1963	43.2	5.7	112	1573	38.4	4.6	99	1172	48.6	3.4	125
5 OR MORE PEOPLE	15180	1343	12.1	8.8	71	*507	11.2	3.3	65	*566	13.8	3.7	80	**270	11.2	1.8	65
NO CHILD IN HSHLD	49819	6774	61.3	13.6	109	2868	63.1	5.8	112	2478	60.5	5.0	107	1428	59.2	2.9	105
CHILD(REN) UNDER 2 YRS	6045	*616	5.6	10.2	82	**285	6.3	4.7	92	**203	5.0	3.4	72	**128	5.3	2.1	78
2 - 5 YEARS	15233	1628	14.7	10.7	86	731	16.1	4.8	93	622	15.2	4.1	88	*276	11.4	1.8	66
6 - 11 YEARS	16260	1868	16.9	11.5	92	674	14.8	4.1	81	747	18.2	4.6	99	*448	18.6	2.8	101
12 - 17 YEARS	19173	2091	18.9	10.9	87	740	16.3	3.9	75	846	20.6	4.4	95	*505	20.9	2.6	97
RESIDENCE OWNED	61371	6831	61.8	11.1	89	2702	59.5	4.4	86	2405	58.7	3.9	85	1724	71.4	2.8	103
VALUE: $50,000 OR MORE	35355	4786	43.3	13.5	108	1645	36.2	4.7	91	1655	40.4	4.7	101	1486	61.6	4.2	154
VALUE: UNDER $50,000	26016	2045	18.5	7.9	63	1057	23.3	4.1	79	750	18.3	2.9	62	*238	9.9	0.9	34

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(FEMALES)

0015
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES		88464	11056	100.0	12.5	100	4544	100.0	5.1	100	4099	100.0	4.6	100	2413	100.0	2.7	100
MAGAZINES	QUINTILE 1	17988	3012	27.2	16.7	134	1027	22.6	5.7	111	1233	30.1	6.9	148	752	31.2	4.2	153
	QUINTILE 2	19446	2728	24.7	14.0	112	1134	25.0	5.8	114	884	21.6	4.5	98	710	29.4	3.7	134
	QUINTILE 3	14626	1818	16.4	12.4	99	793	17.5	5.4	106	697	17.0	4.8	103	*327	13.6	2.2	82
	QUINTILE 4	16014	1572	14.2	9.8	79	767	16.9	4.8	93	462	11.3	2.9	62	*342	14.2	2.1	78
	QUINTILE 5	20389	1927	17.4	9.5	76	823	18.1	4.0	79	822	20.1	4.0	87	*282	11.7	1.4	51
NEWSPAPERS	QUINTILE 1	13830	2016	18.2	14.6	117	879	19.3	6.4	124	587	14.3	4.2	92	*550	22.8	4.0	146
	QUINTILE 2	26350	3252	29.4	12.3	99	1505	33.1	5.7	111	1144	27.9	4.3	94	603	25.0	2.3	84
	QUINTILE 3	12415	1675	15.2	13.5	108	668	14.7	5.4	105	716	17.5	5.8	124	*292	12.1	2.4	86
	QUINTILE 4	21911	2589	23.4	11.8	95	839	18.5	3.8	75	1064	26.0	4.9	105	686	28.4	3.1	115
	QUINTILE 5	13960	1524	13.8	10.9	87	653	14.4	4.7	91	588	14.3	4.2	91	*282	11.7	2.0	74
OUTDOOR	QUINTILE 1	16810	2233	20.2	13.3	106	753	16.6	4.5	87	913	22.3	5.4	117	*566	23.5	3.4	123
	QUINTILE 2	17101	2302	20.8	13.5	108	1043	23.0	6.1	119	815	19.9	4.8	103	*445	18.4	2.6	95
	QUINTILE 3	17579	2410	21.8	13.7	110	900	19.8	5.1	100	849	20.7	4.8	104	*661	27.4	3.8	138
	QUINTILE 4	18343	2229	20.2	12.2	97	1042	22.9	5.7	111	667	16.3	3.6	78	*520	21.5	2.8	104
	QUINTILE 5	18631	1882	17.0	10.1	81	806	17.7	4.3	84	855	20.9	4.6	99	*221	9.2	1.2	43
RADIO-DRIVE TIME	QUINTILE 1	17390	2417	21.9	13.9	111	1026	22.6	5.9	115	905	22.1	5.2	112	*487	20.2	2.8	103
	QUINTILE 2	16591	2035	18.4	12.3	98	665	14.6	4.0	78	779	19.0	4.7	101	*591	24.5	3.6	131
	QUINTILE 3	16910	2229	20.2	13.2	105	850	18.7	5.0	98	843	20.6	5.0	108	*537	22.3	3.2	116
	QUINTILE 4	18002	2212	20.0	12.3	98	1039	22.9	5.8	112	850	20.7	4.7	102	*323	13.4	1.8	66
	QUINTILE 5	19572	2162	19.6	11.0	88	964	21.2	4.9	96	723	17.6	3.7	80	*475	19.7	2.4	89
RADIO-MID-DAY	TERCILE 1	23248	2944	26.6	12.7	101	1144	25.2	4.9	96	1292	31.5	5.6	120	508	21.1	2.2	80
	TERCILE 2	23667	2985	27.0	12.6	101	1530	33.7	6.5	126	942	23.0	4.0	86	513	21.3	2.2	79
	TERCILE 3	41549	5127	46.4	12.3	99	1870	41.2	4.5	88	1865	45.5	4.5	97	1392	57.7	3.4	123
RADIO-TOTAL	QUINTILE 1	17786	2445	22.1	13.7	110	1070	23.5	6.0	117	907	22.1	5.1	110	*468	19.4	2.6	96
	QUINTILE 2	17316	2324	21.0	13.4	107	827	18.2	4.8	93	982	24.0	5.7	122	*515	21.3	3.0	109
	QUINTILE 3	18428	2228	20.2	12.1	97	880	19.4	4.8	93	754	18.4	4.1	88	*594	24.6	3.2	118
	QUINTILE 4	17669	2332	21.1	13.2	106	874	19.2	4.9	96	877	21.4	5.0	107	*582	24.1	3.3	121
	QUINTILE 5	17265	1728	15.6	10.0	80	894	19.7	5.2	101	580	14.1	3.4	73	*254	10.5	1.5	54
TV-PRIME TIME	QUINTILE 1	17416	1953	17.7	11.2	90	793	17.5	4.6	89	701	17.1	4.0	87	*459	19.0	2.6	97
	QUINTILE 2	17413	2516	22.8	14.4	116	1033	22.7	5.9	115	934	22.8	5.4	116	*549	22.8	3.2	116
	QUINTILE 3	17943	2356	21.3	13.1	105	954	21.0	5.3	104	918	22.4	5.1	110	*484	20.1	2.7	99
	QUINTILE 4	18442	2080	18.8	11.3	90	904	19.9	4.9	95	783	19.1	4.2	92	*394	16.3	2.1	78
	QUINTILE 5	17250	2151	19.5	12.5	100	861	18.9	5.0	97	763	18.6	4.4	95	527	21.8	3.1	112
TV-DAYTIME	TERCILE 1	29966	3083	27.9	10.3	82	1253	27.6	4.2	81	1289	31.4	4.3	93	541	22.4	1.8	66
	TERCILE 2	29480	3824	34.6	13.0	104	1713	37.7	5.8	113	1308	31.9	4.4	96	803	33.3	2.7	100
	TERCILE 3	29018	4149	37.5	14.3	114	1578	34.7	5.4	106	1502	36.6	5.2	112	1068	44.3	3.7	135
TV-TOTAL	QUINTILE 1	17740	2076	18.8	11.7	94	840	18.5	4.7	92	772	18.8	4.4	94	*465	19.3	2.6	96
	QUINTILE 2	17674	1894	17.1	10.7	86	699	15.4	4.0	77	795	19.4	4.5	97	*399	16.5	2.3	83
	QUINTILE 3	17730	2163	19.6	12.2	98	902	19.9	5.1	99	835	20.4	4.7	102	*426	17.7	2.4	88
	QUINTILE 4	17563	2614	23.6	14.9	119	1243	27.4	7.1	138	849	20.7	4.8	104	522	21.6	3.0	109
	QUINTILE 5	17757	2309	20.9	13.0	104	859	18.9	4.8	94	849	20.7	4.8	103	601	24.9	3.4	124
MAGAZINES-NEWSPAPERS: DUAL		23278	3635	32.9	15.6	125	1561	34.4	6.7	131	1166	28.4	5.0	108	908	37.6	3.9	143
MAGAZINE IMPERATIVE		21634	3088	27.9	14.3	114	1014	22.3	4.7	91	1316	32.1	6.1	131	759	31.5	3.5	129
NEWSPAPER IMPERATIVE		23455	2374	21.5	10.1	81	1156	25.4	4.9	96	836	20.4	3.6	77	*383	15.9	1.6	60
MAGAZINES-OUTDOOR: DUAL		17482	2778	25.1	15.9	127	1048	23.1	6.0	117	1038	25.3	5.9	128	692	28.7	4.0	145
MAGAZINE IMPERATIVE		28830	4089	37.0	14.2	113	1552	34.2	5.4	105	1545	37.7	5.4	116	993	41.2	3.4	126
OUTDOOR IMPERATIVE		26119	2783	25.2	10.7	85	1192	26.2	4.6	89	1046	25.5	4.0	86	545	22.6	2.1	76
MAGAZINES-RADIO: DUAL		20162	2931	26.5	14.5	116	1166	25.7	5.8	113	1157	28.2	5.7	124	608	25.2	3.0	111
MAGAZINE IMPERATIVE		26292	3790	34.3	14.4	115	1525	33.6	5.8	113	1278	31.2	4.9	105	987	40.9	3.8	138
RADIO IMPERATIVE		25308	2736	24.7	10.8	87	1195	26.3	4.7	92	1004	24.5	4.0	86	537	22.3	2.1	78
MAGAZINES-TELEVISION: DUAL		17312	2169	19.6	12.5	100	695	15.3	4.0	78	831	20.3	4.8	104	*643	26.6	3.7	136
MAGAZINE IMPERATIVE		29099	4667	42.2	16.0	128	1900	41.8	6.5	127	1709	41.7	5.9	127	1059	43.9	3.6	133
TELEVISION IMPERATIVE		27505	2713	24.5	9.9	79	1195	26.3	4.3	85	1119	27.3	4.1	88	*399	16.5	1.5	53
NEWSPAPERS-OUTDOOR: DUAL		18628	2507	22.7	13.5	108	1099	24.2	5.9	115	831	20.3	4.5	96	577	23.9	3.1	114
NEWSPAPER IMPERATIVE		29178	3797	34.3	13.0	104	1677	36.9	5.7	112	1360	33.2	4.7	101	760	31.5	2.6	95
OUTDOOR IMPERATIVE		25260	3353	30.3	13.3	106	1220	26.8	4.8	94	1322	32.3	5.2	113	812	33.7	3.2	118
NEWSPAPERS-RADIO: DUAL		19246	2538	23.0	13.2	106	1129	24.8	5.9	114	957	23.3	5.0	107	*453	18.8	2.4	86
NEWSPAPER IMPERATIVE		28155	3681	33.3	13.1	105	1618	35.6	5.7	112	1214	29.6	4.3	93	849	35.2	3.0	111
RADIO IMPERATIVE		25308	3198	28.9	12.6	101	1122	24.7	4.4	86	1300	31.7	5.1	111	775	32.1	3.1	112
NEWSPAPERS-TELEVISION: DUAL		18615	2180	19.7	11.7	94	906	19.9	4.9	95	814	19.9	4.4	94	*459	19.0	2.5	90
NEWSPAPER IMPERATIVE		29207	4241	38.4	14.5	116	1934	42.6	6.6	129	1433	35.0	4.9	106	874	36.2	3.0	110
TELEVISION IMPERATIVE		25472	2750	24.9	10.8	86	1012	22.3	4.0	77	1156	28.2	4.5	98	*582	24.1	2.3	84
OUTDOOR-RADIO: DUAL		17292	2338	21.1	13.5	108	961	21.1	5.6	108	789	19.2	4.6	98	*588	24.4	3.4	125
OUTDOOR IMPERATIVE		26915	3367	30.5	12.5	100	1270	27.9	4.7	92	1275	31.1	4.7	102	822	34.1	3.1	112
RADIO IMPERATIVE		28938	3749	33.9	13.0	104	1466	32.3	5.1	99	1491	36.4	5.2	111	792	32.8	2.7	100
OUTDOOR-TELEVISION: DUAL		16112	1877	17.0	11.6	93	658	14.5	4.1	80	867	21.2	5.4	116	*352	14.6	2.2	80
OUTDOOR IMPERATIVE		28228	4283	38.7	15.2	121	1766	38.9	6.3	122	1492	36.4	5.3	114	1025	42.5	3.6	133
TELEVISION IMPERATIVE		30024	3270	29.6	10.9	87	1398	30.8	4.7	91	1164	28.4	3.9	84	707	29.3	2.4	86
RADIO-TELEVISION: DUAL		17803	1997	18.1	11.2	90	722	15.9	4.1	79	868	21.2	4.9	105	*407	16.9	2.3	84
RADIO IMPERATIVE		28338	4165	37.7	14.7	118	1782	39.2	6.3	122	1504	36.7	5.3	115	880	36.5	3.1	114
TELEVISION IMPERATIVE		28445	3236	29.3	11.4	91	1367	30.1	4.8	94	1161	28.3	4.1	88	708	29.3	2.5	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(FEMALES)

0016
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	11056	100.0	12.5	100	4544	100.0	5.1	100	4099	100.0	4.6	100	2413	100.0	2.7	100
ATLANTIC MONTHLY	415	**115	1.0	27.7	222	**59	1.3	14.2	277	**31	0.8	7.5	161	**25	1.0	6.0	221
BARRON'S	522	**174	1.6	33.3	267	**31	0.7	5.9	116	**45	1.1	8.6	186	**98	4.1	18.8	688
BETTER HOMES & GARDENS	17429	2087	18.9	12.0	96	810	17.8	4.6	90	789	19.2	4.5	98	488	20.2	2.8	103
BON APPETIT	2772	685	6.2	24.7	198	*228	5.0	8.2	160	*178	4.3	6.4	139	*279	11.6	10.1	369
BUSINESS WEEK	1469	343	3.1	23.3	187	**113	2.5	7.7	150	**97	2.4	6.6	143	**133	5.5	9.1	332
CAR AND DRIVER	397	**117	1.1	29.5	236	**21	0.5	5.3	103	**36	0.9	9.1	196	**61	2.5	15.4	563
CBS MAGAZINE NETWORK (GROSS)	1633	369	3.3	22.6	181	**124	2.7	7.6	148	*148	3.6	9.1	196	**96	4.0	5.9	216
CHANGING TIMES	1554	*178	1.6	11.5	92	**113	2.5	7.3	142	**43	1.0	2.8	60	**22	0.9	1.4	52
COLONIAL HOMES	1304	297	2.7	22.8	182	**118	2.6	9.0	176	**97	2.4	7.4	161	**82	3.4	6.3	231
CONDE NAST MAG. PKG. (GROSS)	17858	3740	33.8	20.9	168	1290	28.4	7.2	141	1466	35.8	8.2	177	985	40.8	5.5	202
CONSUMERS DIGEST	1406	*142	1.3	10.1	81	**36	0.8	2.6	50	**64	1.6	4.6	98	**42	1.7	3.0	110
COSMOPOLITAN	8815	1807	16.3	20.5	164	697	15.3	7.9	154	702	17.1	8.0	172	408	16.9	4.6	170
COUNTRY LIVING	2636	467	4.2	17.7	142	**148	3.3	5.6	109	*184	4.5	7.0	151	*135	5.6	5.1	188
CUISINE	1554	318	2.9	20.5	164	**108	2.4	6.9	135	*107	2.6	6.9	149	**103	4.3	6.6	243
CYCLE WORLD	469	**64	0.6	13.6	109	**11	0.2	2.3	46	**44	1.1	9.4	202	**8	0.3	1.7	63
DCI:CREATIVE IDEAS FOR LIV	2631	*308	2.8	11.7	94	**104	2.3	4.0	77	**150	3.7	5.7	123	**54	2.2	2.1	75
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	786	7.1	11.1	89	*296	6.5	4.2	82	334	8.1	4.7	102	*156	6.5	2.2	81
DISCOVER	998	*173	1.6	17.3	139	**57	1.3	5.7	111	**89	2.2	8.9	192	**28	1.2	2.8	103
EBONY	4289	698	6.3	16.3	130	290	6.4	6.8	132	317	7.7	7.4	160	**91	3.8	2.1	78
ESQUIRE	1176	*219	2.0	18.6	149	**57	1.3	4.8	94	**88	2.1	7.5	161	**74	3.1	6.3	231
ESSENCE	2392	427	3.9	17.9	143	*132	2.9	5.5	107	*207	5.1	8.7	187	**88	3.6	3.7	135
FAMILY CIRCLE	17209	2002	18.1	11.6	93	720	15.8	4.2	81	836	20.4	4.9	105	446	18.5	2.6	95
THE FAMILY HANDYMAN	1184	*141	1.3	11.9	95	**36	0.8	3.0	59	**69	1.7	5.8	126	**36	1.5	3.0	111
FAMILY WEEKLY	12391	1307	11.8	10.5	84	597	13.1	4.8	94	450	11.0	3.6	78	*260	10.8	2.1	77
FIELD & STREAM	2438	*227	2.1	9.3	75	**71	1.6	2.9	57	**109	2.7	4.5	96	**47	1.9	1.9	71
FOOD & WINE	614	*148	1.3	24.1	193	**28	0.6	4.6	89	**80	2.0	13.0	281	**41	1.7	6.7	245
FORBES	813	*218	2.0	26.8	215	**53	1.2	6.5	127	**32	0.8	3.9	85	**133	5.5	16.4	600
FORTUNE	1083	*322	2.9	29.7	238	**82	1.8	7.6	147	**62	1.5	5.7	124	**178	7.4	16.4	603
GENTLEMEN'S QUARTERLY	1197	399	3.6	33.3	267	**159	3.5	13.3	259	*124	3.0	10.4	224	**117	4.8	9.8	358
GLAMOUR	6625	1300	11.8	19.6	157	443	9.7	6.7	130	460	11.2	6.9	150	*397	16.5	6.0	220
GOLF DIGEST	707	**124	1.1	17.5	140	**36	0.8	5.1	99	**21	0.5	3.0	64	**67	2.8	9.5	347
GOLF DIGEST/TENNIS (GROSS)	1316	259	2.3	19.7	157	**72	1.6	5.5	107	**57	1.4	4.3	93	**130	5.4	9.9	362
GOLF MAGAZINE	469	**122	1.1	26.0	208	**42	0.9	9.0	174	**24	0.6	5.1	110	**56	2.3	11.9	438
GOLF MAGAZINE/SKI (GROSS)	1060	*260	2.4	24.5	196	**75	1.7	7.1	138	**83	2.0	7.8	169	**103	4.3	9.7	356
GOOD HOUSEKEEPING	17784	2079	18.8	11.7	94	699	15.4	3.9	77	877	21.4	4.9	106	503	20.8	2.8	104
HARPER'S BAZAAR	2931	902	8.2	30.8	246	*426	9.4	14.5	283	*233	5.7	7.9	172	*243	10.1	8.3	304
HEALTH	2199	351	3.2	16.0	128	**90	2.0	4.1	80	*177	4.3	8.0	174	**85	3.5	3.9	142
HEARST MAG CORP. BUY (GROSS)	49148	8060	72.9	16.4	131	2811	61.9	5.7	111	3174	77.4	6.5	139	2075	86.0	4.2	155
HEARST MAN POWER (GROSS)	2113	281	2.5	13.3	106	**94	2.1	4.4	87	**111	2.7	5.3	113	**76	3.1	3.6	132
HEARST WOMAN POWER (GROSS)	35062	5042	45.6	14.4	115	1681	37.0	4.8	93	2148	52.4	6.1	132	1214	50.3	3.5	127
HOUSE BEAUTIFUL	3865	751	6.8	19.4	155	*292	6.4	7.6	147	248	6.1	6.4	138	*210	8.7	5.4	199
INC.	315	**142	1.3	45.1	361	**18	0.4	5.7	111	**53	1.3	16.8	363	**71	2.9	22.5	826
JET	3690	558	5.0	15.1	121	286	6.3	7.8	151	221	5.4	6.0	129	**51	2.1	1.4	51
LADIES' HOME JOURNAL	12930	1678	15.2	13.0	104	635	14.0	4.9	96	676	16.5	5.2	113	367	15.2	2.8	104
LHJ FAMILY GRP COMBO(GROSS)	18161	2422	21.9	13.3	107	825	18.2	4.5	88	1028	25.1	5.7	122	570	23.6	3.1	115
LIFE	5065	897	8.1	17.7	142	395	8.7	7.8	152	250	6.1	4.9	107	*252	10.4	5.0	182
L.A. TIMES HOME MAGAZINE	1310	489	4.4	37.3	299	*169	3.7	12.9	251	*213	5.2	16.3	351	**107	4.4	8.2	299
MADEMOISELLE	3759	719	6.5	19.1	153	*245	5.4	6.5	127	294	7.2	7.8	169	*181	7.5	4.8	177
MC CALL'S	14658	1850	16.7	12.6	101	665	14.6	4.5	88	808	19.7	5.5	119	377	15.6	2.6	94
MC CALL'S/WRK MOTHER (GROSS)	15857	2035	18.4	12.8	103	709	15.6	4.5	87	883	21.5	5.6	120	444	18.4	2.8	103
MECHANIX ILLUSTRATED	809	**117	1.1	14.5	116	**23	0.5	2.8	55	**72	1.8	8.9	192	**21	0.9	2.6	95
METROPOLITAN HOME	1009	327	3.0	32.4	259	**86	1.9	8.5	166	*156	3.8	15.5	334	**85	3.5	8.4	309
MONEY	1707	391	3.5	22.9	183	**140	3.1	8.2	160	**86	2.1	5.0	109	**166	6.9	9.7	357
MOTHER EARTH NEWS	1123	*211	1.9	18.8	150	**66	1.5	5.9	114	**97	2.4	8.6	186	**48	2.0	4.3	157
MS.	932	*159	1.4	17.1	137	**27	0.6	2.9	56	*102	2.5	10.9	236	**31	1.3	3.3	122
NATIONAL ENQUIRER	11971	1602	14.5	13.4	107	792	17.4	6.6	129	683	16.7	5.7	123	*128	5.3	1.1	39
NATIONAL GEOGRAPHIC	10503	1516	13.7	14.4	115	521	11.5	5.0	97	642	15.7	6.1	132	353	14.6	3.4	123
NATIONAL SUNDAY MAGAZINE PKG	54325	7320	66.2	13.5	108	3054	67.2	5.6	109	2637	64.3	4.9	105	1629	67.5	3.0	110
NATURAL HISTORY	626	**130	1.2	20.8	166	**12	0.3	1.9	37	**58	1.4	9.3	200	**60	2.5	9.6	351
NEW WOMAN	1992	418	3.8	21.0	168	**168	3.7	8.4	164	*188	4.6	9.4	204	**62	2.6	3.1	114
NEW YORK INCLUDING CUE	547	*184	1.7	33.6	269	**75	1.7	13.7	267	**69	1.7	12.6	272	**40	1.7	7.3	268
THE NEW YORKER	1380	433	3.9	31.4	251	*141	3.1	10.2	199	*142	3.5	10.3	222	*150	6.2	10.9	398
NEWSWEEK	6925	1243	11.2	17.9	144	372	8.2	5.4	105	557	13.6	8.0	174	314	13.0	4.5	166
THE N.Y. TIMES DAILY EDITION	1363	453	4.1	33.2	266	*154	3.4	11.3	220	*147	3.6	10.8	233	**152	6.3	11.2	409
THE N.Y. TIMES MAGAZINE	2333	649	5.9	27.8	223	252	5.5	10.8	210	*201	4.9	8.6	186	*196	8.1	8.4	308
OMNI	872	*200	1.8	22.9	184	**63	1.4	7.2	141	**84	2.0	9.6	208	**53	2.2	6.1	223
ON CABLE	1298	**104	0.9	8.0	64	**43	0.9	3.3	64	**56	1.4	4.3	93	**5	0.2	0.4	14
1001 HOME IDEAS	3032	393	3.6	13.0	104	**100	2.2	3.3	64	*175	4.3	5.8	125	**118	4.9	3.9	143
ORGANIC GARDENING	1680	*210	1.9	12.5	100	**106	2.3	6.3	123	**58	1.4	3.5	75	**46	1.9	2.7	100
OUTDOOR LIFE	960	*172	1.6	17.9	143	**40	0.9	4.2	81	**115	2.8	12.0	259	**18	0.7	1.9	69
PARADE MAGAZINE	26755	3778	34.2	14.1	113	1685	37.1	6.3	123	1261	30.8	4.7	102	832	34.5	3.1	114

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(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	11056	100.0	12.5	100	4544	100.0	5.1	100	4099	100.0	4.6	100	2413	100.0	2.7	100
PARENTS	4173	541	4.9	13.0	104	*212	4.7	5.1	99	*222	5.4	5.3	115	**107	4.4	2.6	94
PENTHOUSE	973	*194	1.8	19.9	160	**100	2.2	10.3	200	**45	1.1	4.6	100	**49	2.0	5.0	185
PEOPLE	13479	2261	20.5	16.8	134	742	16.3	5.5	107	781	19.1	5.8	125	738	30.6	5.5	201
PLAYBOY	2183	363	3.3	16.6	133	*131	2.9	6.0	117	*107	2.6	4.9	106	**124	5.1	5.7	208
POPULAR HOT RODDING	388	**42	0.4	10.8	87	**9	0.2	2.3	45	**31	0.8	8.0	172	**2	0.1	0.5	19
POPULAR MECHANICS	1037	**115	1.0	11.1	89	**48	1.1	4.6	90	**23	0.6	2.2	48	**44	1.8	4.2	156
POPULAR SCIENCE	920	*153	1.4	16.6	133	**31	0.7	3.4	66	**37	0.9	4.0	87	**86	3.6	9.3	343
PREVENTION	4071	761	6.9	18.7	150	329	7.2	8.1	157	315	7.7	7.7	167	*117	4.8	2.9	105
PSYCHOLOGY TODAY	1940	439	4.0	22.6	181	**137	3.0	7.1	137	*192	4.7	9.9	214	**110	4.6	5.7	208
READER'S DIGEST	24031	2889	26.1	12.0	96	1118	24.6	4.7	91	1104	26.9	4.6	99	667	27.6	2.8	102
REDBOOK	8464	1155	10.4	13.6	109	284	6.3	3.4	65	569	13.9	6.7	145	*302	12.5	3.6	131
ROAD & TRACK	429	**131	1.2	30.5	244	**42	0.9	9.8	191	**54	1.3	12.6	272	**35	1.5	8.2	299
ROLLING STONE	1355	290	2.6	21.4	171	**98	2.2	7.2	141	*106	2.6	7.8	169	**86	3.6	6.3	233
RUNNER'S WORLD	329	**102	0.9	31.0	248	**24	0.5	7.3	142	**63	1.5	19.1	413	**14	0.6	4.3	156
SATURDAY EVENING POST	1268	*172	1.6	13.6	109	**74	1.6	5.8	114	**69	1.7	5.4	117	**29	1.2	2.3	84
SCIENCE 84	702	*152	1.4	21.7	173	**64	1.4	9.1	177	**68	1.7	9.7	209	**20	0.8	2.8	104
SCIENCE DIGEST	553	**80	0.7	14.5	116	**16	0.4	2.9	56	**43	1.0	7.8	168	**21	0.9	3.8	139
SCIENTIFIC AMERICAN	615	*219	2.0	35.6	285	**37	0.8	6.0	117	**98	2.4	15.9	344	**83	3.4	13.5	495
SELF	2683	573	5.2	21.4	171	*188	4.1	7.0	136	*261	6.4	9.7	210	**125	5.2	4.7	171
SEVENTEEN	3309	490	4.4	14.8	118	**168	3.7	5.1	99	*235	5.7	7.1	153	**87	3.6	2.6	96
SKI	591	**139	1.3	23.5	188	**32	0.7	5.4	105	**60	1.5	10.2	219	**47	1.9	8.0	292
SMITHSONIAN	3039	660	6.0	21.7	174	*277	6.1	9.1	177	237	5.8	7.8	168	*147	6.1	4.8	177
SOAP OPERA DIGEST	3683	376	3.4	10.2	82	*168	3.7	4.6	89	**136	3.3	3.7	80	**72	3.0	2.0	72
SOUTHERN LIVING	4434	479	4.3	10.8	86	*193	4.2	4.4	85	*183	4.5	4.1	89	**103	4.3	2.3	85
SPORT	701	**105	0.9	15.0	120	**15	0.3	2.1	42	**59	1.4	8.4	182	**31	1.3	4.4	162
THE SPORTING NEWS	518	**66	0.6	12.7	102	**7	0.2	1.4	26	**46	1.1	8.9	192	**13	0.5	2.5	92
SPORTS AFIELD	523	**86	0.8	16.4	132	**30	0.7	5.7	112	**45	1.1	8.6	186	**11	0.5	2.1	77
SPORTS ILLUSTRATED	3325	581	5.3	17.5	140	*139	3.1	4.2	81	*222	5.4	6.7	144	*219	9.1	6.6	241
STAR	8567	1178	10.7	13.8	110	529	11.6	6.2	120	469	11.4	5.5	118	*180	7.5	2.1	77
SUNDAY	27630	3812	34.5	13.8	110	1666	36.7	6.0	117	1329	32.4	4.8	104	817	33.9	3.0	108
SUNSET	2219	450	4.1	20.3	162	**98	2.2	4.4	86	*209	5.1	9.4	203	**143	5.9	6.4	236
TV GUIDE	24258	3449	31.2	14.2	114	1602	35.3	6.6	129	1118	27.3	4.6	99	730	30.3	3.0	110
TENNIS	609	*134	1.2	22.0	176	**36	0.8	5.9	115	**35	0.9	5.7	124	**64	2.7	10.5	385
TIME	9929	1744	15.8	17.6	141	731	16.1	7.4	143	565	13.8	5.7	123	449	18.6	4.5	166
TOWN & COUNTRY	1062	293	2.7	27.6	221	**49	1.1	4.6	90	*150	3.7	14.1	305	**94	3.9	8.9	324
TRAVEL & LEISURE	1051	255	2.3	24.3	194	**57	1.3	5.4	106	*127	3.1	12.1	261	**72	3.0	6.9	251
TRUE STORY	3946	409	3.7	10.4	83	*183	4.0	4.6	90	*200	4.9	5.1	109	**25	1.0	0.6	23
U.S.NEWS & WORLD REPORT	3782	545	4.9	14.4	115	*175	3.9	4.6	90	*235	5.7	6.2	134	**136	5.6	3.6	132
USA TODAY	1874	335	3.0	17.9	143	**125	2.8	6.7	130	*126	3.1	6.7	145	**84	3.5	4.5	164
US	2213	257	2.3	11.6	93	**67	1.5	3.0	59	*111	2.7	5.0	108	**79	3.3	3.6	131
VOGUE	4792	1148	10.4	24.0	192	415	9.1	8.7	169	452	11.0	9.4	204	*282	11.7	5.9	216
WALL STREET JOURNAL	2045	415	3.8	20.3	162	*119	2.6	5.8	113	*138	3.4	6.7	146	**158	6.5	7.7	283
WEIGHT WATCHERS	2364	412	3.7	17.4	139	*148	3.3	6.3	122	*136	3.3	5.8	124	**129	5.3	5.5	200
WOMAN'S DAY	15182	1901	17.2	12.5	100	710	15.6	4.7	91	740	18.1	4.9	105	451	18.7	3.0	109
WORKING MOTHER	1198	*185	1.7	15.4	124	**44	1.0	3.7	72	**75	1.8	6.3	135	**66	2.7	5.5	202
WORKING WOMAN	1523	316	2.9	20.7	166	**93	2.0	6.1	119	*130	3.2	8.5	184	**92	3.8	6.0	221
WORLD TENNIS	*183	**61	0.6	33.3	267	**19	0.4	10.4	202	**16	0.4	8.7	189	**26	1.1	14.2	521
ZIFF-DAVIS MAG NETWK (GROSS)	2776	583	5.3	21.0	168	*114	2.5	4.1	80	*240	5.9	8.6	187	*230	9.5	8.3	304
BLAIR INSERTS	47909	6733	60.9	14.1	112	2837	62.4	5.9	115	2362	57.6	4.9	106	1534	63.6	3.2	117
DAILY NEWSPAPERS																	
READ ANY	56731	7186	65.0	12.7	101	3132	68.9	5.5	107	2498	60.9	4.4	95	1556	64.5	2.7	101
READ ONE	47696	5944	53.8	12.5	100	2589	57.0	5.4	106	2087	50.9	4.4	94	1268	52.5	2.7	97
READ TWO OR MORE	9034	1242	11.2	13.7	110	543	11.9	6.0	117	411	10.0	4.5	98	287	11.9	3.2	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	7708	69.7	13.4	107	3248	71.5	5.6	110	2757	67.3	4.8	103	1703	70.6	2.9	108
READ ONE	50513	6591	59.6	13.0	104	2862	63.0	5.7	110	2387	58.2	4.7	102	1342	55.6	2.7	97
READ TWO OR MORE	7219	1116	10.1	15.5	124	385	8.5	5.3	104	370	9.0	5.1	111	361	15.0	5.0	183
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.04	28.10				26.00				30.06				28.68			
30 DAY REACH	78184	10027	90.7	12.8	103	4068	89.5	5.2	101	3678	89.7	4.7	102	2281	94.5	2.9	107
50 SHHG - 30 DAY AV FREQ	14.80	14.53				13.41				15.76				14.57			
30 DAY REACH	74239	9724	88.0	13.1	105	3957	87.1	5.3	104	3525	86.0	4.7	102	2242	92.9	3.0	111
25 SHHG - 30 DAY AV FREQ	8.05	7.88				7.33				8.82				7.43			
30 DAY REACH	68254	8951	81.0	13.1	105	3604	79.3	5.3	103	3157	77.0	4.6	100	2190	90.8	3.2	118
CABLE TV: HOME WIRED	35215	4387	39.7	12.5	100	2016	44.4	5.7	111	1328	32.4	3.8	81	1044	43.3	3.0	109
HOME NOT WIRED	53250	6669	60.3	12.5	100	2529	55.7	4.7	92	2772	67.6	5.2	112	1369	56.7	2.6	94
HAVE PAY CABLE	17885	2556	23.1	14.3	114	1153	25.4	6.4	126	832	20.3	4.7	100	*571	23.7	3.2	117

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(FEMALES)

0018
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	11056	100.0	12.5	100	4544	100.0	5.1	100	4099	100.0	4.6	100	2413	100.0	2.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	6191	56.0	12.9	103	2523	55.5	5.3	102	2233	54.5	4.7	100	1436	59.5	3.0	110
10:00 AM - 3:00 PM	33674	4175	37.8	12.4	99	1819	40.0	5.4	105	1621	39.5	4.8	104	734	30.4	2.2	80
3:00 PM - 7:00 PM	34431	4671	42.2	13.6	109	1874	41.2	5.4	106	1740	42.4	5.1	109	1057	43.8	3.1	113
7:00 PM - MIDNIGHT	17761	2688	24.3	15.1	121	1146	25.2	6.5	126	922	22.5	5.2	112	620	25.7	3.5	128
MIDNIGHT - 6:00 AM	10087	1382	12.5	13.7	110	451	9.9	4.5	87	584	14.2	5.8	125	348	14.4	3.4	126
6:00 AM - MIDNIGHT	64318	8364	75.7	13.0	104	3359	73.9	5.2	102	3107	75.8	4.8	104	1898	78.7	3.0	108
ENTIRE DAY	65181	8500	76.9	13.0	104	3398	74.8	5.2	101	3136	76.5	4.8	104	1967	81.5	3.0	111
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	2212	20.0	12.7	102	824	18.1	4.7	92	867	21.2	5.0	107	521	21.6	3.0	110
ALL NEWS	2520	586	5.3	23.3	186	*228	5.0	9.0	176	*202	4.9	8.0	173	**157	6.5	6.2	228
AOR/PROGRESSIVE	4419	788	7.1	17.8	143	389	8.6	8.8	171	*187	4.6	4.2	91	*212	8.8	4.8	176
BEAUTIFUL MUSIC	6119	788	7.1	12.9	103	335	7.4	5.5	107	336	8.2	5.5	119	*116	4.8	1.9	70
BLACK	2623	372	3.4	14.2	113	*146	3.2	5.6	108	*154	3.8	5.9	127	**72	3.0	2.7	101
CLASSICAL	1553	395	3.6	25.4	204	**173	3.8	11.1	217	*122	3.0	7.9	170	**100	4.1	6.4	236
CHR/ROCK	11282	1742	15.8	15.4	124	694	15.3	6.2	120	571	13.9	5.1	109	476	19.7	4.2	155
COUNTRY	13343	972	8.8	7.3	58	362	8.0	2.7	53	432	10.5	3.2	70	*177	7.3	1.3	49
GOLDEN OLDIES	1299	*153	1.4	11.8	94	**58	1.3	4.5	87	**69	1.7	5.3	115	**26	1.1	2.0	73
MOR/NOSTALGIA	5241	757	6.8	14.4	116	*271	6.0	5.2	101	*238	5.8	4.5	98	*248	10.3	4.7	173
NEWS/TALK	4165	677	6.1	16.3	130	*228	5.0	5.5	107	306	7.5	7.3	159	**144	6.0	3.5	127
RELIGIOUS	3324	353	3.2	10.6	85	**145	3.2	4.4	85	*136	3.3	4.1	88	**72	3.0	2.2	79
SOFT ROCK	609	**39	0.4	6.4	51	**6	0.1	1.0	19	**25	0.6	4.1	89	**9	0.4	1.5	54
URBAN CONTEMPORARY	1853	294	2.7	15.9	127	*134	2.9	7.2	141	**100	2.4	5.4	116	**60	2.5	3.2	119
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	391	3.5	10.5	84	*170	3.7	4.6	89	**125	3.0	3.4	72	**96	4.0	2.6	95
ABC DIRECTION	2488	366	3.3	14.7	118	*196	4.3	7.9	153	*118	2.9	4.7	102	**52	2.2	2.1	77
ABC ENTERTAINMENT	5129	564	5.1	11.0	88	*184	4.0	3.6	70	*235	5.7	4.6	99	*146	6.1	2.8	104
ABC FM	2498	274	2.5	11.0	88	**84	1.8	3.4	65	**87	2.1	3.5	75	**103	4.3	4.1	151
ABC INFORMATION	5721	788	7.1	13.8	110	*288	6.3	5.0	98	287	7.0	5.0	108	*213	8.8	3.7	136
ABC ROCK	2021	284	2.6	14.1	112	**137	3.0	6.8	132	**76	1.9	3.8	81	**71	2.9	3.5	129
CBS	4756	637	5.8	13.4	107	*276	6.1	5.8	113	*197	4.8	4.1	89	*165	6.8	3.5	127
MUTUAL	5272	640	5.8	12.1	97	*233	5.1	4.4	86	295	7.2	5.6	121	*112	4.6	2.1	78
NBC	4964	470	4.3	9.5	76	*143	3.1	2.9	56	*213	5.2	4.3	93	**114	4.7	2.3	84
RADIORADIO	2218	*227	2.1	10.2	82	**97	2.1	4.4	85	**117	2.9	5.3	114	**13	0.5	0.6	21
RKO ONE	2565	367	3.3	14.3	114	*158	3.5	6.2	120	*129	3.1	5.0	109	**80	3.3	3.1	114
RKO TWO	3640	317	2.9	8.7	70	**111	2.4	3.0	59	*144	3.5	4.0	85	**62	2.6	1.7	62
THE SOURCE	2467	316	2.9	12.8	102	*139	3.1	5.6	110	**88	2.1	3.6	77	**90	3.7	3.6	134
NON-WIRED : BLAIR	9466	1096	9.9	11.6	93	393	8.6	4.2	81	433	10.6	4.6	99	*271	11.2	2.9	105
INTERNET	13616	2074	18.8	15.2	122	851	18.7	6.3	122	767	18.7	5.6	122	456	18.9	3.3	123
KATZ RADIO GROUP	16998	2491	22.5	14.7	117	1009	22.2	5.9	116	902	22.0	5.3	115	580	24.0	3.4	125
SUPERNET	11622	1482	13.4	12.8	102	714	15.7	6.1	120	445	10.9	3.8	83	323	13.4	2.8	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1158	10.5	12.3	98	442	9.7	4.7	91	501	12.2	5.3	115	215	8.9	2.3	84
WKDAY 9:00 AM - 1:00 PM	13304	1457	13.2	11.0	88	630	13.9	4.7	92	585	14.3	4.4	95	241	10.0	1.8	66
WKDAY 1:00 PM - 4:30 PM	17591	1839	16.6	10.5	84	718	15.8	4.1	79	782	19.1	4.4	96	339	14.0	1.9	71
WKDAY 4:30 PM - 7:30 PM	24418	3011	27.2	12.3	99	1255	27.6	5.1	100	1160	28.3	4.8	103	596	24.7	2.4	89
WKDAY 7:30 PM - 8:00 PM	34400	4120	37.3	12.0	96	1675	36.9	4.9	95	1567	38.2	4.6	98	878	36.4	2.6	94
WKDAY 11:00 PM - 11:30 PM	26120	2943	26.6	11.3	90	1263	27.8	4.8	94	1050	25.6	4.0	87	629	26.1	2.4	88
WKDAY 11:30 PM - 1:00 AM	8402	911	8.2	10.8	87	354	7.8	4.2	82	331	8.1	3.9	85	226	9.4	2.7	99
M-SAT 8-11 PM+SUN 7-11 PM	36828	4598	41.6	12.5	100	1888	41.5	5.1	100	1687	41.2	4.6	99	1024	42.4	2.8	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	880	8.0	12.2	98	322	7.1	4.5	87	362	8.8	5.0	108	196	8.1	2.7	100
ANOTHER WORLD N	4924	431	3.9	8.8	70	*157	3.5	3.2	62	216	5.3	4.4	95	**58	2.4	1.2	43
AS THE WORLD TURNS C	5966	547	4.9	9.2	73	235	5.2	3.9	77	188	4.6	3.2	68	*123	5.1	2.1	76
CAPITOL C	3672	351	3.2	9.6	76	148	3.3	4.0	78	*156	3.8	4.2	92	**47	1.9	1.3	47
CBS MORN. NEWS 1 C	1590	140	1.3	8.8	70	*40	0.9	2.5	49	*68	1.7	4.3	92	**32	1.3	2.0	74
CBS MORN. NEWS 2 C	1298	153	1.4	11.8	94	*54	1.2	4.2	81	*68	1.7	5.2	113	**32	1.3	2.5	90
DAYS OF OUR LIVES N	6389	596	5.4	9.3	75	265	5.8	4.1	81	269	6.6	4.2	91	*62	2.6	1.0	36
FACTS OF LIFE - DAYTIME N	2526	295	2.7	11.7	93	*94	2.1	3.7	72	173	4.2	6.8	148	**29	1.2	1.1	42
FAMILY FEUD A	3427	367	3.3	10.7	86	196	4.3	5.7	111	*113	2.8	3.3	71	**58	2.4	1.7	62
GENERAL HOSPITAL A	6870	712	6.4	10.4	83	270	5.9	3.9	77	286	7.0	4.2	90	*156	6.5	2.3	83
GOOD MORNING, AMERICA-730 A	3767	382	3.5	10.1	81	173	3.8	4.6	89	130	3.2	3.5	74	*79	3.3	2.1	77
GOOD MORNING, AMERICA-830 A	3076	329	3.0	10.7	86	186	4.1	6.0	118	101	2.5	3.3	71	*42	1.7	1.4	50
GUIDING LIGHT C	5789	576	5.2	9.9	80	223	4.9	3.9	75	252	6.1	4.4	94	*101	4.2	1.7	64
ONE LIFE TO LIVE A	4918	552	5.0	11.2	90	215	4.7	4.4	85	249	6.1	5.1	109	**88	3.6	1.8	66
PRESS YOUR LUCK C	2367	258	2.3	10.9	87	134	2.9	5.7	110	*90	2.2	3.8	82	**34	1.4	1.4	53
PRICE IS RIGHT 1 C	4727	392	3.5	8.3	66	155	3.4	3.3	64	168	4.1	3.6	77	**68	2.8	1.4	53
PRICE IS RIGHT 2 C	5511	443	4.0	8.0	64	200	4.4	3.6	71	170	4.1	3.1	67	**73	3.0	1.3	49
RYAN'S HOPE A	3479	357	3.2	10.3	82	186	4.1	5.3	104	*116	2.8	3.3	72	*56	2.3	1.6	59
SALE OF THE CENTURY N	2823	337	3.0	11.9	96	150	3.3	5.3	103	172	4.2	6.1	131	**15	0.6	0.5	19
SEARCH FOR TOMORROW N	2525	276	2.5	10.9	87	*129	2.8	5.1	99	*114	2.8	4.5	97	**33	1.4	1.3	48
TODAY SHOW 1 N	2979	448	4.1	15.0	120	*107	2.4	3.6	70	253	6.2	8.5	183	*88	3.6	3.0	108
TODAY SHOW 2 N	2792	354	3.2	12.7	101	*116	2.6	4.2	81	177	4.3	6.3	137	*60	2.5	2.1	79
$25,000 PYRAMID C	2899	296	2.7	10.2	82	149	3.3	5.1	100	*112	2.7	3.9	83	**35	1.5	1.2	44
WHEEL OF FORTUNE N	4689	533	4.8	11.4	91	257	5.7	5.5	107	219	5.3	4.7	101	*57	2.4	1.2	45
YOUNG AND THE RESTLESS C	6231	587	5.3	9.4	75	231	5.1	3.7	72	228	5.6	3.7	79	*129	5.3	2.1	76
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	260	2.4	13.2	105	*135	3.0	6.8	133	*65	1.6	3.3	71	**61	2.5	3.1	113
NBA PLAYOFF GAME -1 C	1246	*149	1.3	12.0	96	**52	1.1	4.2	81	**67	1.6	5.4	116	**31	1.3	2.5	91
NBC MAJOR LEAGUE PRE-GAME N	1140	**163	1.5	14.3	114	**59	1.3	5.2	101	**93	2.3	8.2	176	**11	0.5	1.0	35
SPORTSWORLD - SUN N	1328	*97	0.9	7.3	58	**34	0.7	2.6	50	**34	0.8	2.6	55	**28	1.2	2.1	77
SUNDAY MORNING C	1645	*160	1.4	9.7	78	**59	1.3	3.6	70	**59	1.4	3.6	77	**42	1.7	2.6	94

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BOTTLED NATURAL SPRING OR MINERAL WATERS: USAGE IN THE LAST 7 DAYS
(FEMALES)

0019
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS ONE - FOUR A '000	MEDIUM USERS ONE - FOUR B % DOWN	MEDIUM USERS ONE - FOUR C % ACROSS	MEDIUM USERS ONE - FOUR D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES		88464	11056	100.0	12.5	100	4544	100.0	5.1	100	4099	100.0	4.6	100	2413	100.0	2.7	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	3013	27.3	10.8	86	1317	29.0	4.7	92	1171	28.6	4.2	90	525	21.8	1.9	69
NETWORK AFFILIATES - LATE		21966	2468	22.3	11.2	90	1063	23.4	4.8	94	869	21.2	4.0	85	536	22.2	2.4	89
INDEPENDENTS - LATE		2247	481	4.4	21.4	171	149	3.3	6.6	129	197	4.8	8.8	189	*135	5.6	6.0	220
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	1236	11.2	10.7	86	472	10.4	4.1	80	463	11.3	4.0	87	301	12.5	2.6	96
ABC MONDAY NIGHT MOVIE	A	6879	799	7.2	11.6	93	355	7.8	5.2	100	257	6.3	3.7	81	*187	7.7	2.7	100
ABC SUNDAY NIGHT MOVIE	A	13690	1745	15.8	12.7	102	723	15.9	5.3	103	570	13.9	4.2	90	452	18.7	3.3	121
ABC WORLD NEWS TONIGHT	A	6589	715	6.5	10.9	87	358	7.9	5.4	106	214	5.2	3.2	70	143	5.9	2.2	80
AFTERMASH	C	6391	726	6.6	11.4	91	389	8.6	6.1	118	*232	5.7	3.6	78	**105	4.4	1.6	60
ALICE	C	10273	1153	10.4	11.2	90	525	11.6	5.1	99	392	9.6	3.8	82	*236	9.8	2.3	84
AMERICAN PARADE	C	7130	708	6.4	9.9	79	285	6.3	4.0	78	275	6.7	3.9	83	*148	6.1	2.1	76
BENSON	A	11665	1517	13.7	13.0	104	695	15.3	6.0	116	537	13.1	4.6	99	285	11.8	2.4	90
BLUE THUNDER	A	5442	628	5.7	11.5	92	*251	5.5	4.6	90	296	7.2	5.4	117	**82	3.4	1.5	55
CAGNEY & LACEY	C	10565	1163	10.5	11.0	88	541	11.9	5.1	100	399	9.7	3.8	82	*223	9.2	2.1	77
CBS EVENING NEWS-DEAN	C	3668	378	3.4	10.3	82	*146	3.2	4.0	77	*170	4.1	4.6	100	**62	2.6	1.7	62
CBS EVENING NEWS-RATHER	C	7561	714	6.5	9.4	76	321	7.1	4.2	83	296	7.2	3.9	84	*96	4.0	1.3	47
CBS SAT. NEWS-SCHIEFFER	C	3948	420	3.8	10.6	85	177	3.9	4.5	87	197	4.8	5.0	108	*46	1.9	1.2	43
CBS SATURDAY NIGHT MOVIE	C	5966	736	6.7	12.3	99	307	6.8	5.1	100	273	6.7	4.6	99	156	6.5	2.6	96
CBS WEDNESDAY NIGHT MOVIE	C	6529	710	6.4	10.9	87	369	8.1	5.7	110	216	5.3	3.3	71	*125	5.2	1.9	70
CHEERS	N	9842	1236	11.2	12.6	100	452	9.9	4.6	89	535	13.1	5.4	117	*249	10.3	2.5	93
DALLAS	C	23935	2957	26.7	12.4	99	1242	27.3	5.2	101	1039	25.3	4.3	94	676	28.0	2.8	104
DIFF'RENT STROKES	N	7574	867	7.8	11.4	92	397	8.7	5.2	102	328	8.0	4.3	93	*141	5.8	1.9	68
DOUBLE TROUBLE	N	7786	909	8.2	11.7	93	359	7.9	4.6	90	317	7.7	4.1	88	*234	9.7	3.0	110
DUCK FACTORY	N	6290	744	6.7	11.8	95	*277	6.1	4.4	86	363	8.9	5.8	125	*105	4.4	1.7	61
DUKES OF HAZZARD	C	6402	636	5.8	9.9	79	*237	5.2	3.7	72	*252	6.1	3.9	85	*147	6.1	2.3	84
DYNASTY	A	21955	2472	22.4	11.3	90	1089	24.0	5.0	97	890	21.7	4.1	87	493	20.4	2.2	82
FACTS OF LIFE	N	8898	1044	9.4	11.7	94	438	9.6	4.9	96	338	8.2	3.8	82	*268	11.1	3.0	110
FALCON CREST	C	21877	2349	21.2	10.7	86	919	20.2	4.2	82	853	20.8	3.9	84	577	23.9	2.6	97
FALL GUY	A	10045	926	8.4	9.2	74	406	8.9	4.0	79	299	7.3	3.0	64	220	9.1	2.2	80
FAMILY TIES	N	8922	852	7.7	9.5	76	362	8.0	4.1	79	300	7.3	3.4	73	*190	7.9	2.1	78
FANTASY ISLAND	A	8288	1332	12.0	16.1	129	538	11.8	6.5	126	526	12.8	6.3	137	*268	11.1	3.2	119
FOULUPS,BLEEPS & BLUNDERS	A	9891	1289	11.7	13.0	104	528	11.6	5.3	104	415	10.1	4.2	91	*346	14.3	3.5	128
FOUR SEASONS	C	5429	730	6.6	13.4	108	357	7.9	6.6	128	*273	6.7	5.0	109	**100	4.1	1.8	68
GIMME A BREAK	N	9646	1010	9.1	10.5	84	424	9.3	4.4	86	392	9.6	4.1	88	*194	8.0	2.0	74
HART TO HART	A	9983	1252	11.3	12.5	100	504	11.1	5.0	98	477	11.6	4.8	103	271	11.2	2.7	100
HILL STREET BLUES	N	9688	1210	10.9	12.5	100	495	10.9	5.1	99	407	9.9	4.2	91	308	12.8	3.2	117
HOTEL	A	15435	1828	16.5	11.8	95	838	18.4	5.4	106	647	15.8	4.2	90	343	14.2	2.2	81
JEFFERSONS	C	10031	1227	11.1	12.2	98	587	12.9	5.9	114	441	10.8	4.4	95	*200	8.3	2.0	73
JENNIFER SLEPT HERE	N	6376	732	6.6	11.5	92	404	8.9	6.3	123	258	6.3	4.0	87	**69	2.9	1.1	40
KATE & ALLIE	C	9951	1117	10.1	11.2	90	556	12.2	5.6	109	331	8.1	3.3	72	*231	9.6	2.3	85
KNIGHT RIDER	N	7908	914	8.3	11.6	92	333	7.3	4.2	82	339	8.3	4.3	93	*242	10.0	3.1	112
LOVE BOAT	A	13226	1879	17.0	14.2	114	803	17.7	6.1	118	734	17.9	5.5	120	343	14.2	2.6	95
MAGNUM PI	C	12105	1424	12.9	11.8	94	511	11.2	4.2	82	585	14.3	4.8	104	328	13.6	2.7	99
MAMA'S FAMILY	N	6364	703	6.4	11.0	88	321	7.1	5.0	98	240	5.9	3.8	81	*143	5.9	2.2	82
MASTER, THE	N	3955	306	2.8	7.7	62	**57	1.3	1.4	28	*175	4.3	4.4	95	**74	3.1	1.9	69
MATT HOUSTON	A	6903	949	8.6	13.7	110	449	9.9	6.5	127	311	7.6	4.5	97	*190	7.9	2.8	101
NBC MONDAY NIGHT MOVIE	N	13443	1534	13.9	11.4	91	656	14.4	4.9	95	569	13.9	4.2	91	309	12.8	2.3	84
NBC NIGHTLY NEWS	N	5585	634	5.7	11.4	91	214	4.7	3.8	75	309	7.5	5.5	119	112	4.6	2.0	74
NBC NIGHTLY NEWS-SAT	N	3688	486	4.4	13.2	105	*213	4.7	5.8	112	*183	4.5	5.0	107	**89	3.7	2.4	88
NBC NIGHTLY NEWS-SUN	N	3310	358	3.2	10.8	87	*163	3.6	4.9	96	*156	3.8	4.7	102	**39	1.6	1.2	43
NBC SUNDAY NIGHT MOVIE	N	9238	1210	10.9	13.1	105	586	12.9	6.3	123	421	10.3	4.6	98	*203	8.4	2.2	81
NEWHART	C	9876	1114	10.1	11.3	90	500	11.0	5.1	99	359	8.8	3.6	78	*255	10.6	2.6	95
ONE DAY AT A TIME	C	7954	1069	9.7	13.4	108	447	9.8	5.6	109	366	8.9	4.6	99	*256	10.6	3.2	118
PEOPLE ARE FUNNY	N	5182	611	5.5	11.8	94	298	6.6	5.8	112	*215	5.2	4.1	90	**98	4.1	1.9	69
REAL PEOPLE	N	9674	1044	9.4	10.8	86	405	8.9	4.2	82	420	10.2	4.3	94	*219	9.1	2.3	83
REMINGTON STEELE	N	8511	856	7.7	10.1	80	302	6.6	3.5	69	309	7.5	3.6	78	*245	10.2	2.9	106
RIPLEY'S BELIEVE IT - NOT	A	5656	603	5.5	10.7	85	258	5.7	4.6	89	219	5.3	3.9	84	*126	5.2	2.2	82
RIPTIDE	N	7718	708	6.4	9.2	73	*223	4.9	2.9	56	286	7.0	3.7	80	*199	8.2	2.6	95
SCARECROW & MRS. KING	C	11058	1326	12.0	12.0	96	537	11.8	4.9	95	500	12.2	4.5	98	289	12.0	2.6	96
SIMON & SIMON	C	11615	1345	12.2	11.6	93	485	10.7	4.2	81	509	12.4	4.4	95	351	14.5	3.0	111
60 MINUTES	C	14326	1669	15.1	11.7	93	669	14.7	4.7	91	764	18.6	5.3	115	237	9.8	1.7	61
ST. ELSEWHERE	N	7670	778	7.0	10.1	81	284	6.3	3.7	72	312	7.6	4.1	88	*183	7.6	2.4	87
THREE'S COMPANY	A	12068	1567	14.2	13.0	104	713	15.7	5.9	115	445	10.9	3.7	80	409	16.9	3.4	124
T.J. HOOKER	A	9735	1165	10.5	12.0	96	518	11.4	5.3	104	425	10.4	4.4	94	*223	9.2	2.3	84
TONIGHT SHOW	N	2531	256	2.3	10.1	81	88	1.9	3.5	68	107	2.6	4.2	91	*61	2.5	2.4	88
TRAPPER JOHN, M.D.	C	10374	1042	9.4	10.0	80	506	11.1	4.9	95	396	9.7	3.8	82	*140	5.8	1.3	49
TV BLOOPERS & PRAC. JOKES	N	9795	938	8.5	9.6	77	424	9.3	4.3	84	359	8.8	3.7	79	*155	6.4	1.6	58
20/20	A	10009	1264	11.4	12.6	101	550	12.1	5.5	107	440	10.7	4.4	95	*275	11.4	2.7	101
WEBSTER	A	11934	1561	14.1	13.1	105	759	16.7	6.4	124	482	11.8	4.0	87	321	13.3	2.7	99
WORLD NEWS - SUN	A	3291	458	4.1	13.9	111	*234	5.1	7.1	138	*140	3.4	4.3	92	**84	3.5	2.6	94
YELLOW ROSE	N	5196	506	4.6	9.7	78	*178	3.9	3.4	67	*214	5.2	4.1	89	*114	4.7	2.2	80
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	1339	12.1	14.0	112	707	15.6	7.4	144	*436	10.6	4.6	99	**196	8.1	2.1	75
BASKETBALL - COLLEGE GAMES		4414	*476	4.3	10.8	86	**208	4.6	4.7	92	**160	3.9	3.6	78	**107	4.4	2.4	89
BASKETBALL - PRO GAMES		3876	749	6.8	19.3	155	**311	6.8	8.0	156	*262	6.4	6.8	146	**176	7.3	4.5	166
BOWLING		4056	*472	4.3	11.6	93	**241	5.3	5.9	116	**210	5.1	5.2	112	**21	0.9	0.5	19
BOXING		4154	580	5.2	14.0	112	*299	6.6	7.2	140	**196	4.8	4.7	102	**85	3.5	2.0	75
FOOTBALL - COLLEGE GAMES		6754	786	7.1	11.6	93	*383	8.4	5.7	110	*269	6.6	4.0	86	**134	5.6	2.0	73
FOOTBALL - PRO GAMES		12364	1463	13.2	11.8	95	689	15.2	5.6	108	*440	10.7	3.6	77	*334	13.8	2.7	99
GOLF		3615	633	5.7	17.5	140	*389	8.6	10.8	209	**196	4.8	5.4	117	**49	2.0	1.4	50
POST-SEASON COLL. FOOTBALL		5296	573	5.2	10.8	87	**257	5.7	4.9	94	**214	5.2	4.0	87	**102	4.2	1.9	71
POST-SEASON PRO FOOTBALL		6693	791	7.2	11.8	95	*446	9.8	6.7	130	**232	5.7	3.5	75	**113	4.7	1.7	62
TENNIS		3281	675	6.1	20.6	165	**263	5.8	8.0	156	**177	4.3	5.4	116	**236	9.8	7.2	264
WRESTLING - PROFESSIONAL		3672	*387	3.5	10.5	84	**176	3.9	4.8	93	**191	4.7	5.2	112	**20	0.8	0.5	20

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TYPES OF BOTTLED NATURAL SPRING OR MINERAL WATERS & BRANDS
(ADULTS)

0020
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE SPARKLING (NATURALLY CARBONATED) A '000	B % DOWN	C % ACROSS	D INDX	USE PLAIN (NOT SPARKLING) A '000	B % DOWN	C % ACROSS	D INDX	BRAND: PERRIER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	20405	100.0	12.2	100	11687	100.0	7.0	100	9214	100.0	5.5	100	8280	100.0	4.9	100
MALES	79263	9349	45.8	11.8	97	5536	47.4	7.0	100	4192	45.5	5.3	96	3888	47.0	4.9	99
FEMALES	88464	11056	54.2	12.5	103	6151	52.6	7.0	100	5022	54.5	5.7	103	4393	53.1	5.0	101
18 - 24	28671	3632	17.8	12.7	104	2275	19.5	7.9	114	1590	17.3	5.5	101	1347	16.3	4.7	95
25 - 34	39536	5719	28.0	14.5	119	3428	29.3	8.7	124	2479	26.9	6.3	114	2655	32.1	6.7	136
35 - 44	28978	3746	18.4	12.9	106	2422	20.7	8.4	120	1478	16.0	5.1	93	1845	22.3	6.4	129
45 - 54	22345	2809	13.8	12.6	103	1561	13.4	7.0	100	1257	13.6	5.6	102	1228	14.8	5.5	111
55 - 64	22224	2303	11.3	10.4	85	1151	9.8	5.2	74	1237	13.4	5.6	101	816	9.9	3.7	74
65 OR OLDER	25973	2196	10.8	8.5	69	850	7.3	3.3	47	1173	12.7	4.5	82	*389	4.7	1.5	30
18 - 34	68207	9351	45.8	13.7	113	5704	48.8	8.4	120	4069	44.2	6.0	109	4002	48.3	5.9	119
18 - 49	108058	14439	70.8	13.4	110	8964	76.7	8.3	119	6129	66.5	5.7	103	6506	78.6	6.0	122
25 - 54	90859	12274	60.2	13.5	111	7411	63.4	8.2	117	5214	56.6	5.7	104	5728	69.2	6.3	128
35 - 49	39851	5088	24.9	12.8	105	3260	27.9	8.2	117	2060	22.4	5.2	94	2504	30.2	6.3	127
50 OR OLDER	59669	5967	29.2	10.0	82	2723	23.3	4.6	65	3086	33.5	5.2	94	1775	21.4	3.0	60
GRADUATED COLLEGE	28091	5342	26.2	19.0	156	3505	30.0	12.5	179	2280	24.7	8.1	148	2843	34.3	10.1	205
ATTENDED COLLEGE	28938	4226	20.7	14.6	120	2529	21.6	8.7	125	1843	20.0	6.4	116	1999	24.1	6.9	140
GRADUATED HIGH SCHOOL	65503	6579	32.2	10.0	83	3469	29.7	5.3	76	3139	34.1	4.8	87	2457	29.7	3.8	76
DID NOT GRADUATE HIGH SCHOOL	45195	4258	20.9	9.4	77	2185	18.7	4.8	69	1953	21.2	4.3	79	982	11.9	2.2	44
EMPLOYED MALES	56429	7258	35.6	12.9	106	4391	37.6	7.8	112	3262	35.4	5.8	105	3271	39.5	5.8	117
EMPLOYED FEMALES	43971	6401	31.4	14.6	120	3891	33.3	8.8	127	2723	29.6	6.2	113	3022	36.5	6.9	139
EMPLOYED FULL-TIME	87773	12064	59.1	13.7	113	7308	62.5	8.3	119	5315	57.7	6.1	110	5571	67.3	6.3	129
EMPLOYED PART-TIME	12627	1596	7.8	12.6	104	975	8.3	7.7	111	670	7.3	5.3	97	723	8.7	5.7	116
NOT EMPLOYED	67327	6746	33.1	10.0	82	3405	29.1	5.1	73	3229	35.0	4.8	87	1987	24.0	3.0	60
PROFESSIONAL/MANAGER	25845	4793	23.5	18.5	152	3073	26.3	11.9	171	2072	22.5	8.0	146	2684	32.4	10.4	210
TECH/CLERICAL/SALES	30895	4309	21.1	13.9	115	2545	21.8	8.2	118	1867	20.3	6.0	110	1897	22.9	6.1	124
PRECISION/CRAFT	12629	1472	7.2	11.7	96	823	7.0	6.5	94	701	7.6	5.6	101	456	5.5	3.6	73
OTHER EMPLOYED	31031	3087	15.1	9.9	82	1842	15.8	5.9	85	1345	14.6	4.3	79	1257	15.2	4.1	82
SINGLE	35557	5706	28.0	16.0	132	3669	31.4	10.3	148	2329	25.3	6.6	119	2670	32.2	7.5	152
MARRIED	103585	11214	55.0	10.8	89	6071	51.9	5.9	84	5238	56.8	5.1	92	4498	54.3	4.3	88
DIVORCED/SEPARATED/WIDOWED	28585	3485	17.1	12.2	100	1947	16.7	6.8	98	1647	17.9	5.8	105	1112	13.4	3.9	79
PARENTS	59295	6527	32.0	11.0	90	3747	32.1	6.3	91	2972	32.3	5.0	91	2642	31.9	4.5	90
WHITE	146081	17166	84.1	11.8	97	10030	85.8	6.9	99	7616	82.7	5.2	95	7303	88.2	5.0	101
BLACK	17974	2262	11.1	12.6	103	1126	9.6	6.3	90	1134	12.3	6.3	115	588	7.1	3.3	66
OTHER	3672	977	4.8	26.6	219	*531	4.5	14.5	208	*464	5.0	12.6	230	**389	4.7	10.6	215
NORTHEAST-CENSUS	37005	6020	29.5	16.3	134	3060	26.2	8.3	119	3104	33.7	8.4	153	1989	24.0	5.4	109
NORTH CENTRAL	42642	2393	11.7	5.6	46	1596	13.7	3.7	54	711	7.7	1.7	30	1144	13.8	2.7	54
SOUTH	56777	5225	25.6	9.2	76	2607	22.3	4.6	66	2793	30.3	4.9	90	1899	22.9	3.3	68
WEST	31303	6767	33.2	21.6	178	4424	37.9	14.1	203	2606	28.3	8.3	152	3249	39.2	10.4	210
NORTHEAST-MKTG.	38125	6460	31.7	16.9	139	3384	29.0	8.9	127	3312	35.9	8.7	158	2338	28.2	6.1	124
EAST CENTRAL	24794	1250	6.1	5.0	41	691	5.9	2.8	40	563	6.1	2.3	41	408	4.9	1.6	33
WEST CENTRAL	28511	1911	9.4	6.7	55	1347	11.5	4.7	68	515	5.6	1.8	33	957	11.6	3.4	68
SOUTH	48953	4337	21.3	8.9	73	2086	17.8	4.3	61	2313	25.1	4.7	86	1534	18.5	3.1	63
PACIFIC	27344	6447	31.6	23.6	194	4180	35.8	15.3	219	2511	27.3	9.2	167	3042	36.7	11.1	225
COUNTY SIZE A	69301	12269	60.1	17.7	146	7423	63.5	10.7	154	5286	57.4	7.6	139	5269	63.6	7.6	154
COUNTY SIZE B	50633	4925	24.1	9.7	80	2676	22.9	5.3	76	2237	24.3	4.4	80	1842	22.2	3.6	74
COUNTY SIZE C	26259	2143	10.5	8.2	67	1140	9.8	4.3	62	1089	11.8	4.1	75	908	11.0	3.5	70
COUNTY SIZE D	21534	1068	5.2	5.0	41	449	3.8	2.1	30	602	6.5	2.8	51	*262	3.2	1.2	25
METRO CENTRAL CITY	50014	7935	38.9	15.9	130	4919	42.1	9.8	141	3389	36.8	6.8	123	3410	41.2	6.8	138
METRO SUBURBAN	76832	10007	49.0	13.0	107	5532	47.3	7.2	103	4540	49.3	5.9	108	3972	48.0	5.2	105
NON METRO	40881	2463	12.1	6.0	50	1236	10.6	3.0	43	1286	14.0	3.1	57	898	10.8	2.2	44
TOP 5 ADI'S	39550	8312	40.7	21.0	173	5217	44.6	13.2	189	3392	36.8	8.6	156	3557	43.0	9.0	182
TOP 10 ADI'S	54877	10623	52.1	19.4	159	6387	54.7	11.6	167	4659	50.6	8.5	155	4514	54.5	8.2	167
TOP 20 ADI'S	77516	13320	65.3	17.2	141	8090	69.2	10.4	150	5778	62.7	7.5	136	5672	68.5	7.3	148
HSHLD INC. $50,000 OR MORE	17257	3213	15.7	18.6	153	2109	18.0	12.2	175	1336	14.5	7.7	141	1744	21.1	10.1	205
$40,000 OR MORE	33235	5747	28.2	17.3	142	3602	30.8	10.8	156	2456	26.7	7.4	135	2895	35.0	8.7	176
$30,000 OR MORE	59693	9247	45.3	15.5	127	5721	49.0	9.6	138	4065	44.1	6.8	124	4666	56.4	7.8	158
$25,000 OR MORE	76275	10922	53.5	14.3	118	6865	58.7	9.0	129	4638	50.3	6.1	111	5493	66.3	7.2	146
$20,000 - $24,999	18607	2330	11.4	12.5	103	1292	11.1	6.9	100	1147	12.4	6.2	112	845	10.2	4.5	92
$15,000 - $19,999	17175	2034	10.0	11.8	97	904	7.7	5.3	76	1022	11.1	6.0	108	597	7.2	3.5	70
$10,000 - $14,999	24569	2192	10.7	8.9	73	1144	9.8	4.7	67	1015	11.0	4.1	75	746	9.0	3.0	62
UNDER $10,000	31101	2928	14.3	9.4	77	1482	12.7	4.8	68	1392	15.1	4.5	81	599	7.2	1.9	39
HOUSEHOLD OF 1 PERSON	19441	2424	11.9	12.5	102	1431	12.2	7.4	106	955	10.4	4.9	89	967	11.7	5.0	101
2 PEOPLE	51803	6505	31.9	12.6	103	3574	30.6	6.9	99	3137	34.0	6.1	110	2761	33.3	5.3	108
3 OR 4 PEOPLE	66933	8496	41.6	12.7	104	4905	42.0	7.3	105	3818	41.4	5.7	104	3434	41.5	5.1	104
5 OR MORE PEOPLE	29550	2981	14.6	10.1	83	1778	15.2	6.0	86	1304	14.2	4.4	80	1117	13.5	3.8	77
NO CHILD IN HSHLD	96587	12475	61.1	12.9	106	7066	60.5	7.3	105	5605	60.8	5.8	106	5176	62.5	5.4	109
CHILD(REN) UNDER 2 YRS	10844	1159	5.7	10.7	88	659	5.6	6.1	87	*560	6.1	5.2	94	*344	4.2	3.2	64
2 - 5 YEARS	26358	2741	13.4	10.4	85	1441	12.3	5.5	78	1440	15.6	5.5	99	931	11.2	3.5	72
6 - 11 YEARS	30453	3545	17.4	11.6	96	2043	17.5	6.7	96	1548	16.8	5.1	93	1412	17.1	4.6	94
12 - 17 YEARS	36575	4172	20.4	11.4	94	2487	21.3	6.8	98	1828	19.8	5.0	91	1758	21.2	4.8	97
RESIDENCE OWNED	117770	12589	61.7	10.7	88	7223	61.8	6.1	88	5598	60.8	4.8	87	5361	64.7	4.6	92
VALUE: $50,000 OR MORE	70166	9278	45.5	13.2	109	5654	48.4	8.1	116	3780	41.0	5.4	98	4437	53.6	6.3	128
VALUE: UNDER $50,000	47604	3311	16.2	7.0	57	1569	13.4	3.3	47	1817	19.7	3.8	69	924	11.2	1.9	39

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TYPES OF BOTTLED NATURAL SPRING OR MINERAL WATERS & BRANDS
(ADULTS)

0021
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	USE SPARKLING (NATURALLY CARBONATED) A '000	USE SPARKLING (NATURALLY CARBONATED) B % DOWN	USE SPARKLING (NATURALLY CARBONATED) C % ACROSS	USE SPARKLING (NATURALLY CARBONATED) D INDX	USE PLAIN (NOT SPARKLING) A '000	USE PLAIN (NOT SPARKLING) B % DOWN	USE PLAIN (NOT SPARKLING) C % ACROSS	USE PLAIN (NOT SPARKLING) D INDX	BRAND: PERRIER A '000	BRAND: PERRIER B % DOWN	BRAND: PERRIER C % ACROSS	BRAND: PERRIER D INDX
TOTAL ADULTS		167727	20405	100.0	12.2	100	11687	100.0	7.0	100	9214	100.0	5.5	100	8280	100.0	4.9	100
MAGAZINES	QUINTILE 1	34022	5485	26.9	16.1	133	3443	29.5	10.1	145	2451	26.6	7.2	131	2598	31.4	7.6	155
	QUINTILE 2	34800	4718	23.1	13.6	111	2765	23.7	7.9	114	2075	22.5	6.0	109	2266	27.4	6.5	132
	QUINTILE 3	30514	3758	18.4	12.3	101	2007	17.2	6.6	94	1669	18.1	5.5	100	1371	16.6	4.5	91
	QUINTILE 4	33324	3127	15.3	9.4	77	1705	14.6	5.1	73	1474	16.0	4.4	81	1123	13.6	3.4	68
	QUINTILE 5	35066	3318	16.3	9.5	78	1768	15.1	5.0	72	1545	16.8	4.4	80	922	11.1	2.6	53
NEWSPAPERS	QUINTILE 1	29107	4245	20.8	14.6	120	2563	21.9	8.8	126	1987	21.6	6.8	124	1911	23.1	6.6	133
	QUINTILE 2	49095	6189	30.3	12.6	104	3467	29.7	7.1	101	2665	28.9	5.4	99	2581	31.2	5.3	106
	QUINTILE 3	23107	2986	14.6	12.9	106	1742	14.9	7.5	108	1415	15.4	6.1	111	1224	14.8	5.3	107
	QUINTILE 4	33556	3763	18.4	11.2	92	2127	18.2	6.3	91	1619	17.6	4.8	88	1596	19.3	4.8	96
	QUINTILE 5	32863	3222	15.8	9.8	81	1789	15.3	5.4	78	1527	16.6	4.6	85	969	11.7	2.9	60
OUTDOOR	QUINTILE 1	33431	4214	20.7	12.6	104	2598	22.2	7.8	112	1760	19.1	5.3	96	1919	23.2	5.7	116
	QUINTILE 2	33478	4320	21.2	12.9	106	2521	21.6	7.5	108	2045	22.2	6.1	111	1633	19.7	4.9	99
	QUINTILE 3	33574	4433	21.7	13.2	109	2595	22.2	7.7	111	2012	21.8	6.0	109	1845	22.3	5.5	111
	QUINTILE 4	33935	4007	19.6	11.8	97	2263	19.4	6.7	96	1796	19.5	5.3	96	1740	21.0	5.1	104
	QUINTILE 5	33310	3431	16.8	10.3	85	1711	14.6	5.1	74	1602	17.4	4.8	88	1144	13.8	3.4	70
RADIO-DRIVE TIME	QUINTILE 1	33136	4186	20.5	12.6	104	2352	20.1	7.1	102	1986	21.6	6.0	109	1725	20.8	5.2	105
	QUINTILE 2	31658	3980	19.5	12.6	103	2222	19.0	7.0	101	1772	19.2	5.6	102	1591	19.2	5.0	102
	QUINTILE 3	32541	4186	20.5	12.9	106	2488	21.3	7.6	110	1852	20.1	5.7	104	1799	21.7	5.5	112
	QUINTILE 4	34247	4106	20.1	12.0	99	2530	21.6	7.4	106	1853	20.1	5.4	98	1763	21.3	5.1	104
	QUINTILE 5	36144	3948	19.3	10.9	90	2096	17.9	5.8	83	1751	19.0	4.8	88	1402	16.9	3.9	79
RADIO-MID-DAY	TERCILE 1	45037	5414	26.5	12.0	99	3012	25.8	6.7	96	2644	28.7	5.9	107	2195	26.5	4.9	99
	TERCILE 2	44819	5279	25.9	11.8	97	3003	25.7	6.7	96	2452	26.6	5.5	100	2056	24.8	4.6	93
	TERCILE 3	77872	9712	47.6	12.5	103	5672	48.5	7.3	105	4119	44.7	5.3	96	4030	48.7	5.2	105
RADIO-TOTAL	QUINTILE 1	33763	4347	21.3	12.9	106	2415	20.7	7.2	103	2024	22.0	6.0	109	1677	20.3	5.0	101
	QUINTILE 2	33240	4103	20.1	12.3	101	2353	20.1	7.1	102	1950	21.2	5.9	107	1775	21.4	5.3	108
	QUINTILE 3	33408	4133	20.3	12.4	102	2483	21.2	7.4	107	1866	20.3	5.6	102	1740	21.0	5.2	106
	QUINTILE 4	34792	4449	21.8	12.8	105	2681	22.9	7.7	111	1827	19.8	5.3	96	1812	21.9	5.2	105
	QUINTILE 5	32524	3374	16.5	10.4	85	1755	15.0	5.4	77	1548	16.8	4.8	87	1276	15.4	3.9	79
TV-PRIME TIME	QUINTILE 1	33090	3222	15.8	9.7	80	1766	15.1	5.3	77	1492	16.2	4.5	82	1065	12.9	3.2	65
	QUINTILE 2	33357	4585	22.5	13.7	113	2524	21.6	7.6	109	2021	21.9	6.1	110	1715	20.7	5.1	104
	QUINTILE 3	33980	4713	23.1	13.9	114	2544	21.8	7.5	107	2379	25.8	7.0	127	1767	21.3	5.2	105
	QUINTILE 4	33854	4143	20.3	12.2	101	2521	21.6	7.4	107	1745	18.9	5.2	94	2005	24.2	5.9	120
	QUINTILE 5	33444	3742	18.3	11.2	92	2333	20.0	7.0	100	1577	17.1	4.7	86	1727	20.9	5.2	105
TV-DAYTIME	TERCILE 1	49121	5007	24.5	10.2	84	2642	22.6	5.4	77	2380	25.8	4.8	88	1490	18.0	3.0	61
	TERCILE 2	48823	5927	29.0	12.1	100	3299	28.2	6.8	97	2789	30.3	5.7	104	2494	30.1	5.1	103
	TERCILE 3	69782	9472	46.4	13.6	112	5746	49.2	8.2	118	4045	43.9	5.8	106	4296	51.9	6.2	125
TV-TOTAL	QUINTILE 1	33584	3492	17.1	10.4	85	1884	16.1	5.6	81	1639	17.8	4.9	89	1068	12.9	3.2	64
	QUINTILE 2	33441	3693	18.1	11.0	91	1940	16.6	5.8	83	1741	18.9	5.2	95	1363	16.5	4.1	83
	QUINTILE 3	33505	4431	21.7	13.2	109	2512	21.5	7.5	108	2041	22.2	6.1	111	1770	21.4	5.3	107
	QUINTILE 4	33466	4626	22.7	13.8	114	2750	23.5	8.2	118	2101	22.8	6.3	114	2060	24.9	6.2	125
	QUINTILE 5	33731	4163	20.4	12.3	101	2602	22.3	7.7	111	1693	18.4	5.0	91	2020	24.4	6.0	121
MAGAZINES-NEWSPAPERS: DUAL		44503	6863	33.6	15.4	127	4106	35.1	9.2	132	3068	33.3	6.9	125	3165	38.2	7.1	144
MAGAZINE IMPERATIVE		39363	5188	25.4	13.2	108	3034	26.0	7.7	111	2270	24.6	5.8	105	2290	27.7	5.8	118
NEWSPAPER IMPERATIVE		46441	4940	24.2	10.6	87	2657	22.7	5.7	82	2258	24.5	4.9	89	1777	21.5	3.8	78
MAGAZINES-OUTDOOR: DUAL		33726	5137	25.2	15.2	125	3298	28.2	9.8	140	2239	24.3	6.6	121	2459	29.7	7.3	148
MAGAZINE IMPERATIVE		52846	7306	35.8	13.8	114	4099	35.1	7.8	111	3346	36.3	6.3	115	3289	39.7	6.2	126
OUTDOOR IMPERATIVE		52140	5492	26.9	10.5	87	3038	26.0	5.8	84	2523	27.4	4.8	88	1815	21.9	3.5	71
MAGAZINES-RADIO: DUAL		37081	5334	26.1	14.4	118	3070	26.3	8.3	119	2534	27.5	6.8	124	2397	28.9	6.5	131
MAGAZINE IMPERATIVE		49747	6999	34.3	14.1	116	4204	36.0	8.5	121	2968	32.2	6.0	109	3152	38.1	6.3	128
RADIO IMPERATIVE		49208	5084	24.9	10.3	85	2831	24.2	5.8	83	2343	25.4	4.8	87	1770	21.4	3.6	73
MAGAZINES-TELEVISION: DUAL		33103	4286	21.0	12.9	106	2604	22.3	7.9	113	1715	18.6	5.2	94	1801	21.8	5.4	110
MAGAZINE IMPERATIVE		54575	8251	40.4	15.1	124	4997	42.8	9.2	131	3721	40.4	6.8	124	4060	49.0	7.4	151
TELEVISION IMPERATIVE		53249	5154	25.3	9.7	80	2577	22.1	4.8	69	2582	28.0	4.8	88	1458	17.6	2.7	55
NEWSPAPERS-OUTDOOR: DUAL		36255	4835	23.7	13.3	110	2943	25.2	8.1	116	2056	22.3	5.7	103	2169	26.2	6.0	121
NEWSPAPER IMPERATIVE		55591	7316	35.9	13.2	108	4013	34.3	7.2	104	3334	36.2	6.0	109	3038	36.7	5.5	111
OUTDOOR IMPERATIVE		48319	5796	28.4	12.0	99	3379	28.9	7.0	100	2724	29.6	5.6	103	2220	26.8	4.6	93
NEWSPAPERS-RADIO: DUAL		37242	4927	24.1	13.2	109	2893	24.8	7.8	111	2223	24.1	6.0	109	2197	26.5	5.9	120
NEWSPAPER IMPERATIVE		54423	7291	35.7	13.4	110	4218	36.1	7.8	111	3198	34.7	5.9	107	3057	36.9	5.6	114
RADIO IMPERATIVE		46650	5403	26.5	11.6	95	3085	26.4	6.6	95	2528	27.4	5.4	99	2073	25.0	4.4	90
NEWSPAPERS-TELEVISION: DUAL		35974	4383	21.5	12.2	100	2507	21.5	7.0	100	2013	21.8	5.6	102	1753	21.2	4.9	99
NEWSPAPER IMPERATIVE		56095	8008	39.2	14.3	117	4740	40.6	8.4	121	3559	38.6	6.3	115	3662	44.2	6.5	132
TELEVISION IMPERATIVE		47170	4680	22.9	9.9	82	2540	21.7	5.4	77	2237	24.3	4.7	86	1436	17.3	3.0	62
OUTDOOR-RADIO: DUAL		33748	4332	21.2	12.8	106	2522	21.6	7.5	107	2035	22.1	6.0	110	1789	21.6	5.3	107
OUTDOOR IMPERATIVE		52785	6637	32.5	12.6	103	4030	34.5	7.6	110	2902	31.5	5.5	100	2628	31.7	5.0	101
RADIO IMPERATIVE		52882	6540	32.1	12.4	102	3693	31.6	7.0	100	2949	32.0	5.6	102	2682	32.4	5.1	103
OUTDOOR-TELEVISION: DUAL		32030	3855	18.9	12.0	99	1980	16.9	6.2	89	1952	21.2	6.1	111	1523	18.4	4.8	96
OUTDOOR IMPERATIVE		54626	7643	37.5	14.0	115	4857	41.6	8.9	128	3241	35.2	5.9	108	3390	40.9	6.2	126
TELEVISION IMPERATIVE		54874	5820	28.5	10.6	87	3108	26.6	5.7	81	2635	28.6	4.8	87	1933	23.3	3.5	71
RADIO-TELEVISION: DUAL		33386	3762	18.4	11.3	93	2045	17.5	6.1	88	1791	19.4	5.4	98	1406	17.0	4.2	85
RADIO IMPERATIVE		53810	7426	36.4	13.8	113	4381	37.5	8.1	117	3422	37.1	6.4	116	3269	39.5	6.1	123
TELEVISION IMPERATIVE		54023	6187	30.3	11.5	94	3434	29.4	6.4	91	2782	30.2	5.1	94	2203	26.6	4.1	83

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TYPES OF BOTTLED NATURAL SPRING OR MINERAL WATERS & BRANDS
(ADULTS)

0022
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE SPARKLING (NATURALLY CARBONATED) A '000	B % DOWN	C % ACROSS	D INDX	USE PLAIN (NOT SPARKLING) A '000	B % DOWN	C % ACROSS	D INDX	BRAND: PERRIER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	20405	100.0	12.2	100	11687	100.0	7.0	100	9214	100.0	5.5	100	8280	100.0	4.9	100
ATLANTIC MONTHLY	867	*207	1.0	23.9	196	*167	1.4	19.3	276	**79	0.9	9.1	166	**60	0.7	6.9	140
BARRON'S	1580	302	1.5	19.1	157	*215	1.8	13.6	195	**93	1.0	5.9	107	*190	2.3	12.0	244
BETTER HOMES & GARDENS	22203	2539	12.4	11.4	94	1423	12.2	6.4	92	1160	12.6	5.2	95	1024	12.4	4.6	93
BON APPETIT	3810	964	4.7	25.3	208	721	6.2	18.9	272	379	4.1	9.9	181	657	7.9	17.2	349
BUSINESS WEEK	4663	915	4.5	19.6	161	645	5.5	13.8	199	484	5.3	10.4	189	481	5.8	10.3	209
CAR AND DRIVER	3102	464	2.3	15.0	123	381	3.3	12.3	176	*176	1.9	5.7	103	311	3.8	10.0	203
CBS MAGAZINE NETWORK (GROSS)	7311	1240	6.1	17.0	139	867	7.4	11.9	170	489	5.3	6.7	122	681	8.2	9.3	189
CHANGING TIMES	3400	401	2.0	11.8	97	*203	1.7	6.0	86	*219	2.4	6.4	117	*175	2.1	5.1	104
COLONIAL HOMES	1796	357	1.7	19.9	163	*255	2.2	14.2	204	*186	2.0	10.4	189	*196	2.4	10.9	221
CONDE NAST MAG. PKG. (GROSS)	19924	4116	20.2	20.7	170	2666	22.8	13.4	192	1685	18.3	8.5	154	2045	24.7	10.3	208
CONSUMERS DIGEST	3125	350	1.7	11.2	92	*203	1.7	6.5	93	*122	1.3	3.9	71	*178	2.1	5.7	115
COSMOPOLITAN	10577	2056	10.1	19.4	160	1259	10.8	11.9	171	895	9.7	8.5	154	973	11.8	9.2	186
COUNTRY LIVING	3746	528	2.6	14.1	116	336	2.9	9.0	129	*193	2.1	5.2	94	246	3.0	6.6	133
CUISINE	2214	446	2.2	20.1	166	282	2.4	12.7	183	*164	1.8	7.4	135	272	3.3	12.3	249
CYCLE WORLD	2394	307	1.5	12.8	105	*211	1.8	8.8	126	**80	0.9	3.3	61	**145	1.8	6.1	123
DCI:CREATIVE IDEAS FOR LIV	3068	361	1.8	11.8	97	*228	2.0	7.4	107	**97	1.1	3.2	58	*168	2.0	5.5	111
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1023	5.0	10.7	88	617	5.3	6.5	93	376	4.1	3.9	72	487	5.9	5.1	103
DISCOVER	2277	315	1.5	13.8	114	*199	1.7	8.7	125	**123	1.3	5.4	98	**115	1.4	5.1	102
EBONY	7187	1084	5.3	15.1	124	529	4.5	7.4	106	534	5.8	7.4	135	310	3.7	4.3	87
ESQUIRE	2560	409	2.0	16.0	131	273	2.3	10.7	153	*133	1.4	5.2	95	*225	2.7	8.8	178
ESSENCE	3242	564	2.8	17.4	143	301	2.6	9.3	133	253	2.7	7.8	142	*240	2.9	7.4	150
FAMILY CIRCLE	19639	2218	10.9	11.3	93	1295	11.1	6.6	95	845	9.2	4.3	78	1016	12.3	5.2	105
THE FAMILY HANDYMAN	3540	282	1.4	8.0	65	*169	1.4	4.8	69	*92	1.0	2.6	47	*89	1.1	2.5	51
FAMILY WEEKLY	23924	2497	12.2	10.4	86	1295	11.1	5.4	78	1141	12.4	4.8	87	1054	12.7	4.4	89
FIELD & STREAM	9883	801	3.9	8.1	67	441	3.8	4.5	64	346	3.8	3.5	64	*264	3.2	2.7	54
FOOD & WINE	1030	209	1.0	20.3	167	*158	1.4	15.3	220	**62	0.7	6.0	110	*109	1.3	10.6	214
FORBES	2679	574	2.8	21.4	176	400	3.4	14.9	214	252	2.7	9.4	171	342	4.1	12.8	259
FORTUNE	2931	735	3.6	25.1	206	573	4.9	19.5	281	272	3.0	9.3	169	461	5.6	15.7	319
GENTLEMEN'S QUARTERLY	3481	933	4.6	26.8	220	658	5.6	18.9	271	351	3.8	10.1	184	490	5.9	14.1	285
GLAMOUR	7163	1373	6.7	19.2	158	890	7.6	12.4	178	476	5.2	6.6	121	709	8.6	9.9	201
GOLF DIGEST	2355	318	1.6	13.5	111	*206	1.8	8.7	126	*176	1.9	7.5	136	*153	1.8	6.5	132
GOLF DIGEST/TENNIS (GROSS)	3610	592	2.9	16.4	135	388	3.3	10.7	154	258	2.8	7.1	130	307	3.7	8.5	172
GOLF MAGAZINE	2046	385	1.9	18.8	155	*250	2.1	12.2	175	*196	2.1	9.6	174	*172	2.1	8.4	170
GOLF MAGAZINE/SKI (GROSS)	3547	731	3.6	20.6	169	477	4.1	13.4	193	343	3.7	9.7	176	397	4.8	11.2	227
GOOD HOUSEKEEPING	20353	2222	10.9	10.9	90	1196	10.2	5.9	84	935	10.1	4.6	84	991	12.0	4.9	99
HARPER'S BAZAAR	3362	1012	5.0	30.1	247	717	6.1	21.3	306	365	4.0	10.9	198	563	6.8	16.7	339
HEALTH	2987	443	2.2	14.8	122	331	2.8	11.1	159	**115	1.2	3.9	70	*182	2.2	6.1	123
HEARST MAG CORP. BUY (GROSS)	67928	10064	49.3	14.8	122	6135	52.5	9.0	130	4227	45.9	6.2	113	4683	56.6	6.9	140
HEARST MAN POWER (GROSS)	11282	1202	5.9	10.7	88	722	6.2	6.4	92	575	6.2	5.1	93	488	5.9	4.3	88
HEARST WOMAN POWER (GROSS)	40514	5542	27.2	13.7	112	3158	27.0	7.8	112	2333	25.3	5.8	105	2495	30.1	6.2	125
HOUSE BEAUTIFUL	4885	898	4.4	18.4	151	552	4.7	11.3	162	379	4.1	7.8	141	395	4.8	8.1	164
INC.	1308	374	1.8	28.6	235	*255	2.2	19.5	280	*220	2.4	16.8	306	*159	1.9	12.2	246
JET	6498	927	4.5	14.3	117	444	3.8	6.8	98	486	5.3	7.5	136	271	3.3	4.2	84
LADIES' HOME JOURNAL	14797	1837	9.0	12.4	102	1108	9.5	7.5	107	779	8.5	5.3	96	911	11.0	6.2	125
LHJ FAMILY GRP COMBO(GROSS)	21743	2807	13.8	12.9	106	1823	15.6	8.4	120	1071	11.6	4.9	90	1394	16.8	6.4	130
LIFE	9881	1672	8.2	16.9	139	1036	8.9	10.5	150	679	7.4	6.9	125	815	9.8	8.2	167
L.A. TIMES HOME MAGAZINE	2775	990	4.9	35.7	293	614	5.3	22.1	318	437	4.7	15.7	287	595	7.2	21.4	434
MADEMOISELLE	4219	828	4.1	19.6	161	569	4.9	13.5	194	307	3.3	7.3	132	430	5.2	10.2	206
MC CALL'S	16422	1981	9.7	12.1	99	1137	9.7	6.9	99	801	8.7	4.9	89	870	10.5	5.3	107
MC CALL'S/WRK MOTHER (GROSS)	17919	2198	10.8	12.3	101	1289	11.0	7.2	103	895	9.7	5.0	91	946	11.4	5.3	107
MECHANIX ILLUSTRATED	4433	454	2.2	10.2	84	*295	2.5	6.7	96	*150	1.6	3.4	62	*169	2.0	3.8	77
METROPOLITAN HOME	1504	396	1.9	26.3	216	283	2.4	18.8	270	*161	1.7	10.7	195	*228	2.8	15.2	307
MONEY	4723	955	4.7	20.2	166	642	5.5	13.6	195	448	4.9	9.5	173	483	5.8	10.2	207
MOTHER EARTH NEWS	2325	406	2.0	17.5	144	*289	2.5	12.4	178	**121	1.3	5.2	95	*186	2.2	8.0	162
MS.	1189	211	1.0	17.7	146	*128	1.1	10.8	154	**76	0.8	6.4	116	*104	1.3	8.7	177
NATIONAL ENQUIRER	18892	2354	11.5	12.5	102	1290	11.0	6.8	98	1058	11.5	5.6	102	830	10.0	4.4	89
NATIONAL GEOGRAPHIC	22129	3291	16.1	14.9	122	2067	17.7	9.3	134	1448	15.7	6.5	119	1504	18.2	6.8	138
NATIONAL SUNDAY MAGAZINE PKG	103750	13824	67.7	13.3	110	7986	68.3	7.7	110	6179	67.1	6.0	108	5927	71.6	5.7	116
NATURAL HISTORY	1379	*235	1.2	17.0	140	*166	1.4	12.0	173	**115	1.2	8.3	152	**86	1.0	6.2	126
NEW WOMAN	2289	440	2.2	19.2	158	*276	2.4	12.1	173	*153	1.7	6.7	122	*196	2.4	8.6	173
NEW YORK INCLUDING CUE	1088	331	1.6	30.4	250	191	1.6	17.6	252	*159	1.7	14.6	266	*122	1.5	11.2	227
THE NEW YORKER	2459	729	3.6	29.6	244	485	4.1	19.7	283	311	3.4	12.6	230	398	4.8	16.2	328
NEWSWEEK	16527	2742	13.4	16.6	136	1819	15.6	11.0	158	1117	12.1	6.8	123	1412	17.1	8.5	173
THE N.Y. TIMES DAILY EDITION	2739	818	4.0	29.9	245	453	3.9	16.5	237	439	4.8	16.0	292	389	4.7	14.2	288
THE N.Y. TIMES MAGAZINE	4443	1154	5.7	26.0	213	726	6.2	16.3	235	580	6.3	13.1	238	558	6.7	12.6	254
OMNI	2799	526	2.6	18.8	154	391	3.3	14.0	200	*247	2.7	8.8	161	302	3.6	10.8	219
ON CABLE	2209	199	1.0	9.0	74	*135	1.2	6.1	88	**63	0.7	2.9	52	**88	1.1	4.0	81
1001 HOME IDEAS	3959	527	2.6	13.3	109	384	3.3	9.7	139	*177	1.9	4.5	81	300	3.6	7.6	153
ORGANIC GARDENING	3111	303	1.5	9.7	80	*182	1.6	5.9	84	**147	1.6	4.7	86	*137	1.7	4.4	89
OUTDOOR LIFE	5024	515	2.5	10.3	84	311	2.7	6.2	89	*203	2.2	4.0	74	*153	1.8	3.0	62
PARADE MAGAZINE	51292	7216	35.4	14.1	116	4104	35.1	8.0	115	3277	35.6	6.4	116	2940	35.5	5.7	116

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TYPES OF BOTTLED NATURAL SPRING OR MINERAL WATERS & BRANDS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	USE SPARKLING (NATURALLY CARBONATED) A '000	USE SPARKLING (NATURALLY CARBONATED) B % DOWN	USE SPARKLING (NATURALLY CARBONATED) C % ACROSS	USE SPARKLING (NATURALLY CARBONATED) D INDX	USE PLAIN (NOT SPARKLING) A '000	USE PLAIN (NOT SPARKLING) B % DOWN	USE PLAIN (NOT SPARKLING) C % ACROSS	USE PLAIN (NOT SPARKLING) D INDX	BRAND: PERRIER A '000	BRAND: PERRIER B % DOWN	BRAND: PERRIER C % ACROSS	BRAND: PERRIER D INDX
TOTAL ADULTS	167727	20405	100.0	12.2	100	11687	100.0	7.0	100	9214	100.0	5.5	100	8280	100.0	4.9	100
PARENTS	5298	671	3.3	12.7	104	449	3.8	8.5	122	303	3.3	5.7	104	*250	3.0	4.7	96
PENTHOUSE	5129	767	3.8	15.0	123	530	4.5	10.3	148	284	3.1	5.5	101	373	4.5	7.3	147
PEOPLE	21070	3267	16.0	15.5	127	1937	16.6	9.2	132	1416	15.4	6.7	122	1534	18.5	7.3	147
PLAYBOY	10562	1566	7.7	14.8	122	1058	9.1	10.0	144	652	7.1	6.2	112	740	8.9	7.0	142
POPULAR HOT RODDING	2498	*259	1.3	10.4	85	*207	1.8	8.3	119	**54	0.6	2.2	39	**79	1.0	3.2	64
POPULAR MECHANICS	5887	600	2.9	10.2	84	366	3.1	6.2	89	265	2.9	4.5	82	247	3.0	4.2	85
POPULAR SCIENCE	4317	621	3.0	14.4	118	435	3.7	10.1	145	*212	2.3	4.9	89	401	4.8	9.3	188
PREVENTION	5792	959	4.7	16.6	136	462	4.0	8.0	114	510	5.5	8.8	160	346	4.2	6.0	121
PSYCHOLOGY TODAY	3284	681	3.3	20.7	170	449	3.8	13.7	196	307	3.3	9.3	170	324	3.9	9.9	200
READER'S DIGEST	40046	4623	22.7	11.5	95	2588	22.1	6.5	93	2064	22.4	5.2	94	1972	23.8	4.9	100
REDBOOK	9584	1264	6.2	13.2	108	704	6.0	7.3	105	503	5.5	5.2	96	532	6.4	5.6	112
ROAD & TRACK	2590	489	2.4	18.9	155	363	3.1	14.0	201	*178	1.9	6.9	125	*277	3.3	10.7	217
ROLLING STONE	3302	666	3.3	20.2	166	489	4.2	14.8	213	244	2.6	7.4	135	386	4.7	11.7	237
RUNNER'S WORLD	1229	294	1.4	23.9	197	*202	1.7	16.4	236	**148	1.6	12.0	219	*161	1.9	13.1	265
SATURDAY EVENING POST	2110	269	1.3	12.7	105	*90	0.8	4.3	61	*142	1.5	6.7	123	**78	0.9	3.7	75
SCIENCE 84	1543	291	1.4	18.9	155	*189	1.6	12.2	176	**146	1.6	9.5	172	**108	1.3	7.0	142
SCIENCE DIGEST	1747	*240	1.2	13.7	113	*165	1.4	9.4	136	**137	1.5	7.8	143	**98	1.2	5.6	114
SCIENTIFIC AMERICAN	1994	480	2.4	24.1	198	340	2.9	17.1	245	*226	2.5	11.3	206	304	3.7	15.2	309
SELF	3119	615	3.0	19.7	162	367	3.1	11.8	169	*311	3.4	10.0	182	281	3.4	9.0	183
SEVENTEEN	3923	530	2.6	13.5	111	*323	2.8	8.2	118	*262	2.8	6.7	122	*269	3.2	6.9	139
SKI	1501	346	1.7	23.1	189	227	1.9	15.1	217	*147	1.6	9.8	178	*225	2.7	15.0	304
SMITHSONIAN	5976	1282	6.3	21.5	176	846	7.2	14.2	203	670	7.3	11.2	204	732	8.8	12.2	248
SOAP OPERA DIGEST	4228	407	2.0	9.6	79	242	2.1	5.7	82	*171	1.9	4.0	74	**119	1.4	2.8	57
SOUTHERN LIVING	6488	662	3.2	10.2	84	389	3.3	6.0	86	279	3.0	4.3	78	319	3.9	4.9	100
SPORT	3500	541	2.7	15.5	127	314	2.7	9.0	129	*239	2.6	6.8	124	*196	2.4	5.6	113
THE SPORTING NEWS	2456	344	1.7	14.0	115	*234	2.0	9.5	137	*133	1.4	5.4	99	*170	2.1	6.9	140
SPORTS AFIELD	3648	362	1.8	9.9	82	*192	1.6	5.3	76	*172	1.9	4.7	86	**143	1.7	3.9	79
SPORTS ILLUSTRATED	14484	2052	10.1	14.2	116	1258	10.8	8.7	125	920	10.0	6.4	116	849	10.3	5.9	119
STAR	12661	1646	8.1	13.0	107	904	7.7	7.1	102	726	7.9	5.7	104	541	6.5	4.3	87
SUNDAY	52799	7037	34.5	13.3	110	3930	33.6	7.4	107	3297	35.8	6.2	114	2915	35.2	5.5	112
SUNSET	3513	777	3.8	22.1	182	547	4.7	15.6	223	*275	3.0	7.8	142	478	5.8	13.6	276
TV GUIDE	42766	5788	28.4	13.5	111	3166	27.1	7.4	106	2675	29.0	6.3	114	2318	28.0	5.4	110
TENNIS	1254	275	1.3	21.9	180	*182	1.6	14.5	208	**82	0.9	6.5	119	*154	1.9	12.3	249
TIME	22054	3737	18.3	16.9	139	2345	20.1	10.6	153	1640	17.8	7.4	135	1778	21.5	8.1	163
TOWN & COUNTRY	1555	413	2.0	26.6	218	306	2.6	19.7	282	*162	1.8	10.4	190	*224	2.7	14.4	292
TRAVEL & LEISURE	2173	477	2.3	22.0	180	312	2.7	14.4	206	*236	2.6	10.9	198	222	2.7	10.2	207
TRUE STORY	4636	435	2.1	9.4	77	*209	1.8	4.5	65	*218	2.4	4.7	86	**90	1.1	1.9	39
U.S.NEWS & WORLD REPORT	10353	1543	7.6	14.9	123	920	7.9	8.9	128	695	7.5	6.7	122	783	9.5	7.6	153
USA TODAY	4994	822	4.0	16.5	135	569	4.9	11.4	164	366	4.0	7.3	133	499	6.0	10.0	202
US	3528	422	2.1	12.0	98	201	1.7	5.7	82	*196	2.1	5.6	101	188	2.3	5.3	108
VOGUE	5424	1299	6.4	23.9	197	840	7.2	15.5	222	591	6.4	10.9	198	625	7.5	11.5	233
WALL STREET JOURNAL	6292	1178	5.8	18.7	154	780	6.7	12.4	178	549	6.0	8.7	159	678	8.2	10.8	218
WEIGHT WATCHERS	2762	449	2.2	16.3	134	256	2.2	9.3	133	*235	2.6	8.5	155	*173	2.1	6.3	127
WOMAN'S DAY	16320	1961	9.6	12.0	99	1191	10.2	7.3	105	785	8.5	4.8	88	756	9.1	4.6	94
WORKING MOTHER	1496	*218	1.1	14.6	120	*152	1.3	10.2	146	**94	1.0	6.3	114	**76	0.9	5.1	103
WORKING WOMAN	1851	348	1.7	18.8	155	252	2.2	13.6	195	*110	1.2	5.9	108	*174	2.1	9.4	190
WORLD TENNIS	580	**125	0.6	21.6	177	**66	0.6	11.4	163	**47	0.5	8.1	148	**89	1.1	15.3	311
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1738	8.5	14.0	115	1163	10.0	9.4	134	792	8.6	6.4	116	938	11.3	7.6	153
BLAIR INSERTS	91671	12706	62.3	13.9	114	7508	64.2	8.2	118	5696	61.8	6.2	113	5551	67.0	6.1	123
DAILY NEWSPAPERS																	
READ ANY	109190	13819	67.7	12.7	104	7876	67.4	7.2	104	6243	67.8	5.7	104	5862	70.8	5.4	109
READ ONE	89587	11156	54.7	12.5	102	6341	54.3	7.1	102	4976	54.0	5.6	101	4643	56.1	5.2	105
READ TWO OR MORE	19602	2664	13.1	13.6	112	1535	13.1	7.8	112	1266	13.7	6.5	118	1219	14.7	6.2	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14620	71.6	13.3	110	8538	73.1	7.8	112	6552	71.1	6.0	109	6288	75.9	5.7	116
READ ONE	95074	12419	60.9	13.1	107	7175	61.4	7.5	108	5536	60.1	5.8	106	5253	63.4	5.5	112
READ TWO OR MORE	14588	2201	10.8	15.1	124	1363	11.7	9.3	134	1016	11.0	7.0	127	1036	12.5	7.1	144
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.30				29.29				27.54				28.58			
30 DAY REACH	149706	18663	91.5	12.5	102	10838	92.7	7.2	104	8446	91.7	5.6	103	7705	93.1	5.1	104
50 SHWG - 30 DAY AV FREQ	15.16	14.67				15.01				14.41				14.66			
30 DAY REACH	142406	18003	88.2	12.6	104	10566	90.4	7.4	106	8073	87.6	5.7	103	7491	90.5	5.3	107
25 SHWG - 30 DAY AV FREQ	8.23	7.92				8.07				7.83				7.79			
30 DAY REACH	131152	16639	81.5	12.7	104	9823	84.1	7.5	107	7426	80.6	5.7	103	7022	84.8	5.4	108
CABLE TV: HOME WIRED	66879	7988	39.1	11.9	98	4312	36.9	6.4	93	3692	40.1	5.5	100	3315	40.0	5.0	100
HOME NOT WIRED	100848	12418	60.9	12.3	101	7375	63.1	7.3	105	5522	59.9	5.5	100	4966	60.0	4.9	100
HAVE PAY CABLE	35024	4794	23.5	13.7	113	2702	23.1	7.7	111	2225	24.1	6.4	116	2086	25.2	6.0	121

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TYPES OF BOTTLED NATURAL SPRING OR MINERAL WATERS & BRANDS
(ADULTS)

0024
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	USE SPARKLING (NATURALLY CARBONATED) A '000	USE SPARKLING (NATURALLY CARBONATED) B % DOWN	USE SPARKLING (NATURALLY CARBONATED) C % ACROSS	USE SPARKLING (NATURALLY CARBONATED) D INDX	USE PLAIN (NOT SPARKLING) A '000	USE PLAIN (NOT SPARKLING) B % DOWN	USE PLAIN (NOT SPARKLING) C % ACROSS	USE PLAIN (NOT SPARKLING) D INDX	BRAND: PERRIER A '000	BRAND: PERRIER B % DOWN	BRAND: PERRIER C % ACROSS	BRAND: PERRIER D INDX
TOTAL ADULTS	167727	20405	100.0	12.2	100	11687	100.0	7.0	100	9214	100.0	5.5	100	8280	100.0	4.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11974	58.7	12.5	103	6997	59.9	7.3	105	5391	58.5	5.6	103	5113	61.8	5.3	108
10:00 AM - 3:00 PM	63599	7563	37.1	11.9	98	4212	36.0	6.6	95	3657	39.7	5.8	105	3027	36.6	4.8	96
3:00 PM - 7:00 PM	72097	9339	45.8	13.0	106	5340	45.7	7.4	106	4451	48.3	6.2	112	4005	48.4	5.6	113
7:00 PM - MIDNIGHT	36670	4744	23.2	12.9	106	2722	23.3	7.4	107	2154	23.4	5.9	107	1895	22.9	5.2	105
MIDNIGHT - 6:00 AM	21908	2868	14.1	13.1	108	1778	15.2	8.1	116	1143	12.4	5.2	95	1241	15.0	5.7	115
6:00 AM - MIDNIGHT	127571	15890	77.9	12.5	102	9213	78.8	7.2	104	7256	78.7	5.7	104	6558	79.2	5.1	104
ENTIRE DAY	129239	16153	79.2	12.5	103	9396	80.4	7.3	104	7346	79.7	5.7	103	6689	80.8	5.2	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4182	20.5	12.3	101	2325	19.9	6.8	98	2008	21.8	5.9	107	1614	19.5	4.7	96
ALL NEWS	6062	1210	5.9	20.0	164	694	5.9	11.4	164	556	6.0	9.2	167	485	5.9	8.0	162
AOR/PROGRESSIVE	11884	1785	8.7	15.0	123	1031	8.8	8.7	125	829	9.0	7.0	127	861	10.4	7.2	147
BEAUTIFUL MUSIC	11180	1392	6.8	12.5	102	719	6.2	6.4	92	675	7.3	6.0	110	547	6.6	4.9	99
BLACK	4538	565	2.8	12.5	102	289	2.5	6.4	91	319	3.5	7.0	128	*165	2.0	3.6	74
CLASSICAL	3857	816	4.0	21.2	174	565	4.8	14.6	210	279	3.0	7.2	132	353	4.3	9.2	185
CHR/ROCK	21946	3249	15.9	14.8	122	2098	18.0	9.6	137	1363	14.8	6.2	113	1550	18.7	7.1	143
COUNTRY	27262	2260	11.1	8.3	68	1264	10.8	4.6	67	1111	12.1	4.1	74	994	12.0	3.6	74
GOLDEN OLDIES	3339	368	1.8	11.0	91	*197	1.7	5.9	85	*189	2.1	5.7	103	*109	1.3	3.3	66
MOR/NOSTALGIA	10346	1463	7.2	14.1	116	871	7.5	8.4	121	626	6.8	6.1	110	688	8.3	6.6	135
NEWS/TALK	8929	1304	6.4	14.6	120	776	6.6	8.7	125	641	7.0	7.2	131	632	7.6	7.1	143
RELIGIOUS	5488	512	2.5	9.3	77	311	2.7	5.7	81	*240	2.6	4.4	80	*224	2.7	4.1	83
SOFT ROCK	1232	*127	0.6	10.3	85	**42	0.4	3.4	49	**98	1.1	8.0	145	**30	0.4	2.4	49
URBAN CONTEMPORARY	3184	504	2.5	15.8	130	324	2.8	10.2	146	192	2.1	6.0	110	*161	1.9	5.1	102
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	743	3.6	10.8	88	447	3.8	6.5	93	295	3.2	4.3	78	*292	3.5	4.2	86
ABC DIRECTION	5212	741	3.6	14.2	117	371	3.2	7.1	102	379	4.1	7.3	132	280	3.4	5.4	109
ABC ENTERTAINMENT	10385	1103	5.4	10.6	87	588	5.0	5.7	81	505	5.5	4.9	89	411	5.0	4.0	80
ABC FM	4762	439	2.2	9.2	76	288	2.5	6.0	87	*138	1.5	2.9	53	*213	2.6	4.5	91
ABC INFORMATION	11339	1437	7.0	12.7	104	786	6.7	6.9	99	751	8.2	6.6	121	619	7.5	5.5	111
ABC ROCK	4878	673	3.3	13.8	113	398	3.4	8.2	117	285	3.1	5.8	106	297	3.6	6.1	123
CBS	10709	1416	6.9	13.2	109	854	7.3	8.0	114	590	6.4	5.5	100	513	6.2	4.8	97
MUTUAL	10251	1115	5.5	10.9	89	692	5.9	6.8	97	507	5.5	4.9	90	544	6.6	5.3	107
NBC	12243	1249	6.1	10.2	84	754	6.5	6.2	88	508	5.5	4.1	76	540	6.5	4.4	89
RADIORADIO	4606	567	2.8	12.3	101	256	2.2	5.6	80	383	4.2	8.3	151	*202	2.4	4.4	89
RKO ONE	5148	688	3.4	13.4	110	405	3.5	7.9	113	254	2.8	4.9	90	271	3.3	5.3	107
RKO TWO	7313	758	3.7	10.4	85	469	4.0	6.4	92	380	4.1	5.2	95	325	3.9	4.4	90
THE SOURCE	5981	762	3.7	12.7	105	442	3.8	7.4	106	360	3.9	6.0	110	293	3.5	4.9	99
NON-WIRED : BLAIR	19329	2244	11.0	11.6	95	1280	11.0	6.6	95	1059	11.5	5.5	100	983	11.9	5.1	103
INTERNET	27139	4170	20.4	15.4	126	2401	20.5	8.8	127	1923	20.9	7.1	129	1681	20.3	6.2	125
KATZ RADIO GROUP	36319	4882	23.9	13.4	110	2851	24.4	7.8	113	2132	23.1	5.9	107	2148	25.9	5.9	120
SUPERNET	22361	2762	13.5	12.4	102	1585	13.6	7.1	102	1342	14.6	6.0	109	1041	12.6	4.7	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1664	8.2	11.5	94	965	8.3	6.6	95	735	8.0	5.1	92	626	7.6	4.3	87
WKDAY 9:00 AM - 1:00 PM	18688	1964	9.6	10.5	86	1008	8.6	5.4	77	959	10.4	5.1	93	537	6.5	2.9	58
WKDAY 1:00 PM - 4:30 PM	24061	2420	11.9	10.1	83	1260	10.8	5.2	75	1150	12.5	4.8	87	730	8.8	3.0	61
WKDAY 4:30 PM - 7:30 PM	44079	5236	25.7	11.9	98	2952	25.3	6.7	96	2423	26.3	5.5	100	1960	23.7	4.4	90
WKDAY 7:30 PM - 8:00 PM	61979	7048	34.5	11.4	93	3816	32.7	6.2	88	3333	36.2	5.4	98	2641	31.9	4.3	86
WKDAY 11:00 PM - 11:30 PM	49084	5410	26.5	11.0	91	3051	26.1	6.2	89	2490	27.0	5.1	92	2019	24.4	4.1	83
WKDAY 11:30 PM - 1:00 AM	16560	1809	8.9	10.9	90	1079	9.2	6.5	94	817	8.9	4.9	90	643	7.8	3.9	79
M-SAT 8-11 PM+SUN 7-11 PM	66967	7999	39.2	11.9	98	4434	37.9	6.6	95	3686	40.0	5.5	100	3029	36.6	4.5	92
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1085	5.3	11.7	96	550	4.7	5.9	85	500	5.4	5.4	98	308	3.7	3.3	67
ANOTHER WORLD N	6138	538	2.6	8.8	72	210	1.8	3.4	49	283	3.1	4.6	84	149	1.8	2.4	49
AS THE WORLD TURNS C	7707	642	3.1	8.3	68	322	2.8	4.2	60	317	3.4	4.1	75	190	2.3	2.5	50
CAPITOL C	4688	398	2.0	8.5	70	193	1.7	4.1	59	187	2.0	4.0	73	*75	0.9	1.6	32
CBS MORN. NEWS 1 C	2792	279	1.4	10.0	82	165	1.4	5.9	85	129	1.4	4.6	84	115	1.4	4.1	83
CBS MORN. NEWS 2 C	2071	223	1.1	10.8	89	109	0.9	5.3	76	132	1.4	6.4	116	*65	0.8	3.1	64
DAYS OF OUR LIVES N	8018	730	3.6	9.1	75	303	2.6	3.8	54	388	4.2	4.8	88	212	2.6	2.6	54
FACTS OF LIFE - DAYTIME N	3487	403	2.0	11.6	95	157	1.3	4.5	65	235	2.6	6.7	123	113	1.4	3.2	66
FAMILY FEUD A	4817	508	2.5	10.5	87	250	2.1	5.2	74	257	2.8	5.3	97	*125	1.5	2.6	53
GENERAL HOSPITAL A	8333	831	4.1	10.0	82	481	4.1	5.8	83	356	3.9	4.3	78	243	2.9	2.9	59
GOOD MORNING, AMERICA-730 A	5472	511	2.5	9.3	77	338	2.9	6.2	89	191	2.1	3.5	64	187	2.3	3.4	69
GOOD MORNING, AMERICA-830 A	3965	381	1.9	9.6	79	233	2.0	5.9	84	151	1.6	3.8	69	158	1.9	4.0	81
GUIDING LIGHT C	7542	648	3.2	8.6	71	278	2.4	3.7	53	350	3.8	4.6	84	176	2.1	2.3	47
ONE LIFE TO LIVE A	6018	647	3.2	10.8	88	352	3.0	5.8	84	301	3.3	5.0	91	159	1.9	2.6	54
PRESS YOUR LUCK C	3589	376	1.8	10.5	86	179	1.5	5.0	72	191	2.1	5.3	97	*76	0.9	2.1	43
PRICE IS RIGHT 1 C	7418	615	3.0	8.3	68	293	2.5	3.9	57	341	3.7	4.6	84	133	1.6	1.8	36
PRICE IS RIGHT 2 C	8276	645	3.2	7.8	64	319	2.7	3.9	55	345	3.7	4.2	76	150	1.8	1.8	37
RYAN'S HOPE A	4358	461	2.3	10.6	87	255	2.2	5.9	84	223	2.4	5.1	93	*130	1.6	3.0	60
SALE OF THE CENTURY N	3749	398	2.0	10.6	87	147	1.3	3.9	56	231	2.5	6.2	112	*78	0.9	2.1	42
SEARCH FOR TOMORROW N	2884	310	1.5	10.7	88	*150	1.3	5.2	75	137	1.5	4.8	86	**76	0.9	2.6	53
TODAY SHOW 1 N	4869	682	3.3	14.0	115	422	3.6	8.7	124	295	3.2	6.1	110	282	3.4	5.8	117
TODAY SHOW 2 N	4135	506	2.5	12.2	101	268	2.3	6.5	93	230	2.5	5.6	101	146	1.8	3.5	72
$25,000 PYRAMID C	4361	415	2.0	9.5	78	240	2.1	5.5	79	195	2.1	4.5	81	*87	1.1	2.0	40
WHEEL OF FORTUNE N	6187	644	3.2	10.4	86	275	2.4	4.4	64	346	3.8	5.6	102	118	1.4	1.9	39
YOUNG AND THE RESTLESS C	8186	708	3.5	8.6	71	368	3.1	4.5	65	342	3.7	4.2	76	167	2.0	2.0	41
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	572	2.8	12.1	99	275	2.4	5.8	83	284	3.1	6.0	109	223	2.7	4.7	96
NBA PLAYOFF GAME -1 C	5127	622	3.0	12.1	100	385	3.3	7.5	108	264	2.9	5.1	94	285	3.4	5.6	113
NBC MAJOR LEAGUE PRE-GAME N	3945	494	2.4	12.5	103	*198	1.7	5.0	72	*286	3.1	7.2	132	*172	2.1	4.4	88
SPORTSWORLD - SUN N	3370	299	1.5	8.9	73	161	1.4	4.8	69	*122	1.3	3.6	66	*89	1.1	2.6	53
SUNDAY MORNING C	4200	550	2.7	13.1	108	395	3.4	9.4	135	187	2.0	4.5	81	298	3.6	7.1	144

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TYPES OF BOTTLED NATURAL SPRING OR MINERAL WATERS & BRANDS
(ADULTS)

0025
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	USE SPARKLING (NATURALLY CARBONATED) A '000	USE SPARKLING (NATURALLY CARBONATED) B % DOWN	USE SPARKLING (NATURALLY CARBONATED) C % ACROSS	USE SPARKLING (NATURALLY CARBONATED) D INDX	USE PLAIN (NOT SPARKLING) A '000	USE PLAIN (NOT SPARKLING) B % DOWN	USE PLAIN (NOT SPARKLING) C % ACROSS	USE PLAIN (NOT SPARKLING) D INDX	BRAND: PERRIER A '000	BRAND: PERRIER B % DOWN	BRAND: PERRIER C % ACROSS	BRAND: PERRIER D INDX
TOTAL ADULTS		167727	20405	100.0	12.2	100	11687	100.0	7.0	100	9214	100.0	5.5	100	8280	100.0	4.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5654	27.7	10.8	89	3116	26.7	6.0	86	2659	28.9	5.1	93	2117	25.6	4.0	82
NETWORK AFFILIATES - LATE		39164	4357	21.4	11.1	91	2461	21.1	6.3	90	1991	21.6	5.1	93	1602	19.3	4.1	83
INDEPENDENTS - LATE		5133	967	4.7	18.8	155	610	5.2	11.9	171	396	4.3	7.7	140	471	5.7	9.2	186
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2410	11.8	10.6	87	1286	11.0	5.6	81	1164	12.6	5.1	93	714	8.6	3.1	63
ABC MONDAY NIGHT MOVIE	A	11258	1358	6.7	12.1	99	820	7.0	7.3	105	545	5.9	4.8	88	536	6.5	4.8	96
ABC SUNDAY NIGHT MOVIE	A	23600	2932	14.4	12.4	102	1697	14.5	7.2	103	1248	13.5	5.3	96	1248	15.1	5.3	107
ABC WORLD NEWS TONIGHT	A	12801	1403	6.9	11.0	90	748	6.4	5.8	84	667	7.2	5.2	95	534	6.4	4.2	85
AFTERMASH	C	10966	1343	6.6	12.2	101	716	6.1	6.5	94	647	7.0	5.9	107	568	6.9	5.2	105
ALICE	C	17050	1748	8.6	10.3	84	984	8.4	5.8	83	755	8.2	4.4	81	598	7.2	3.5	71
AMERICAN PARADE	C	11998	1188	5.8	9.9	81	729	6.2	6.1	87	490	5.3	4.1	74	509	6.1	4.2	86
BENSON	A	19258	2085	10.2	10.8	89	965	8.3	5.0	72	1016	11.0	5.3	96	734	8.9	3.8	77
BLUE THUNDER	A	11478	1242	6.1	10.8	89	665	5.7	5.8	83	600	6.5	5.2	95	435	5.3	3.8	77
CAGNEY & LACEY	C	18263	1871	9.2	10.2	84	1021	8.7	5.6	80	830	9.0	4.5	83	720	8.7	3.9	80
CBS EVENING NEWS-DEAN	C	7733	866	4.2	11.2	92	481	4.1	6.2	89	454	4.9	5.9	107	432	5.2	5.6	113
CBS EVENING NEWS-RATHER	C	15653	1547	7.6	9.9	81	855	7.3	5.5	78	713	7.7	4.6	83	574	6.9	3.7	74
CBS SAT. NEWS-SCHIEFFER	C	8744	887	4.3	10.1	83	434	3.7	5.0	71	450	4.9	5.1	94	320	3.9	3.7	74
CBS SATURDAY NIGHT MOVIE	C	12000	1413	6.9	11.8	97	800	6.8	6.7	96	671	7.3	5.6	102	543	6.6	4.5	92
CBS WEDNESDAY NIGHT MOVIE	C	11522	1267	6.2	11.0	90	623	5.3	5.4	78	655	7.1	5.7	103	370	4.5	3.2	65
CHEERS	N	16818	2317	11.4	13.8	113	1363	11.7	8.1	116	1046	11.4	6.2	113	902	10.9	5.4	109
DALLAS	C	37510	4210	20.6	11.2	92	2264	19.4	6.0	87	1854	20.1	4.9	90	1487	18.0	4.0	80
DIFF'RENT STROKES	N	11258	1257	6.2	11.2	92	596	5.1	5.3	76	681	7.4	6.0	110	368	4.4	3.3	66
DOUBLE TROUBLE	N	12248	1469	7.2	12.0	99	989	8.5	8.1	116	546	5.9	4.5	81	673	8.1	5.5	111
DUCK FACTORY	N	11100	1385	6.8	12.5	103	721	6.2	6.5	93	664	7.2	6.0	109	463	5.6	4.2	84
DUKES OF HAZZARD	C	12353	1290	6.3	10.4	86	779	6.7	6.3	91	530	5.8	4.3	78	447	5.4	3.6	73
DYNASTY	A	33279	3544	17.4	10.6	88	1873	16.0	5.6	81	1613	17.5	4.8	88	1166	14.1	3.5	71
FACTS OF LIFE	N	13410	1518	7.4	11.3	93	892	7.6	6.7	95	625	6.8	4.7	85	607	7.3	4.5	92
FALCON CREST	C	31093	3228	15.8	10.4	85	1836	15.7	5.9	85	1364	14.8	4.4	80	1334	16.1	4.3	87
FALL GUY	A	18649	1897	9.3	10.2	84	1060	9.1	5.7	82	862	9.4	4.6	84	702	8.5	3.8	76
FAMILY TIES	N	13101	1275	6.2	9.7	80	687	5.9	5.2	75	534	5.8	4.1	74	433	5.2	3.3	67
FANTASY ISLAND	A	13069	1751	8.6	13.4	110	932	8.0	7.1	102	868	9.4	6.6	121	520	6.3	4.0	81
FOULUPS,BLEEPS & BLUNDERS	A	16588	2033	10.0	12.3	101	1164	10.0	7.0	101	859	9.3	5.2	94	866	10.5	5.2	106
FOUR SEASONS	C	9302	1276	6.3	13.7	113	699	6.0	7.5	108	608	6.6	6.5	119	539	6.5	5.8	117
GIMME A BREAK	N	13955	1375	6.7	9.9	81	663	5.7	4.8	68	678	7.4	4.9	88	430	5.2	3.1	62
HART TO HART	A	15735	1727	8.5	11.0	90	940	8.0	6.0	86	800	8.7	5.1	93	715	8.6	4.5	92
HILL STREET BLUES	N	18257	2274	11.1	12.5	102	1270	10.9	7.0	100	1067	11.6	5.8	106	864	10.4	4.7	96
HOTEL	A	24236	2554	12.5	10.5	87	1346	11.5	5.6	80	1211	13.1	5.0	91	867	10.5	3.6	72
JEFFERSONS	C	17010	1863	9.1	11.0	90	982	8.4	5.8	83	868	9.4	5.1	93	541	6.5	3.2	64
JENNIFER SLEPT HERE	N	9397	934	4.6	9.9	82	445	3.8	4.7	68	498	5.4	5.3	96	237	2.9	2.5	51
KATE & ALLIE	C	16762	1871	9.2	11.2	92	1073	9.2	6.4	92	729	7.9	4.3	79	738	8.9	4.4	89
KNIGHT RIDER	N	13164	1489	7.3	11.3	93	869	7.4	6.6	95	659	7.2	5.0	91	542	6.5	4.1	83
LOVE BOAT	A	20400	2616	12.8	12.8	105	1360	11.6	6.7	96	1288	14.0	6.3	115	789	9.5	3.9	78
MAGNUM PI	C	22543	2450	12.0	10.9	89	1374	11.8	6.1	87	1112	12.1	4.9	90	970	11.7	4.3	87
MAMA'S FAMILY	N	9852	1028	5.0	10.4	86	566	4.8	5.7	82	446	4.8	4.5	82	293	3.5	3.0	60
MASTER, THE	N	8082	692	3.4	8.6	70	413	3.5	5.1	73	309	3.4	3.8	70	293	3.5	3.6	73
MATT HOUSTON	A	12881	1601	7.8	12.4	102	909	7.8	7.1	101	770	8.4	6.0	109	555	6.7	4.3	87
NBC MONDAY NIGHT MOVIE	N	23889	2836	13.9	11.9	98	1579	13.5	6.6	95	1376	14.9	5.8	105	1021	12.3	4.3	87
NBC NIGHTLY NEWS	N	11156	1215	6.0	10.9	90	745	6.4	6.7	96	511	5.5	4.6	83	537	6.5	4.8	98
NBC NIGHTLY NEWS-SAT	N	7363	823	4.0	11.2	92	415	3.6	5.6	81	443	4.8	6.0	110	351	4.2	4.8	97
NBC NIGHTLY NEWS-SUN	N	6214	629	3.1	10.1	83	315	2.7	5.1	73	340	3.7	5.5	100	258	3.1	4.2	84
NBC SUNDAY NIGHT MOVIE	N	17590	2284	11.2	13.0	107	1273	10.9	7.2	104	1190	12.9	6.8	123	667	8.1	3.8	77
NEWHART	C	16740	1795	8.8	10.7	88	989	8.5	5.9	85	759	8.2	4.5	83	639	7.7	3.8	77
ONE DAY AT A TIME	C	11820	1442	7.1	12.2	100	720	6.2	6.1	87	696	7.6	5.9	107	518	6.3	4.4	89
PEOPLE ARE FUNNY	N	9138	916	4.5	10.0	82	508	4.3	5.6	80	412	4.5	4.5	82	321	3.9	3.5	71
REAL PEOPLE	N	15979	1712	8.4	10.7	88	893	7.6	5.6	80	748	8.1	4.7	85	650	7.9	4.1	82
REMINGTON STEELE	N	14395	1463	7.2	10.2	84	861	7.4	6.0	86	630	6.8	4.4	80	582	7.0	4.0	82
RIPLEY'S BELIEVE IT - NOT	A	11362	1245	6.1	11.0	90	715	6.1	6.3	90	567	6.2	5.0	91	445	5.4	3.9	79
RIPTIDE	N	13920	1342	6.6	9.6	79	817	7.0	5.9	84	523	5.7	3.8	68	538	6.5	3.9	78
SCARECROW & MRS. KING	C	17571	2035	10.0	11.6	95	1151	9.8	6.6	94	855	9.3	4.9	89	770	9.3	4.4	89
SIMON & SIMON	C	20208	2117	10.4	10.5	86	1295	11.1	6.4	92	887	9.6	4.4	80	806	9.7	4.0	81
60 MINUTES	C	27668	3297	16.2	11.9	98	1803	15.4	6.5	94	1574	17.1	5.7	104	1491	18.0	5.4	109
ST. ELSEWHERE	N	13699	1539	7.5	11.2	92	880	7.5	6.4	92	694	7.5	5.1	92	623	7.5	4.5	92
THREE'S COMPANY	A	20632	2643	13.0	12.8	105	1450	12.4	7.0	101	1183	12.8	5.7	104	1005	12.1	4.9	99
T.J. HOOKER	A	17136	1965	9.6	11.5	94	1075	9.2	6.3	90	897	9.7	5.2	95	750	9.1	4.4	89
TONIGHT SHOW	N	4963	586	2.9	11.8	97	367	3.1	7.4	106	278	3.0	5.6	102	208	2.5	4.2	85
TRAPPER JOHN, M.D.	C	16332	1478	7.2	9.0	74	774	6.6	4.7	68	770	8.4	4.7	86	490	5.9	3.0	61
TV BLOOPERS & PRAC. JOKES	N	18881	2022	9.9	10.7	88	1138	9.7	6.0	87	874	9.5	4.6	84	727	8.8	3.9	78
20/20	A	18315	2084	10.2	11.4	94	1116	9.5	6.1	87	1026	11.1	5.6	102	745	9.0	4.1	82
WEBSTER	A	18722	2014	9.9	10.8	88	999	8.5	5.3	77	966	10.5	5.2	94	732	8.8	3.9	79
WORLD NEWS - SUN	A	5327	639	3.1	12.0	99	390	3.3	7.3	105	237	2.6	4.4	81	*246	3.0	4.6	94
YELLOW ROSE	N	8370	747	3.7	8.9	73	501	4.3	6.0	86	255	2.8	3.0	55	318	3.8	3.8	77
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3200	15.7	12.4	102	1860	15.9	7.2	103	1462	15.9	5.7	103	1244	15.0	4.8	97
BASKETBALL - COLLEGE GAMES		14468	1536	7.5	10.6	87	894	7.6	6.2	89	760	8.2	5.3	96	685	8.3	4.7	96
BASKETBALL - PRO GAMES		12124	1707	8.4	14.1	116	909	7.8	7.5	108	891	9.7	7.3	134	583	7.0	4.8	97
BOWLING		9412	1183	5.8	12.6	103	681	5.8	7.2	104	586	6.4	6.2	113	*381	4.6	4.0	82
BOXING		15409	1986	9.7	12.9	106	1069	9.1	6.9	100	1036	11.2	6.7	122	535	6.5	3.5	70
FOOTBALL - COLLEGE GAMES		21400	2144	10.5	10.0	82	1232	10.5	5.8	83	1134	12.3	5.3	96	959	11.6	4.5	91
FOOTBALL - PRO GAMES		35944	3912	19.2	10.9	89	2220	19.0	6.2	89	2022	21.9	5.6	102	1624	19.6	4.5	92
GOLF		9759	1383	6.8	14.2	116	689	5.9	7.1	101	697	7.6	7.1	130	499	6.0	5.1	104
POST-SEASON COLL. FOOTBALL		18123	1862	9.1	10.3	84	1028	8.8	5.7	81	989	10.7	5.5	99	778	9.4	4.3	87
POST-SEASON PRO FOOTBALL		22091	2507	12.3	11.3	93	1305	11.2	5.9	85	1412	15.3	6.4	116	940	11.4	4.3	86
TENNIS		6764	1266	6.2	18.7	154	764	6.5	11.3	162	514	5.6	7.6	138	680	8.2	10.1	204
WRESTLING - PROFESSIONAL		9695	972	4.8	10.0	82	509	4.4	5.3	75	*487	5.3	5.0	91	*243	2.9	2.5	51

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CANNED TEA

BASE = ADULTS (167727)

		'000	%	UNWEIGHTED
1A. DO YOU YOURSELF DRINK IT?				
	YES	22918	13.7	2493
	NO	144809	86.3	16617

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
1B. WHAT TYPES DO YOU DRINK?									
DIET	4488	2.7	3443	2.1	547	.3	498	.3	490
REGULAR	18997	11.3	17952	10.7	734	.4	311	.2	2043
DO NOT KNOW	478	.3							61

		'000	%	UNWEIGHTED
1C. ABOUT HOW MANY 12 OUNCE CANS OF TEA DID YOU DRINK IN THE LAST 7 DAYS?				
EIGHT OR MORE	H	1553	.9	162
SIX - SEVEN	H	856	.5	111
FOUR - FIVE	H	1625	1.0	169
THREE	H	3080	1.8	321
TWO	M	3333	2.0	345
ONE	M	4403	2.6	490
NONE	L	8069	4.8	895

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS	167727	22918	100.0	13.7	100	7114	100.0	4.2	100	7736	100.0	4.6	100	8069	100.0	4.8	100
MALES	79263	10125	44.2	12.8	93	3424	48.1	4.3	102	3044	39.3	3.8	83	3657	45.3	4.6	96
FEMALES	88464	12794	55.8	14.5	106	3690	51.9	4.2	98	4692	60.7	5.3	115	4412	54.7	5.0	104
18 - 24	28671	5152	22.5	18.0	132	1363	19.2	4.8	112	1801	23.3	6.3	136	1988	24.6	6.9	144
25 - 34	39536	5321	23.2	13.5	98	1284	18.0	3.2	77	1883	24.3	4.8	103	2154	26.7	5.4	113
35 - 44	28978	3845	16.8	13.3	97	1227	17.2	4.2	100	1190	15.4	4.1	89	1428	17.7	4.9	102
45 - 54	22345	2970	13.0	13.3	97	1071	15.1	4.8	113	911	11.8	4.1	88	989	12.3	4.4	92
55 - 64	22224	2620	11.4	11.8	86	996	14.0	4.5	106	777	10.0	3.5	76	847	10.5	3.8	79
65 OR OLDER	25973	3010	13.1	11.6	85	1173	16.5	4.5	106	1174	15.2	4.5	98	663	8.2	2.6	53
18 - 34	68207	10473	45.7	15.4	112	2648	37.2	3.9	92	3684	47.6	5.4	117	4142	51.3	6.1	126
18 - 49	108058	15836	69.1	14.7	107	4325	60.8	4.0	94	5337	69.0	4.9	107	6174	76.5	5.7	119
25 - 54	90859	12136	53.0	13.4	98	3581	50.3	3.9	93	3984	51.5	4.4	95	4571	56.6	5.0	105
35 - 49	39851	5363	23.4	13.5	98	1677	23.6	4.2	99	1654	21.4	4.2	90	2032	25.2	5.1	106
50 OR OLDER	59669	7083	30.9	11.9	87	2789	39.2	4.7	110	2399	31.0	4.0	87	1895	23.5	3.2	66
GRADUATED COLLEGE	28091	3049	13.3	10.9	79	851	12.0	3.0	71	733	9.5	2.6	57	1466	18.2	5.2	108
ATTENDED COLLEGE	28938	3791	16.5	13.1	96	922	13.0	3.2	75	1099	14.2	3.8	82	1770	21.9	6.1	127
GRADUATED HIGH SCHOOL	65503	9025	39.4	13.8	101	2466	34.7	3.8	89	3180	41.1	4.9	105	3379	41.9	5.2	107
DID NOT GRADUATE HIGH SCHOOL	45195	7053	30.8	15.6	114	2875	40.4	6.4	150	2724	35.2	6.0	131	1455	18.0	3.2	67
EMPLOYED MALES	56429	7165	31.3	12.7	93	2421	34.0	4.3	101	1875	24.2	3.3	72	2869	35.6	5.1	106
EMPLOYED FEMALES	43971	6583	28.7	15.0	110	1543	21.7	3.5	83	2254	29.1	5.1	111	2786	34.5	6.3	132
EMPLOYED FULL-TIME	87773	11723	51.2	13.4	98	3563	50.1	4.1	96	3496	45.2	4.0	86	4663	57.8	5.3	110
EMPLOYED PART-TIME	12627	2026	8.8	16.0	117	*400	5.6	3.2	75	633	8.2	5.0	109	992	12.3	7.9	163
NOT EMPLOYED	67327	9170	40.0	13.6	100	3150	44.3	4.7	110	3606	46.6	5.4	116	2413	29.9	3.6	74
PROFESSIONAL/MANAGER	25845	2807	12.2	10.9	79	840	11.8	3.3	77	636	8.2	2.5	53	1331	16.5	5.1	107
TECH/CLERICAL/SALES	30895	4399	19.2	14.2	104	969	13.6	3.1	74	1316	17.0	4.3	92	2114	26.2	6.8	142
PRECISION/CRAFT	12629	1602	7.0	12.7	93	*415	5.8	3.3	77	*576	7.4	4.6	99	611	7.6	4.8	101
OTHER EMPLOYED	31031	4941	21.6	15.9	117	1740	24.5	5.6	132	1602	20.7	5.2	112	1600	19.8	5.2	107
SINGLE	35557	6556	28.6	18.4	135	1894	26.6	5.3	126	2202	28.5	6.2	134	2460	30.5	6.9	144
MARRIED	103585	12437	54.3	12.0	88	3919	55.1	3.8	89	4001	51.7	3.9	84	4518	56.0	4.4	91
DIVORCED/SEPARATED/WIDOWED	28585	3925	17.1	13.7	100	1301	18.3	4.6	107	1533	19.8	5.4	116	1092	13.5	3.8	79
PARENTS	59295	8101	35.3	13.7	100	2301	32.3	3.9	91	2697	34.9	4.5	99	3103	38.5	5.2	109
WHITE	146081	18703	81.6	12.8	94	5462	76.8	3.7	88	6187	80.0	4.2	92	7054	87.4	4.8	100
BLACK	17974	3544	15.5	19.7	144	1382	19.4	7.7	181	1268	16.4	7.1	153	894	11.1	5.0	103
OTHER	3672	*671	2.9	18.3	134	**270	3.8	7.4	173	**281	3.6	7.7	166	**121	1.5	3.3	68
NORTHEAST-CENSUS	37005	5985	26.1	16.2	118	1667	23.4	4.5	106	2010	26.0	5.4	118	2309	28.6	6.2	130
NORTH CENTRAL	42642	4750	20.7	11.1	82	1212	17.0	2.8	67	1583	20.5	3.7	80	1955	24.2	4.6	95
SOUTH	56777	8522	37.2	15.0	110	3241	45.6	5.7	135	2743	35.5	4.8	105	2538	31.5	4.5	93
WEST	31303	3661	16.0	11.7	86	993	14.0	3.2	75	1401	18.1	4.5	97	1268	15.7	4.1	84
NORTHEAST-MKTG.	38125	6048	26.4	15.9	116	1662	23.4	4.4	103	2032	26.3	5.3	116	2353	29.2	6.2	128
EAST CENTRAL	24794	3346	14.6	13.5	99	819	11.5	3.3	78	1139	14.7	4.6	100	1388	17.2	5.6	116
WEST CENTRAL	28511	3044	13.3	10.7	78	773	10.9	2.7	64	1019	13.2	3.6	77	1253	15.5	4.4	91
SOUTH	48953	7197	31.4	14.7	108	2934	41.2	6.0	141	2305	29.8	4.7	102	1957	24.3	4.0	83
PACIFIC	27344	3284	14.3	12.0	88	925	13.0	3.4	80	1241	16.0	4.5	98	1118	13.9	4.1	85
COUNTY SIZE A	69301	10719	46.8	15.5	113	3414	48.0	4.9	116	3476	44.9	5.0	109	3829	47.5	5.5	115
COUNTY SIZE B	50633	6821	29.8	13.5	99	2084	29.3	4.1	97	2318	30.0	4.6	99	2419	30.0	4.8	99
COUNTY SIZE C	26259	3032	13.2	11.5	85	841	11.8	3.2	76	1112	14.4	4.2	92	1079	13.4	4.1	85
COUNTY SIZE D	21534	2347	10.2	10.9	80	774	10.9	3.6	85	830	10.7	3.9	84	743	9.2	3.5	72
METRO CENTRAL CITY	50014	7807	34.1	15.6	114	2688	37.8	5.4	127	2664	34.4	5.3	115	2455	30.4	4.9	102
METRO SUBURBAN	76832	10183	44.4	13.3	97	2843	40.0	3.7	87	3223	41.7	4.2	91	4117	51.0	5.4	111
NON METRO	40881	4928	21.5	12.1	88	1583	22.3	3.9	91	1849	23.9	4.5	98	1496	18.5	3.7	76
TOP 5 ADI'S	39550	6586	28.7	16.7	122	2044	28.7	5.2	122	2099	27.1	5.3	115	2444	30.3	6.2	128
TOP 10 ADI'S	54877	8519	37.2	15.5	114	2697	37.9	4.9	116	2780	35.9	5.1	110	3042	37.7	5.5	115
TOP 20 ADI'S	77516	11634	50.8	15.0	110	3719	52.3	4.8	113	3782	48.9	4.9	106	4134	51.2	5.3	111
HSHLD INC. $50,000 OR MORE	17257	2019	8.8	11.7	86	*539	7.6	3.1	74	*420	5.4	2.4	53	1059	13.1	6.1	128
$40,000 OR MORE	33235	3928	17.1	11.8	86	1126	15.8	3.4	80	858	11.1	2.6	56	1944	24.1	5.8	122
$30,000 OR MORE	59693	7184	31.3	12.0	88	2205	31.0	3.7	87	1823	23.6	3.1	66	3156	39.1	5.3	110
$25,000 OR MORE	76275	9344	40.8	12.3	90	2774	39.0	3.6	86	2486	32.1	3.3	71	4084	50.6	5.4	111
$20,000 - $24,999	18607	2404	10.5	12.9	95	711	10.0	3.8	90	750	9.7	4.0	87	944	11.7	5.1	105
$15,000 - $19,999	17175	2593	11.3	15.1	110	712	10.0	4.1	98	983	12.7	5.7	124	898	11.1	5.2	109
$10,000 - $14,999	24569	3589	15.7	14.6	107	1153	16.2	4.7	111	1573	20.3	6.4	139	863	10.7	3.5	73
UNDER $10,000	31101	4988	21.8	16.0	117	1764	24.8	5.7	134	1944	25.1	6.3	136	1280	15.9	4.1	86
HOUSEHOLD OF 1 PERSON	19441	2631	11.5	13.5	99	708	10.0	3.6	86	1032	13.3	5.3	115	891	11.0	4.6	95
2 PEOPLE	51803	6049	26.4	11.7	85	2127	29.9	4.1	97	2053	26.5	4.0	86	1870	23.2	3.6	75
3 OR 4 PEOPLE	66933	9222	40.2	13.8	101	2676	37.6	4.0	94	3073	39.7	4.6	100	3474	43.1	5.2	108
5 OR MORE PEOPLE	29550	5016	21.9	17.0	124	1603	22.5	5.4	128	1579	20.4	5.3	116	1834	22.7	6.2	129
NO CHILD IN HSHLD	96587	12840	56.0	13.3	97	4345	61.1	4.5	106	4245	54.9	4.4	95	4249	52.7	4.4	91
CHILD(REN) UNDER 2 YRS	10844	1458	6.4	13.4	98	*473	6.6	4.4	103	*465	6.0	4.3	93	*520	6.4	4.8	100
2 - 5 YEARS	26358	3617	15.8	13.7	100	949	13.3	3.6	85	1260	16.3	4.8	104	1407	17.4	5.3	111
6 - 11 YEARS	30453	4523	19.7	14.9	109	1287	18.1	4.2	100	1647	21.3	5.4	117	1589	19.7	5.2	108
12 - 17 YEARS	36575	5721	25.0	15.6	114	1627	22.9	4.4	105	1956	25.3	5.3	116	2138	26.5	5.8	122
RESIDENCE OWNED	117770	14708	64.2	12.5	91	4549	63.9	3.9	91	4505	58.2	3.8	83	5654	70.1	4.8	100
VALUE: $50,000 OR MORE	70166	8562	37.4	12.2	89	2456	34.5	3.5	83	2404	31.1	3.4	74	3703	45.9	5.3	110
VALUE: UNDER $50,000	47604	6146	26.8	12.9	94	2092	29.4	4.4	104	2102	27.2	4.4	96	1952	24.2	4.1	85

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS		167727	22918	100.0	13.7	100	7114	100.0	4.2	100	7736	100.0	4.6	100	8069	100.0	4.8	100
MAGAZINES	QUINTILE 1	34022	5258	22.9	15.5	113	1548	21.8	4.5	107	1402	18.1	4.1	89	2308	28.6	6.8	141
	QUINTILE 2	34800	5162	22.5	14.8	109	1527	21.5	4.4	103	1657	21.4	4.8	103	1978	24.5	5.7	118
	QUINTILE 3	30514	3731	16.3	12.2	89	1151	16.2	3.8	89	1448	18.7	4.7	103	1133	14.0	3.7	77
	QUINTILE 4	33324	4102	17.9	12.3	90	1154	16.2	3.5	82	1388	17.9	4.2	90	1561	19.3	4.7	97
	QUINTILE 5	35066	4665	20.4	13.3	97	1735	24.4	4.9	117	1841	23.8	5.3	114	1090	13.5	3.1	65
NEWSPAPERS	QUINTILE 1	29107	4186	18.3	14.4	105	992	13.9	3.4	80	1350	17.5	4.6	101	1844	22.9	6.3	132
	QUINTILE 2	49095	6543	28.5	13.3	98	1989	28.0	4.1	96	2256	29.2	4.6	100	2298	28.5	4.7	97
	QUINTILE 3	23107	3456	15.1	15.0	109	1305	18.3	5.6	133	972	12.6	4.2	91	1180	14.6	5.1	106
	QUINTILE 4	33556	3991	17.4	11.9	87	1076	15.1	3.2	76	1257	16.2	3.7	81	1658	20.5	4.9	103
	QUINTILE 5	32863	4743	20.7	14.4	106	1753	24.6	5.3	126	1902	24.6	5.8	125	1089	13.5	3.3	69
OUTDOOR	QUINTILE 1	33431	4239	18.5	12.7	93	1373	19.3	4.1	97	1247	16.1	3.7	81	1620	20.1	4.8	101
	QUINTILE 2	33478	4827	21.1	14.4	106	1475	20.7	4.4	104	1825	23.6	5.5	118	1527	18.9	4.6	95
	QUINTILE 3	33574	4562	19.9	13.6	99	1305	18.3	3.9	92	1630	21.1	4.9	105	1627	20.2	4.8	101
	QUINTILE 4	33935	5064	22.1	14.9	109	1487	20.9	4.4	103	1593	20.6	4.7	102	1983	24.6	5.8	121
	QUINTILE 5	33310	4226	18.4	12.7	93	1473	20.7	4.4	104	1441	18.6	4.3	94	1312	16.3	3.9	82
RADIO-DRIVE TIME	QUINTILE 1	33136	4953	21.6	14.9	109	1608	22.6	4.9	114	1619	20.9	4.9	106	1726	21.4	5.2	108
	QUINTILE 2	31658	4401	19.2	13.9	102	1111	15.6	3.5	83	1367	17.7	4.3	94	1924	23.8	6.1	126
	QUINTILE 3	32541	4328	18.9	13.3	97	1420	20.0	4.4	103	1397	18.1	4.3	93	1511	18.7	4.6	97
	QUINTILE 4	34247	4709	20.5	13.8	101	1400	19.7	4.1	96	1732	22.4	5.1	110	1577	19.5	4.6	96
	QUINTILE 5	36144	4528	19.8	12.5	92	1576	22.2	4.4	103	1621	21.0	4.5	97	1331	16.5	3.7	77
RADIO-MID-DAY	TERCILE 1	45037	6400	27.9	14.2	104	2047	28.8	4.5	107	2166	28.0	4.8	104	2188	27.1	4.9	101
	TERCILE 2	44819	6164	26.9	13.8	101	1736	24.4	3.9	91	2271	29.4	5.1	110	2157	26.7	4.8	100
	TERCILE 3	77872	10354	45.2	13.3	97	3331	46.8	4.3	101	3298	42.6	4.2	92	3724	46.2	4.8	99
RADIO-TOTAL	QUINTILE 1	33763	5183	22.6	15.4	112	1705	24.0	5.0	119	1694	21.9	5.0	109	1784	22.1	5.3	110
	QUINTILE 2	33240	4727	20.6	14.2	104	1399	19.7	4.2	99	1553	20.1	4.7	101	1775	22.0	5.3	111
	QUINTILE 3	33408	4308	18.8	12.9	94	1219	17.1	3.6	86	1463	18.9	4.4	95	1626	20.2	4.9	101
	QUINTILE 4	34792	4794	20.9	13.8	101	1407	19.8	4.0	95	1726	22.3	5.0	108	1662	20.6	4.8	99
	QUINTILE 5	32524	3906	17.0	12.0	88	1384	19.5	4.3	100	1300	16.8	4.0	87	1221	15.1	3.8	78
TV-PRIME TIME	QUINTILE 1	33090	4811	21.0	14.5	106	1597	22.4	4.8	114	1671	21.6	5.0	109	1544	19.1	4.7	97
	QUINTILE 2	33357	4604	20.1	13.8	101	1398	19.7	4.2	99	1554	20.1	4.7	101	1652	20.5	5.0	103
	QUINTILE 3	33980	4911	21.4	14.5	106	1688	23.7	5.0	117	1523	19.7	4.5	97	1700	21.1	5.0	104
	QUINTILE 4	33854	4443	19.4	13.1	96	1193	16.8	3.5	83	1421	18.4	4.2	91	1829	22.7	5.4	112
	QUINTILE 5	33444	4149	18.1	12.4	91	1238	17.4	3.7	87	1568	20.3	4.7	102	1343	16.6	4.0	83
TV-DAYTIME	TERCILE 1	49121	7089	30.9	14.4	106	2375	33.4	4.8	114	2593	33.5	5.3	114	2121	26.3	4.3	90
	TERCILE 2	48823	6557	28.6	13.4	98	1863	26.2	3.8	90	2225	28.8	4.6	99	2469	30.6	5.1	105
	TERCILE 3	69782	9272	40.5	13.3	97	2876	40.4	4.1	97	2918	37.7	4.2	91	3479	43.1	5.0	104
TV-TOTAL	QUINTILE 1	33584	5092	22.2	15.2	111	1836	25.8	5.5	129	1863	24.1	5.5	120	1393	17.3	4.1	86
	QUINTILE 2	33441	4661	20.3	13.9	102	1548	21.8	4.6	109	1497	19.4	4.5	97	1615	20.0	4.8	100
	QUINTILE 3	33505	4396	19.2	13.1	96	1194	16.8	3.6	84	1494	19.3	4.5	97	1708	21.2	5.1	106
	QUINTILE 4	33466	4644	20.3	13.9	102	1340	18.8	4.0	94	1437	18.6	4.3	93	1867	23.1	5.6	116
	QUINTILE 5	33731	4126	18.0	12.2	90	1196	16.8	3.5	84	1445	18.7	4.3	93	1486	18.4	4.4	92
MAGAZINES-NEWSPAPERS: DUAL		44503	6936	30.3	15.6	114	2081	29.3	4.7	110	2107	27.2	4.7	103	2748	34.1	6.2	128
MAGAZINE IMPERATIVE		39363	5573	24.3	14.2	104	1709	24.0	4.3	102	1714	22.2	4.4	94	2149	26.6	5.5	113
NEWSPAPER IMPERATIVE		46441	5602	24.4	12.1	88	1579	22.2	3.4	80	2076	26.8	4.5	97	1946	24.1	4.2	87
MAGAZINES-OUTDOOR: DUAL		33726	4821	21.0	14.3	105	1284	18.0	3.8	90	1622	21.0	4.8	104	1916	23.7	5.7	118
MAGAZINE IMPERATIVE		52846	7678	33.5	14.5	106	2433	34.2	4.6	109	2269	29.3	4.3	93	2977	36.9	5.6	117
OUTDOOR IMPERATIVE		52140	6683	29.2	12.8	94	2214	31.1	4.2	100	2467	31.9	4.7	103	2002	24.8	3.8	80
MAGAZINES-RADIO: DUAL		37081	5704	24.9	15.4	113	1834	25.8	4.9	117	1712	22.1	4.6	100	2157	26.7	5.8	121
MAGAZINE IMPERATIVE		49747	6644	29.0	13.4	98	1895	26.6	3.8	90	2142	27.7	4.3	93	2608	32.3	5.2	109
RADIO IMPERATIVE		49208	6679	29.1	13.6	99	1984	27.9	4.0	95	2499	32.3	5.1	110	2196	27.2	4.5	93
MAGAZINES-TELEVISION: DUAL		33103	5108	22.3	15.4	113	1594	22.4	4.8	114	1655	21.4	5.0	108	1860	23.1	5.6	117
MAGAZINE IMPERATIVE		54575	7461	32.6	13.7	100	2029	28.5	3.7	88	2257	29.2	4.1	90	3174	39.3	5.8	121
TELEVISION IMPERATIVE		53249	7052	30.8	13.2	97	2495	35.1	4.7	110	2560	33.1	4.8	104	1997	24.7	3.8	78
NEWSPAPERS-OUTDOOR: DUAL		36255	5294	23.1	14.6	107	1512	21.3	4.2	98	1787	23.1	4.9	107	1995	24.7	5.5	114
NEWSPAPER IMPERATIVE		55591	7679	33.5	13.8	101	2283	32.1	4.1	97	2412	31.2	4.3	94	2983	37.0	5.4	112
OUTDOOR IMPERATIVE		48319	6532	28.5	13.5	99	2237	31.4	4.6	109	2214	28.6	4.6	99	2081	25.8	4.3	90
NEWSPAPERS-RADIO: DUAL		37242	5509	24.0	14.8	108	1618	22.7	4.3	102	1781	23.0	4.8	104	2110	26.1	5.7	118
NEWSPAPER IMPERATIVE		54423	7116	31.0	13.1	96	2065	29.0	3.8	89	2352	30.4	4.3	94	2700	33.5	5.0	103
RADIO IMPERATIVE		46650	6682	29.2	14.3	105	2143	30.1	4.6	108	2326	30.1	5.0	108	2213	27.4	4.7	99
NEWSPAPERS-TELEVISION: DUAL		35974	5446	23.8	15.1	111	1814	25.5	5.0	119	1809	23.4	5.0	109	1823	22.6	5.1	105
NEWSPAPER IMPERATIVE		56095	7363	32.1	13.1	96	1907	26.8	3.4	80	2367	30.6	4.2	91	3089	38.3	5.5	114
TELEVISION IMPERATIVE		47170	6604	28.8	14.0	102	2310	32.5	4.9	115	2247	29.0	4.8	103	2047	25.4	4.3	90
OUTDOOR-RADIO: DUAL		33748	4765	20.8	14.1	103	1499	21.1	4.4	105	1563	20.2	4.6	100	1704	21.1	5.0	105
OUTDOOR IMPERATIVE		52785	6731	29.4	12.8	93	2082	29.3	3.9	93	2426	31.4	4.6	100	2223	27.5	4.2	88
RADIO IMPERATIVE		52882	7752	33.8	14.7	107	2387	33.6	4.5	106	2404	31.1	4.5	99	2961	36.7	5.6	116
OUTDOOR-TELEVISION: DUAL		32030	4622	20.2	14.4	106	1441	20.3	4.5	106	1627	21.0	5.1	110	1554	19.3	4.9	101
OUTDOOR IMPERATIVE		54626	7037	30.7	12.9	94	1999	28.1	3.7	86	2372	30.7	4.3	94	2667	33.1	4.9	101
TELEVISION IMPERATIVE		54874	7842	34.2	14.3	105	2697	37.9	4.9	116	2617	33.8	4.8	103	2529	31.3	4.6	96
RADIO-TELEVISION: DUAL		33386	4651	20.3	13.9	102	1655	23.3	5.0	117	1536	19.9	4.6	100	1461	18.1	4.4	91
RADIO IMPERATIVE		53810	7534	32.9	14.0	102	2079	29.2	3.9	91	2472	32.0	4.6	100	2983	37.0	5.5	115
TELEVISION IMPERATIVE		54023	7554	33.0	14.0	102	2457	34.5	4.5	107	2733	35.3	5.1	110	2364	29.3	4.4	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS	167727	22918	100.0	13.7	100	7114	100.0	4.2	100	7736	100.0	4.6	100	8069	100.0	4.8	100
ATLANTIC MONTHLY	867	*133	0.6	15.3	112	**43	0.6	5.0	117	**54	0.7	6.2	135	**36	0.4	4.2	86
BARRON'S	1580	*157	0.7	9.9	73	**76	1.1	4.8	113	**41	0.5	2.6	56	**40	0.5	2.5	53
BETTER HOMES & GARDENS	22203	3632	15.8	16.4	120	1025	14.4	4.6	109	1145	14.8	5.2	112	1463	18.1	6.6	137
BON APPETIT	3810	591	2.6	15.5	114	**154	2.2	4.0	95	*135	1.7	3.5	77	301	3.7	7.9	164
BUSINESS WEEK	4663	699	3.1	15.0	110	*284	4.0	6.1	144	*174	2.2	3.7	81	242	3.0	5.2	108
CAR AND DRIVER	3102	492	2.1	15.9	116	**154	2.2	5.0	117	**141	1.8	4.5	99	*196	2.4	6.3	131
CBS MAGAZINE NETWORK (GROSS)	7311	1145	5.0	15.7	115	*318	4.5	4.3	103	463	6.0	6.3	137	364	4.5	5.0	103
CHANGING TIMES	3400	428	1.9	12.6	92	**153	2.2	4.5	106	*132	1.7	3.9	84	*143	1.8	4.2	87
COLONIAL HOMES	1796	321	1.4	17.9	131	**146	2.1	8.1	192	**50	0.6	2.8	60	**125	1.5	7.0	145
CONDE NAST MAG. PKG. (GROSS)	19924	3633	15.9	18.2	133	1043	14.7	5.2	123	856	11.1	4.3	93	1734	21.5	8.7	181
CONSUMERS DIGEST	3125	552	2.4	17.7	129	**149	2.1	4.8	112	*168	2.2	5.4	117	*235	2.9	7.5	156
COSMOPOLITAN	10577	1856	8.1	17.5	128	448	6.3	4.2	100	575	7.4	5.4	118	833	10.3	7.9	164
COUNTRY LIVING	3746	574	2.5	15.3	112	**83	1.2	2.2	52	*210	2.7	5.6	122	*281	3.5	7.5	156
CUISINE	2214	343	1.5	15.5	113	**56	0.8	2.5	60	**70	0.9	3.2	69	*217	2.7	9.8	204
CYCLE WORLD	2394	375	1.6	15.7	115	**76	1.1	3.2	75	**154	2.0	6.4	139	**145	1.8	6.1	126
DCI:CREATIVE IDEAS FOR LIV	3068	541	2.4	17.6	129	*213	3.0	6.9	164	**109	1.4	3.6	77	*219	2.7	7.1	148
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1372	6.0	14.4	105	516	7.3	5.4	127	372	4.8	3.9	84	484	6.0	5.1	105
DISCOVER	2277	445	1.9	19.5	143	**176	2.5	7.7	182	**66	0.9	2.9	63	*203	2.5	8.9	185
EBONY	7187	1605	7.0	22.3	163	619	8.7	8.6	203	546	7.1	7.6	165	440	5.5	6.1	127
ESQUIRE	2560	534	2.3	20.9	153	*173	2.4	6.8	159	*196	2.5	7.7	166	*165	2.0	6.4	134
ESSENCE	3242	665	2.9	20.5	150	307	4.3	9.5	223	*176	2.3	5.4	118	*182	2.3	5.6	117
FAMILY CIRCLE	19639	2930	12.8	14.9	109	778	10.9	4.0	93	860	11.1	4.4	95	1292	16.0	6.6	137
THE FAMILY HANDYMAN	3540	627	2.7	17.7	130	*211	3.0	6.0	141	*239	3.1	6.8	146	*177	2.2	5.0	104
FAMILY WEEKLY	23924	3029	13.2	12.7	93	898	12.6	3.8	88	1021	13.2	4.3	93	1111	13.8	4.6	97
FIELD & STREAM	9883	1342	5.9	13.6	99	572	8.0	5.8	136	335	4.3	3.4	73	435	5.4	4.4	91
FOOD & WINE	1030	*167	0.7	16.2	119	**67	0.9	6.5	153	**20	0.3	1.9	42	**81	1.0	7.9	163
FORBES	2679	273	1.2	10.2	75	**86	1.2	3.2	76	**56	0.7	2.1	45	*131	1.6	4.9	102
FORTUNE	2931	423	1.8	14.4	106	**142	2.0	4.8	114	**115	1.5	3.9	85	*166	2.1	5.7	118
GENTLEMEN'S QUARTERLY	3481	666	2.9	19.1	140	**219	3.1	6.3	148	**127	1.6	3.6	79	320	4.0	9.2	191
GLAMOUR	7163	1221	5.3	17.0	125	273	3.8	3.8	90	348	4.5	4.9	105	600	7.4	8.4	174
GOLF DIGEST	2355	291	1.3	12.4	90	**108	1.5	4.6	108	**105	1.4	4.5	97	**78	1.0	3.3	69
GOLF DIGEST/TENNIS (GROSS)	3610	422	1.8	11.7	86	*183	2.6	5.1	120	**114	1.5	3.2	68	*124	1.5	3.4	71
GOLF MAGAZINE	2046	296	1.3	14.5	106	**102	1.4	5.0	118	**99	1.3	4.8	105	**95	1.2	4.6	97
GOLF MAGAZINE/SKI (GROSS)	3547	443	1.9	12.5	91	**113	1.6	3.2	75	*169	2.2	4.8	103	*161	2.0	4.5	94
GOOD HOUSEKEEPING	20353	2818	12.3	13.8	101	751	10.6	3.7	87	876	11.3	4.3	93	1191	14.8	5.9	122
HARPER'S BAZAAR	3362	658	2.9	19.6	143	*173	2.4	5.1	121	*203	2.6	6.0	131	*283	3.5	8.4	175
HEALTH	2987	511	2.2	17.1	125	*206	2.9	6.9	163	*151	2.0	5.1	110	*154	1.9	5.2	107
HEARST MAG CORP. BUY (GROSS)	67928	10415	45.4	15.3	112	2930	41.2	4.3	102	3148	40.7	4.6	100	4337	53.7	6.4	133
HEARST MAN POWER (GROSS)	11282	1759	7.7	15.6	114	646	9.1	5.7	135	481	6.2	4.3	92	632	7.8	5.6	116
HEARST WOMAN POWER (GROSS)	40514	6083	26.5	15.0	110	1614	22.7	4.0	94	1854	24.0	4.6	99	2615	32.4	6.5	134
HOUSE BEAUTIFUL	4885	702	3.1	14.4	105	*147	2.1	3.0	71	*249	3.2	5.1	111	306	3.8	6.3	130
INC.	1308	*197	0.9	15.1	110	**63	0.9	4.8	114	**65	0.8	5.0	108	**69	0.9	5.3	110
JET	6498	1435	6.3	22.1	162	595	8.4	9.2	216	372	4.8	5.7	124	469	5.8	7.2	150
LADIES' HOME JOURNAL	14797	2151	9.4	14.5	106	527	7.4	3.6	84	787	10.2	5.3	115	837	10.4	5.7	118
LHJ FAMILY GRP COMBO(GROSS)	21743	3272	14.3	15.0	110	888	12.5	4.1	96	1066	13.8	4.9	106	1318	16.3	6.1	126
LIFE	9881	1850	8.1	18.7	137	594	8.3	6.0	142	465	6.0	4.7	102	792	9.8	8.0	167
L.A. TIMES HOME MAGAZINE	2775	296	1.3	10.7	78	**125	1.8	4.5	106	**70	0.9	2.5	55	*101	1.3	3.6	76
MADEMOISELLE	4219	843	3.7	20.0	146	*240	3.4	5.7	134	*213	2.8	5.0	109	390	4.8	9.2	192
MC CALL'S	16422	2467	10.8	15.0	110	675	9.5	4.1	97	699	9.0	4.3	92	1093	13.5	6.7	138
MC CALL'S/WRK MOTHER (GROSS)	17919	2729	11.9	15.2	111	751	10.6	4.2	99	783	10.1	4.4	95	1195	14.8	6.7	139
MECHANIX ILLUSTRATED	4433	687	3.0	15.5	113	*251	3.5	5.7	133	*236	3.1	5.3	115	*200	2.5	4.5	94
METROPOLITAN HOME	1504	269	1.2	17.9	131	**128	1.8	8.5	201	**47	0.6	3.1	68	**94	1.2	6.3	130
MONEY	4723	729	3.2	15.4	113	*326	4.6	6.9	163	*187	2.4	4.0	86	216	2.7	4.6	95
MOTHER EARTH NEWS	2325	348	1.5	15.0	110	**104	1.5	4.5	105	**31	0.4	1.3	29	*213	2.6	9.2	190
MS.	1189	*229	1.0	19.3	141	**58	0.8	4.9	115	**69	0.9	5.8	126	**103	1.3	8.7	180
NATIONAL ENQUIRER	18892	3092	13.5	16.4	120	991	13.9	5.2	124	987	12.8	5.2	113	1114	13.8	5.9	123
NATIONAL GEOGRAPHIC	22129	2569	11.2	11.6	85	837	11.8	3.8	89	721	9.3	3.3	71	1011	12.5	4.6	95
NATIONAL SUNDAY MAGAZINE PKG	103750	14167	61.8	13.7	100	4230	59.5	4.1	96	4602	59.5	4.4	96	5335	66.1	5.1	107
NATURAL HISTORY	1379	*242	1.1	17.5	128	**139	2.0	10.1	238	**39	0.5	2.8	61	**64	0.8	4.6	96
NEW WOMAN	2289	363	1.6	15.9	116	*105	1.5	4.6	108	**41	0.5	1.8	39	*217	2.7	9.5	197
NEW YORK INCLUDING CUE	1088	*130	0.6	11.9	87	**63	0.9	5.8	137	**42	0.5	3.9	84	**26	0.3	2.4	50
THE NEW YORKER	2459	378	1.6	15.4	113	**99	1.4	4.0	95	**101	1.3	4.1	89	*178	2.2	7.2	150
NEWSWEEK	16527	2358	10.3	14.3	104	696	9.8	4.2	99	736	9.5	4.5	97	927	11.5	5.6	117
THE N.Y. TIMES DAILY EDITION	2739	416	1.8	15.2	111	*164	2.3	6.0	141	**84	1.1	3.1	66	*169	2.1	6.2	128
THE N.Y. TIMES MAGAZINE	4443	665	2.9	15.0	110	*188	2.6	4.2	100	*169	2.2	3.8	82	308	3.8	6.9	144
OMNI	2799	426	1.9	15.2	111	**144	2.0	5.1	121	*161	2.1	5.8	125	*121	1.5	4.3	90
ON CABLE	2209	419	1.8	19.0	139	**171	2.4	7.7	183	**158	2.0	7.2	155	**90	1.1	4.1	85
1001 HOME IDEAS	3959	610	2.7	15.4	113	*155	2.2	3.9	92	*129	1.7	3.3	71	326	4.0	8.2	171
ORGANIC GARDENING	3111	390	1.7	12.5	92	*107	1.5	3.4	81	**106	1.4	3.4	74	*178	2.2	5.7	119
OUTDOOR LIFE	5024	701	3.1	14.0	102	**183	2.6	3.6	86	*254	3.3	5.1	110	264	3.3	5.3	109
PARADE MAGAZINE	51292	7467	32.6	14.6	107	2134	30.0	4.2	98	2427	31.4	4.7	103	2905	36.0	5.7	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(ADULTS)

0031
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	22918	100.0	13.7	100	7114	100.0	4.2	100	7736	100.0	4.6	100	8069	100.0	4.8	100
PARENTS	5298	874	3.8	16.5	121	*292	4.1	5.5	130	*228	2.9	4.3	93	354	4.4	6.7	139
PENTHOUSE	5129	1030	4.5	20.1	147	327	4.6	6.4	150	*278	3.6	5.4	118	425	5.3	8.3	172
PEOPLE	21070	3096	13.5	14.7	108	808	11.4	3.8	90	1039	13.4	4.9	107	1249	15.5	5.9	123
PLAYBOY	10562	1809	7.9	17.1	125	512	7.2	4.8	114	619	8.0	5.9	127	679	8.4	6.4	134
POPULAR HOT RODDING	2498	433	1.9	17.3	127	**121	1.7	4.8	114	*176	2.3	7.0	153	*136	1.7	5.4	113
POPULAR MECHANICS	5887	1029	4.5	17.5	128	*385	5.4	6.5	154	*286	3.7	4.9	105	357	4.4	6.1	126
POPULAR SCIENCE	4317	637	2.8	14.8	108	*220	3.1	5.1	120	*208	2.7	4.8	104	*209	2.6	4.8	101
PREVENTION	5792	689	3.0	11.9	87	*256	3.6	4.4	104	259	3.3	4.5	97	*174	2.2	3.0	62
PSYCHOLOGY TODAY	3284	638	2.8	19.4	142	**184	2.6	5.6	132	**123	1.6	3.7	81	331	4.1	10.1	210
READER'S DIGEST	40046	5194	22.7	13.0	95	1640	23.1	4.1	97	1634	21.1	4.1	88	1920	23.8	4.8	100
REDBOOK	9584	1409	6.1	14.7	108	415	5.8	4.3	102	403	5.2	4.2	91	591	7.3	6.2	128
ROAD & TRACK	2590	438	1.9	16.9	124	**129	1.8	5.0	117	*200	2.6	7.7	167	**109	1.4	4.2	87
ROLLING STONE	3302	685	3.0	20.7	152	**92	1.3	2.8	66	*266	3.4	8.1	175	327	4.1	9.9	206
RUNNER'S WORLD	1229	**120	0.5	9.8	71	**47	0.7	3.8	90	**31	0.4	2.5	55	**42	0.5	3.4	71
SATURDAY EVENING POST	2110	309	1.3	14.6	107	**105	1.5	5.0	117	**93	1.2	4.4	96	**111	1.4	5.3	109
SCIENCE 84	1543	*192	0.8	12.4	91	**20	0.3	1.3	31	**80	1.0	5.2	112	**92	1.1	6.0	124
SCIENCE DIGEST	1747	*240	1.0	13.7	101	**53	0.7	3.0	72	**57	0.7	3.3	71	**131	1.6	7.5	156
SCIENTIFIC AMERICAN	1994	*271	1.2	13.6	99	**111	1.6	5.6	131	**30	0.4	1.5	33	**131	1.6	6.6	137
SELF	3119	661	2.9	21.2	155	*209	2.9	6.7	158	**88	1.1	2.8	61	*364	4.5	11.7	243
SEVENTEEN	3923	857	3.7	21.8	160	*205	2.9	5.2	123	*272	3.5	6.9	150	*381	4.7	9.7	202
SKI	1501	*147	0.6	9.8	72	**12	0.2	0.8	19	**69	0.9	4.6	100	**66	0.8	4.4	91
SMITHSONIAN	5976	698	3.0	11.7	85	*262	3.7	4.4	103	*156	2.0	2.6	57	280	3.5	4.7	97
SOAP OPERA DIGEST	4228	766	3.3	18.1	133	336	4.7	7.9	187	*188	2.4	4.4	96	*242	3.0	5.7	119
SOUTHERN LIVING	5488	831	3.6	15.8	94	303	4.3	4.7	110	*264	3.4	4.1	88	*265	3.3	4.1	85
SPORT	3500	632	2.8	18.1	132	*248	3.5	7.1	167	*189	2.4	5.4	117	*196	2.4	5.6	116
THE SPORTING NEWS	2456	478	2.1	19.5	142	*188	2.6	7.7	180	**115	1.5	4.7	102	*175	2.2	7.1	148
SPORTS AFIELD	3648	490	2.1	13.4	98	*208	2.9	5.7	134	**138	1.8	3.8	82	*145	1.8	4.0	83
SPORTS ILLUSTRATED	14484	2333	10.2	16.1	118	772	10.9	5.3	126	639	8.3	4.4	96	922	11.4	6.4	132
STAR	12661	2201	9.6	17.4	127	768	10.8	6.1	143	760	9.8	6.0	130	672	8.3	5.3	110
SUNDAY	52799	7529	32.9	14.3	104	2365	33.2	4.5	106	2546	32.9	4.8	105	2618	32.4	5.0	103
SUNSET	3513	*282	1.2	8.0	59	**63	0.9	1.8	42	**62	0.8	1.8	38	**157	1.9	4.5	93
TV GUIDE	42766	6721	29.3	15.7	115	2178	30.6	5.1	120	2151	27.8	5.0	109	2392	29.6	5.6	116
TENNIS	1254	*131	0.6	10.4	76	**75	1.1	6.0	141	**9	0.1	0.7	16	**47	0.6	3.7	78
TIME	22054	3114	13.6	14.1	103	864	12.1	3.9	92	917	11.9	4.2	90	1333	16.5	6.0	126
TOWN & COUNTRY	1555	*218	1.0	14.0	103	**89	1.3	5.7	135	**61	0.8	3.9	85	**68	0.8	4.4	91
TRAVEL & LEISURE	2173	334	1.5	15.4	112	**135	1.9	6.2	146	**53	0.7	2.4	53	*147	1.8	6.8	141
TRUE STORY	4636	831	3.6	17.9	131	*284	4.0	6.1	144	*313	4.0	6.8	146	*234	2.9	5.0	105
U.S.NEWS & WORLD REPORT	10353	1403	6.1	13.6	99	426	6.0	4.1	97	333	4.3	3.2	70	645	8.0	6.2	130
USA TODAY	4994	766	3.3	15.3	112	*236	3.3	4.7	111	*200	2.6	4.0	87	329	4.1	6.6	137
US	3528	615	2.7	17.4	128	*174	2.4	4.9	116	*216	2.8	6.1	133	*224	2.8	6.3	132
VOGUE	5424	907	4.0	16.7	122	322	4.5	5.9	140	*206	2.7	3.8	82	380	4.7	7.0	146
WALL STREET JOURNAL	6292	811	3.5	12.9	94	*275	3.9	4.4	103	241	3.1	3.8	83	295	3.7	4.7	97
WEIGHT WATCHERS	2762	460	2.0	16.7	122	*184	2.6	6.7	157	**117	1.5	4.2	92	*159	2.0	5.8	120
WOMAN'S DAY	16320	2513	11.0	15.4	113	560	7.9	3.4	81	855	11.1	5.2	114	1098	13.6	6.7	140
WORKING MOTHER	1496	263	1.1	17.6	129	**76	1.1	5.1	120	**84	1.1	5.6	122	**103	1.3	6.9	143
WORKING WOMAN	1851	314	1.4	17.0	124	**114	1.6	6.2	145	**94	1.2	5.1	110	**107	1.3	5.8	120
WORLD TENNIS	580	**91	0.4	15.7	115	**26	0.4	4.5	106	**29	0.4	5.0	108	**36	0.4	6.2	129
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1826	8.0	14.7	108	511	7.2	4.1	97	645	8.3	5.2	113	669	8.3	5.4	112
BLAIR INSERTS	91671	12450	54.3	13.6	99	3599	50.6	3.9	93	4139	53.5	4.5	98	4712	58.4	5.1	107
DAILY NEWSPAPERS																	
READ ANY	109190	14866	64.9	13.6	100	4315	60.7	4.0	93	4893	63.2	4.5	97	5658	70.1	5.2	108
READ ONE	89587	11868	51.8	13.2	97	3599	50.6	4.0	95	3957	51.2	4.4	96	4312	53.4	4.8	100
READ TWO OR MORE	19602	2998	13.1	15.3	112	716	10.1	3.7	86	936	12.1	4.8	104	1346	16.7	6.9	143
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14824	64.7	13.5	99	4441	62.4	4.0	95	4843	62.6	4.4	96	5540	68.7	5.1	105
READ ONE	95074	12672	55.3	13.3	98	3940	55.4	4.1	98	4171	53.9	4.4	95	4561	56.5	4.8	100
READ TWO OR MORE	14588	2152	9.4	14.8	108	501	7.0	3.4	81	672	8.7	4.6	100	980	12.1	6.7	140
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.02				28.74				26.65				28.67			
30 DAY REACH	149706	20580	89.8	13.7	101	6394	89.9	4.3	101	6904	89.2	4.6	100	7282	90.2	4.9	101
50 SHWG - 30 DAY AV FREQ	15.16	14.67				15.23				13.94				14.87			
30 DAY REACH	142406	19697	85.9	13.8	101	6057	85.1	4.3	100	6606	85.4	4.6	101	7034	87.2	4.9	103
25 SHWG - 30 DAY AV FREQ	8.23	7.91				8.34				7.40				8.03			
30 DAY REACH	131152	18234	79.6	13.9	102	5529	77.7	4.2	99	6205	80.2	4.7	103	6499	80.5	5.0	103
CABLE TV: HOME WIRED	66879	9244	40.3	13.8	101	2891	40.6	4.3	102	2664	34.4	4.0	86	3690	45.7	5.5	115
HOME NOT WIRED	100848	13675	59.7	13.6	99	4223	59.4	4.2	99	5072	65.6	5.0	109	4379	54.3	4.3	90
HAVE PAY CABLE	35024	5271	23.0	15.0	110	1537	21.6	4.4	103	1538	19.9	4.4	95	2196	27.2	6.3	130

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(ADULTS)

0032
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS	167727	22918	100.0	13.7	100	7114	100.0	4.2	100	7736	100.0	4.6	100	8069	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	13128	57.3	13.7	100	3809	53.5	4.0	94	4268	55.2	4.5	97	5051	62.6	5.3	110
10:00 AM - 3:00 PM	63599	8782	38.3	13.8	101	2597	36.5	4.1	96	3117	40.3	4.9	106	3068	38.0	4.8	100
3:00 PM - 7:00 PM	72097	10099	44.1	14.0	103	3183	44.7	4.4	104	3059	39.5	4.2	92	3856	47.8	5.3	111
7:00 PM - MIDNIGHT	36670	5573	24.3	15.2	111	1820	25.6	5.0	117	1629	21.1	4.4	96	2124	26.3	5.8	120
MIDNIGHT - 6:00 AM	21908	3321	14.5	15.2	111	939	13.2	4.3	101	1077	13.9	4.9	107	1305	16.2	6.0	124
6:00 AM - MIDNIGHT	127571	17634	76.9	13.8	101	5292	74.4	4.1	98	5747	74.3	4.5	98	6596	81.7	5.2	107
ENTIRE DAY	129239	17954	78.3	13.9	102	5401	75.9	4.2	99	5842	75.5	4.5	98	6711	83.2	5.2	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4327	18.9	12.7	93	1400	19.7	4.1	97	1399	18.1	4.1	89	1528	18.9	4.5	93
ALL NEWS	6062	852	3.7	14.1	103	303	4.3	5.0	118	254	3.3	4.2	91	294	3.6	4.8	101
AOR/PROGRESSIVE	11884	1879	8.2	15.8	116	659	9.3	5.5	131	569	7.4	4.8	104	652	8.1	5.5	114
BEAUTIFUL MUSIC	11180	1473	6.4	13.2	96	423	5.9	3.8	89	432	5.6	3.9	84	619	7.7	5.5	115
BLACK	4538	1009	4.4	22.2	163	350	4.9	7.7	182	315	4.1	6.9	150	344	4.3	7.6	158
CLASSICAL	3857	554	2.4	14.4	105	**155	2.2	4.0	95	*207	2.7	5.4	116	*192	2.4	5.0	103
CHR/ROCK	21946	3711	16.2	16.9	124	983	13.8	4.5	106	1186	15.3	5.4	117	1542	19.1	7.0	146
COUNTRY	27262	3491	15.2	12.8	94	1135	16.0	4.2	98	1081	14.0	4.0	86	1275	15.8	4.7	97
GOLDEN OLDIES	3339	596	2.6	17.8	131	*300	4.2	9.0	212	*176	2.3	5.3	114	**121	1.5	3.6	75
MOR/NOSTALGIA	10346	1312	5.7	12.7	93	356	5.0	3.4	81	430	5.6	4.2	90	525	6.5	5.1	105
NEWS/TALK	8929	1148	5.0	12.9	94	328	4.6	3.7	87	328	4.2	3.7	80	492	6.1	5.5	115
RELIGIOUS	5488	706	3.1	12.9	94	*261	3.7	4.8	112	*218	2.8	4.0	86	*227	2.8	4.1	86
SOFT ROCK	1232	*166	0.7	13.5	99	**38	0.5	3.1	73	**76	1.0	6.2	134	**52	0.6	4.2	88
URBAN CONTEMPORARY	3184	810	3.5	25.4	186	293	4.1	9.2	217	*231	3.0	7.3	157	*287	3.6	9.0	187
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1141	5.0	16.5	121	326	4.6	4.7	111	388	5.0	5.6	122	426	5.3	6.2	128
ABC DIRECTION	5212	757	3.3	14.5	106	209	2.9	4.0	95	267	3.5	5.1	111	280	3.5	5.4	112
ABC ENTERTAINMENT	10385	1358	5.9	13.1	96	449	6.3	4.3	102	337	4.4	3.2	70	572	7.1	5.5	114
ABC FM	4762	803	3.5	16.9	123	*227	3.2	4.8	112	*248	3.2	5.2	113	*328	4.1	6.9	143
ABC INFORMATION	11339	1446	6.3	12.8	93	405	5.7	3.6	84	552	7.1	4.9	106	489	6.1	4.3	90
ABC ROCK	4878	978	4.3	20.0	147	363	5.1	7.4	175	*299	3.9	6.1	133	317	3.9	6.5	135
CBS	10709	1354	5.9	12.6	93	444	6.2	4.1	98	409	5.3	3.8	83	502	6.2	4.7	97
MUTUAL	10251	1306	5.7	12.7	93	389	5.5	3.8	89	469	6.1	4.6	99	448	5.6	4.4	91
NBC	12243	1283	5.6	10.5	77	445	6.3	3.6	86	300	3.9	2.5	53	537	6.7	4.4	91
RADIORADIO	4606	678	3.0	14.7	108	*225	3.2	4.9	115	*190	2.5	4.1	89	*262	3.2	5.7	118
RKO ONE	5148	893	3.9	17.3	127	*384	5.4	7.5	176	*218	2.8	4.2	92	290	3.6	5.6	117
RKO TWO	7313	1065	4.6	14.6	107	432	6.1	5.9	139	*202	2.6	2.8	60	431	5.3	5.9	123
THE SOURCE	5981	1065	4.6	17.8	130	*334	4.7	5.6	132	*250	3.2	4.2	91	481	6.0	8.0	167
NON-WIRED : BLAIR	19329	3008	13.1	15.6	114	891	12.5	4.6	109	933	12.1	4.8	105	1184	14.7	6.1	127
INTERNET	27139	4225	18.4	15.6	114	1319	18.5	4.9	115	1417	18.3	5.2	113	1489	18.5	5.5	114
KATZ RADIO GROUP	36319	4999	21.8	13.8	101	1368	19.2	3.8	89	1623	21.0	4.5	97	2008	24.9	5.5	115
SUPERNET	22361	3173	13.8	14.2	104	1131	15.9	5.1	119	956	12.4	4.3	93	1086	13.5	4.9	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2114	9.2	14.5	106	779	11.0	5.4	126	675	8.7	4.6	101	660	8.2	4.5	94
WKDAY 9:00 AM - 1:00 PM	18688	2822	12.3	15.1	111	922	13.0	4.9	116	1099	14.2	5.9	128	801	9.9	4.3	89
WKDAY 1:00 PM - 4:30 PM	24061	3593	15.7	14.9	109	1174	16.5	4.9	115	1373	17.7	5.7	124	1046	13.0	4.3	90
WKDAY 4:30 PM - 7:30 PM	44079	6227	27.2	14.1	103	1978	27.8	4.5	106	2246	29.0	5.1	110	2003	24.8	4.5	94
WKDAY 7:30 PM - 8:00 PM	61979	8717	38.0	14.1	103	2859	40.2	4.6	109	3084	39.9	5.0	108	2773	34.4	4.5	93
WKDAY 11:00 PM - 11:30 PM	49084	7097	31.0	14.5	106	2468	34.7	5.0	119	2391	30.9	4.9	106	2238	27.7	4.6	95
WKDAY 11:30 PM - 1:00 AM	16560	2471	10.8	14.9	109	873	12.3	5.3	124	863	11.2	5.2	113	735	9.1	4.4	92
M-SAT 8-11 PM+SUN 7-11 PM	66967	9459	41.3	14.1	103	3011	42.3	4.5	106	3196	41.3	4.8	103	3251	40.3	4.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1424	6.2	15.4	112	451	6.3	4.9	115	563	7.3	6.1	132	410	5.1	4.4	92
ANOTHER WORLD N	6138	811	3.5	13.2	97	270	3.8	4.4	104	303	3.9	4.9	107	239	3.0	3.9	81
AS THE WORLD TURNS C	7707	1119	4.9	14.5	106	319	4.5	4.1	98	453	5.9	5.9	127	347	4.3	4.5	94
CAPITOL C	4688	729	3.2	15.6	114	219	3.1	4.7	110	333	4.3	7.1	154	176	2.2	3.8	78
CBS MORN. NEWS 1 C	2792	436	1.9	15.6	114	*182	2.6	6.5	154	*99	1.3	3.5	77	155	1.9	5.6	115
CBS MORN. NEWS 2 C	2071	301	1.3	14.5	106	*101	1.4	4.9	115	*103	1.3	5.0	108	97	1.2	4.7	97
DAYS OF OUR LIVES N	8018	1208	5.3	15.1	110	454	6.4	5.7	133	386	5.0	4.8	104	368	4.6	4.6	95
FACTS OF LIFE - DAYTIME N	3487	548	2.4	15.7	115	170	2.4	4.9	115	256	3.3	7.3	159	121	1.5	3.5	72
FAMILY FEUD A	4817	848	3.7	17.6	129	295	4.1	6.1	144	299	3.9	6.2	135	254	3.1	5.3	110
GENERAL HOSPITAL A	8333	1427	6.2	17.1	125	472	6.6	5.7	134	555	7.2	6.7	144	400	5.0	4.8	100
GOOD MORNING, AMERICA-730 A	5472	724	3.2	13.2	97	209	2.9	3.8	90	285	3.7	5.2	113	230	2.9	4.2	87
GOOD MORNING, AMERICA-830 A	3965	575	2.5	14.5	106	182	2.6	4.6	108	172	2.2	4.3	94	221	2.7	5.6	116
GUIDING LIGHT C	7542	1098	4.8	14.6	107	368	5.2	4.9	115	458	5.9	6.1	132	271	3.4	3.6	75
ONE LIFE TO LIVE A	6018	976	4.3	16.2	119	380	5.3	6.3	149	329	4.3	5.5	119	267	3.3	4.4	92
PRESS YOUR LUCK C	3589	509	2.2	14.2	104	169	2.4	4.7	111	211	2.7	5.9	127	129	1.6	3.6	75
PRICE IS RIGHT 1 C	7418	1176	5.1	15.9	116	385	5.4	5.2	122	426	5.5	5.7	125	364	4.5	4.9	102
PRICE IS RIGHT 2 C	8276	1287	5.6	15.6	114	375	5.3	4.5	107	513	6.6	6.2	134	399	4.9	4.8	100
RYAN'S HOPE A	4358	726	3.2	16.7	122	248	3.5	5.7	134	276	3.6	6.3	137	*202	2.5	4.6	96
SALE OF THE CENTURY N	3749	669	2.9	17.8	131	212	3.0	5.7	133	275	3.6	7.3	159	182	2.3	4.9	101
SEARCH FOR TOMORROW N	2884	402	1.8	13.9	102	142	2.0	4.9	116	124	1.6	4.3	93	*136	1.7	4.7	98
TODAY SHOW 1 N	4869	666	2.9	13.7	100	234	3.3	4.8	113	192	2.5	3.9	85	241	3.0	4.9	103
TODAY SHOW 2 N	4135	575	2.5	13.9	102	204	2.9	4.9	116	241	3.1	5.8	126	130	1.6	3.1	65
$25,000 PYRAMID C	4361	654	2.9	15.0	110	213	3.0	4.9	115	217	2.8	5.0	108	224	2.8	5.1	107
WHEEL OF FORTUNE N	6187	981	4.3	15.9	116	364	5.1	5.9	139	367	4.7	5.9	129	250	3.1	4.0	84
YOUNG AND THE RESTLESS C	8186	1182	5.2	14.4	106	361	5.1	4.4	104	517	6.7	6.3	137	305	3.8	3.7	77
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	571	2.5	12.1	88	230	3.2	4.9	115	182	2.4	3.9	83	159	2.0	3.4	70
NBA PLAYOFF GAME -1 C	5127	738	3.2	14.4	105	192	2.7	3.7	88	292	3.8	5.7	123	254	3.1	5.0	103
NBC MAJOR LEAGUE PRE-GAME N	3945	644	2.8	16.3	119	*184	2.6	4.7	110	*284	3.7	7.2	156	*177	2.2	4.5	93
SPORTSWORLD - SUN N	3370	568	2.5	16.9	123	*178	2.5	5.3	125	*208	2.7	6.2	134	182	2.3	5.4	112
SUNDAY MORNING C	4200	538	2.3	12.8	94	263	3.7	6.3	148	*140	1.8	3.3	72	*135	1.7	3.2	67

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(ADULTS)

0033
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL ADULTS		167727	22918	100.0	13.7	100	7114	100.0	4.2	100	7736	100.0	4.6	100	8069	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	7144	31.2	13.7	100	2265	31.8	4.3	102	2506	32.4	4.8	104	2373	29.4	4.5	94
NETWORK AFFILIATES - LATE		39164	5530	24.1	14.1	103	1848	26.0	4.7	111	1884	24.4	4.8	104	1799	22.3	4.6	95
INDEPENDENTS - LATE		5133	755	3.3	14.7	108	231	3.2	4.5	106	232	3.0	4.5	98	292	3.6	5.7	118
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3499	15.3	15.3	112	1146	16.1	5.0	118	1237	16.0	5.4	118	1116	13.8	4.9	102
ABC MONDAY NIGHT MOVIE	A	11258	1410	6.2	12.5	92	419	5.9	3.7	88	495	6.4	4.4	95	497	6.2	4.4	92
ABC SUNDAY NIGHT MOVIE	A	23600	3266	14.3	13.8	101	979	13.8	4.1	98	1210	15.6	5.1	111	1077	13.3	4.6	95
ABC WORLD NEWS TONIGHT	A	12801	1807	7.9	14.1	103	508	7.1	4.0	94	661	8.5	5.2	112	638	7.9	5.0	104
AFTERMASH	C	10966	1637	7.1	14.9	109	399	5.6	3.6	86	514	6.6	4.7	102	724	9.0	6.6	137
ALICE	C	17050	2569	11.2	15.1	110	761	10.7	4.5	105	907	11.7	5.3	115	901	11.2	5.3	110
AMERICAN PARADE	C	11998	1457	6.4	12.1	89	443	6.2	3.7	87	537	6.9	4.5	97	477	5.9	4.0	83
BENSON	A	19258	2485	10.8	12.9	94	794	11.2	4.1	97	807	10.4	4.2	91	883	10.9	4.6	95
BLUE THUNDER	A	11478	1366	6.0	11.9	87	439	6.2	3.8	90	421	5.4	3.7	80	506	6.3	4.4	92
CAGNEY & LACEY	C	18263	2515	11.0	13.8	101	767	10.8	4.2	99	916	11.8	5.0	109	832	10.3	4.6	95
CBS EVENING NEWS-DEAN	C	7733	858	3.7	11.1	81	*210	3.0	2.7	64	335	4.3	4.3	94	313	3.9	4.0	84
CBS EVENING NEWS-RATHER	C	15653	2036	8.9	13.0	95	570	8.0	3.6	86	764	9.9	4.9	106	702	8.7	4.5	93
CBS SAT. NEWS-SCHIEFFER	C	8744	937	4.1	10.7	78	210	3.0	2.4	57	357	4.6	4.1	89	371	4.6	4.2	88
CBS SATURDAY NIGHT MOVIE	C	12000	1658	7.2	13.8	101	526	7.4	4.4	103	563	7.3	4.7	102	569	7.1	4.7	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	1771	7.7	15.4	112	572	8.0	5.0	117	662	8.6	5.7	125	537	6.7	4.7	97
CHEERS	N	16818	2408	10.5	14.3	105	784	11.0	4.7	110	799	10.3	4.8	103	825	10.2	4.9	102
DALLAS	C	37510	5639	24.6	15.0	110	1760	24.7	4.7	111	1835	23.7	4.9	106	2043	25.3	5.4	113
DIFF'RENT STROKES	N	11258	1526	6.7	13.6	99	534	7.5	4.7	112	530	6.9	4.7	102	463	5.7	4.1	85
DOUBLE TROUBLE	N	12248	1779	7.8	14.5	106	579	8.1	4.7	111	667	8.6	5.4	118	532	6.6	4.3	90
DUCK FACTORY	N	11100	1625	7.1	14.6	107	509	7.2	4.6	108	584	7.5	5.3	114	532	6.6	4.8	100
DUKES OF HAZZARD	C	12353	1597	7.0	12.9	95	414	5.8	3.4	79	589	7.6	4.8	103	595	7.4	4.8	100
DYNASTY	A	33279	4663	20.3	14.0	103	1533	21.5	4.6	109	1769	22.9	5.3	115	1361	16.9	4.1	85
FACTS OF LIFE	N	13410	1793	7.8	13.4	98	573	8.1	4.3	101	586	7.6	4.4	95	634	7.9	4.7	98
FALCON CREST	C	31093	4451	19.4	14.3	105	1299	18.3	4.2	98	1611	20.8	5.2	112	1540	19.1	5.0	103
FALL GUY	A	18649	2578	11.2	13.8	101	789	11.1	4.2	100	951	12.3	5.1	111	838	10.4	4.5	93
FAMILY TIES	N	13101	2040	8.9	15.6	114	595	8.4	4.5	107	804	10.4	6.1	133	640	7.9	4.9	102
FANTASY ISLAND	A	13069	1967	8.6	15.1	110	648	9.1	5.0	117	707	9.1	5.4	117	612	7.6	4.7	97
FOULUPS,BLEEPS & BLUNDERS	A	16588	2123	9.3	12.8	94	613	8.6	3.7	87	835	10.8	5.0	109	674	8.4	4.1	84
FOUR SEASONS	C	9302	1437	6.3	15.4	113	384	5.4	4.1	97	436	5.6	4.7	102	617	7.6	6.6	138
GIMME A BREAK	N	13955	2148	9.4	15.4	113	683	9.6	4.9	115	855	11.1	6.1	133	610	7.6	4.4	91
HART TO HART	A	15735	2175	9.5	13.8	101	792	11.1	5.0	119	678	8.8	4.3	93	705	8.7	4.5	93
HILL STREET BLUES	N	18257	2563	11.2	14.0	103	811	11.4	4.4	105	659	8.5	3.6	78	1093	13.5	6.0	124
HOTEL	A	24236	3226	14.1	13.3	97	1271	17.9	5.2	124	1021	13.2	4.2	91	935	11.6	3.9	80
JEFFERSONS	C	17010	2434	10.6	14.3	105	777	10.9	4.6	108	875	11.3	5.1	112	782	9.7	4.6	96
JENNIFER SLEPT HERE	N	9397	1332	5.8	14.2	104	552	7.8	5.9	138	392	5.1	4.2	90	388	4.8	4.1	86
KATE & ALLIE	C	16762	2326	10.1	13.9	102	684	9.6	4.1	96	855	11.1	5.1	111	787	9.8	4.7	98
KNIGHT RIDER	N	13164	2043	8.9	15.5	114	565	7.9	4.3	101	867	11.2	6.6	143	612	7.6	4.6	97
LOVE BOAT	A	20400	2948	12.9	14.5	106	966	13.6	4.7	112	1023	13.2	5.0	109	958	11.9	4.7	98
MAGNUM PI	C	22543	2901	12.7	12.9	94	791	11.1	3.5	83	914	11.8	4.1	88	1196	14.8	5.3	110
MAMA'S FAMILY	N	9852	1467	6.4	14.9	109	488	6.9	5.0	117	496	6.4	5.0	109	483	6.0	4.9	102
MASTER, THE	N	8082	1188	5.2	14.7	108	427	6.0	5.3	125	422	5.5	5.2	113	339	4.2	4.2	87
MATT HOUSTON	A	12881	1765	7.7	13.7	100	559	7.9	4.3	102	653	8.4	5.1	110	553	6.9	4.3	89
NBC MONDAY NIGHT MOVIE	N	23889	3337	14.6	14.0	102	884	12.4	3.7	87	1198	15.5	5.0	109	1255	15.6	5.3	109
NBC NIGHTLY NEWS	N	11156	1329	5.8	11.9	87	434	6.1	3.9	92	452	5.8	4.1	88	443	5.5	4.0	83
NBC NIGHTLY NEWS-SAT	N	7363	923	4.0	12.5	92	254	3.6	3.4	81	357	4.6	4.8	105	313	3.9	4.3	88
NBC NIGHTLY NEWS-SUN	N	6214	855	3.7	13.8	101	*260	3.7	4.2	99	263	3.4	4.2	92	332	4.1	5.3	111
NBC SUNDAY NIGHT MOVIE	N	17590	2645	11.5	15.0	110	824	11.6	4.7	110	936	12.1	5.3	115	886	11.0	5.0	105
NEWHART	C	16740	2220	9.7	13.3	97	605	8.5	3.6	85	874	11.3	5.2	113	741	9.2	4.4	92
ONE DAY AT A TIME	C	11820	1868	8.2	15.8	116	622	8.7	5.3	124	640	8.3	5.4	117	605	7.5	5.1	106
PEOPLE ARE FUNNY	N	9138	1200	5.2	13.1	96	466	6.6	5.1	120	389	5.0	4.3	92	345	4.3	3.8	78
REAL PEOPLE	N	15979	2036	8.9	12.7	93	614	8.6	3.8	91	692	8.9	4.3	94	730	9.0	4.6	95
REMINGTON STEELE	N	14395	2129	9.3	14.8	108	649	9.1	4.5	106	729	9.4	5.1	110	752	9.3	5.2	109
RIPLEY'S BELIEVE IT - NOT	A	11362	1573	6.9	13.8	101	421	5.9	3.7	87	497	6.4	4.4	95	655	8.1	5.8	120
RIPTIDE	N	13920	2105	9.2	15.1	111	611	8.6	4.4	103	719	9.3	5.2	112	775	9.6	5.6	116
SCARECROW & MRS. KING	C	17571	2482	10.8	14.1	103	772	10.9	4.4	104	822	10.6	4.7	101	888	11.0	5.1	105
SIMON & SIMON	C	20208	2757	12.0	13.6	100	736	10.3	3.6	86	836	10.8	4.1	90	1186	14.7	5.9	122
60 MINUTES	C	27668	3586	15.6	13.0	95	1110	15.6	4.0	95	1191	15.4	4.3	93	1286	15.9	4.6	97
ST. ELSEWHERE	N	13699	1881	8.2	13.7	100	574	8.1	4.2	99	544	7.0	4.0	86	763	9.5	5.6	116
THREE'S COMPANY	A	20632	2722	11.9	13.2	97	852	12.0	4.1	97	968	12.5	4.7	102	902	11.2	4.4	91
T.J. HOOKER	A	17136	2355	10.3	13.7	101	699	9.8	4.1	96	933	12.1	5.4	118	723	9.0	4.2	88
TONIGHT SHOW	N	4963	719	3.1	14.5	106	246	3.5	5.0	117	242	3.1	4.9	106	232	2.9	4.7	97
TRAPPER JOHN, M.D.	C	16332	2344	10.2	14.4	105	883	12.4	5.4	127	791	10.2	4.8	105	670	8.3	4.1	85
TV BLOOPERS & PRAC. JOKES	N	18881	2424	10.6	12.8	94	702	9.9	3.7	88	880	11.4	4.7	101	842	10.4	4.5	93
20/20	A	18315	2447	10.7	13.4	98	760	10.7	4.1	98	944	12.2	5.2	112	744	9.2	4.1	84
WEBSTER	A	18722	2415	10.5	12.9	94	820	11.5	4.4	103	785	10.1	4.2	91	811	10.1	4.3	90
WORLD NEWS - SUN	A	5327	753	3.3	14.1	103	*239	3.4	4.5	106	293	3.8	5.5	119	*220	2.7	4.1	86
YELLOW ROSE	N	8370	1185	5.2	14.2	104	423	5.9	5.1	119	289	3.7	3.5	75	472	5.8	5.6	117
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3204	14.0	12.4	91	991	13.9	3.8	90	998	12.9	3.9	84	1215	15.1	4.7	98
BASKETBALL - COLLEGE GAMES		14468	1845	8.1	12.8	93	594	8.3	4.1	97	**492	6.4	3.4	74	759	9.4	5.2	109
BASKETBALL - PRO GAMES		12124	1911	8.3	15.8	115	679	9.5	5.6	132	700	9.0	5.8	125	533	6.6	4.4	91
BOWLING		9412	1492	6.5	15.9	116	*458	6.4	4.9	115	655	8.5	7.0	151	*379	4.7	4.0	84
BOXING		15409	2256	9.8	14.6	107	666	9.4	4.3	102	914	11.8	5.9	129	676	8.4	4.4	91
FOOTBALL - COLLEGE GAMES		21400	2979	13.0	13.9	102	944	13.3	4.4	104	925	12.0	4.3	94	1110	13.8	5.2	108
FOOTBALL - PRO GAMES		35944	4608	20.1	12.8	94	1321	18.6	3.7	87	1480	19.1	4.1	89	1807	22.4	5.0	104
GOLF		9759	1159	5.1	11.9	87	*244	3.4	2.5	59	*514	6.6	5.3	114	*401	5.0	4.1	85
POST-SEASON COLL. FOOTBALL		18123	2280	9.9	12.6	92	749	10.5	4.1	97	721	9.3	4.0	86	811	10.1	4.5	93
POST-SEASON PRO FOOTBALL		22091	2815	12.3	12.7	93	871	12.2	3.9	93	805	10.4	3.6	79	1138	14.1	5.2	107
TENNIS		6764	938	4.1	13.9	101	*326	4.6	4.8	114	**234	3.0	3.5	75	*378	4.7	5.6	116
WRESTLING - PROFESSIONAL		9695	1850	8.1	19.1	140	590	8.3	6.1	143	619	8.0	6.4	138	*642	8.0	6.6	138

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	10125	100.0	12.8	100	3424	100.0	4.3	100	3044	100.0	3.8	100	3657	100.0	4.6	100
HOUSEHOLD HEADS	66405	7850	77.5	11.8	93	2721	79.5	4.1	95	2273	74.7	3.4	89	2857	78.1	4.3	93
18 - 24	13945	2377	23.5	17.0	133	665	19.4	4.8	110	*881	28.9	6.3	165	831	22.7	6.0	129
25 - 34	19334	2485	24.5	12.9	101	703	20.5	3.6	84	684	22.5	3.5	92	1098	30.0	5.7	123
35 - 44	14196	1703	16.8	12.0	94	573	16.7	4.0	93	568	18.7	4.0	104	562	15.4	4.0	86
45 - 54	10896	1453	14.4	13.3	104	*631	18.4	5.8	134	*280	9.2	2.6	67	541	14.8	5.0	108
55 - 64	10378	1162	11.5	11.2	88	*453	13.2	4.4	101	*308	10.1	3.0	77	*401	11.0	3.9	84
65 OR OLDER	10514	945	9.3	9.0	70	*399	11.7	3.8	88	*323	10.6	3.1	80	*224	6.1	2.1	46
18 - 34	33279	4862	48.0	14.6	114	1368	40.0	4.1	95	1565	51.4	4.7	122	1929	52.7	5.8	126
18 - 49	52904	7308	72.2	13.8	108	2221	64.9	4.2	97	2256	74.1	4.3	111	2831	77.4	5.4	116
25 - 54	44426	5641	55.7	12.7	99	1908	55.7	4.3	99	1532	50.3	3.4	90	2201	60.2	5.0	107
35 - 49	19625	2446	24.2	12.5	98	854	24.9	4.4	101	691	22.7	3.5	92	901	24.6	4.6	100
50 OR OLDER	26359	2817	27.8	10.7	84	1203	35.1	4.6	106	788	25.9	3.0	78	826	22.6	3.1	68
GRADUATED COLLEGE	15982	1589	15.7	9.9	78	*453	13.2	2.8	66	*401	13.2	2.5	65	735	20.1	4.6	100
ATTENDED COLLEGE	13629	1912	18.9	14.0	110	*463	13.5	3.4	79	*480	15.8	3.5	92	969	26.5	7.1	154
GRADUATED HIGH SCHOOL	28591	3583	35.4	12.5	98	1190	34.8	4.2	96	1122	36.9	3.9	102	1270	34.7	4.4	96
DID NOT GRADUATE HIGH SCHOOL	21061	3040	30.0	14.4	113	1318	38.5	6.3	145	1040	34.2	4.9	129	682	18.6	3.2	70
EMPLOYED FULL-TIME	52316	6624	65.4	12.7	99	2265	66.2	4.3	100	1793	58.9	3.4	89	2566	70.2	4.9	106
EMPLOYED PART-TIME	4113	*541	5.3	13.2	103	**156	4.6	3.8	88	**82	2.7	2.0	52	*304	8.3	7.4	160
NOT EMPLOYED	22834	2960	29.2	13.0	101	1003	29.3	4.4	102	1169	38.4	5.1	133	788	21.5	3.5	75
PROFESSIONAL/MANAGER	15034	1548	15.3	10.3	81	*497	14.5	3.3	77	*292	9.6	1.9	51	758	20.7	5.0	109
TECH/CLERICAL/SALES	11255	1521	15.0	13.5	106	*473	13.8	4.2	97	*386	12.7	3.4	89	662	18.1	5.9	127
PRECISION/CRAFT	11607	1444	14.3	12.4	97	*400	11.7	3.4	80	*478	15.7	4.1	107	567	15.5	4.9	106
OTHER EMPLOYED	18534	2652	26.2	14.3	112	1050	30.7	5.7	131	719	23.6	3.9	101	883	24.1	4.8	103
SINGLE	19562	3372	33.3	17.2	135	1045	30.5	5.3	124	1057	34.7	5.4	141	1271	34.8	6.5	141
MARRIED	51896	5896	58.2	11.4	89	2157	63.0	4.2	96	1617	53.1	3.1	81	2122	58.0	4.1	89
DIVORCED/SEPARATED/WIDOWED	7804	857	8.5	11.0	86	*222	6.5	2.8	66	*370	12.2	4.7	123	*265	7.2	3.4	74
PARENTS	25372	3316	32.8	13.1	102	1077	31.5	4.2	98	925	30.4	3.6	95	1314	35.9	5.2	112
WHITE	69658	8434	83.3	12.1	95	2797	81.7	4.0	93	2464	80.9	3.5	92	3173	86.8	4.6	99
BLACK	7909	1457	14.4	18.4	144	529	15.4	6.7	155	*494	16.2	6.2	163	*434	11.9	5.5	119
OTHER	1696	**234	2.3	13.8	108	**97	2.8	5.7	132	**86	2.8	5.1	132	**50	1.4	2.9	64
NORTHEAST-CENSUS	17202	2499	24.7	14.5	114	748	21.8	4.3	101	776	25.5	4.5	117	975	26.7	5.7	123
NORTH CENTRAL	20461	2041	20.2	10.0	78	600	17.5	2.9	68	450	14.8	2.2	57	991	27.1	4.8	105
SOUTH	26695	4018	39.7	15.1	118	1611	47.1	6.0	140	1220	40.1	4.6	119	1188	32.5	4.5	96
WEST	14906	1567	15.5	10.5	82	*466	13.6	3.1	72	598	19.6	4.0	104	*503	13.8	3.4	73
NORTHEAST-MKTG.	17962	2545	25.1	14.2	111	779	22.8	4.3	100	774	25.4	4.3	112	992	27.1	5.5	120
EAST CENTRAL	11741	1527	15.1	13.0	102	420	12.3	3.6	83	*363	11.9	3.1	81	743	20.3	6.3	137
WEST CENTRAL	13518	1228	12.1	9.1	71	*363	10.6	2.7	62	*294	9.7	2.2	57	572	15.6	4.2	92
SOUTH	23168	3417	33.7	14.7	115	1415	41.3	6.1	141	1072	35.2	4.6	120	929	25.4	4.0	87
PACIFIC	12874	1408	13.9	10.9	86	*447	13.1	3.5	80	*540	17.7	4.2	109	*421	11.5	3.3	71
COUNTY SIZE A	32596	4736	46.8	14.5	114	1635	47.8	5.0	116	1402	46.1	4.3	112	1699	46.5	5.2	113
COUNTY SIZE B	23814	3309	32.7	13.9	109	1140	33.3	4.8	111	979	32.2	4.1	107	1190	32.5	5.0	108
COUNTY SIZE C	12663	1177	11.6	9.3	73	**322	9.4	2.5	59	*357	11.7	2.8	73	*497	13.6	3.9	85
COUNTY SIZE D	10190	904	8.9	8.9	69	*327	9.6	3.2	74	**306	10.1	3.0	78	**271	7.4	2.7	58
METRO CENTRAL CITY	23190	3542	35.0	15.3	120	1233	36.0	5.3	123	1223	40.2	5.3	137	1086	29.7	4.7	102
METRO SUBURBAN	36920	4674	46.2	12.7	99	1485	43.4	4.0	93	1172	38.5	3.2	83	2017	55.2	5.5	118
NON METRO	19152	1909	18.9	10.0	78	*706	20.6	3.7	85	*649	21.3	3.4	88	*554	15.1	2.9	63
TOP 5 ADI'S	18703	2914	28.8	15.6	122	1033	30.2	5.5	128	838	27.5	4.5	117	1043	28.5	5.6	121
TOP 10 ADI'S	26158	3968	39.2	15.2	119	1393	40.7	5.3	123	1196	39.3	4.6	119	1379	37.7	5.3	114
TOP 20 ADI'S	36612	5285	52.2	14.4	113	1832	53.5	5.0	116	1533	50.4	4.2	109	1919	52.5	5.2	114
HSHLD INC. $50,000 OR MORE	9326	983	9.7	10.5	83	**338	9.9	3.6	84	**143	4.7	1.5	40	502	13.7	5.4	117
$40,000 OR MORE	18002	1870	18.5	10.4	81	*618	18.0	3.4	79	*330	10.8	1.8	48	922	25.2	5.1	111
$30,000 OR MORE	31361	3520	34.8	11.2	88	1220	35.6	3.9	90	749	24.6	2.4	62	1550	42.4	4.9	107
$25,000 OR MORE	39858	4614	45.6	11.6	91	1556	45.4	3.9	90	1096	36.0	2.7	72	1962	53.7	4.9	107
$20,000 - $24,999	8664	1046	10.3	12.1	95	*376	11.0	4.3	100	*313	10.3	3.6	94	*357	9.8	4.1	89
$15,000 - $19,999	7964	1127	11.1	14.2	111	*309	9.0	3.9	90	*393	12.9	4.9	128	*426	11.6	5.3	116
$10,000 - $14,999	11093	1518	15.0	13.7	107	498	14.5	4.5	104	664	21.8	6.0	156	*356	9.7	3.2	70
UNDER $10,000	11683	1820	18.0	15.6	122	685	20.0	5.9	136	578	19.0	4.9	129	557	15.2	4.8	103
HOUSEHOLD OF 1 PERSON	7453	940	9.3	12.6	99	262	7.7	3.5	81	286	9.4	3.8	100	392	10.7	5.3	114
2 PEOPLE	24757	2709	26.8	10.9	86	1003	29.3	4.1	94	851	28.0	3.4	90	855	23.4	3.5	75
3 OR 4 PEOPLE	32682	4104	40.5	12.6	98	1229	35.9	3.8	87	1275	41.9	3.9	102	1600	43.8	4.9	106
5 OR MORE PEOPLE	14370	2372	23.4	16.5	129	929	27.1	6.5	150	*632	20.8	4.4	115	810	22.1	5.6	122
NO CHILD IN HSHLD	46768	5682	56.1	12.1	95	2086	60.9	4.5	103	1583	52.0	3.4	88	2013	55.0	4.3	93
CHILD(REN) UNDER 2 YRS	4799	573	5.7	11.9	93	**142	4.1	3.0	68	**127	4.2	2.6	69	*304	8.3	6.3	137
2 - 5 YEARS	11125	1401	13.8	12.6	99	*324	9.5	2.9	67	*500	16.4	4.5	117	*577	15.8	5.2	112
6 - 11 YEARS	14193	2049	20.2	14.4	113	703	20.5	5.0	115	698	22.9	4.9	128	648	17.7	4.6	99
12 - 17 YEARS	17402	2688	26.5	15.4	121	918	26.8	5.3	122	810	26.6	4.7	121	960	26.3	5.5	120
RESIDENCE OWNED	56398	6508	64.3	11.5	90	2169	63.3	3.8	89	1858	61.0	3.3	86	2481	67.8	4.4	95
VALUE: $50,000 OR MORE	34811	3944	39.0	11.3	89	1290	37.7	3.7	86	1016	33.4	2.9	76	1638	44.8	4.7	102
VALUE: UNDER $50,000	21587	2563	25.3	11.9	93	879	25.7	4.1	94	841	27.6	3.9	101	843	23.1	3.9	85

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(MALES)

0035
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES		79263	10125	100.0	12.8	100	3424	100.0	4.3	100	3044	100.0	3.8	100	3657	100.0	4.6	100
MAGAZINES	QUINTILE 1	16033	2201	21.7	13.7	107	653	19.1	4.1	94	616	20.2	3.8	100	932	25.5	5.8	126
	QUINTILE 2	15354	2172	21.5	14.1	111	731	21.3	4.8	110	606	19.9	3.9	103	835	22.8	5.4	118
	QUINTILE 3	15888	1848	18.3	11.6	91	666	19.5	4.2	97	561	18.4	3.5	92	621	17.0	3.9	85
	QUINTILE 4	17310	2175	21.5	12.6	98	598	17.5	3.5	80	683	22.4	3.9	103	894	24.4	5.2	112
	QUINTILE 5	14677	1730	17.1	11.8	92	776	22.7	5.3	122	578	19.0	3.9	103	*376	10.3	2.6	56
NEWSPAPERS	QUINTILE 1	15277	2127	21.0	13.9	109	506	14.8	3.3	77	619	20.3	4.1	106	1003	27.4	6.6	142
	QUINTILE 2	22745	2883	28.5	12.7	99	893	26.1	3.9	91	984	32.3	4.3	113	1006	27.5	4.4	96
	QUINTILE 3	10692	1484	14.7	13.9	109	*649	19.0	6.1	141	**289	9.5	2.7	70	*545	14.9	5.1	110
	QUINTILE 4	11646	1037	10.2	8.9	70	*315	9.2	2.7	63	*255	8.4	2.2	57	*467	12.8	4.0	87
	QUINTILE 5	18903	2595	25.6	13.7	107	1061	31.0	5.6	130	897	29.5	4.7	124	637	17.4	3.4	73
OUTDOOR	QUINTILE 1	16620	1765	17.4	10.6	83	591	17.3	3.6	82	487	16.0	2.9	76	687	18.8	4.1	90
	QUINTILE 2	16377	2289	22.6	14.0	109	762	22.3	4.7	108	711	23.4	4.3	113	816	22.3	5.0	108
	QUINTILE 3	15995	2143	21.2	13.4	105	645	18.8	4.0	93	795	26.1	5.0	129	703	19.2	4.4	95
	QUINTILE 4	15592	2161	21.3	13.9	108	735	21.5	4.7	109	*523	17.2	3.4	87	904	24.7	5.8	126
	QUINTILE 5	14679	1767	17.5	12.0	94	691	20.2	4.7	109	529	17.4	3.6	94	547	15.0	3.7	81
RADIO-DRIVE TIME	QUINTILE 1	15746	2079	20.5	13.2	103	808	23.6	5.1	119	523	17.2	3.3	86	748	20.5	4.8	103
	QUINTILE 2	15067	2040	20.1	13.5	106	533	15.6	3.5	82	656	21.6	4.4	113	850	23.2	5.6	122
	QUINTILE 3	15631	1692	16.7	10.8	85	*488	14.3	3.1	72	*459	15.1	2.9	76	745	20.4	4.8	103
	QUINTILE 4	16245	2338	23.1	14.4	113	823	24.0	5.1	117	797	26.2	4.9	128	719	19.7	4.4	96
	QUINTILE 5	16573	1976	19.5	11.9	93	772	22.5	4.7	108	609	20.0	3.7	96	595	16.3	3.6	78
RADIO-MID-DAY	TERCILE 1	21788	2924	28.9	13.4	105	1073	31.3	4.9	114	782	25.7	3.6	93	1069	29.2	4.9	106
	TERCILE 2	21151	2657	26.2	12.6	98	698	20.4	3.3	76	912	30.0	4.3	112	1047	28.6	5.0	107
	TERCILE 3	36323	4544	44.9	12.5	98	1653	48.3	4.6	105	1350	44.3	3.7	97	1541	42.1	4.2	92
RADIO-TOTAL	QUINTILE 1	15977	2173	21.5	13.6	106	758	22.1	4.7	110	589	19.3	3.7	96	826	22.6	5.2	112
	QUINTILE 2	15923	2165	21.4	13.6	106	713	20.8	4.5	104	631	20.7	4.0	103	821	22.5	5.2	112
	QUINTILE 3	14980	1819	18.0	12.1	95	488	14.3	3.3	75	640	21.0	4.3	111	691	18.9	4.6	100
	QUINTILE 4	17123	2258	22.3	13.2	103	800	23.4	4.7	108	727	23.9	4.2	111	731	20.0	4.3	93
	QUINTILE 5	15260	1711	16.9	11.2	88	665	19.4	4.4	101	*458	15.0	3.0	78	588	16.1	3.9	84
TV-PRIME TIME	QUINTILE 1	15674	2236	22.1	14.3	112	771	22.5	4.9	114	712	23.4	4.5	118	753	20.6	4.8	104
	QUINTILE 2	15944	2119	20.9	13.3	104	727	21.2	4.6	106	670	22.0	4.2	109	723	19.8	4.5	98
	QUINTILE 3	16037	2203	21.8	13.7	108	852	24.9	5.3	123	559	18.4	3.5	91	793	21.7	4.9	107
	QUINTILE 4	15412	1739	17.2	11.3	88	438	12.8	2.8	66	525	17.2	3.4	89	776	21.2	5.0	109
	QUINTILE 5	16194	1827	18.0	11.3	88	636	18.6	3.9	91	578	19.0	3.6	93	613	16.8	3.8	82
TV-DAYTIME	TERCILE 1	19156	2526	24.9	13.2	103	893	26.1	4.7	108	882	29.0	4.6	120	751	20.5	3.9	85
	TERCILE 2	19343	2319	22.9	12.0	94	704	20.6	3.6	84	671	22.0	3.5	90	944	25.8	4.9	106
	TERCILE 3	40764	5280	52.1	13.0	101	1827	53.4	4.5	104	1491	49.0	3.7	95	1962	53.7	4.8	104
TV-TOTAL	QUINTILE 1	15844	2242	22.1	14.2	111	765	22.3	4.8	112	814	26.7	5.1	134	663	18.1	4.2	91
	QUINTILE 2	15767	2142	21.2	13.6	106	785	22.9	5.0	115	627	20.6	4.0	104	730	20.0	4.6	100
	QUINTILE 3	15775	1963	19.4	12.4	97	606	17.7	3.8	89	612	20.1	3.9	101	746	20.4	4.7	102
	QUINTILE 4	15903	1928	19.0	12.1	95	644	18.8	4.0	94	*449	14.8	2.8	74	835	22.8	5.3	114
	QUINTILE 5	15974	1849	18.3	11.6	91	624	18.2	3.9	90	*542	17.8	3.4	88	683	18.7	4.3	93
MAGAZINES-NEWSPAPERS: DUAL		21225	3271	32.3	15.4	121	980	28.6	4.6	107	940	30.9	4.4	115	1350	36.9	6.4	138
MAGAZINE IMPERATIVE		17728	2188	21.6	12.3	97	851	24.9	4.8	111	559	18.4	3.2	82	779	21.3	4.4	95
NEWSPAPER IMPERATIVE		22987	2661	26.3	11.6	91	787	23.0	3.4	79	843	27.7	3.7	95	1031	28.2	4.5	97
MAGAZINES-OUTDOOR: DUAL		16244	2058	20.3	12.7	99	*517	15.1	3.2	74	672	22.1	4.1	108	868	23.7	5.3	116
MAGAZINE IMPERATIVE		24016	3302	32.6	13.7	108	1243	36.3	5.2	120	822	27.0	3.4	89	1237	33.8	5.2	112
OUTDOOR IMPERATIVE		26020	3269	32.3	12.6	98	1187	34.7	4.6	106	1064	35.0	4.1	106	1018	27.8	3.9	85
MAGAZINES-RADIO: DUAL		16918	2333	23.0	13.8	108	825	24.1	4.9	113	569	18.7	3.4	88	939	25.7	5.6	120
MAGAZINE IMPERATIVE		23456	2892	28.6	12.3	97	883	25.8	3.8	87	918	30.2	3.9	102	1091	29.8	4.7	101
RADIO IMPERATIVE		23900	3132	30.9	13.1	103	982	28.7	4.1	95	1060	34.8	4.4	115	1091	29.8	4.6	99
MAGAZINES-TELEVISION: DUAL		15791	2348	23.2	14.9	116	761	22.2	4.8	112	738	24.2	4.7	122	850	23.2	5.4	117
MAGAZINE IMPERATIVE		25476	3090	30.5	12.1	95	1000	29.2	3.9	91	787	25.9	3.1	80	1303	35.6	5.1	111
TELEVISION IMPERATIVE		25744	3284	32.4	12.8	100	1214	35.5	4.7	109	1098	36.1	4.3	111	972	26.6	3.8	82
NEWSPAPERS-OUTDOOR: DUAL		17628	2313	22.8	13.1	103	650	19.0	3.7	85	689	22.6	3.9	102	974	26.6	5.5	120
NEWSPAPER IMPERATIVE		26414	3611	35.7	13.7	107	1181	34.5	4.5	104	1016	33.4	3.8	100	1414	38.7	5.4	116
OUTDOOR IMPERATIVE		23059	2950	29.1	12.8	100	1135	33.1	4.9	114	921	30.3	4.0	104	894	24.4	3.9	84
NEWSPAPERS-RADIO: DUAL		17996	2517	24.9	14.0	109	705	20.6	3.9	91	769	25.3	4.3	111	1043	28.5	5.8	126
NEWSPAPER IMPERATIVE		26269	3369	33.3	12.8	100	1076	31.4	4.1	95	986	32.4	3.8	98	1307	35.7	5.0	108
RADIO IMPERATIVE		21342	2694	26.6	12.6	99	1013	29.6	4.7	110	811	26.6	3.8	99	869	23.8	4.1	88
NEWSPAPERS-TELEVISION: DUAL		17359	2508	24.8	14.4	113	776	22.7	4.5	103	890	29.2	5.1	134	841	23.0	4.8	105
NEWSPAPER IMPERATIVE		26889	3380	33.4	12.6	98	1001	29.2	3.7	86	908	29.8	3.4	88	1472	40.3	5.5	119
TELEVISION IMPERATIVE		21698	2865	28.3	13.2	103	1142	33.4	5.3	122	829	27.2	3.8	99	894	24.4	4.1	89
OUTDOOR-RADIO: DUAL		16456	2176	21.5	13.2	104	653	19.1	4.0	92	638	21.0	3.9	101	885	24.2	5.4	117
OUTDOOR IMPERATIVE		25870	3062	30.2	11.8	93	1026	30.0	4.0	92	1044	34.3	4.0	105	992	27.1	3.8	83
RADIO IMPERATIVE		23943	3235	32.0	13.5	106	1089	31.8	4.5	105	895	29.4	3.7	97	1251	34.2	5.2	113
OUTDOOR-TELEVISION: DUAL		15918	2103	20.8	13.2	103	682	19.9	4.3	99	797	26.2	5.0	130	625	17.1	3.9	85
OUTDOOR IMPERATIVE		26398	3074	30.4	11.6	91	915	26.7	3.5	80	858	28.2	3.3	85	1302	35.6	4.9	107
TELEVISION IMPERATIVE		24851	3497	34.5	14.1	110	1267	37.0	5.1	118	1061	34.9	4.3	111	1170	32.0	4.7	102
RADIO-TELEVISION: DUAL		15584	2018	19.9	12.9	101	801	23.4	5.1	119	563	18.5	3.6	94	653	17.9	4.2	91
RADIO IMPERATIVE		25472	3307	32.7	13.0	102	910	26.6	3.6	83	966	31.7	3.8	99	1431	39.1	5.6	122
TELEVISION IMPERATIVE		25578	3449	34.1	13.5	106	1154	33.7	4.5	104	1164	38.2	4.6	118	1131	30.9	4.4	96

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	10125	100.0	12.8	100	3424	100.0	4.3	100	3044	100.0	3.8	100	3657	100.0	4.6	100
ATLANTIC MONTHLY	452	**25	0.2	5.5	43	**14	0.4	3.1	72	**5	0.2	1.1	29	**6	0.2	1.3	29
BARRON'S	1058	**96	0.9	9.1	71	**52	1.5	4.9	114	**30	1.0	2.8	74	**14	0.4	1.3	29
BETTER HOMES & GARDENS	4773	800	7.9	16.8	131	*315	9.2	6.6	153	*199	6.5	4.2	109	286	7.8	6.0	130
BON APPETIT	1037	*140	1.4	13.5	106	**30	0.9	2.9	67	**59	1.9	5.7	148	**51	1.4	4.9	107
BUSINESS WEEK	3193	495	4.9	15.5	121	**222	6.5	7.0	161	**120	3.9	3.8	98	*153	4.2	4.8	104
CAR AND DRIVER	2705	428	4.2	15.8	124	**148	4.3	5.5	127	**131	4.3	4.8	126	*148	4.0	5.5	119
CBS MAGAZINE NETWORK (GROSS)	5678	890	8.8	15.7	123	*219	6.4	3.9	89	411	13.5	7.2	188	259	7.1	4.6	99
CHANGING TIMES	1847	*207	2.0	11.2	88	**97	2.8	5.3	122	**42	1.4	2.3	59	**68	1.9	3.7	80
COLONIAL HOMES	492	**77	0.8	15.7	123	**42	1.2	8.5	198	**5	0.2	1.0	26	**30	0.8	6.1	132
CONDE NAST MAG. PKG. (GROSS)	2066	274	2.7	13.3	104	**106	3.1	5.1	119	*122	4.0	5.9	154	**46	1.3	2.2	48
CONSUMERS DIGEST	1719	*264	2.6	15.4	120	**47	1.4	2.7	63	**80	2.6	4.7	121	**138	3.8	8.0	174
COSMOPOLITAN	1762	296	2.9	16.8	132	**112	3.3	6.4	147	**85	2.8	4.8	126	**100	2.7	5.7	123
COUNTRY LIVING	1110	**154	1.5	13.9	109	**14	0.4	1.3	29	**60	2.0	5.4	141	**81	2.2	7.3	158
CUISINE	660	**88	0.9	13.3	104	**4	0.1	0.6	14	**23	0.8	3.5	91	**61	1.7	9.2	200
CYCLE WORLD	1924	*308	3.0	16.0	125	**62	1.8	3.2	75	**140	4.6	7.3	189	**106	2.9	5.5	119
DCI:CREATIVE IDEAS FOR LIV	437	**91	0.9	20.8	163	**48	1.4	11.0	254	**1	0.0	0.2	6	**41	1.1	9.4	203
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	327	3.2	13.1	103	*135	3.9	5.4	125	**100	3.3	4.0	105	**92	2.5	3.7	80
DISCOVER	1279	*272	2.7	21.3	166	**90	2.6	7.0	163	**45	1.5	3.5	92	**137	3.7	10.7	232
EBONY	2898	598	5.9	20.6	162	*224	6.5	7.7	179	*189	6.2	6.5	170	*186	5.1	6.4	139
ESQUIRE	1384	268	2.6	19.4	152	**81	2.4	5.9	135	**98	3.2	7.1	184	**89	2.4	6.4	139
ESSENCE	850	*218	2.2	25.6	201	**87	2.5	10.2	237	**72	2.4	8.5	221	**59	1.6	6.9	150
FAMILY CIRCLE	2430	295	2.9	12.1	95	**54	1.6	2.2	51	**108	3.5	4.4	116	*133	3.6	5.5	119
THE FAMILY HANDYMAN	2356	387	3.8	16.4	129	**128	3.7	5.4	126	*137	4.5	5.8	151	**122	3.3	5.2	112
FAMILY WEEKLY	11533	1255	12.4	10.9	85	322	9.4	2.8	65	406	13.3	3.5	92	528	14.4	4.6	99
FIELD & STREAM	7444	945	9.3	12.7	99	*412	12.0	5.5	128	*231	7.6	3.1	81	302	8.3	4.1	88
FOOD & WINE	416	**56	0.6	13.5	105	**11	0.3	2.6	61	**15	0.5	3.6	94	**30	0.8	7.2	156
FORBES	1865	*198	2.0	10.6	83	**81	2.4	4.3	101	**44	1.4	2.4	61	**73	2.0	3.9	85
FORTUNE	1849	312	3.1	16.9	132	**117	3.4	6.3	146	**89	2.9	4.8	125	*106	2.9	5.7	124
GENTLEMEN'S QUARTERLY	2284	352	3.5	15.4	121	**112	3.3	4.9	114	**92	3.0	4.0	105	*148	4.0	6.5	140
GLAMOUR	538	**65	0.6	12.1	95	**13	0.4	2.4	56	**37	1.2	6.9	179	**15	0.4	2.8	60
GOLF DIGEST	1649	*213	2.1	12.9	101	**97	2.8	5.9	136	**50	1.6	3.0	79	**66	1.8	4.0	87
GOLF DIGEST/TENNIS (GROSS)	2294	267	2.6	11.6	91	**133	3.9	5.8	134	**50	1.6	2.2	57	**84	2.3	3.7	79
GOLF MAGAZINE	1577	*193	1.9	12.2	96	**90	2.6	5.7	132	**57	1.9	3.6	94	**46	1.3	2.9	63
GOLF MAGAZINE/SKI (GROSS)	2487	312	3.1	12.5	98	**93	2.7	3.7	87	**118	3.9	4.7	124	*101	2.8	4.1	88
GOOD HOUSEKEEPING	2569	316	3.1	12.3	96	**71	2.1	2.8	64	*114	3.7	4.4	116	*131	3.6	5.1	111
HARPER'S BAZAAR	431	**45	0.4	10.4	82	**10	0.3	2.3	54	**30	1.0	7.0	181	**5	0.1	1.2	25
HEALTH	788	**95	0.9	12.1	94	**47	1.4	6.0	138	**22	0.7	2.8	73	**26	0.7	3.3	72
HEARST MAG CORP. BUY (GROSS)	18781	2671	26.4	14.2	111	857	25.0	4.6	106	843	27.7	4.5	117	971	26.6	5.2	112
HEARST MAN POWER (GROSS)	9169	1378	13.6	15.0	118	514	15.0	5.6	130	368	12.1	4.0	105	496	13.6	5.4	117
HEARST WOMAN POWER (GROSS)	5452	729	7.2	13.4	105	*210	6.1	3.9	89	257	8.4	4.7	123	262	7.2	4.8	104
HOUSE BEAUTIFUL	1020	**126	1.2	12.4	97	**15	0.4	1.5	34	**63	2.1	6.2	161	**48	1.3	4.7	102
INC.	993	**161	1.6	16.2	127	**50	1.5	5.0	117	**60	2.0	6.0	157	**52	1.4	5.2	114
JET	2808	528	5.2	18.8	147	*204	6.0	7.3	168	**136	4.5	4.8	126	*188	5.1	6.7	145
LADIES' HOME JOURNAL	1868	*179	1.8	9.6	75	**65	1.9	3.5	81	**78	2.6	4.2	109	**37	1.0	2.0	43
LHJ FAMILY GRP COMBO(GROSS)	3582	410	4.0	11.4	90	*144	4.2	4.0	93	*140	4.6	3.9	102	*127	3.5	3.5	77
LIFE	4817	889	8.8	18.5	144	318	9.3	6.6	153	*247	8.1	5.1	134	324	8.9	6.7	146
L.A. TIMES HOME MAGAZINE	1465	*154	1.5	10.5	82	**58	1.7	4.0	92	**18	0.6	1.2	32	**78	2.1	5.3	115
MADEMOISELLE	460	**21	0.2	4.6	36	**2	0.1	0.4	10	**12	0.4	2.6	68	**7	0.2	1.5	33
MC CALL'S	1764	248	2.4	14.1	110	**29	0.8	1.6	38	**110	3.6	6.2	162	*109	3.0	6.2	134
MC CALL'S/WRK MOTHER (GROSS)	2062	320	3.2	15.5	121	**63	1.8	3.1	71	*129	4.2	6.3	163	*128	3.5	6.2	135
MECHANIX ILLUSTRATED	3625	567	5.6	15.6	122	**216	6.3	6.0	138	*203	6.7	5.6	146	*149	4.1	4.1	89
METROPOLITAN HOME	495	**97	1.0	19.6	153	**22	0.6	4.4	103	**33	1.1	6.7	174	**41	1.1	8.3	180
MONEY	3017	472	4.7	15.6	122	*175	5.1	5.8	134	**153	5.0	5.1	132	*145	4.0	4.8	104
MOTHER EARTH NEWS	1203	*180	1.8	15.0	117	**33	1.0	2.7	64	**19	0.6	1.6	41	**127	3.5	10.6	229
MS.	*257	**46	0.5	17.9	140	**0	0.0	0.0	0	**41	1.3	16.0	415	**5	0.1	1.9	42
NATIONAL ENQUIRER	6921	1075	10.6	15.5	122	348	10.2	5.0	116	374	12.3	5.4	141	354	9.7	5.1	111
NATIONAL GEOGRAPHIC	11626	1294	12.8	11.1	87	385	11.2	3.3	77	419	13.8	3.6	94	490	13.4	4.2	91
NATIONAL SUNDAY MAGAZINE PKG	49424	6440	63.6	13.0	102	1928	56.3	3.9	90	1954	64.2	4.0	103	2558	69.9	5.2	112
NATURAL HISTORY	753	**149	1.5	19.8	155	**91	2.7	12.1	280	**30	1.0	4.0	104	**28	0.8	3.7	81
NEW WOMAN	*296	**23	0.2	7.8	61	**8	0.2	2.7	63	**14	0.5	4.7	123	**1	0.0	0.3	7
NEW YORK INCLUDING CUE	541	**49	0.5	9.1	71	**13	0.4	2.4	56	**28	0.9	5.2	135	**8	0.2	1.5	32
THE NEW YORKER	1078	*116	1.1	10.8	84	**15	0.4	1.4	32	**25	0.8	2.3	60	**76	2.1	7.1	153
NEWSWEEK	9602	1352	13.4	14.1	110	489	14.3	5.1	118	439	14.4	4.6	119	425	11.6	4.4	96
THE N.Y. TIMES DAILY EDITION	1376	203	2.0	14.8	115	**108	3.2	7.8	182	**29	1.0	2.1	55	**67	1.8	4.9	106
THE N.Y. TIMES MAGAZINE	2110	340	3.4	16.1	126	**112	3.3	5.3	123	**80	2.6	3.8	99	*149	4.1	7.1	153
OMNI	1927	*309	3.1	16.0	126	**103	3.0	5.3	124	**132	4.3	6.9	178	**74	2.0	3.8	83
ON CABLE	911	*162	1.6	17.8	139	**75	2.2	8.2	191	**56	1.8	6.1	160	**31	0.8	3.4	74
1001 HOME IDEAS	927	*136	1.3	14.7	115	**32	0.9	3.5	80	**40	1.3	4.3	112	**65	1.8	7.0	152
ORGANIC GARDENING	1430	*184	1.8	12.9	101	**54	1.6	3.8	87	**21	0.7	1.5	38	**109	3.0	7.6	165
OUTDOOR LIFE	4064	570	5.6	14.0	110	**161	4.7	4.0	92	*195	6.4	4.8	125	*214	5.9	5.3	114
PARADE MAGAZINE	24538	3467	34.2	14.1	111	1011	29.5	4.1	95	1078	35.4	4.4	114	1378	37.7	5.6	122

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	10125	100.0	12.8	100	3424	100.0	4.3	100	3044	100.0	3.8	100	3657	100.0	4.6	100
PARENTS	1126	*195	1.9	17.3	136	**76	2.2	6.7	156	**34	1.1	3.0	79	**84	2.3	7.5	162
PENTHOUSE	4157	846	8.4	20.4	159	*287	8.4	6.9	160	*250	8.2	6.0	157	309	8.4	7.4	161
PEOPLE	7591	1116	11.0	14.7	115	328	9.6	4.3	100	383	12.6	5.0	131	405	11.1	5.3	116
PLAYBOY	8379	1490	14.7	17.8	139	432	12.6	5.2	119	513	16.9	6.1	159	546	14.9	6.5	141
POPULAR HOT RODDING	2110	373	3.7	17.7	138	**91	2.7	4.3	100	**164	5.4	7.8	202	**118	3.2	5.6	121
POPULAR MECHANICS	4850	859	8.5	17.7	139	*328	9.6	6.8	157	*212	7.0	4.4	114	319	8.7	6.6	143
POPULAR SCIENCE	3397	484	4.8	14.2	112	**159	4.6	4.7	108	*138	4.5	4.1	106	*187	5.1	5.5	119
PREVENTION	1720	*200	2.0	11.6	91	**92	2.7	5.3	124	**61	2.0	3.5	92	**47	1.3	2.7	59
PSYCHOLOGY TODAY	1344	*263	2.6	19.6	153	**89	2.6	6.6	153	**61	2.0	4.5	118	**112	3.1	8.3	181
READER'S DIGEST	16016	2112	20.9	13.2	103	711	20.8	4.4	103	549	18.0	3.4	89	853	23.3	5.3	115
REDBOOK	1121	**117	1.2	10.4	82	**27	0.8	2.4	56	**59	1.9	5.3	137	**32	0.9	2.9	62
ROAD & TRACK	2161	393	3.9	18.2	142	**119	3.5	5.5	127	*182	6.0	8.4	219	**91	2.5	4.2	91
ROLLING STONE	1948	395	3.9	20.3	159	**55	1.6	2.8	65	**176	5.8	9.0	235	*164	4.5	8.4	182
RUNNER'S WORLD	899	**58	0.6	6.5	51	**14	0.4	1.6	36	**31	1.0	3.4	90	**12	0.3	1.3	29
SATURDAY EVENING POST	841	**140	1.4	16.6	130	**55	1.6	6.5	151	**33	1.1	3.9	102	**53	1.4	6.3	137
SCIENCE 84	841	**72	0.7	8.6	67	**11	0.3	1.3	30	**18	0.6	2.1	56	**42	1.1	5.0	108
SCIENCE DIGEST	1194	**100	1.0	8.4	66	**21	0.6	1.8	41	**24	0.8	2.0	52	**56	1.5	4.7	102
SCIENTIFIC AMERICAN	1379	*187	1.8	13.6	106	**54	1.6	3.9	91	**19	0.6	1.4	36	**114	3.1	8.3	179
SELF	436	**95	0.9	21.8	171	**64	1.9	14.7	340	**22	0.7	5.0	131	**9	0.2	2.1	45
SEVENTEEN	614	**149	1.5	24.3	190	**31	0.9	5.0	117	**55	1.8	9.0	233	**64	1.8	10.4	226
SKI	910	*119	1.2	13.1	102	**3	0.1	0.3	8	**61	2.0	6.7	175	**55	1.5	6.0	131
SMITHSONIAN	2937	382	3.8	13.0	102	**125	3.7	4.3	99	**93	3.1	3.2	82	*165	4.5	5.6	122
SOAP OPERA DIGEST	545	**78	0.8	14.3	112	**19	0.6	3.5	81	**20	0.7	3.7	96	**40	1.1	7.3	159
SOUTHERN LIVING	2054	*236	2.3	11.5	90	**86	2.5	4.2	97	**99	3.3	4.8	126	**51	1.4	2.5	54
SPORT	2799	465	4.6	16.6	130	*215	6.3	7.7	178	**146	4.8	5.2	136	*104	2.8	3.7	81
THE SPORTING NEWS	1938	374	3.7	19.3	151	**162	4.7	8.4	194	**64	2.1	3.3	86	*148	4.0	7.6	166
SPORTS AFIELD	3125	419	4.1	13.4	105	**166	4.8	5.3	123	**133	4.4	4.3	111	*121	3.3	3.9	84
SPORTS ILLUSTRATED	11159	1706	16.8	15.3	120	656	19.2	5.9	136	464	15.2	4.2	108	587	16.1	5.3	114
STAR	4095	669	6.6	16.3	128	*286	8.4	7.0	162	*196	6.4	4.8	125	*187	5.1	4.6	99
SUNDAY	25169	3507	34.6	13.9	109	1178	34.4	4.7	108	1093	35.9	4.3	113	1236	33.8	4.9	106
SUNSET	1294	**125	1.2	9.7	76	**24	0.7	1.9	43	**11	0.4	0.9	22	**90	2.5	7.0	151
TV GUIDE	18508	2893	28.6	15.6	122	1029	30.1	5.6	129	883	29.0	4.8	124	982	26.9	5.3	115
TENNIS	645	**54	0.5	8.4	66	**36	1.1	5.6	129	**0	0.0	0.0	0	**18	0.5	2.8	60
TIME	12124	1592	15.7	13.1	103	436	12.7	3.6	83	534	17.5	4.4	115	621	17.0	5.1	111
TOWN & COUNTRY	493	**61	0.6	12.4	97	**19	0.6	3.9	89	**19	0.6	3.9	100	**23	0.6	4.7	101
TRAVEL & LEISURE	1122	*163	1.6	14.5	114	**67	2.0	6.0	138	**9	0.3	0.8	21	**86	2.4	7.7	166
TRUE STORY	690	**131	1.3	19.0	149	**57	1.7	8.3	191	**50	1.6	7.2	189	**24	0.7	3.5	75
U.S.NEWS & WORLD REPORT	6571	894	8.8	13.6	107	*223	6.5	3.4	79	243	8.0	3.7	96	429	11.7	6.5	142
USA TODAY	3120	471	4.7	15.1	118	**110	3.2	3.5	82	*133	4.4	4.3	111	228	6.2	7.3	158
US	1315	*215	2.1	16.3	128	**82	2.4	6.2	144	**76	2.5	5.8	150	**57	1.6	4.3	94
VOGUE	632	**93	0.9	14.7	115	**27	0.8	4.3	99	**51	1.7	8.1	210	**15	0.4	2.4	51
WALL STREET JOURNAL	4247	504	5.0	11.9	93	*174	5.1	4.1	95	*114	3.7	2.7	70	216	5.9	5.1	110
WEIGHT WATCHERS	398	**77	0.8	19.3	151	**42	1.2	10.6	244	**23	0.8	5.8	150	**12	0.3	3.0	65
WOMAN'S DAY	1139	*182	1.8	16.0	125	**28	0.8	2.5	57	**77	2.5	6.8	176	**77	2.1	6.8	147
WORKING MOTHER	*298	**72	0.7	24.2	189	**34	1.0	11.4	264	**19	0.6	6.4	166	**19	0.5	6.4	138
WORKING WOMAN	327	**51	0.5	15.6	122	**36	1.1	11.0	255	**9	0.3	2.8	72	**5	0.1	1.5	33
WORLD TENNIS	397	**51	0.5	12.8	101	**10	0.3	2.5	58	**17	0.6	4.3	112	**24	0.7	6.0	131
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1365	13.5	14.2	111	*345	10.1	3.6	83	568	18.7	5.9	154	451	12.3	4.7	101
BLAIR INSERTS	43762	5746	56.8	13.1	103	1690	49.4	3.9	89	1758	57.8	4.0	105	2298	62.8	5.3	114
DAILY NEWSPAPERS																	
READ ANY	52459	6621	65.4	12.6	99	2084	60.9	4.0	92	1956	64.3	3.7	97	2581	70.6	4.9	107
READ ONE	41891	5094	50.3	12.2	95	1728	50.5	4.1	95	1508	49.5	3.6	94	1858	50.8	4.4	96
READ TWO OR MORE	10568	1527	15.1	14.4	113	356	10.4	3.4	78	448	14.7	4.2	110	723	19.8	6.8	148
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	6693	66.1	12.9	101	2037	59.5	3.9	91	2020	66.4	3.9	101	2635	72.1	5.1	110
READ ONE	44561	5627	55.6	12.6	99	1785	52.1	4.0	93	1746	57.4	3.9	102	2096	57.3	4.7	102
READ TWO OR MORE	7368	1066	10.5	14.5	113	253	7.4	3.4	79	274	9.0	3.7	97	539	14.7	7.3	159
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	26.27				25.19				25.44				27.95			
30 DAY REACH	71522	9254	91.4	12.9	101	3098	90.5	4.3	100	2777	91.2	3.9	101	3379	92.4	4.7	102
50 SHWG - 30 DAY AV FREQ	15.55	13.87				13.34				13.54				14.61			
30 DAY REACH	68168	8756	86.5	12.8	101	2934	85.7	4.3	100	2597	85.3	3.8	99	3225	88.2	4.7	103
25 SHWG - 30 DAY AV FREQ	8.43	7.45				7.32				7.00				7.93			
30 DAY REACH	62898	8101	80.0	12.9	101	2661	77.7	4.2	98	2488	81.7	4.0	103	2951	80.7	4.7	102
CABLE TV: HOME WIRED	31664	4146	40.9	13.1	103	1258	36.7	4.0	92	1177	38.7	3.7	97	1712	46.8	5.4	117
HOME NOT WIRED	47599	5978	59.0	12.6	98	2166	63.3	4.6	105	1867	61.3	3.9	102	1946	53.2	4.1	89
HAVE PAY CABLE	17139	2505	24.7	14.6	114	781	22.8	4.6	105	613	20.1	3.6	93	1111	30.4	6.5	140

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(MALES)

0038
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES	79263	10125	100.0	12.8	100	3424	100.0	4.3	100	3044	100.0	3.8	100	3657	100.0	4.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	6056	59.8	12.7	100	1948	56.9	4.1	95	1727	56.7	3.6	94	2382	65.1	5.0	108
10:00 AM - 3:00 PM	29926	3836	37.9	12.8	100	1209	35.3	4.0	94	1153	37.9	3.9	100	1473	40.3	4.9	107
3:00 PM - 7:00 PM	37666	4928	48.7	13.1	102	1659	48.5	4.4	102	1383	45.4	3.7	96	1886	51.6	5.0	109
7:00 PM - MIDNIGHT	18909	2833	28.0	15.0	117	1051	30.7	5.6	129	744	24.4	3.9	102	1038	28.4	5.5	119
MIDNIGHT - 6:00 AM	11822	1574	15.5	13.3	104	513	15.0	4.3	100	424	13.9	3.6	93	637	17.4	5.4	117
6:00 AM - MIDNIGHT	63254	8144	80.4	12.9	101	2651	77.4	4.2	97	2399	78.8	3.8	99	3095	84.6	4.9	106
ENTIRE DAY	64057	8259	81.6	12.9	101	2714	79.3	4.2	98	2424	79.6	3.8	99	3121	85.3	4.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	2024	20.0	12.2	95	742	21.7	4.5	103	542	17.8	3.3	85	741	20.3	4.5	97
ALL NEWS	3542	574	5.7	16.2	127	*160	4.7	4.5	105	*186	6.1	5.3	137	*228	6.2	6.4	140
AOR/PROGRESSIVE	7465	1187	11.7	15.9	124	432	12.6	5.8	134	367	12.1	4.9	128	388	10.6	5.2	113
BEAUTIFUL MUSIC	5061	677	6.7	13.4	105	*247	7.2	4.9	113	*137	4.5	2.7	70	294	8.0	5.8	126
BLACK	1914	436	4.3	22.8	178	**176	5.1	9.2	213	**89	2.9	4.6	121	**170	4.6	8.9	193
CLASSICAL	2304	380	3.8	16.5	129	**126	3.7	5.5	127	**116	3.8	5.0	131	*139	3.8	6.0	131
CHR/ROCK	10663	1600	15.8	15.0	117	511	14.9	4.8	111	445	14.6	4.2	109	645	17.6	6.0	131
COUNTRY	13919	1704	16.8	12.2	96	579	16.9	4.2	96	532	17.5	3.8	100	593	16.2	4.3	92
GOLDEN OLDIES	2040	328	3.2	16.1	126	**193	5.6	9.5	219	**71	2.3	3.5	91	**64	1.8	3.1	68
MOR/NOSTALGIA	5105	566	5.6	11.1	87	*202	5.9	4.0	92	*164	5.4	3.2	84	*200	5.5	3.9	85
NEWS/TALK	4764	514	5.1	10.8	84	*111	3.2	2.3	54	*117	3.8	2.5	64	286	7.8	6.0	130
RELIGIOUS	2164	315	3.1	14.6	114	**127	3.7	5.9	136	**106	3.5	4.9	128	**82	2.2	3.8	82
SOFT ROCK	623	**72	0.7	11.6	90	**23	0.7	3.7	85	**17	0.6	2.7	71	**32	0.9	5.1	111
URBAN CONTEMPORARY	1331	365	3.6	27.4	215	**130	3.8	9.8	226	**87	2.9	6.5	170	**148	4.0	11.1	241
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	467	4.6	14.7	115	*184	5.4	5.8	134	**122	4.0	3.8	100	*161	4.4	5.1	110
ABC DIRECTION	2724	381	3.8	14.0	109	**102	3.0	3.7	87	*139	4.6	5.1	133	*140	3.8	5.1	111
ABC ENTERTAINMENT	5256	664	6.6	12.6	99	*232	6.8	4.4	102	**119	3.9	2.3	59	314	8.6	6.0	129
ABC FM	2263	397	3.9	17.5	137	**154	4.5	6.8	158	**81	2.7	3.6	93	*162	4.4	7.2	155
ABC INFORMATION	5618	674	6.7	12.0	94	*169	4.9	3.0	70	*224	7.4	4.0	104	281	7.7	5.0	108
ABC ROCK	2857	536	5.3	18.8	147	*201	5.9	7.0	163	**140	4.6	4.9	128	*195	5.3	6.8	148
CBS	5953	756	7.5	12.7	99	*234	6.8	3.9	91	*223	7.3	3.7	98	299	8.2	5.0	109
MUTUAL	4979	619	6.1	12.4	97	196	5.7	3.9	91	*222	7.3	4.5	116	*201	5.5	4.0	87
NBC	7279	775	7.7	10.6	83	306	8.9	4.2	97	*162	5.3	2.2	58	306	8.4	4.2	91
RADIORADIO	2389	379	3.7	15.9	124	*147	4.3	6.2	142	*90	3.0	3.8	98	**142	3.9	5.9	129
RKO ONE	2583	416	4.1	16.1	126	**203	5.9	7.9	182	**102	3.4	3.9	103	**111	3.0	4.3	93
RKO TWO	3674	530	5.2	14.4	113	*236	6.9	6.4	149	**75	2.5	2.0	53	*219	6.0	6.0	129
THE SOURCE	3514	589	5.8	16.8	131	*195	5.7	5.5	128	*161	5.3	4.6	119	*233	6.4	6.6	144
NON-WIRED : BLAIR	9864	1493	14.7	15.1	118	476	13.9	4.8	112	460	15.1	4.7	121	556	15.2	5.6	122
INTERNET	13522	2107	20.8	15.6	122	733	21.4	5.4	125	577	19.0	4.3	111	797	21.8	5.9	128
KATZ RADIO GROUP	19321	2438	24.1	12.6	99	679	19.8	3.5	81	678	22.3	3.5	91	1081	29.6	5.6	121
SUPERNET	10739	1366	13.5	12.7	100	557	16.3	5.2	120	323	10.6	3.0	78	486	13.3	4.5	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	678	6.7	13.3	104	265	7.7	5.2	120	157	5.2	3.1	80	255	7.0	5.0	108
WKDAY 9:00 AM - 1:00 PM	5383	734	7.2	13.6	107	227	6.6	4.2	98	288	9.5	5.4	139	219	6.0	4.1	88
WKDAY 1:00 PM - 4:30 PM	6469	844	8.3	13.0	102	295	8.6	4.6	106	326	10.7	5.0	131	223	6.1	3.4	75
WKDAY 4:30 PM - 7:30 PM	19661	2575	25.4	13.1	103	825	24.1	4.2	97	873	28.7	4.4	116	876	24.0	4.5	97
WKDAY 7:30 PM - 8:00 PM	27579	3589	35.4	13.0	102	1238	36.2	4.5	104	1207	39.7	4.4	114	1143	31.3	4.1	90
WKDAY 11:00 PM - 11:30 PM	22964	3337	33.0	14.5	114	1276	37.3	5.6	129	1027	33.7	4.5	116	1034	28.3	4.5	98
WKDAY 11:30 PM - 1:00 AM	8158	1197	11.8	14.7	115	458	13.4	5.6	130	407	13.4	5.0	130	332	9.1	4.1	88
M-SAT 8-11 PM+SUN 7-11 PM	30140	4055	40.0	13.5	105	1398	40.8	4.6	107	1254	41.2	4.2	108	1403	38.4	4.7	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	191	1.9	9.3	73	**53	1.5	2.6	60	*110	3.6	5.4	140	**28	0.8	1.4	30
ANOTHER WORLD N	1214	153	1.5	12.6	99	**65	1.9	5.4	124	**34	1.1	2.8	73	*55	1.5	4.5	98
AS THE WORLD TURNS C	1740	159	1.6	9.1	72	**44	1.3	2.5	59	*84	2.8	4.8	126	**31	0.8	1.8	39
CAPITOL C	1016	*120	1.2	11.8	92	**36	1.1	3.5	82	**66	2.2	6.5	169	**18	0.5	1.8	38
CBS MORN. NEWS 1 C	1203	141	1.4	11.7	92	**53	1.5	4.4	102	**38	1.2	3.2	82	**49	1.3	4.1	88
CBS MORN. NEWS 2 C	773	95	0.9	12.3	96	**27	0.8	3.5	81	**21	0.7	2.7	71	*46	1.3	6.0	129
DAYS OF OUR LIVES N	1629	228	2.3	14.0	110	*98	2.9	6.0	139	**54	1.8	3.3	86	*76	2.1	4.7	101
FACTS OF LIFE - DAYTIME N	961	166	1.6	17.3	135	*49	1.4	5.1	118	*80	2.6	8.3	217	**37	1.0	3.9	83
FAMILY FEUD A	1390	142	1.4	10.2	80	**58	1.7	4.2	97	**53	1.7	3.8	99	**32	0.9	2.3	50
GENERAL HOSPITAL A	1463	193	1.9	13.2	103	*97	2.8	6.6	153	**52	1.7	3.6	93	*44	1.2	3.0	65
GOOD MORNING, AMERICA-730 A	1705	220	2.2	12.9	101	**48	1.4	2.8	65	**95	3.1	5.6	145	*78	2.1	4.6	99
GOOD MORNING, AMERICA-830 A	889	107	1.1	12.0	94	**28	0.8	3.1	73	**50	1.6	5.6	146	**30	0.8	3.4	73
GUIDING LIGHT C	1754	181	1.8	10.3	81	**30	0.9	1.7	40	**102	3.4	5.8	151	**49	1.3	2.8	61
ONE LIFE TO LIVE A	1100	131	1.3	11.9	93	**57	1.7	5.2	120	**52	1.7	4.7	123	**22	0.6	2.0	43
PRESS YOUR LUCK C	1222	183	1.8	15.0	117	**54	1.6	4.4	102	**80	2.6	6.5	170	*50	1.4	4.1	89
PRICE IS RIGHT 1 C	2692	346	3.4	12.9	101	*89	2.6	3.3	77	*120	3.9	4.5	116	*136	3.7	5.1	109
PRICE IS RIGHT 2 C	2764	358	3.5	13.0	101	*63	1.8	2.3	53	*145	4.8	5.2	137	150	4.1	5.4	118
RYAN'S HOPE A	880	*91	0.9	10.3	81	**30	0.9	3.4	79	**54	1.8	6.1	160	**7	0.2	0.8	17
SALE OF THE CENTURY N	926	214	2.1	23.1	181	**56	1.6	6.0	140	*73	2.4	7.9	205	*86	2.4	9.3	201
SEARCH FOR TOMORROW N	359	*47	0.5	13.1	102	**12	0.4	3.3	77	**20	0.7	5.6	145	**15	0.4	4.2	91
TODAY SHOW 1 N	1890	279	2.8	14.8	116	*118	3.4	6.2	145	**32	1.1	1.7	44	*129	3.5	6.8	148
TODAY SHOW 2 N	1344	212	2.1	15.8	123	*79	2.3	5.9	136	**60	2.0	4.5	116	**73	2.0	5.4	118
$25,000 PYRAMID C	1462	240	2.4	16.4	129	*61	1.8	4.2	97	**87	2.9	6.0	155	*92	2.5	6.3	136
WHEEL OF FORTUNE N	1497	245	2.4	16.4	128	*90	2.6	6.0	139	*94	3.1	6.3	164	*62	1.7	4.1	90
YOUNG AND THE RESTLESS C	1954	221	2.2	11.3	89	*70	2.0	3.6	83	*91	3.0	4.7	121	*60	1.6	3.1	67
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	314	3.1	11.4	89	*131	3.8	4.8	110	**76	2.5	2.8	72	*107	2.9	3.9	84
NBA PLAYOFF GAME -1 C	3881	501	4.9	12.9	101	140	4.1	3.6	84	*162	5.3	4.2	109	200	5.5	5.2	112
NBC MAJOR LEAGUE PRE-GAME N	2805	486	4.8	17.3	136	*117	3.4	4.2	97	*225	7.4	8.0	209	*145	4.0	5.2	112
SPORTSWORLD - SUN N	2041	307	3.0	15.0	118	**96	2.8	4.7	109	**95	3.1	4.7	121	*117	3.2	5.7	124
SUNDAY MORNING C	2555	341	3.4	13.3	104	*178	5.2	7.0	161	**75	2.5	2.9	76	**88	2.4	3.4	75

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(MALES)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL MALES		79263	10125	100.0	12.8	100	3424	100.0	4.3	100	3044	100.0	3.8	100	3657	100.0	4.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	2980	29.4	12.3	96	950	27.7	3.9	90	983	32.3	4.0	105	1047	28.6	4.3	93
NETWORK AFFILIATES - LATE		17197	2407	23.8	14.0	110	889	26.0	5.2	120	734	24.1	4.3	111	785	21.5	4.6	99
INDEPENDENTS - LATE		2887	348	3.4	12.1	94	125	3.7	4.3	100	96	3.2	3.3	87	127	3.5	4.4	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	1736	17.1	15.4	120	660	19.3	5.8	135	505	16.6	4.5	116	572	15.6	5.1	110
ABC MONDAY NIGHT MOVIE	A	4379	475	4.7	10.8	85	*184	5.4	4.2	97	*127	4.2	2.9	76	*163	4.5	3.7	81
ABC SUNDAY NIGHT MOVIE	A	9910	1285	12.7	13.0	102	461	13.5	4.7	108	421	13.8	4.2	111	403	11.0	4.1	88
ABC WORLD NEWS TONIGHT	A	6212	831	8.2	13.4	105	224	6.5	3.6	83	305	10.0	4.9	128	302	8.3	4.9	105
AFTERMASH	C	4575	660	6.5	14.4	113	*204	6.0	4.5	103	**173	5.7	3.8	98	*282	7.7	6.2	134
ALICE	C	6777	872	8.6	12.9	101	336	9.8	5.0	115	302	9.9	4.5	116	235	6.4	3.5	75
AMERICAN PARADE	C	4868	517	5.1	10.6	83	*182	5.3	3.7	87	*152	5.0	3.1	81	*183	5.0	3.8	81
BENSON	A	7593	949	9.4	12.5	98	325	9.5	4.3	99	266	8.7	3.5	91	359	9.8	4.7	102
BLUE THUNDER	A	6036	699	6.9	11.6	91	*222	6.5	3.7	85	*185	6.1	3.1	80	292	8.0	4.8	105
CAGNEY & LACEY	C	7698	1174	11.6	15.3	119	384	11.2	5.0	115	427	14.0	5.5	144	363	9.9	4.7	102
CBS EVENING NEWS-DEAN	C	4066	389	3.8	9.6	75	**91	2.7	2.2	52	*143	4.7	3.5	92	*155	4.2	3.8	83
CBS EVENING NEWS-RATHER	C	8092	880	8.7	10.9	85	221	6.5	2.7	63	325	10.7	4.0	105	334	9.1	4.1	89
CBS SAT. NEWS-SCHIEFFER	C	4795	507	5.0	10.6	83	*129	3.8	2.7	62	*163	5.4	3.4	89	*215	5.9	4.5	97
CBS SATURDAY NIGHT MOVIE	C	6034	791	7.8	13.1	103	277	8.1	4.6	106	240	7.9	4.0	104	274	7.5	4.5	98
CBS WEDNESDAY NIGHT MOVIE	C	4993	643	6.4	12.9	101	216	6.3	4.3	100	243	8.0	4.9	127	185	5.1	3.7	80
CHEERS	N	6976	1051	10.4	15.1	118	406	11.9	5.8	135	265	8.7	3.8	99	380	10.4	5.4	118
DALLAS	C	13575	2029	20.0	14.9	117	693	20.2	5.1	118	592	19.4	4.4	114	745	20.4	5.5	119
DIFF'RENT STROKES	N	3684	546	5.4	14.8	116	*231	6.7	6.3	145	*173	5.7	4.7	122	*142	3.9	3.9	84
DOUBLE TROUBLE	N	4462	682	6.7	15.3	120	*315	9.2	7.1	163	*194	6.4	4.3	113	*173	4.7	3.9	84
DUCK FACTORY	N	4810	664	6.6	13.8	108	*271	7.9	5.6	130	*181	5.9	3.8	98	*212	5.8	4.4	96
DUKES OF HAZZARD	C	5951	668	6.6	11.2	88	*157	4.6	2.6	61	*266	8.7	4.5	116	246	6.7	4.1	90
DYNASTY	A	11325	1435	14.2	12.7	99	463	13.5	4.1	95	551	18.1	4.9	127	420	11.5	3.7	80
FACTS OF LIFE	N	4512	549	5.4	12.2	95	*232	6.8	5.1	119	*155	5.1	3.4	89	*162	4.4	3.6	78
FALCON CREST	C	9215	1306	12.9	14.2	111	413	12.1	4.5	104	412	13.5	4.5	116	481	13.2	5.2	113
FALL GUY	A	8604	1223	12.1	14.2	111	415	12.1	4.8	112	438	14.4	5.1	133	370	10.1	4.3	93
FAMILY TIES	N	4179	579	5.7	13.9	108	*189	5.5	4.5	105	*223	7.3	5.3	139	*167	4.6	4.0	87
FANTASY ISLAND	A	4781	700	6.9	14.6	115	*241	7.0	5.0	117	239	7.9	5.0	130	*219	6.0	4.6	99
FOULUPS,BLEEPS & BLUNDERS	A	6697	840	8.3	12.5	98	*243	7.1	3.6	84	329	10.8	4.9	128	268	7.3	4.0	87
FOUR SEASONS	C	3873	502	5.0	13.0	101	**157	4.6	4.1	94	**102	3.4	2.6	69	*243	6.6	6.3	136
GIMME A BREAK	N	4310	626	6.2	14.5	114	*213	6.2	4.9	114	*217	7.1	5.0	131	*196	5.4	4.5	99
HART TO HART	A	5751	697	6.9	12.1	95	316	9.2	5.5	127	*182	6.0	3.2	82	199	5.4	3.5	75
HILL STREET BLUES	N	8568	1254	12.4	14.6	115	473	13.8	5.5	128	260	8.5	3.0	79	521	14.2	6.1	132
HOTEL	A	8801	1092	10.8	12.4	97	455	13.3	5.2	120	289	9.5	3.3	86	348	9.5	4.0	86
JEFFERSONS	C	6978	820	8.1	11.8	92	306	8.9	4.4	102	280	9.2	4.0	104	234	6.4	3.4	73
JENNIFER SLEPT HERE	N	3021	444	4.4	14.7	115	*241	7.0	8.0	185	**118	3.9	3.9	102	**85	2.3	2.8	61
KATE & ALLIE	C	6811	885	8.7	13.0	102	295	8.6	4.3	100	303	10.0	4.4	116	288	7.9	4.2	92
KNIGHT RIDER	N	5256	850	8.4	16.2	127	307	9.0	5.8	135	*324	10.6	6.2	161	*219	6.0	4.2	90
LOVE BOAT	A	7174	986	9.7	13.7	108	320	9.3	4.5	103	304	10.0	4.2	110	362	9.9	5.0	109
MAGNUM PI	C	10438	1337	13.2	12.8	100	352	10.3	3.4	78	376	12.4	3.6	94	610	16.7	5.8	127
MAMA'S FAMILY	N	3488	401	4.0	11.5	90	*156	4.6	4.5	104	*117	3.8	3.4	87	*128	3.5	3.7	80
MASTER, THE	N	4127	616	6.1	14.9	117	*235	6.9	5.7	132	*240	7.9	5.8	151	*141	3.9	3.4	74
MATT HOUSTON	A	5978	827	8.2	13.8	108	260	7.6	4.3	101	*257	8.4	4.3	112	310	8.5	5.2	112
NBC MONDAY NIGHT MOVIE	N	10446	1424	14.1	13.6	107	444	13.0	4.3	98	433	14.2	4.1	108	547	15.0	5.2	113
NBC NIGHTLY NEWS	N	5571	582	5.7	10.4	82	188	5.5	3.4	78	204	6.7	3.7	95	190	5.2	3.4	74
NBC NIGHTLY NEWS-SAT	N	3675	449	4.4	12.2	96	*123	3.6	3.3	77	*190	6.2	5.2	135	*137	3.7	3.7	81
NBC NIGHTLY NEWS-SUN	N	2905	442	4.4	15.2	119	*168	4.9	5.8	134	**116	3.8	4.0	104	*159	4.3	5.5	119
NBC SUNDAY NIGHT MOVIE	N	8352	1362	13.5	16.3	128	436	12.7	5.2	121	*477	15.7	5.7	149	448	12.3	5.4	116
NEWHART	C	6864	902	8.9	13.1	103	282	8.2	4.1	95	336	11.0	4.9	127	284	7.8	4.1	90
ONE DAY AT A TIME	C	3866	605	6.0	15.6	123	*217	6.3	5.6	130	*211	6.9	5.5	142	*176	4.8	4.6	99
PEOPLE ARE FUNNY	N	3956	459	4.5	11.6	91	*212	6.2	5.4	124	*134	4.4	3.4	88	*114	3.1	2.9	62
REAL PEOPLE	N	6305	624	6.2	9.9	77	*224	6.5	3.6	82	*193	6.3	3.1	80	206	5.6	3.3	71
REMINGTON STEELE	N	5884	824	8.1	14.0	110	353	10.3	6.0	139	260	8.5	4.4	115	211	5.8	3.6	78
RIPLEY'S BELIEVE IT - NOT	A	5706	777	7.7	13.6	107	*183	5.3	3.2	74	*187	6.1	3.3	85	407	11.1	7.1	155
RIPTIDE	N	6202	998	9.9	16.1	126	383	11.2	6.2	143	263	8.6	4.2	110	353	9.7	5.7	123
SCARECROW & MRS. KING	C	6513	789	7.8	12.1	95	310	9.1	4.8	110	263	8.6	4.0	105	216	5.9	3.3	72
SIMON & SIMON	C	8593	1144	11.3	13.3	104	232	6.8	2.7	62	342	11.2	4.0	104	571	15.6	6.6	144
60 MINUTES	C	13342	1636	16.2	12.3	96	572	16.7	4.3	99	483	15.9	3.6	94	581	15.9	4.4	94
ST. ELSEWHERE	N	6029	809	8.0	13.4	105	310	9.1	5.1	119	*176	5.8	2.9	76	323	8.8	5.4	116
THREE'S COMPANY	A	8565	891	8.8	10.4	81	325	9.5	3.8	88	224	7.4	2.6	68	341	9.3	4.0	86
T.J. HOOKER	A	7400	1017	10.0	13.7	108	281	8.2	3.8	88	400	13.1	5.4	141	336	9.2	4.5	98
TONIGHT SHOW	N	2433	347	3.4	14.3	112	132	3.9	5.4	126	98	3.2	4.0	105	117	3.2	4.8	104
TRAPPER JOHN, M.D.	C	5958	769	7.6	12.9	101	*317	9.3	5.3	123	277	9.1	4.6	121	*175	4.8	2.9	64
TV BLOOPERS & PRAC. JOKES	N	9086	1146	11.3	12.6	99	366	10.7	4.0	93	346	11.4	3.8	99	435	11.9	4.8	104
20/20	A	8306	1089	10.8	13.1	103	434	12.7	5.2	121	334	11.0	4.0	105	321	8.8	3.9	84
WEBSTER	A	6788	887	8.8	13.1	102	307	9.0	4.5	105	227	7.5	3.3	87	354	9.7	5.2	113
WORLD NEWS - SUN	A	2036	260	2.6	12.8	100	**74	2.2	3.6	84	**87	2.9	4.3	111	**99	2.7	4.9	105
YELLOW ROSE	N	3174	381	3.8	12.0	94	*113	3.3	3.6	82	**124	4.1	3.9	102	*144	3.9	4.5	98
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	1850	18.3	11.3	89	598	17.5	3.7	85	526	17.3	3.2	84	725	19.8	4.4	96
BASKETBALL - COLLEGE GAMES		10054	1197	11.8	11.9	93	*343	10.0	3.4	79	*256	8.4	2.5	66	599	16.4	6.0	129
BASKETBALL - PRO GAMES		8248	1083	10.7	13.1	103	*388	11.3	4.7	109	*345	11.3	4.2	109	*351	9.6	4.3	92
BOWLING		5356	649	6.4	12.1	95	**223	6.5	4.2	96	**214	7.0	4.0	104	**212	5.8	4.0	86
BOXING		11255	1513	14.9	13.4	105	*506	14.8	4.5	104	*555	18.2	4.9	128	452	12.4	4.0	87
FOOTBALL - COLLEGE GAMES		14647	1949	19.2	13.3	104	582	17.0	4.0	92	*567	18.6	3.9	101	800	21.9	5.5	118
FOOTBALL - PRO GAMES		23581	2839	28.0	12.0	94	766	22.4	3.2	75	765	25.1	3.2	84	1307	35.7	5.5	120
GOLF		6145	706	7.0	11.5	90	**194	5.7	3.2	73	**230	7.6	3.7	97	*282	7.7	4.6	99
POST-SEASON COLL. FOOTBALL		12828	1457	14.4	11.4	89	*455	13.3	3.5	82	*417	13.7	3.3	85	585	16.0	4.6	99
POST-SEASON PRO FOOTBALL		15397	1860	18.4	12.1	95	*567	16.6	3.7	85	*451	14.8	2.9	76	842	23.0	5.5	119
TENNIS		3483	479	4.7	13.8	108	**192	5.6	5.5	128	**143	4.7	4.1	107	**145	4.0	4.2	90
WRESTLING - PROFESSIONAL		6023	1032	10.2	17.1	134	**321	9.4	5.3	123	*345	11.3	5.7	149	*366	10.0	6.1	132

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	12794	100.0	14.5	100	3690	100.0	4.2	100	4692	100.0	5.3	100	4412	100.0	5.0	100
FEMALE HOMEMAKERS	80986	11087	86.7	13.7	95	3280	88.9	4.1	97	4189	89.3	5.2	98	3618	82.0	4.5	90
EMPLOYED MOTHERS	18702	2515	19.7	13.4	93	*546	14.8	2.9	70	885	18.9	4.7	89	1085	24.6	5.8	116
18 - 24	14726	2775	21.7	18.8	130	*699	18.9	4.7	114	920	19.6	6.2	118	1156	26.2	7.9	157
25 - 34	20202	2836	22.2	14.0	97	581	15.7	2.9	69	1199	25.6	5.9	112	1056	23.9	5.2	105
35 - 44	14781	2142	16.7	14.5	100	653	17.7	4.4	106	623	13.3	4.2	79	866	19.6	5.9	117
45 - 54	11449	1517	11.9	13.3	92	*439	11.9	3.8	92	631	13.4	5.5	104	*447	10.1	3.9	78
55 - 64	11846	1458	11.4	12.3	85	*543	14.7	4.6	110	*469	10.0	4.0	75	*446	10.1	3.8	75
65 OR OLDER	15459	2065	16.1	13.4	92	775	21.0	5.0	120	851	18.1	5.5	104	440	10.0	2.8	57
18 - 34	34928	5611	43.9	16.1	111	1280	34.7	3.7	88	2119	45.2	6.1	114	2212	50.1	6.3	127
18 - 49	55154	8528	66.7	15.5	107	2104	57.0	3.8	91	3082	65.7	5.6	105	3343	75.8	6.1	122
25 - 54	46433	6495	50.8	14.0	97	1674	45.4	3.6	86	2452	52.3	5.3	100	2369	53.7	5.1	102
35 - 49	20226	2917	22.8	14.4	100	824	22.3	4.1	98	963	20.5	4.8	90	1131	25.6	5.6	112
50 OR OLDER	33310	4265	33.3	12.8	89	1586	43.0	4.8	114	1610	34.3	4.8	91	1069	24.2	3.2	64
GRADUATED COLLEGE	12110	1460	11.4	12.1	83	*398	10.8	3.3	79	*332	7.1	2.7	52	730	16.5	6.0	121
ATTENDED COLLEGE	15309	1879	14.7	12.3	85	*459	12.4	3.0	72	619	13.2	4.0	76	801	18.2	5.2	105
GRADUATED HIGH SCHOOL	36912	5442	42.5	14.7	102	1276	34.6	3.5	83	2058	43.9	5.6	105	2108	47.8	5.7	115
DID NOT GRADUATE HIGH SCHOOL	24134	4013	31.4	16.6	115	1557	42.2	6.5	155	1684	35.9	7.0	132	773	17.5	3.2	64
EMPLOYED FULL-TIME	35457	5099	39.9	14.4	99	1299	35.2	3.7	88	1703	36.3	4.8	91	2098	47.6	5.9	119
EMPLOYED PART-TIME	8514	1485	11.6	17.4	121	**244	6.6	2.9	69	*552	11.8	6.5	122	*689	15.6	8.1	162
NOT EMPLOYED	44494	6210	48.5	14.0	97	2147	58.2	4.8	116	2438	52.0	5.5	103	1626	36.9	3.7	73
PROFESSIONAL/MANAGER	10811	1259	9.8	11.6	81	*342	9.3	3.2	76	*344	7.3	3.2	60	*573	13.0	5.3	106
TECH/CLERICAL/SALES	19640	2878	22.5	14.7	101	*495	13.4	2.5	60	930	19.8	4.7	89	1452	32.9	7.4	148
PRECISION/CRAFT	1023	**158	1.2	15.4	107	**16	0.4	1.6	37	**98	2.1	9.6	181	**45	1.0	4.4	88
OTHER EMPLOYED	12498	2290	17.9	18.3	127	690	18.7	5.5	132	883	18.8	7.1	133	717	16.3	5.7	115
SINGLE	15995	3184	24.9	19.9	138	849	23.0	5.3	127	1146	24.4	7.2	135	1189	26.9	7.4	149
MARRIED	51689	6541	51.1	12.7	87	1762	47.8	3.4	82	2384	50.8	4.6	87	2396	54.3	4.6	93
DIVORCED/SEPARATED/WIDOWED	20780	3068	24.0	14.8	102	1079	29.2	5.2	124	1163	24.8	5.6	106	827	18.7	4.0	80
PARENTS	33922	4786	37.4	14.1	98	1224	33.2	3.6	87	1773	37.8	5.2	99	1789	40.5	5.3	106
WHITE	76422	10270	80.3	13.4	93	2665	72.2	3.5	84	3724	79.4	4.9	92	3881	88.0	5.1	102
BLACK	10066	2086	16.3	20.7	143	852	23.1	8.5	203	774	16.5	7.7	145	*460	10.4	4.6	92
OTHER	1976	**438	3.4	22.2	153	**172	4.7	8.7	209	**194	4.1	9.8	185	**71	1.6	3.6	72
NORTHEAST-CENSUS	19803	3487	27.3	17.6	122	919	24.9	4.6	111	1234	26.3	6.2	117	1334	30.2	6.7	135
NORTH CENTRAL	22181	2708	21.2	12.2	84	612	16.6	2.8	66	1133	24.1	5.1	96	963	21.8	4.3	87
SOUTH	30082	4504	35.2	15.0	104	1631	44.2	5.4	130	1523	32.5	5.1	95	1350	30.6	4.5	90
WEST	16398	2095	16.4	12.8	88	*528	14.3	3.2	77	802	17.1	4.9	92	765	17.3	4.7	94
NORTHEAST-MKTG.	20163	3502	27.4	17.4	120	883	23.9	4.4	105	1258	26.8	6.2	118	1361	30.8	6.7	135
EAST CENTRAL	13054	1819	14.2	13.9	96	*399	10.8	3.1	73	776	16.5	5.9	112	645	14.6	4.9	99
WEST CENTRAL	14993	1816	14.2	12.1	84	*410	11.1	2.7	66	725	15.5	4.8	91	681	15.4	4.5	91
SOUTH	25785	3780	29.5	14.7	101	1519	41.2	5.9	141	1233	26.3	4.8	90	1028	23.3	4.0	80
PACIFIC	14470	1876	14.7	13.0	90	*479	13.0	3.3	79	700	14.9	4.8	91	*697	15.8	4.8	97
COUNTY SIZE A	36705	5984	46.8	16.3	113	1780	48.2	4.8	116	2075	44.2	5.7	107	2130	48.3	5.8	116
COUNTY SIZE B	26819	3512	27.5	13.1	91	945	25.6	3.5	84	1339	28.5	5.0	94	1229	27.9	4.6	92
COUNTY SIZE C	13597	1855	14.5	13.6	94	*518	14.0	3.8	91	755	16.1	5.6	105	581	13.2	4.3	86
COUNTY SIZE D	11344	1443	11.3	12.7	88	*447	12.1	3.9	94	*524	11.2	4.6	87	*472	10.7	4.2	83
METRO CENTRAL CITY	26825	4266	33.3	15.9	110	1455	39.4	5.4	130	1442	30.7	5.4	101	1369	31.0	5.1	102
METRO SUBURBAN	39912	5509	43.1	13.8	95	1358	36.8	3.4	82	2051	43.7	5.1	97	2101	47.6	5.3	106
NON METRO	21728	3019	23.6	13.9	96	877	23.8	4.0	97	1200	25.6	5.5	104	942	21.4	4.3	87
TOP 5 ADI'S	20847	3673	28.7	17.6	122	1010	27.4	4.8	116	1262	26.9	6.1	114	1401	31.8	6.7	135
TOP 10 ADI'S	28719	4551	35.6	15.8	110	1304	35.3	4.5	109	1584	33.8	5.5	104	1663	37.7	5.8	116
TOP 20 ADI'S	40904	6349	49.6	15.5	107	1887	51.1	4.6	111	2248	47.9	5.5	104	2215	50.2	5.4	109
HSHLD INC. $50,000 OR MORE	7931	1035	8.1	13.1	90	**201	5.4	2.5	61	**277	5.9	3.5	66	*557	12.6	7.0	141
$40,000 OR MORE	15233	2058	16.1	13.5	93	*508	13.8	3.3	80	*528	11.3	3.5	65	1022	23.2	6.7	135
$30,000 OR MORE	28333	3664	28.6	12.9	89	985	26.7	3.5	83	1074	22.9	3.8	71	1606	36.4	5.7	114
$25,000 OR MORE	36417	4730	37.0	13.0	90	1218	33.0	3.3	80	1390	29.6	3.8	72	2123	48.1	5.8	117
$20,000 - $24,999	9943	1358	10.6	13.7	94	**335	9.1	3.4	81	*437	9.3	4.4	83	*587	13.3	5.9	118
$15,000 - $19,999	9211	1466	11.5	15.9	110	*404	10.9	4.4	105	590	12.6	6.4	121	*472	10.7	5.1	103
$10,000 - $14,999	13477	2071	16.2	15.4	106	655	17.8	4.9	117	909	19.4	6.7	127	507	11.5	3.8	75
UNDER $10,000	19418	3169	24.8	16.3	113	1079	29.2	5.6	133	1366	29.1	7.0	133	724	16.4	3.7	75
HOUSEHOLD OF 1 PERSON	11987	1692	13.2	14.1	98	446	12.1	3.7	89	746	15.9	6.2	117	499	11.3	4.2	83
2 PEOPLE	27046	3340	26.1	12.3	85	1123	30.4	4.2	100	1202	25.6	4.4	84	1015	23.0	3.8	75
3 OR 4 PEOPLE	34251	5118	40.0	14.9	103	1447	39.2	4.2	101	1797	38.3	5.2	99	1874	42.5	5.5	110
5 OR MORE PEOPLE	15180	2644	20.7	17.4	120	*674	18.3	4.4	106	947	20.2	6.2	118	1024	23.2	6.7	135
NO CHILD IN HSHLD	49819	7158	55.9	14.4	99	2260	61.2	4.5	109	2662	56.7	5.3	101	2236	50.7	4.5	90
CHILD(REN) UNDER 2 YRS	6045	886	6.9	14.7	101	**331	9.0	5.5	131	**338	7.2	5.6	105	**216	4.9	3.6	72
2 - 5 YEARS	15233	2216	17.3	14.5	101	*626	17.0	4.1	99	760	16.2	5.0	94	830	18.8	5.4	109
6 - 11 YEARS	16260	2474	19.3	15.2	105	584	15.8	3.6	86	950	20.2	5.8	110	941	21.3	5.8	116
12 - 17 YEARS	19173	3033	23.7	15.8	109	709	19.2	3.7	89	1146	24.4	6.0	113	1178	26.7	6.1	123
RESIDENCE OWNED	61371	8200	64.1	13.4	92	2380	64.5	3.9	93	2648	56.4	4.3	81	3173	71.9	5.2	104
VALUE: $50,000 OR MORE	35355	4618	36.1	13.1	90	1166	31.6	3.3	79	1387	29.6	3.9	74	2065	46.8	5.8	117
VALUE: UNDER $50,000	26016	3582	28.0	13.8	95	1214	32.9	4.7	112	1260	26.9	4.8	91	1109	25.1	4.3	85

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(FEMALES)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES		88464	12794	100.0	14.5	100	3690	100.0	4.2	100	4692	100.0	5.3	100	4412	100.0	5.0	100
MAGAZINES	QUINTILE 1	17988	3058	23.9	17.0	118	895	24.3	5.0	119	787	16.8	4.4	82	1377	31.2	7.7	153
	QUINTILE 2	19446	2990	23.4	15.4	106	796	21.6	4.1	98	1051	22.4	5.4	102	1143	25.9	5.9	118
	QUINTILE 3	14626	1883	14.7	12.9	89	*485	13.1	3.3	79	887	18.9	6.1	114	*512	11.6	3.5	70
	QUINTILE 4	16014	1928	15.1	12.0	83	556	15.1	3.5	83	705	15.0	4.4	83	667	15.1	4.2	84
	QUINTILE 5	20389	2935	22.9	14.4	100	959	26.0	4.7	113	1262	26.9	6.2	117	714	16.2	3.5	70
NEWSPAPERS	QUINTILE 1	13830	2059	16.1	14.9	103	486	13.2	3.5	84	732	15.6	5.3	100	841	19.1	6.1	122
	QUINTILE 2	26350	3660	28.6	13.9	96	1096	29.7	4.2	100	1271	27.1	4.8	91	1293	29.3	4.9	98
	QUINTILE 3	12415	1973	15.4	15.9	110	656	17.8	5.3	127	683	14.6	5.5	104	635	14.4	5.1	103
	QUINTILE 4	21911	2954	23.1	13.5	93	761	20.6	3.5	83	1002	21.4	4.6	86	1191	27.0	5.4	109
	QUINTILE 5	13960	2148	16.8	15.4	106	691	18.7	4.9	119	1005	21.4	7.2	136	*452	10.2	3.2	65
OUTDOOR	QUINTILE 1	16810	2474	19.3	14.7	102	782	21.2	4.7	112	760	16.2	4.5	85	933	21.1	5.6	111
	QUINTILE 2	17101	2539	19.8	14.8	103	714	19.3	4.2	100	1115	23.8	6.5	123	711	16.1	4.2	83
	QUINTILE 3	17579	2420	18.9	13.8	95	660	17.9	3.8	90	835	17.8	4.7	90	925	21.0	5.3	106
	QUINTILE 4	18343	2902	22.7	15.8	109	752	20.4	4.1	98	1071	22.8	5.8	110	1079	24.5	5.9	118
	QUINTILE 5	18631	2459	19.2	13.2	91	783	21.2	4.2	101	912	19.4	4.9	92	765	17.3	4.1	82
RADIO-DRIVE TIME	QUINTILE 1	17390	2873	22.5	16.5	114	800	21.7	4.6	110	1096	23.4	6.3	119	978	22.2	5.6	113
	QUINTILE 2	16591	2362	18.5	14.2	98	577	15.6	3.5	83	711	15.2	4.3	81	1073	24.3	6.5	130
	QUINTILE 3	16910	2636	20.6	15.6	108	932	25.3	5.5	132	938	20.0	5.5	105	767	17.4	4.5	91
	QUINTILE 4	18002	2370	18.5	13.2	91	577	15.6	3.2	77	935	19.9	5.2	98	858	19.4	4.8	96
	QUINTILE 5	19572	2552	19.9	13.0	90	804	21.8	4.1	98	1012	21.6	5.2	97	736	16.7	3.8	75
RADIO-MID-DAY	TERCILE 1	23248	3477	27.2	15.0	103	974	26.4	4.2	100	1385	29.5	6.0	112	1118	25.3	4.8	96
	TERCILE 2	23667	3508	27.4	14.8	102	1038	28.1	4.4	105	1360	29.0	5.7	108	1110	25.2	4.7	94
	TERCILE 3	41549	5810	45.4	14.0	97	1678	45.5	4.0	97	1948	41.5	4.7	88	2184	49.5	5.3	105
RADIO-TOTAL	QUINTILE 1	17786	3010	23.5	16.9	117	946	25.6	5.3	128	1105	23.6	6.2	117	958	21.7	5.4	108
	QUINTILE 2	17316	2563	20.0	14.8	102	687	18.6	4.0	95	922	19.7	5.3	100	954	21.6	5.5	110
	QUINTILE 3	18428	2489	19.5	13.5	93	731	19.8	4.0	95	823	17.5	4.5	84	935	21.2	5.1	102
	QUINTILE 4	17669	2537	19.8	14.4	99	607	16.4	3.4	82	999	21.3	5.7	107	931	21.1	5.3	106
	QUINTILE 5	17265	2195	17.2	12.7	88	719	19.5	4.2	100	843	18.0	4.9	92	633	14.3	3.7	74
TV-PRIME TIME	QUINTILE 1	17416	2575	20.1	14.8	102	826	22.4	4.7	114	959	20.4	5.5	104	791	17.9	4.5	91
	QUINTILE 2	17413	2485	19.4	14.3	99	671	18.2	3.9	92	884	18.8	5.1	96	930	21.1	5.3	107
	QUINTILE 3	17943	2708	21.2	15.1	104	836	22.7	4.7	112	965	20.6	5.4	101	908	20.6	5.1	101
	QUINTILE 4	18442	2703	21.1	14.7	101	755	20.5	4.1	98	895	19.1	4.9	92	1053	23.9	5.7	114
	QUINTILE 5	17250	2322	18.1	13.5	93	*602	16.3	3.5	84	989	21.1	5.7	108	730	16.5	4.2	85
TV-DAYTIME	TERCILE 1	29966	4563	35.7	15.2	105	1482	40.2	4.9	119	1711	36.5	5.7	108	1370	31.1	4.6	92
	TERCILE 2	29480	4238	33.1	14.4	99	1159	31.4	3.9	94	1554	33.1	5.3	99	1525	34.6	5.2	104
	TERCILE 3	29018	3993	31.2	13.8	95	1049	28.4	3.6	87	1427	30.4	4.9	93	1517	34.4	5.2	105
TV-TOTAL	QUINTILE 1	17740	2850	22.3	16.1	111	1071	29.0	6.0	145	1049	22.4	5.9	111	730	16.5	4.1	83
	QUINTILE 2	17674	2518	19.7	14.2	99	763	20.7	4.3	103	870	18.5	4.9	93	885	20.1	5.0	100
	QUINTILE 3	17730	2433	19.0	13.7	95	588	15.9	3.3	80	883	18.8	5.0	94	963	21.8	5.4	109
	QUINTILE 4	17563	2716	21.2	15.5	107	696	18.9	4.0	95	988	21.1	5.6	106	1032	23.4	5.9	118
	QUINTILE 5	17757	2276	17.8	12.8	89	*572	15.5	3.2	77	902	19.2	5.1	96	802	18.2	4.5	91
MAGAZINES-NEWSPAPERS: DUAL		23278	3666	28.7	15.7	109	1100	29.8	4.7	113	1167	24.9	5.0	95	1399	31.7	6.0	121
MAGAZINE IMPERATIVE		21634	3384	26.4	15.6	108	859	23.3	4.0	95	1155	24.6	5.3	101	1370	31.1	6.3	127
NEWSPAPER IMPERATIVE		23455	2941	23.0	12.5	87	793	21.5	3.4	81	1233	26.3	5.3	99	916	20.8	3.9	78
MAGAZINES-OUTDOOR: DUAL		17482	2763	21.6	15.8	109	766	20.8	4.4	105	949	20.2	5.4	102	1047	23.7	6.0	120
MAGAZINE IMPERATIVE		28830	4376	34.2	15.2	105	1189	32.2	4.1	99	1447	30.8	5.0	95	1740	39.4	6.0	121
OUTDOOR IMPERATIVE		26119	3414	26.7	13.1	90	1027	27.8	3.9	94	1403	29.9	5.4	101	984	22.3	3.8	76
MAGAZINES-RADIO: DUAL		20162	3371	26.3	16.7	116	1009	27.3	5.0	120	1143	24.4	5.7	107	1219	27.6	6.0	121
MAGAZINE IMPERATIVE		26292	3752	29.3	14.3	99	1012	27.4	3.8	92	1223	26.1	4.7	88	1517	34.4	5.8	116
RADIO IMPERATIVE		25308	3547	27.7	14.0	97	1002	27.2	4.0	95	1439	30.7	5.7	107	1105	25.0	4.4	88
MAGAZINES-TELEVISION: DUAL		17312	2760	21.6	15.9	110	833	22.6	4.8	115	917	19.5	5.3	100	1010	22.9	5.8	117
MAGAZINE IMPERATIVE		29099	4371	34.2	15.0	104	1030	27.9	3.5	85	1470	31.3	5.1	95	1871	42.4	6.4	129
TELEVISION IMPERATIVE		27505	3768	29.5	13.7	95	1281	34.7	4.7	112	1462	31.2	5.3	100	1024	23.2	3.7	75
NEWSPAPERS-OUTDOOR: DUAL		18628	2982	23.3	16.0	111	862	23.4	4.6	111	1098	23.4	5.9	111	1021	23.1	5.5	110
NEWSPAPER IMPERATIVE		29178	4068	31.8	13.9	96	1103	29.9	3.8	91	1396	29.8	4.8	90	1569	35.6	5.4	108
OUTDOOR IMPERATIVE		25260	3583	28.0	14.2	98	1103	29.9	4.4	105	1293	27.6	5.1	97	1188	26.9	4.7	94
NEWSPAPERS-RADIO: DUAL		19246	2991	23.4	15.5	107	913	24.7	4.7	114	1011	21.5	5.3	99	1067	24.2	5.5	111
NEWSPAPER IMPERATIVE		28155	3748	29.3	13.3	92	989	26.8	3.5	84	1366	29.1	4.9	91	1393	31.6	4.9	99
RADIO IMPERATIVE		25308	3988	31.2	15.8	109	1130	30.6	4.5	107	1514	32.3	6.0	113	1344	30.5	5.3	106
NEWSPAPERS-TELEVISION: DUAL		18615	2938	23.0	15.8	109	1038	28.1	5.6	134	919	19.6	4.9	93	982	22.3	5.3	106
NEWSPAPER IMPERATIVE		29207	3983	31.1	13.6	94	906	24.6	3.1	74	1460	31.1	5.0	94	1618	36.7	5.5	111
TELEVISION IMPERATIVE		25472	3739	29.2	14.7	101	1168	31.7	4.6	110	1418	30.2	5.6	105	1153	26.1	4.5	91
OUTDOOR-RADIO: DUAL		17292	2589	20.2	15.0	104	846	22.9	4.9	117	925	19.7	5.3	101	818	18.5	4.7	95
OUTDOOR IMPERATIVE		26915	3669	28.7	13.6	94	1056	28.6	3.9	94	1382	29.5	5.1	97	1231	27.9	4.6	92
RADIO IMPERATIVE		28938	4517	35.3	15.6	108	1298	35.2	4.5	108	1509	32.2	5.2	98	1711	38.8	5.9	119
OUTDOOR-TELEVISION: DUAL		16112	2519	19.7	15.6	108	759	20.6	4.7	113	831	17.7	5.2	97	929	21.1	5.8	116
OUTDOOR IMPERATIVE		28228	3964	31.0	14.0	97	1084	29.4	3.8	92	1514	32.3	5.4	101	1365	30.9	4.8	97
TELEVISION IMPERATIVE		30024	4345	34.0	14.5	100	1430	38.8	4.8	114	1556	33.2	5.2	98	1359	30.8	4.5	91
RADIO-TELEVISION: DUAL		17803	2633	20.6	14.8	102	854	23.1	4.8	115	972	20.7	5.5	103	808	18.3	4.5	91
RADIO IMPERATIVE		28338	4227	33.0	14.9	103	1169	31.7	4.1	99	1506	32.1	5.3	100	1552	35.2	5.5	110
TELEVISION IMPERATIVE		28445	4105	32.1	14.4	100	1303	35.3	4.6	110	1569	33.4	5.5	104	1233	27.9	4.3	87

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	12794	100.0	14.5	100	3690	100.0	4.2	100	4692	100.0	5.3	100	4412	100.0	5.0	100
ATLANTIC MONTHLY	415	**108	0.8	26.0	180	**29	0.8	7.0	168	**50	1.1	12.0	227	**30	0.7	7.2	145
BARRON'S	522	**62	0.5	11.9	82	**23	0.6	4.4	106	**12	0.3	2.3	43	**27	0.6	5.2	104
BETTER HOMES & GARDENS	17429	2832	22.1	16.2	112	710	19.2	4.1	98	946	20.2	5.4	102	1177	26.7	6.8	135
BON APPETIT	2772	451	3.5	16.3	112	**124	3.4	4.5	107	**76	1.6	2.7	52	*250	5.7	9.0	181
BUSINESS WEEK	1469	*205	1.6	14.0	96	**62	1.7	4.2	101	**54	1.2	3.7	69	**89	2.0	6.1	121
CAR AND DRIVER	397	**64	0.5	16.1	111	**6	0.2	1.5	36	**10	0.2	2.5	47	**48	1.1	12.1	242
CBS MAGAZINE NETWORK (GROSS)	1633	*256	2.0	15.7	108	**99	2.7	6.1	145	**52	1.1	3.2	60	**105	2.4	6.4	129
CHANGING TIMES	1554	*222	1.7	14.3	99	**56	1.5	3.6	86	**90	1.9	5.8	109	**75	1.7	4.8	97
COLONIAL HOMES	1304	*244	1.9	18.7	129	**104	2.8	8.0	191	**45	1.0	3.5	65	**95	2.2	7.3	146
CONDE NAST MAG. PKG. (GROSS)	17858	3359	26.3	18.8	130	937	25.4	5.2	126	734	15.6	4.1	77	1688	38.3	9.5	190
CONSUMERS DIGEST	1406	*288	2.3	20.5	142	**102	2.8	7.3	174	**88	1.9	6.3	118	**98	2.2	7.0	140
COSMOPOLITAN	8815	1560	12.2	17.7	122	336	9.1	3.8	91	490	10.4	5.6	105	733	16.6	8.3	167
COUNTRY LIVING	2636	419	3.3	15.9	110	**69	1.9	2.6	63	**150	3.2	5.7	107	*200	4.5	7.6	152
CUISINE	1554	*255	2.0	16.4	113	**52	1.4	3.3	80	**48	1.0	3.1	58	**155	3.5	10.0	200
CYCLE WORLD	469	**67	0.5	14.3	99	**14	0.4	3.0	72	**14	0.3	3.0	56	**39	0.9	8.3	167
DCI:CREATIVE IDEAS FOR LIV	2631	450	3.5	17.1	118	*165	4.5	6.3	150	**107	2.3	4.1	77	*178	4.0	6.8	136
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1045	8.2	14.8	102	381	10.3	5.4	129	*272	5.8	3.8	73	391	8.9	5.5	111
DISCOVER	998	*173	1.4	17.3	120	**86	2.3	8.6	207	**21	0.4	2.1	40	**66	1.5	6.6	133
EBONY	4289	1006	7.9	23.5	162	395	10.7	9.2	221	357	7.6	8.3	157	*254	5.8	5.9	119
ESQUIRE	1176	266	2.1	22.6	156	**92	2.5	7.8	188	**98	2.1	8.3	157	**76	1.7	6.5	130
ESSENCE	2392	446	3.5	18.6	129	*220	6.0	9.2	220	**104	2.2	4.3	82	**123	2.8	5.1	103
FAMILY CIRCLE	17209	2635	20.6	15.3	106	725	19.6	4.2	101	752	16.0	4.4	82	1158	26.2	6.7	135
THE FAMILY HANDYMAN	1184	*240	1.9	20.3	140	**84	2.3	7.1	170	**102	2.2	8.6	162	**54	1.2	4.6	91
FAMILY WEEKLY	12391	1774	13.9	14.3	99	576	15.6	4.6	111	615	13.1	5.0	94	583	13.2	4.7	94
FIELD & STREAM	2438	397	3.1	16.3	113	**160	4.3	6.6	157	**104	2.2	4.3	80	*133	3.0	5.5	109
FOOD & WINE	614	**111	0.9	18.1	125	**56	1.5	9.1	219	**4	0.1	0.7	12	**51	1.2	8.3	167
FORBES	813	**75	0.6	9.2	64	**5	0.1	0.6	15	**12	0.3	1.5	28	**58	1.3	7.1	143
FORTUNE	1083	*111	0.9	10.2	71	**25	0.7	2.3	55	**26	0.6	2.4	45	**60	1.4	5.5	111
GENTLEMEN'S QUARTERLY	1197	*314	2.5	26.2	181	**108	2.9	9.0	216	**35	0.7	2.9	55	**172	3.9	14.4	288
GLAMOUR	6625	1157	9.0	17.5	121	260	7.0	3.9	94	*311	6.6	4.7	89	585	13.3	8.8	177
GOLF DIGEST	707	**78	0.6	11.0	76	**11	0.3	1.6	37	**55	1.2	7.8	147	**12	0.3	1.7	34
GOLF DIGEST/TENNIS (GROSS)	1316	*155	1.2	11.8	81	**50	1.4	3.8	91	**65	1.4	4.9	93	**40	0.9	3.0	61
GOLF MAGAZINE	469	**103	0.8	22.0	152	**12	0.3	2.6	61	**42	0.9	9.0	169	**49	1.1	10.4	209
GOLF MAGAZINE/SKI (GROSS)	1060	**131	1.0	12.4	85	**20	0.5	1.9	45	**50	1.1	4.7	89	**60	1.4	5.7	113
GOOD HOUSEKEEPING	17784	2503	19.6	14.1	97	680	18.4	3.8	92	762	16.2	4.3	81	1060	24.0	6.0	120
HARPER'S BAZAAR	2931	613	4.8	20.9	145	*163	4.4	5.6	133	*173	3.7	5.9	111	*277	6.3	9.5	189
HEALTH	2199	416	3.3	18.9	131	*158	4.3	7.2	172	**129	2.7	5.9	111	**129	2.9	5.9	118
HEARST MAG CORP. BUY (GROSS)	49148	7744	60.5	15.8	109	2073	56.2	4.2	101	2305	49.1	4.7	88	3366	76.3	6.8	137
HEARST MAN POWER (GROSS)	2113	381	3.0	18.0	125	**132	3.6	6.2	150	**113	2.4	5.3	101	**137	3.1	6.5	130
HEARST WOMAN POWER (GROSS)	35062	5354	41.8	15.3	106	1404	38.0	4.0	96	1597	34.0	4.6	86	2353	53.3	6.7	135
HOUSE BEAUTIFUL	3865	576	4.5	14.9	103	*132	3.6	3.4	82	*187	4.0	4.8	91	*258	5.8	6.7	134
INC.	315	**35	0.3	11.1	77	**13	0.4	4.1	99	**6	0.1	1.9	36	**17	0.4	5.4	108
JET	3690	908	7.1	24.6	170	391	10.6	10.6	254	236	5.0	6.4	121	*280	6.3	7.6	152
LADIES' HOME JOURNAL	12930	1972	15.4	15.3	105	462	12.5	3.6	86	709	15.1	5.5	103	801	18.2	6.2	124
LHJ FAMILY GRP COMBO(GROSS)	18161	2862	22.4	15.8	109	744	20.2	4.1	98	927	19.8	5.1	96	1191	27.0	6.6	131
LIFE	5065	962	7.5	19.0	131	276	7.5	5.4	131	*219	4.7	4.3	82	468	10.6	9.2	185
L.A. TIMES HOME MAGAZINE	1310	*143	1.1	10.9	75	**67	1.8	5.1	123	**52	1.1	4.0	75	**24	0.5	1.8	37
MADEMOISELLE	3759	823	6.4	21.9	151	*237	6.4	6.3	151	*202	4.3	5.4	101	*384	8.7	10.2	205
MC CALL'S	14658	2219	17.3	15.1	105	647	17.5	4.4	106	589	12.6	4.0	76	983	22.3	6.7	134
MC CALL'S/WRK MOTHER (GROSS)	15857	2409	18.8	15.2	105	688	18.6	4.3	104	654	13.9	4.1	78	1068	24.2	6.7	135
MECHANIX ILLUSTRATED	809	**120	0.9	14.8	103	**36	1.0	4.4	107	**34	0.7	4.2	79	**51	1.2	6.3	126
METROPOLITAN HOME	1009	*172	1.3	17.0	118	**106	2.9	10.5	252	**13	0.3	1.3	24	**53	1.2	5.3	105
MONEY	1707	*257	2.0	15.1	104	**152	4.1	8.9	213	**34	0.7	2.0	38	**71	1.6	4.2	83
MOTHER EARTH NEWS	1123	*169	1.3	15.0	104	**70	1.9	6.2	149	**12	0.3	1.1	20	**86	1.9	7.7	154
MS.	932	*183	1.4	19.6	136	**58	1.6	6.2	149	**27	0.6	2.9	55	**98	2.2	10.5	211
NATIONAL ENQUIRER	11971	2017	15.8	16.8	117	643	17.4	5.4	129	613	13.1	5.1	97	761	17.2	6.4	127
NATIONAL GEOGRAPHIC	10503	1275	10.0	12.1	84	452	12.2	4.3	103	302	6.4	2.9	54	521	11.8	5.0	99
NATIONAL SUNDAY MAGAZINE PKG	54325	7727	60.4	14.2	98	2302	62.4	4.2	102	2648	56.4	4.9	92	2777	62.9	5.1	102
NATURAL HISTORY	626	**93	0.7	14.9	103	**48	1.3	7.7	184	**9	0.2	1.4	27	**36	0.8	5.8	115
NEW WOMAN	1992	340	2.7	17.1	118	**97	2.6	4.9	117	**27	0.6	1.4	26	*216	4.9	10.8	217
NEW YORK INCLUDING CUE	547	**81	0.6	14.8	102	**50	1.4	9.1	219	**14	0.3	2.6	48	**17	0.4	3.1	62
THE NEW YORKER	1380	262	2.0	19.0	131	**84	2.3	6.1	146	**76	1.6	5.5	104	**102	2.3	7.4	148
NEWSWEEK	6925	1006	7.9	14.5	100	*207	5.6	3.0	72	297	6.3	4.3	81	502	11.4	7.2	145
THE N.Y. TIMES DAILY EDITION	1363	*213	1.7	15.6	108	**56	1.5	4.1	98	**55	1.2	4.0	76	**102	2.3	7.5	150
THE N.Y. TIMES MAGAZINE	2333	324	2.5	13.9	96	**76	2.1	3.3	78	**89	1.9	3.8	72	*159	3.6	6.8	137
OMNI	872	**116	0.9	13.3	92	**41	1.1	4.7	113	**29	0.6	3.3	63	**46	1.0	5.3	106
ON CABLE	1298	*257	2.0	19.8	137	**97	2.6	7.5	179	**102	2.2	7.9	148	**59	1.3	4.5	91
1001 HOME IDEAS	3032	474	3.7	15.6	108	**123	3.3	4.1	97	**89	1.9	2.9	55	*262	5.9	8.6	173
ORGANIC GARDENING	1680	*206	1.6	12.3	85	**53	1.4	3.2	76	**85	1.8	5.1	95	**69	1.6	4.1	82
OUTDOOR LIFE	960	**131	1.0	13.6	94	**22	0.6	2.3	55	**59	1.3	6.1	116	**50	1.1	5.2	104
PARADE MAGAZINE	26755	4000	31.3	15.0	103	1123	30.4	4.2	101	1349	28.8	5.0	95	1527	34.6	5.7	114

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(FEMALES)

0043
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	12794	100.0	14.5	100	3690	100.0	4.2	100	4692	100.0	5.3	100	4412	100.0	5.0	100
PARENTS	4173	679	5.3	16.3	113	*216	5.9	5.2	124	*194	4.1	4.6	88	*270	6.1	6.5	130
PENTHOUSE	973	*184	1.4	18.9	131	**40	1.1	4.1	99	**28	0.6	2.9	54	**115	2.6	11.8	237
PEOPLE	13479	1980	15.5	14.7	102	480	13.0	3.6	85	656	14.0	4.9	92	844	19.1	6.3	126
PLAYBOY	2183	319	2.5	14.6	101	**80	2.2	3.7	88	**106	2.3	4.9	92	*133	3.0	6.1	122
POPULAR HOT RODDING	388	**60	0.5	15.5	107	**30	0.8	7.7	185	**12	0.3	3.1	58	**17	0.4	4.4	88
POPULAR MECHANICS	1037	**170	1.3	16.4	113	**58	1.6	5.6	134	**75	1.6	7.2	136	**38	0.9	3.7	73
POPULAR SCIENCE	920	**153	1.2	16.6	115	**61	1.7	6.6	159	**70	1.5	7.6	143	**22	0.5	2.4	48
PREVENTION	4071	489	3.8	12.0	83	*165	4.5	4.1	97	*198	4.2	4.9	92	*127	2.9	3.1	63
PSYCHOLOGY TODAY	1940	375	2.9	19.3	134	**95	2.6	4.9	117	**61	1.3	3.1	59	*219	5.0	11.3	226
READER'S DIGEST	24031	3082	24.1	12.8	89	929	25.2	3.9	93	1085	23.1	4.5	85	1068	24.2	4.4	89
REDBOOK	8464	1292	10.1	15.3	106	388	10.5	4.6	110	344	7.3	4.1	77	560	12.7	6.6	133
ROAD & TRACK	429	**45	0.4	10.5	73	**10	0.3	2.3	56	**18	0.4	4.2	79	**17	0.4	4.0	79
ROLLING STONE	1355	*290	2.3	21.4	148	**37	1.0	2.7	65	**90	1.9	6.6	125	**163	3.7	12.0	241
RUNNER'S WORLD	329	**63	0.5	19.1	132	**33	0.9	10.0	240	**0	0.0	0.0	0	**30	0.7	9.1	183
SATURDAY EVENING POST	1268	*169	1.3	13.3	92	**50	1.4	3.9	95	**61	1.3	4.8	91	**58	1.3	4.6	92
SCIENCE 84	702	**121	0.9	17.2	119	**9	0.2	1.3	31	**62	1.3	8.8	167	**50	1.1	7.1	143
SCIENCE DIGEST	553	*140	1.1	25.3	175	**32	0.9	5.8	139	**33	0.7	6.0	113	**75	1.7	13.6	272
SCIENTIFIC AMERICAN	615	**85	0.7	13.8	96	**57	1.5	9.3	222	**11	0.2	1.8	34	**17	0.4	2.8	55
SELF	2683	566	4.4	21.1	146	**145	3.9	5.4	130	**66	1.4	2.5	46	*355	8.0	13.2	265
SEVENTEEN	3309	708	5.5	21.4	148	*174	4.7	5.3	126	*217	4.6	6.6	124	*317	7.2	9.6	192
SKI	591	**28	0.2	4.7	33	**9	0.2	1.5	37	**8	0.2	1.4	26	**11	0.2	1.9	37
SMITHSONIAN	3039	316	2.5	10.4	72	**137	3.7	4.5	108	**63	1.3	2.1	39	*115	2.6	3.8	76
SOAP OPERA DIGEST	3683	689	5.4	18.7	129	317	8.6	8.6	206	*169	3.6	4.6	87	*203	4.6	5.5	111
SOUTHERN LIVING	4434	595	4.7	13.4	93	*217	5.9	4.9	117	*165	3.5	3.7	70	*214	4.9	4.8	97
SPORT	701	*167	1.3	23.8	165	**33	0.9	4.7	113	**42	0.9	6.0	113	**91	2.1	13.0	260
THE SPORTING NEWS	518	**104	0.8	20.1	139	**26	0.7	5.0	120	**51	1.1	9.8	186	**27	0.6	5.2	105
SPORTS AFIELD	523	**71	0.6	13.6	94	**42	1.1	8.0	193	**5	0.1	1.0	18	**24	0.5	4.6	92
SPORTS ILLUSTRATED	3325	626	4.9	18.8	130	**116	3.1	3.5	84	*175	3.7	5.3	99	*336	7.6	10.1	203
STAR	8567	1532	12.0	17.9	124	482	13.1	5.6	135	564	12.0	6.6	124	486	11.0	5.7	114
SUNDAY	27630	4022	31.4	14.6	101	1187	32.2	4.3	103	1453	31.0	5.3	99	1382	31.3	5.0	100
SUNSET	2219	*156	1.2	7.0	49	**39	1.1	1.8	42	**50	1.1	2.3	42	**67	1.5	3.0	61
TV GUIDE	24258	3827	29.9	15.8	109	1149	31.1	4.7	114	1268	27.0	5.2	99	1410	32.0	5.8	117
TENNIS	609	**77	0.6	12.6	87	**39	1.1	6.4	154	**9	0.2	1.5	28	**29	0.7	4.8	95
TIME	9929	1523	11.9	15.3	106	428	11.6	4.3	103	383	8.2	3.9	73	712	16.1	7.2	144
TOWN & COUNTRY	1062	*156	1.2	14.7	102	**70	1.9	6.6	158	**41	0.9	3.9	73	**46	1.0	4.3	87
TRAVEL & LEISURE	1051	*172	1.3	16.4	113	**68	1.8	6.5	155	**44	0.9	4.2	79	**61	1.4	5.8	116
TRUE STORY	3946	701	5.5	17.8	123	*227	6.2	5.8	138	*263	5.6	6.7	126	*210	4.8	5.3	107
U.S.NEWS & WORLD REPORT	3782	509	4.0	13.5	93	*203	5.5	5.4	129	**90	1.9	2.4	45	*216	4.9	5.7	115
USA TODAY	1874	294	2.3	15.7	108	**126	3.4	6.7	161	**67	1.4	3.6	67	**101	2.3	5.4	108
US	2213	400	3.1	18.1	125	**92	2.5	4.2	100	**140	3.0	6.3	119	**168	3.8	7.6	152
VOGUE	4792	814	6.4	17.0	117	295	8.0	6.2	148	*155	3.3	3.2	61	*365	8.3	7.6	153
WALL STREET JOURNAL	2045	307	2.4	15.0	104	**101	2.7	4.9	118	**127	2.7	6.2	117	**79	1.8	3.9	77
WEIGHT WATCHERS	2364	382	3.0	16.2	112	*142	3.8	6.0	144	**94	2.0	4.0	75	**147	3.3	6.2	125
WOMAN'S DAY	15182	2332	18.2	15.4	106	533	14.4	3.5	84	777	16.6	5.1	96	1022	23.2	6.7	135
WORKING MOTHER	1198	*190	1.5	15.9	110	**42	1.1	3.5	84	**65	1.4	5.4	102	**84	1.9	7.0	141
WORKING WOMAN	1523	*264	2.1	17.3	120	**77	2.1	5.1	121	**85	1.8	5.6	105	**101	2.3	6.6	133
WORLD TENNIS	*183	**40	0.3	21.9	151	**16	0.4	8.7	210	**11	0.2	6.0	113	**13	0.3	7.1	142
ZIFF-DAVIS MAG NETWK (GROSS)	2776	461	3.6	16.6	115	*166	4.5	6.0	143	**77	1.6	2.8	52	*218	4.9	7.9	157
BLAIR INSERTS	47909	6704	52.4	14.0	97	1909	51.7	4.0	96	2381	50.7	5.0	94	2414	54.7	5.0	101
DAILY NEWSPAPERS																	
READ ANY	56731	8245	64.4	14.5	100	2231	60.5	3.9	94	2938	62.6	5.2	98	3077	69.7	5.4	109
READ ONE	47696	6774	52.9	14.2	98	1871	50.7	3.9	94	2449	52.2	5.1	97	2454	55.6	5.1	103
READ TWO OR MORE	9034	1472	11.5	16.3	113	360	9.8	4.0	96	489	10.4	5.4	102	623	14.1	6.9	138
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	8132	63.6	14.1	97	2404	65.1	4.2	100	2823	60.2	4.9	92	2905	65.8	5.0	101
READ ONE	50513	7045	55.1	13.9	96	2156	58.4	4.3	102	2425	51.7	4.8	91	2464	55.8	4.9	98
READ TWO OR MORE	7219	1087	8.5	15.1	104	*248	6.7	3.4	82	398	8.5	5.5	104	441	10.0	6.1	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.44				32.09				27.47				29.29			
30 DAY REACH	78184	11326	88.5	14.5	100	3296	89.3	4.2	101	4127	88.0	5.3	100	3903	88.5	5.0	100
50 SHWG - 30 DAY AV FREQ	14.80	15.31				17.02				14.19				15.09			
30 DAY REACH	74239	10940	85.5	14.7	102	3123	84.6	4.2	101	4009	85.4	5.4	102	3809	86.3	5.1	103
25 SHWG - 30 DAY AV FREQ	8.05	8.28				9.29				7.66				8.11			
30 DAY REACH	68254	10133	79.2	14.8	103	2868	77.7	4.2	101	3717	79.2	5.4	103	3548	80.4	5.2	104
CABLE TV: HOME WIRED	35215	5097	39.8	14.5	100	1633	44.3	4.6	111	1486	31.7	4.2	80	1978	44.8	5.6	113
HOME NOT WIRED	53250	7696	60.2	14.5	100	2057	55.7	3.9	93	3206	68.3	6.0	114	2434	55.2	4.6	92
HAVE PAY CABLE	17885	2766	21.6	15.5	107	756	20.5	4.2	101	925	19.7	5.2	98	1085	24.6	6.1	122

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA: USAGE IN THE LAST 7 DAYS
(FEMALES)

0044
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES	88464	12794	100.0	14.5	100	3690	100.0	4.2	100	4692	100.0	5.3	100	4412	100.0	5.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	7072	55.3	14.7	102	1861	50.4	3.9	93	2542	54.2	5.3	100	2669	60.5	5.6	112
10:00 AM - 3:00 PM	33674	4946	38.7	14.7	102	1388	37.6	4.1	99	1963	41.8	5.8	110	1595	36.2	4.7	95
3:00 PM - 7:00 PM	34431	5171	40.4	15.0	104	1524	41.3	4.4	106	1676	35.7	4.9	92	1970	44.7	5.7	115
7:00 PM - MIDNIGHT	17761	2739	21.4	15.4	107	769	20.8	4.3	104	884	18.8	5.0	94	1086	24.6	6.1	123
MIDNIGHT - 6:00 AM	10087	1747	13.7	17.3	120	426	11.5	4.2	101	653	13.9	6.5	122	668	15.1	6.6	133
6:00 AM - MIDNIGHT	64318	9490	74.2	14.8	102	2641	71.6	4.1	98	3348	71.4	5.2	98	3501	79.4	5.4	109
ENTIRE DAY	65181	9695	75.8	14.9	103	2687	72.8	4.1	99	3418	72.8	5.2	99	3590	81.4	5.5	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	2303	18.0	13.2	91	659	17.9	3.8	91	857	18.3	4.9	93	787	17.8	4.5	91
ALL NEWS	2520	277	2.2	11.0	76	**143	3.9	5.7	136	**68	1.4	2.7	51	**66	1.5	2.6	53
AOR/PROGRESSIVE	4419	693	5.4	15.7	108	*227	6.2	5.1	123	*202	4.3	4.6	86	*264	6.0	6.0	120
BEAUTIFUL MUSIC	6119	796	6.2	13.0	90	*176	4.8	2.9	69	295	6.3	4.8	91	325	7.4	5.3	106
BLACK	2623	573	4.5	21.8	151	*173	4.7	6.6	158	*226	4.8	8.6	162	*173	3.9	6.6	132
CLASSICAL	1553	**174	1.4	11.2	77	**29	0.8	1.9	45	**91	1.9	5.9	110	**54	1.2	3.5	70
CHR/ROCK	11282	2111	16.5	18.7	129	473	12.8	4.2	101	742	15.8	6.6	124	897	20.3	8.0	159
COUNTRY	13343	1787	14.0	13.4	93	556	15.1	4.2	100	549	11.7	4.1	78	682	15.5	5.1	102
GOLDEN OLDIES	1299	*268	2.1	20.6	143	**107	2.9	8.2	197	**104	2.2	8.0	151	**57	1.3	4.4	88
MOR/NOSTALGIA	5241	746	5.8	14.2	98	**154	4.2	2.9	70	*266	5.7	5.1	96	*325	7.4	6.2	124
NEWS/TALK	4165	634	5.0	15.2	105	*216	5.9	5.2	124	*211	4.5	5.1	96	*206	4.7	4.9	99
RELIGIOUS	3324	391	3.1	11.8	81	**134	3.6	4.0	97	**111	2.4	3.3	63	**145	3.3	4.4	87
SOFT ROCK	609	**94	0.7	15.4	107	**15	0.4	2.5	59	**59	1.3	9.7	183	**20	0.5	3.3	66
URBAN CONTEMPORARY	1853	445	3.5	24.0	166	*163	4.4	8.8	211	**144	3.1	7.8	147	*139	3.2	7.5	150
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	674	5.3	18.1	125	*143	3.9	3.8	92	*266	5.7	7.1	135	*265	6.0	7.1	143
ABC DIRECTION	2488	376	2.9	15.1	104	*108	2.9	4.3	104	*128	2.7	5.1	97	*140	3.2	5.6	113
ABC ENTERTAINMENT	5129	694	5.4	13.5	94	*217	5.9	4.2	101	*219	4.7	4.3	81	*259	5.9	5.0	101
ABC FM	2498	406	3.2	16.3	112	**73	2.0	2.9	70	*167	3.6	6.7	126	**166	3.8	6.6	133
ABC INFORMATION	5721	772	6.0	13.5	93	*236	6.4	4.1	99	328	7.0	5.7	108	*208	4.7	3.6	73
ABC ROCK	2021	441	3.4	21.8	151	**161	4.4	8.0	191	**158	3.4	7.8	147	**122	2.8	6.0	121
CBS	4756	598	4.7	12.6	87	*210	5.7	4.4	106	*186	4.0	3.9	74	*203	4.6	4.3	86
MUTUAL	5272	688	5.4	13.1	90	*194	5.3	3.7	88	*247	5.3	4.7	88	*247	5.6	4.7	94
NBC	4964	508	4.0	10.2	71	*139	3.8	2.8	67	**138	2.9	2.8	52	*231	5.2	4.7	93
RADIORADIO	2218	298	2.3	13.4	93	**78	2.1	3.5	84	**100	2.1	4.5	85	**120	2.7	5.4	108
RKO ONE	2565	477	3.7	18.6	129	**181	4.9	7.1	169	**116	2.5	4.5	85	*179	4.1	7.0	140
RKO TWO	3640	535	4.2	14.7	102	*196	5.3	5.4	129	**127	2.7	3.5	66	*212	4.8	5.8	117
THE SOURCE	2467	476	3.7	19.3	133	**139	3.8	5.6	135	**89	1.9	3.6	68	*248	5.6	10.1	202
NON-WIRED : BLAIR	9466	1515	11.8	16.0	111	415	11.2	4.4	105	473	10.1	5.0	94	627	14.2	6.6	133
INTERNET	13616	2118	16.6	15.6	108	585	15.9	4.3	103	840	17.9	6.2	116	693	15.7	5.1	102
KATZ RADIO GROUP	16998	2562	20.0	15.1	104	689	18.7	4.1	97	945	20.1	5.6	105	927	21.0	5.5	109
SUPERNET	11622	1807	14.1	15.5	108	575	15.6	4.9	119	633	13.5	5.4	103	600	13.6	5.2	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1436	11.2	15.2	105	514	13.9	5.5	131	518	11.0	5.5	104	404	9.2	4.3	86
WKDAY 9:00 AM - 1:00 PM	13304	2088	16.3	15.7	109	696	18.9	5.2	125	811	17.3	6.1	115	582	13.2	4.4	88
WKDAY 1:00 PM - 4:30 PM	17591	2749	21.5	15.6	108	879	23.8	5.0	120	1047	22.3	6.0	112	822	18.6	4.7	94
WKDAY 4:30 PM - 7:30 PM	24418	3653	28.6	15.0	103	1153	31.2	4.7	113	1373	29.3	5.6	106	1127	25.5	4.6	93
WKDAY 7:30 PM - 8:00 PM	34400	5128	40.1	14.9	103	1621	43.9	4.7	113	1877	40.0	5.5	103	1630	36.9	4.7	95
WKDAY 11:00 PM - 11:30 PM	26120	3759	29.4	14.4	100	1191	32.3	4.6	109	1363	29.0	5.2	98	1205	27.3	4.6	93
WKDAY 11:30 PM - 1:00 AM	8402	1273	9.9	15.2	105	415	11.2	4.9	118	455	9.7	5.4	102	403	9.1	4.8	96
M-SAT 8-11 PM+SUN 7-11 PM	36828	5404	42.2	14.7	101	1613	43.7	4.4	105	1943	41.4	5.3	99	1848	41.9	5.0	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	1233	9.6	17.1	118	398	10.8	5.5	132	454	9.7	6.3	119	382	8.7	5.3	106
ANOTHER WORLD N	4924	658	5.1	13.4	92	205	5.6	4.2	100	269	5.7	5.5	103	184	4.2	3.7	75
AS THE WORLD TURNS C	5966	960	7.5	16.1	111	275	7.5	4.6	111	368	7.8	6.2	116	317	7.2	5.3	107
CAPITOL C	3672	609	4.8	16.6	115	184	5.0	5.0	120	267	5.7	7.3	137	158	3.6	4.3	86
CBS MORN. NEWS 1 C	1590	295	2.3	18.6	128	*129	3.5	8.1	195	*61	1.3	3.8	72	*106	2.4	6.7	134
CBS MORN. NEWS 2 C	1298	207	1.6	15.9	110	*74	2.0	5.7	137	*82	1.7	6.3	119	**51	1.2	3.9	79
DAYS OF OUR LIVES N	6389	980	7.7	15.3	106	356	9.6	5.6	134	331	7.1	5.2	98	293	6.6	4.6	92
FACTS OF LIFE - DAYTIME N	2526	381	3.0	15.1	104	121	3.3	4.8	115	176	3.8	7.0	131	*84	1.9	3.3	67
FAMILY FEUD A	3427	706	5.5	20.6	142	237	6.4	6.9	166	246	5.2	7.2	135	223	5.1	6.5	130
GENERAL HOSPITAL A	6870	1235	9.7	18.0	124	375	10.2	5.5	131	503	10.7	7.3	138	356	8.1	5.2	104
GOOD MORNING, AMERICA-730 A	3767	503	3.9	13.4	92	161	4.4	4.3	102	190	4.0	5.0	95	*152	3.4	4.0	81
GOOD MORNING, AMERICA-830 A	3076	468	3.7	15.2	105	154	4.2	5.0	120	122	2.6	4.0	75	192	4.4	6.2	125
GUIDING LIGHT C	5789	917	7.2	15.8	110	338	9.2	5.8	140	357	7.6	6.2	116	222	5.0	3.8	77
ONE LIFE TO LIVE A	4918	844	6.6	17.2	119	323	8.8	6.6	157	277	5.9	5.6	106	244	5.5	5.0	99
PRESS YOUR LUCK C	2367	325	2.5	13.7	95	*115	3.1	4.9	116	131	2.8	5.5	104	*80	1.8	3.4	68
PRICE IS RIGHT 1 C	4727	830	6.5	17.6	121	296	8.0	6.3	150	306	6.5	6.5	122	228	5.2	4.8	97
PRICE IS RIGHT 2 C	5511	930	7.3	16.9	117	313	8.5	5.7	136	368	7.8	6.7	126	249	5.6	4.5	91
RYAN'S HOPE A	3479	634	5.0	18.2	126	218	5.9	6.3	150	222	4.7	6.4	120	*195	4.4	5.6	112
SALE OF THE CENTURY N	2823	455	3.6	16.1	111	156	4.2	5.5	132	202	4.3	7.2	135	*96	2.2	3.4	68
SEARCH FOR TOMORROW N	2525	355	2.8	14.1	97	*130	3.5	5.1	123	*104	2.2	4.1	78	*121	2.7	4.8	96
TODAY SHOW 1 N	2979	387	3.0	13.0	90	*116	3.1	3.9	93	159	3.4	5.3	101	*112	2.5	3.8	75
TODAY SHOW 2 N	2792	363	2.8	13.0	90	125	3.4	4.5	107	182	3.9	6.5	123	*56	1.3	2.0	40
$25,000 PYRAMID C	2899	414	3.2	14.3	99	152	4.1	5.2	126	130	2.8	4.5	85	*132	3.0	4.6	91
WHEEL OF FORTUNE N	4689	736	5.8	15.7	109	274	7.4	5.8	140	273	5.8	5.8	110	189	4.3	4.0	81
YOUNG AND THE RESTLESS C	6231	961	7.5	15.4	107	291	7.9	4.7	112	425	9.1	6.8	129	245	5.6	3.9	79
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	257	2.0	13.0	90	*98	2.7	5.0	119	*106	2.3	5.4	101	*53	1.2	2.7	54
NBA PLAYOFF GAME -1 C	1246	236	1.8	18.9	131	*52	1.4	4.2	100	*130	2.8	10.4	197	**54	1.2	4.3	87
NBC MAJOR LEAGUE PRE-GAME N	1140	*158	1.2	13.9	96	**68	1.8	6.0	143	**59	1.3	5.2	98	**32	0.7	2.8	56
SPORTSWORLD - SUN N	1328	260	2.0	19.6	135	**82	2.2	6.2	148	**113	2.4	8.5	160	**66	1.5	5.0	100
SUNDAY MORNING C	1645	197	1.5	12.0	83	*86	2.3	5.2	125	**65	1.4	4.0	74	**47	1.1	2.9	57

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALES		88464	12794	100.0	14.5	100	3690	100.0	4.2	100	4692	100.0	5.3	100	4412	100.0	5.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	4164	32.5	14.9	103	1315	35.6	4.7	113	1523	32.5	5.4	103	1326	30.1	4.7	95
NETWORK AFFILIATES - LATE		21966	3123	24.4	14.2	98	959	26.0	4.4	105	1150	24.5	5.2	99	1014	23.0	4.6	93
INDEPENDENTS - LATE		2247	407	3.2	18.1	125	106	2.9	4.7	113	136	2.9	6.1	114	165	3.7	7.3	147
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	1763	13.8	15.3	106	487	13.2	4.2	101	732	15.6	6.4	120	544	12.3	4.7	95
ABC MONDAY NIGHT MOVIE	A	6879	935	7.3	13.6	94	235	6.4	3.4	82	367	7.8	5.3	101	333	7.5	4.8	97
ABC SUNDAY NIGHT MOVIE	A	13690	1981	15.5	14.5	100	519	14.1	3.8	91	788	16.8	5.8	109	675	15.3	4.9	99
ABC WORLD NEWS TONIGHT	A	6589	976	7.6	14.8	102	284	7.7	4.3	103	356	7.6	5.4	102	336	7.6	5.1	102
AFTERMASH	C	6391	978	7.6	15.3	106	*194	5.3	3.0	73	*341	7.3	5.3	101	442	10.0	6.9	139
ALICE	C	10273	1696	13.3	16.5	114	425	11.5	4.1	99	605	12.9	5.9	111	666	15.1	6.5	130
AMERICAN PARADE	C	7130	940	7.3	13.2	91	261	7.1	3.7	88	386	8.2	5.4	102	293	6.6	4.1	82
BENSON	A	11665	1535	12.0	13.2	91	470	12.7	4.0	97	541	11.5	4.6	87	525	11.9	4.5	90
BLUE THUNDER	A	5442	667	5.2	12.3	85	*217	5.9	4.0	96	*236	5.0	4.3	82	*214	4.9	3.9	79
CAGNEY & LACEY	C	10565	1341	10.5	12.7	88	383	10.4	3.6	87	489	10.4	4.6	87	469	10.6	4.4	89
CBS EVENING NEWS-DEAN	C	3668	470	3.7	12.8	89	**120	3.3	3.3	78	*193	4.1	5.3	99	*157	3.6	4.3	86
CBS EVENING NEWS-RATHER	C	7561	1156	9.0	15.3	106	349	9.5	4.6	111	439	9.4	5.8	109	368	8.3	4.9	98
CBS SAT. NEWS-SCHIEFFER	C	3948	431	3.4	10.9	75	81	2.2	2.1	49	194	4.1	4.9	93	155	3.5	3.9	79
CBS SATURDAY NIGHT MOVIE	C	5966	867	6.8	14.5	100	250	6.8	4.2	100	323	6.9	5.4	102	295	6.7	4.9	99
CBS WEDNESDAY NIGHT MOVIE	C	6529	1128	8.8	17.3	119	357	9.7	5.5	131	420	9.0	6.4	121	352	8.0	5.4	108
CHEERS	N	9842	1357	10.6	13.8	95	379	10.3	3.9	92	533	11.4	5.4	102	445	10.1	4.5	91
DALLAS	C	23935	3610	28.2	15.1	104	1068	28.9	4.5	107	1243	26.5	5.2	98	1298	29.4	5.4	109
DIFF'RENT STROKES	N	7574	980	7.7	12.9	89	303	8.2	4.0	96	356	7.6	4.7	89	321	7.3	4.2	85
DOUBLE TROUBLE	N	7786	1097	8.6	14.1	97	265	7.2	3.4	82	473	10.1	6.1	115	360	8.2	4.6	93
DUCK FACTORY	N	6290	961	7.5	15.3	106	*238	6.4	3.8	91	403	8.6	6.4	121	*320	7.3	5.1	102
DUKES OF HAZZARD	C	6402	929	7.3	14.5	100	257	7.0	4.0	96	324	6.9	5.1	95	349	7.9	5.5	109
DYNASTY	A	21955	3228	25.2	14.7	102	1069	29.0	4.9	117	1218	26.0	5.5	105	941	21.3	4.3	86
FACTS OF LIFE	N	8898	1244	9.7	14.0	97	341	9.2	3.8	92	431	9.2	4.8	91	472	10.7	5.3	106
FALCON CREST	C	21877	3145	24.6	14.4	99	887	24.0	4.1	97	1199	25.6	5.5	103	1059	24.0	4.8	97
FALL GUY	A	10045	1355	10.6	13.5	93	374	10.1	3.7	89	513	10.9	5.1	96	468	10.6	4.7	93
FAMILY TIES	N	8922	1461	11.4	16.4	113	407	11.0	4.6	109	581	12.4	6.5	123	473	10.7	5.3	106
FANTASY ISLAND	A	8288	1267	9.9	15.3	106	407	11.0	4.9	118	467	10.0	5.6	106	393	8.9	4.7	95
FOULUPS,BLEEPS & BLUNDERS	A	9891	1283	10.0	13.0	90	371	10.1	3.8	90	506	10.8	5.1	96	407	9.2	4.1	83
FOUR SEASONS	C	5429	935	7.3	17.2	119	*227	6.2	4.2	100	*334	7.1	6.2	116	374	8.5	6.9	138
GIMME A BREAK	N	9646	1522	11.9	15.8	109	470	12.7	4.9	117	638	13.6	6.6	125	414	9.4	4.3	86
HART TO HART	A	9983	1478	11.6	14.8	102	476	12.9	4.8	114	496	10.6	5.0	94	506	11.5	5.1	102
HILL STREET BLUES	N	9688	1309	10.2	13.5	93	339	9.2	3.5	84	399	8.5	4.1	78	572	13.0	5.9	118
HOTEL	A	15435	2135	16.7	13.8	96	816	22.1	5.3	127	733	15.6	4.7	90	587	13.3	3.8	76
JEFFERSONS	C	10031	1614	12.6	16.1	111	471	12.8	4.7	113	594	12.7	5.9	112	549	12.4	5.5	110
JENNIFER SLEPT HERE	N	6376	888	6.9	13.9	96	310	8.4	4.9	117	275	5.9	4.3	81	303	6.9	4.8	95
KATE & ALLIE	C	9951	1440	11.3	14.5	100	389	10.5	3.9	94	552	11.8	5.5	105	499	11.3	5.0	101
KNIGHT RIDER	N	7908	1193	9.3	15.1	104	257	7.0	3.2	78	543	11.6	6.9	129	393	8.9	5.0	100
LOVE BOAT	A	13226	1962	15.3	14.8	103	647	17.5	4.9	117	719	15.3	5.4	102	596	13.5	4.5	90
MAGNUM PI	C	12105	1563	12.2	12.9	89	439	11.9	3.6	87	538	11.5	4.4	84	586	13.3	4.8	97
MAMA'S FAMILY	N	6364	1067	8.3	16.8	116	332	9.0	5.2	125	380	8.1	6.0	113	355	8.0	5.6	112
MASTER, THE	N	3955	572	4.5	14.5	100	*192	5.2	4.9	116	*182	3.9	4.6	87	*198	4.5	5.0	100
MATT HOUSTON	A	6903	938	7.3	13.6	94	299	8.1	4.3	104	396	8.4	5.7	108	243	5.5	3.5	71
NBC MONDAY NIGHT MOVIE	N	13443	1913	15.0	14.2	98	440	11.9	3.3	78	765	16.3	5.7	107	708	16.0	5.3	106
NBC NIGHTLY NEWS	N	5585	747	5.8	13.4	92	246	6.7	4.4	106	248	5.3	4.4	84	253	5.7	4.5	91
NBC NIGHTLY NEWS-SAT	N	3688	474	3.7	12.9	89	*131	3.6	3.6	85	*166	3.5	4.5	85	*176	4.0	4.8	96
NBC NIGHTLY NEWS-SUN	N	3310	413	3.2	12.5	86	**93	2.5	2.8	67	*147	3.1	4.4	84	*173	3.9	5.2	105
NBC SUNDAY NIGHT MOVIE	N	9238	1283	10.0	13.9	96	387	10.5	4.2	100	459	9.8	5.0	94	*437	9.9	4.7	95
NEWHART	C	9876	1318	10.3	13.3	92	323	8.8	3.3	78	538	11.5	5.4	103	457	10.4	4.6	93
ONE DAY AT A TIME	C	7954	1263	9.9	15.9	110	405	11.0	5.1	122	429	9.1	5.4	102	429	9.7	5.4	108
PEOPLE ARE FUNNY	N	5182	740	5.8	14.3	99	*254	6.9	4.9	118	256	5.5	4.9	93	*231	5.2	4.5	89
REAL PEOPLE	N	9674	1412	11.0	14.6	101	390	10.6	4.0	97	498	10.6	5.1	97	524	11.9	5.4	109
REMINGTON STEELE	N	8511	1305	10.2	15.3	106	296	8.0	3.5	83	469	10.0	5.5	104	541	12.3	6.4	127
RIPLEY'S BELIEVE IT - NOT	A	5656	797	6.2	14.1	97	*239	6.5	4.2	101	310	6.6	5.5	103	*248	5.6	4.4	88
RIPTIDE	N	7718	1106	8.6	14.3	99	*228	6.2	3.0	71	456	9.7	5.9	111	422	9.6	5.5	110
SCARECROW & MRS. KING	C	11058	1693	13.2	15.3	106	463	12.5	4.2	100	558	11.9	5.0	95	672	15.2	6.1	122
SIMON & SIMON	C	11615	1613	12.6	13.9	96	504	13.7	4.3	104	494	10.5	4.3	80	615	13.9	5.3	106
60 MINUTES	C	14326	1950	15.2	13.6	94	538	14.6	3.8	90	707	15.1	4.9	93	704	16.0	4.9	99
ST. ELSEWHERE	N	7670	1072	8.4	14.0	97	264	7.2	3.4	83	368	7.8	4.8	90	440	10.0	5.7	115
THREE'S COMPANY	A	12068	1831	14.3	15.2	105	527	14.3	4.4	105	744	15.9	6.2	116	561	12.7	4.6	93
T.J. HOOKER	A	9735	1339	10.5	13.8	95	418	11.3	4.3	103	533	11.4	5.5	103	388	8.8	4.0	80
TONIGHT SHOW	N	2531	372	2.9	14.7	102	114	3.1	4.5	108	144	3.1	5.7	107	114	2.6	4.5	90
TRAPPER JOHN, M.D.	C	10374	1575	12.3	15.2	105	566	15.3	5.5	131	514	11.0	5.0	93	495	11.2	4.8	96
TV BLOOPERS & PRAC. JOKES	N	9795	1278	10.0	13.0	90	337	9.1	3.4	82	534	11.4	5.5	103	408	9.2	4.2	84
20/20	A	10009	1358	10.6	13.6	94	326	8.8	3.3	78	610	13.0	6.1	115	423	9.6	4.2	85
WEBSTER	A	11934	1528	11.9	12.8	89	513	13.9	4.3	103	558	11.9	4.7	88	457	10.4	3.8	77
WORLD NEWS - SUN	A	3291	493	3.9	15.0	104	*166	4.5	5.0	121	*206	4.4	6.3	118	**121	2.7	3.7	74
YELLOW ROSE	N	5196	804	6.3	15.5	107	310	8.4	6.0	143	*166	3.5	3.2	60	328	7.4	6.3	127
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	1354	10.6	14.2	98	*393	10.7	4.1	99	*472	10.1	4.9	93	*490	11.1	5.1	103
BASKETBALL - COLLEGE GAMES		4414	648	5.1	14.7	102	*252	6.8	5.7	137	**236	5.0	5.3	101	**161	3.6	3.6	73
BASKETBALL - PRO GAMES		3876	828	6.5	21.4	148	*291	7.9	7.5	180	*355	7.6	9.2	173	**182	4.1	4.7	94
BOWLING		4056	843	6.6	20.8	144	**235	6.4	5.8	139	*441	9.4	10.9	205	**167	3.8	4.1	83
BOXING		4154	744	5.8	17.9	124	**160	4.3	3.9	92	*359	7.7	8.6	163	**225	5.1	5.4	109
FOOTBALL - COLLEGE GAMES		6754	1031	8.1	15.3	106	*362	9.8	5.4	128	*358	7.6	5.3	100	*311	7.0	4.6	92
FOOTBALL - PRO GAMES		12364	1769	13.8	14.3	99	*556	15.1	4.5	108	714	15.2	5.8	109	*499	11.3	4.0	81
GOLF		3615	*453	3.5	12.5	87	**50	1.4	1.4	33	**284	6.1	7.9	148	**120	2.7	3.3	67
POST-SEASON COLL. FOOTBALL		5296	823	6.4	15.5	107	*293	7.9	5.5	133	*304	6.5	5.7	108	**226	5.1	4.3	86
POST-SEASON PRO FOOTBALL		6693	955	7.5	14.3	99	*305	8.3	4.6	109	*354	7.5	5.3	100	*296	6.7	4.4	89
TENNIS		3281	*459	3.6	14.0	97	**135	3.7	4.1	99	**92	2.0	2.8	53	**233	5.3	7.1	142
WRESTLING - PROFESSIONAL		3672	819	6.4	22.3	154	*269	7.3	7.3	176	*274	5.8	7.5	141	**276	6.3	7.5	151

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA - TYPES
(ADULTS)

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	TOTAL U.S. '000	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4488	100.0	2.7	100	18997	100.0	11.3	100								
MALES	79263	1631	36.3	2.1	77	8742	46.0	11.0	97								
FEMALES	88464	2857	63.7	3.2	121	10256	54.0	11.6	102								
18 - 24	28671	1055	23.5	3.7	138	4369	23.0	15.2	135								
25 - 34	39536	836	18.6	2.1	79	4677	24.6	11.8	104								
35 - 44	28978	684	15.2	2.4	88	3265	17.2	11.3	99								
45 - 54	22345	842	18.8	3.8	141	2158	11.4	9.7	85								
55 - 64	22224	*521	11.6	2.3	88	2129	11.2	9.6	85								
65 OR OLDER	25973	550	12.3	2.1	79	2400	12.6	9.2	82								
18 - 34	68207	1891	42.1	2.8	104	9046	47.6	13.3	117								
18 - 49	108058	2994	66.7	2.8	104	13457	70.8	12.5	110								
25 - 54	90859	2362	52.6	2.6	97	10099	53.2	11.1	98								
35 - 49	39851	1103	24.6	2.8	103	4411	23.2	11.1	98								
50 OR OLDER	59669	1494	33.3	2.5	94	5541	29.2	9.3	82								
GRADUATED COLLEGE	28091	743	16.6	2.6	99	2436	12.8	8.7	77								
ATTENDED COLLEGE	28938	903	20.1	3.1	117	3012	15.9	10.4	92								
GRADUATED HIGH SCHOOL	65503	1694	37.7	2.6	97	7580	39.9	11.6	102								
DID NOT GRADUATE HIGH SCHOOL	45195	1149	25.6	2.5	95	5970	31.4	13.2	117								
EMPLOYED MALES	56429	1098	24.5	1.9	73	6234	32.8	11.0	98								
EMPLOYED FEMALES	43971	1780	39.7	4.0	151	5022	26.4	11.4	101								
EMPLOYED FULL-TIME	87773	2419	53.9	2.8	103	9671	50.9	11.0	97								
EMPLOYED PART-TIME	12627	*459	10.2	3.6	136	1584	8.3	12.5	111								
NOT EMPLOYED	67327	1610	35.9	2.4	89	7742	40.8	11.5	102								
PROFESSIONAL/MANAGER	25845	755	16.8	2.9	109	2174	11.4	8.4	74								
TECH/CLERICAL/SALES	30895	1058	23.6	3.4	128	3495	18.4	11.3	100								
PRECISION/CRAFT	12629	**197	4.4	1.6	58	1389	7.3	11.0	97								
OTHER EMPLOYED	31031	869	19.4	2.8	105	4198	22.1	13.5	119								
SINGLE	35557	1278	28.5	3.6	134	5613	29.5	15.8	139								
MARRIED	103585	2466	54.9	2.4	89	10226	53.8	9.9	87								
DIVORCED/SEPARATED/WIDOWED	28585	744	16.6	2.6	97	3159	16.6	11.1	98								
PARENTS	59295	1383	30.8	2.3	87	7040	37.1	11.9	105								
WHITE	146081	3793	84.5	2.6	97	15370	80.9	10.5	93								
BLACK	17974	587	13.1	3.3	122	3040	16.0	16.9	149								
OTHER	3672	**108	2.4	2.9	110	*587	3.1	16.0	141								
NORTHEAST-CENSUS	37005	1351	30.1	3.7	136	4761	25.1	12.9	114								
NORTH CENTRAL	42642	821	18.3	1.9	72	4085	21.5	9.6	85								
SOUTH	56777	1637	36.5	2.9	108	7050	37.1	12.4	110								
WEST	31303	680	15.2	2.2	81	3102	16.3	9.9	87								
NORTHEAST-MKTG.	38125	1413	31.5	3.7	139	4774	25.1	12.5	111								
EAST CENTRAL	24794	478	10.7	1.9	72	2885	15.2	11.6	103								
WEST CENTRAL	28511	598	13.3	2.1	78	2571	13.5	9.0	80								
SOUTH	48953	1383	30.8	2.8	106	6003	31.6	12.3	108								
PACIFIC	27344	617	13.7	2.3	84	2765	14.6	10.1	89								
COUNTY SIZE A	69301	2399	53.5	3.5	129	8690	45.7	12.5	111								
COUNTY SIZE B	50633	1239	27.6	2.4	91	5717	30.1	11.3	100								
COUNTY SIZE C	26259	622	13.9	2.4	89	2478	13.0	9.4	83								
COUNTY SIZE D	21534	**228	5.1	1.1	40	2112	11.1	9.8	87								
METRO CENTRAL CITY	50014	1512	33.7	3.0	113	6643	35.0	13.3	117								
METRO SUBURBAN	76832	2228	49.6	2.9	108	8123	42.8	10.6	93								
NON METRO	40881	748	16.7	1.8	68	4232	22.3	10.4	91								
TOP 5 ADI'S	39550	1524	34.0	3.9	144	5353	28.2	13.5	120								
TOP 10 ADI'S	54877	2033	45.3	3.7	138	6827	35.9	12.4	110								
TOP 20 ADI'S	77516	2647	59.0	3.4	128	9414	49.6	12.1	107								
HSHLD INC. $50,000 OR MORE	17257	*574	12.8	3.3	124	1548	8.1	9.0	79								
$40,000 OR MORE	33235	956	21.3	2.9	108	3176	16.7	9.6	84								
$30,000 OR MORE	59693	1778	39.6	3.0	111	5776	30.4	9.7	85								
$25,000 OR MORE	76275	2203	49.1	2.9	108	7591	40.0	10.0	88								
$20,000 - $24,999	18607	*415	9.2	2.2	83	2006	10.6	10.8	95								
$15,000 - $19,999	17175	*454	10.1	2.6	99	2220	11.7	12.9	114								
$10,000 - $14,999	24569	629	14.0	2.6	96	3032	16.0	12.3	109								
UNDER $10,000	31101	786	17.5	2.5	94	4148	21.8	13.3	118								
HOUSEHOLD OF 1 PERSON	19441	489	10.9	2.5	94	2097	11.0	10.8	95								
2 PEOPLE	51803	1392	31.0	2.7	100	4671	24.6	9.0	80								
3 OR 4 PEOPLE	66933	1805	40.2	2.7	101	7889	41.5	11.8	104								
5 OR MORE PEOPLE	29550	803	17.9	2.7	102	4342	22.9	14.7	130								
NO CHILD IN HSHLD	96587	2819	62.8	2.9	109	10166	53.5	10.5	93								
CHILD(REN) UNDER 2 YRS	10844	**121	2.7	1.1	42	1380	7.3	12.7	112								
2 - 5 YEARS	26358	*628	14.0	2.4	89	3143	16.5	11.9	105								
6 - 11 YEARS	30453	803	17.9	2.6	99	3998	21.0	13.1	116								
12 - 17 YEARS	36575	834	18.6	2.3	85	5021	26.4	13.7	121								
RESIDENCE OWNED	117770	2877	64.1	2.4	91	12073	63.6	10.3	91								
VALUE: $50,000 OR MORE	70166	1853	41.3	2.6	99	7002	36.9	10.0	88								
VALUE: UNDER $50,000	47604	1024	22.8	2.2	80	5071	26.7	10.7	94								

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CANNED TEA - TYPES
(ADULTS)

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		TOTAL U.S. '000	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET C INDX	DIET D '000	DIET D % DOWN	DIET D % ACROSS	DIET D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR C INDX	REGULAR D '000	REGULAR D % DOWN	REGULAR D % ACROSS	REGULAR D INDX
TOTAL ADULTS		167727	4488	100.0	2.7	100	18997	100.0	11.3	100								
MAGAZINES	QUINTILE 1	34022	1268	28.3	3.7	139	4172	22.0	12.3	108								
	QUINTILE 2	34800	1037	23.1	3.0	111	4261	22.4	12.2	108								
	QUINTILE 3	30514	755	16.8	2.5	92	3118	16.4	10.2	90								
	QUINTILE 4	33324	764	17.0	2.3	86	3502	18.4	10.5	93								
	QUINTILE 5	35066	664	14.8	1.9	71	3944	20.8	11.2	99								
NEWSPAPERS	QUINTILE 1	29107	1190	26.5	4.1	153	3255	17.1	11.2	99								
	QUINTILE 2	49095	1238	27.6	2.5	94	5382	28.3	11.0	97								
	QUINTILE 3	23107	683	15.2	3.0	110	2873	15.1	12.4	110								
	QUINTILE 4	33556	694	15.5	2.1	77	3303	17.4	9.8	87								
	QUINTILE 5	32863	683	15.2	2.1	78	4184	22.0	12.7	112								
OUTDOOR	QUINTILE 1	33431	1003	22.3	3.0	112	3488	18.4	10.4	92								
	QUINTILE 2	33478	826	18.4	2.5	92	4169	21.9	12.5	110								
	QUINTILE 3	33574	984	21.9	2.9	110	3625	19.1	10.8	95								
	QUINTILE 4	33935	932	20.8	2.7	103	4210	22.2	12.4	110								
	QUINTILE 5	33310	744	16.6	2.2	83	3506	18.5	10.5	93								
RADIO-DRIVE TIME	QUINTILE 1	33136	1018	22.7	3.1	115	4014	21.1	12.1	107								
	QUINTILE 2	31658	840	18.7	2.7	99	3710	19.5	11.7	103								
	QUINTILE 3	32541	908	20.2	2.8	104	3595	18.9	11.0	98								
	QUINTILE 4	34247	897	20.0	2.6	98	3952	20.8	11.5	102								
	QUINTILE 5	36144	824	18.4	2.3	85	3727	19.6	10.3	91								
RADIO-MID-DAY	TERCILE 1	45037	1385	30.9	3.1	115	5166	27.2	11.5	101								
	TERCILE 2	44819	1077	24.0	2.4	90	5238	27.6	11.7	103								
	TERCILE 3	77872	2027	45.2	2.6	97	8593	45.2	11.0	97								
RADIO-TOTAL	QUINTILE 1	33763	994	22.1	2.9	110	4270	22.5	12.6	112								
	QUINTILE 2	33240	1003	22.3	3.0	113	3889	20.5	11.7	103								
	QUINTILE 3	33408	900	20.1	2.7	101	3476	18.3	10.4	92								
	QUINTILE 4	34792	996	22.2	2.9	107	4079	21.5	11.7	104								
	QUINTILE 5	32524	595	13.3	1.8	68	3284	17.3	10.1	89								
TV-PRIME TIME	QUINTILE 1	33090	1085	24.2	3.3	123	3986	21.0	12.0	106								
	QUINTILE 2	33357	1010	22.5	3.0	113	3685	19.4	11.0	98								
	QUINTILE 3	33980	821	18.3	2.4	90	4153	21.9	12.2	108								
	QUINTILE 4	33854	764	17.0	2.3	84	3725	19.6	11.0	97								
	QUINTILE 5	33444	808	18.0	2.4	90	3450	18.2	10.3	91								
TV-DAYTIME	TERCILE 1	49121	1436	32.0	2.9	109	5949	31.3	12.1	107								
	TERCILE 2	48823	1181	26.3	2.4	90	5512	29.0	11.3	100								
	TERCILE 3	69782	1871	41.7	2.7	100	7537	39.7	10.8	95								
TV-TOTAL	QUINTILE 1	33584	1106	24.6	3.3	123	4233	22.3	12.6	111								
	QUINTILE 2	33441	849	18.9	2.5	95	3891	20.5	11.6	103								
	QUINTILE 3	33505	903	20.1	2.7	101	3669	19.3	11.0	97								
	QUINTILE 4	33466	899	20.0	2.7	100	3813	20.1	11.4	101								
	QUINTILE 5	33731	731	16.3	2.2	81	3392	17.9	10.1	89								
MAGAZINES-NEWSPAPERS: DUAL		44503	1643	36.6	3.7	138	5536	29.1	12.4	110								
MAGAZINE IMPERATIVE		39363	1050	23.4	2.7	100	4699	24.7	11.9	105								
NEWSPAPER IMPERATIVE		46441	1056	23.5	2.3	85	4668	24.6	10.1	89								
MAGAZINES-OUTDOOR: DUAL		33726	1029	22.9	3.1	114	4009	21.1	11.9	105								
MAGAZINE IMPERATIVE		52846	1679	37.4	3.2	119	6140	32.3	11.6	103								
OUTDOOR IMPERATIVE		52140	1298	28.9	2.5	93	5654	29.8	10.8	96								
MAGAZINES-RADIO: DUAL		37081	1251	27.9	3.4	126	4612	24.3	12.4	110								
MAGAZINE IMPERATIVE		49747	1458	32.5	2.9	110	5420	28.5	10.9	96								
RADIO IMPERATIVE		49208	1192	26.6	2.4	91	5659	29.8	11.5	102								
MAGAZINES-TELEVISION: DUAL		33103	1177	26.2	3.6	133	4183	22.0	12.6	112								
MAGAZINE IMPERATIVE		54575	1586	35.3	2.9	109	6027	31.7	11.0	98								
TELEVISION IMPERATIVE		53249	1239	27.6	2.3	87	5979	31.5	11.2	99								
NEWSPAPERS-OUTDOOR: DUAL		36255	1183	26.4	3.3	122	4306	22.7	11.9	105								
NEWSPAPER IMPERATIVE		55591	1667	37.1	3.0	112	6192	32.6	11.1	98								
OUTDOOR IMPERATIVE		48319	1211	27.0	2.5	94	5611	29.5	11.6	103								
NEWSPAPERS-RADIO: DUAL		37242	1290	28.7	3.5	129	4443	23.4	11.9	105								
NEWSPAPER IMPERATIVE		54423	1550	34.5	2.8	106	5796	30.5	10.6	94								
RADIO IMPERATIVE		46650	1144	25.5	2.5	92	5584	29.4	12.0	106								
NEWSPAPERS-TELEVISION: DUAL		35974	1244	27.7	3.5	129	4406	23.2	12.2	108								
NEWSPAPER IMPERATIVE		56095	1582	35.2	2.8	105	5961	31.4	10.6	94								
TELEVISION IMPERATIVE		47170	1129	25.2	2.4	89	5666	29.8	12.0	106								
OUTDOOR-RADIO: DUAL		33748	916	20.4	2.7	101	3996	21.0	11.8	105								
OUTDOOR IMPERATIVE		52785	1408	31.4	2.7	100	5620	29.6	10.6	94								
RADIO IMPERATIVE		52882	1605	35.8	3.0	113	6218	32.7	11.8	104								
OUTDOOR-TELEVISION: DUAL		32030	1113	24.8	3.5	130	3730	19.6	11.6	103								
OUTDOOR IMPERATIVE		54626	1315	29.3	2.4	90	5978	31.5	10.9	97								
TELEVISION IMPERATIVE		54874	1468	32.7	2.7	100	6561	34.5	12.0	106								
RADIO-TELEVISION: DUAL		33386	943	21.0	2.8	106	3876	20.4	11.6	103								
RADIO IMPERATIVE		53810	1488	33.2	2.8	103	6165	32.5	11.5	101								
TELEVISION IMPERATIVE		54023	1492	33.2	2.8	103	6372	33.5	11.8	104								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED TEA - TYPES
(ADULTS)

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	TOTAL U.S. '000	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4488	100.0	2.7	100	18997	100.0	11.3	100								
ATLANTIC MONTHLY	867	**27	0.6	3.1	116	**105	0.6	12.1	107								
BARRON'S	1580	**39	0.9	2.5	92	**125	0.7	7.9	70								
BETTER HOMES & GARDENS	22203	779	17.4	3.5	131	2953	15.5	13.3	117								
BON APPETIT	3810	*199	4.4	5.2	195	406	2.1	10.7	94								
BUSINESS WEEK	4663	*207	4.6	4.4	166	551	2.9	11.8	104								
CAR AND DRIVER	3102	**133	3.0	4.3	160	417	2.2	13.4	119								
CBS MAGAZINE NETWORK (GROSS)	7311	*236	5.3	3.2	121	955	5.0	13.1	115								
CHANGING TIMES	3400	**161	3.6	4.7	177	*290	1.5	8.5	75								
COLONIAL HOMES	1796	**105	2.3	5.8	218	*230	1.2	12.8	113								
CONDE NAST MAG. PKG. (GROSS)	19924	1208	26.9	6.1	227	2510	13.2	12.6	111								
CONSUMERS DIGEST	3125	**117	2.6	3.7	140	439	2.3	14.0	124								
COSMOPOLITAN	10577	405	9.0	3.8	143	1489	7.8	14.1	124								
COUNTRY LIVING	3746	*167	3.7	4.5	167	501	2.6	13.4	118								
CUISINE	2214	**137	3.1	6.2	231	*248	1.3	11.2	99								
CYCLE WORLD	2394	**68	1.5	2.8	106	314	1.7	13.1	116								
DCI:CREATIVE IDEAS FOR LIV	3068	**105	2.3	3.4	128	434	2.3	14.1	125								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*358	8.0	3.7	140	1045	5.5	10.9	97								
DISCOVER	2277	**100	2.2	4.4	164	354	1.9	15.5	137								
EBONY	7187	258	5.7	3.6	134	1424	7.5	19.8	175								
ESQUIRE	2560	**97	2.2	3.8	142	453	2.4	17.7	156								
ESSENCE	3242	*125	2.8	3.9	144	583	3.1	18.0	159								
FAMILY CIRCLE	19639	796	17.7	4.1	151	2293	12.1	11.7	103								
THE FAMILY HANDYMAN	3540	**117	2.6	3.3	124	514	2.7	14.5	128								
FAMILY WEEKLY	23924	577	12.9	2.4	90	2560	13.5	10.7	94								
FIELD & STREAM	9883	*267	5.9	2.7	101	1102	5.8	11.2	98								
FOOD & WINE	1030	**103	2.3	10.0	374	**69	0.4	6.7	59								
FORBES	2679	**87	1.9	3.2	121	*188	1.0	7.0	62								
FORTUNE	2931	**85	1.9	2.9	108	341	1.8	11.6	103								
GENTLEMEN'S QUARTERLY	3481	**186	4.1	5.3	200	521	2.7	15.0	132								
GLAMOUR	7163	423	9.4	5.9	221	839	4.4	11.7	103								
GOLF DIGEST	2355	**120	2.7	5.1	190	*225	1.2	9.6	84								
GOLF DIGEST/TENNIS (GROSS)	3610	**161	3.6	4.5	167	327	1.7	9.1	80								
GOLF MAGAZINE	2046	**101	2.3	4.9	184	*244	1.3	11.9	105								
GOLF MAGAZINE/SKI (GROSS)	3547	**144	3.2	4.1	152	367	1.9	10.3	91								
GOOD HOUSEKEEPING	20353	664	14.8	3.3	122	2171	11.4	10.7	94								
HARPER'S BAZAAR	3362	*161	3.6	4.8	179	509	2.7	15.1	134								
HEALTH	2987	**138	3.1	4.6	173	369	1.9	12.4	109								
HEARST MAG CORP. BUY (GROSS)	67928	2383	53.1	3.5	131	8279	43.6	12.2	108								
HEARST MAN POWER (GROSS)	11282	*254	5.7	2.3	84	1485	7.8	13.2	116								
HEARST WOMAN POWER (GROSS)	40514	1425	31.8	3.5	131	4763	25.1	11.8	104								
HOUSE BEAUTIFUL	4885	*158	3.5	3.2	121	557	2.9	11.4	101								
INC.	1308	**43	1.0	3.3	123	**154	0.8	11.8	104								
JET	6498	241	5.4	3.7	139	1205	6.3	18.5	164								
LADIES' HOME JOURNAL	14797	526	11.7	3.6	133	1719	9.0	11.6	103								
LHJ FAMILY GRP COMBO(GROSS)	21743	829	18.5	3.8	142	2528	13.3	11.6	103								
LIFE	9881	398	8.9	4.0	151	1524	8.0	15.4	136								
L.A. TIMES HOME MAGAZINE	2775	**90	2.0	3.2	121	256	1.3	9.2	81								
MADEMOISELLE	4219	*278	6.2	6.6	246	572	3.0	13.6	120								
MC CALL'S	16422	683	15.2	4.2	155	1843	9.7	11.2	99								
MC CALL'S/WRK MOTHER (GROSS)	17919	715	15.9	4.0	149	2074	10.9	11.6	102								
MECHANIX ILLUSTRATED	4433	**93	2.1	2.1	78	620	3.3	14.0	123								
METROPOLITAN HOME	1504	**63	1.4	4.2	157	*205	1.1	13.6	120								
MONEY	4723	*256	5.7	5.4	203	515	2.7	10.9	96								
MOTHER EARTH NEWS	2325	**48	1.1	2.1	77	300	1.6	12.9	114								
MS.	1189	**42	0.9	3.5	132	*194	1.0	16.3	144								
NATIONAL ENQUIRER	18892	533	11.9	2.8	105	2673	14.1	14.1	125								
NATIONAL GEOGRAPHIC	22129	479	10.7	2.2	81	2172	11.4	9.8	87								
NATIONAL SUNDAY MAGAZINE PKG	103750	3101	69.1	3.0	112	11481	60.4	11.1	98								
NATURAL HISTORY	1379	**99	2.2	7.2	268	*183	1.0	13.3	117								
NEW WOMAN	2289	**90	2.0	3.9	147	283	1.5	12.4	109								
NEW YORK INCLUDING CUE	1088	**53	1.2	4.9	182	**95	0.5	8.7	77								
THE NEW YORKER	2459	**98	2.2	4.0	149	303	1.6	12.3	109								
NEWSWEEK	16527	454	10.1	2.7	103	1970	10.4	11.9	105								
THE N.Y. TIMES DAILY EDITION	2739	**164	3.7	6.0	224	292	1.5	10.7	94								
THE N.Y. TIMES MAGAZINE	4443	*247	5.5	5.6	208	498	2.6	11.2	99								
OMNI	2799	**22	0.5	0.8	29	392	2.1	14.0	124								
ON CABLE	2209	**102	2.3	4.6	173	315	1.7	14.3	126								
1001 HOME IDEAS	3959	*166	3.7	4.2	157	441	2.3	11.1	98								
ORGANIC GARDENING	3111	**49	1.1	1.6	59	353	1.9	11.3	100								
OUTDOOR LIFE	5024	**89	2.0	1.8	66	592	3.1	11.8	104								
PARADE MAGAZINE	51292	1700	37.9	3.3	124	5863	30.9	11.4	101								

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CANNED TEA - TYPES
(ADULTS)

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	TOTAL U.S. '000	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4488	100.0	2.7	100	18997	100.0	11.3	100								
PARENTS	5298	**124	2.8	2.3	87	779	4.1	14.7	130								
PENTHOUSE	5129	*152	3.4	3.0	111	886	4.7	17.3	153								
PEOPLE	21070	729	16.2	3.5	129	2460	12.9	11.7	103								
PLAYBOY	10562	300	6.7	2.8	106	1564	8.2	14.8	131								
POPULAR HOT RODDING	2498	**68	1.5	2.7	102	370	1.9	14.8	131								
POPULAR MECHANICS	5887	**149	3.3	2.5	95	847	4.5	14.4	127								
POPULAR SCIENCE	4317	**128	2.9	3.0	111	564	3.0	13.1	115								
PREVENTION	5792	*199	4.4	3.4	128	501	2.6	8.6	76								
PSYCHOLOGY TODAY	3284	**202	4.5	6.2	230	451	2.4	13.7	121								
READER'S DIGEST	40046	1068	23.8	2.7	100	4214	22.2	10.5	93								
REDBOOK	9584	356	7.9	3.7	139	1103	5.8	11.5	102								
ROAD & TRACK	2590	**90	2.0	3.5	130	373	2.0	14.4	127								
ROLLING STONE	3302	*138	3.1	4.2	156	580	3.1	17.6	155								
RUNNER'S WORLD	1229	**62	1.4	5.0	189	**65	0.3	5.3	47								
SATURDAY EVENING POST	2110	**57	1.3	2.7	101	*261	1.4	12.4	109								
SCIENCE 84	1543	**46	1.0	3.0	111	*158	0.8	10.2	90								
SCIENCE DIGEST	1747	**58	1.3	3.3	124	*207	1.1	11.8	105								
SCIENTIFIC AMERICAN	1994	**107	2.4	5.4	201	*221	1.2	11.1	98								
SELF	3119	*199	4.4	6.4	238	483	2.5	15.5	137								
SEVENTEEN	3923	*322	7.2	8.2	307	619	3.3	15.8	139								
SKI	1501	**43	1.0	2.9	107	*123	0.6	8.2	72								
SMITHSONIAN	5976	*143	3.2	2.4	89	541	2.8	9.1	80								
SOAP OPERA DIGEST	4228	*115	2.6	2.7	102	689	3.6	16.3	144								
SOUTHERN LIVING	6488	*252	5.6	3.9	145	611	3.2	9.4	83								
SPORT	3500	**119	2.7	3.4	127	547	2.9	15.6	138								
THE SPORTING NEWS	2456	**77	1.7	3.1	117	399	2.1	16.2	143								
SPORTS AFIELD	3648	**47	1.0	1.3	48	431	2.3	11.8	104								
SPORTS ILLUSTRATED	14484	471	10.5	3.3	122	1980	10.4	13.7	121								
STAR	12661	379	8.4	3.0	112	1953	10.3	15.4	136								
SUNDAY	52799	1814	40.4	3.4	128	6055	31.9	11.5	101								
SUNSET	3513	**52	1.2	1.5	55	*226	1.2	6.4	57								
TV GUIDE	42766	1490	33.2	3.5	130	5448	28.7	12.7	112								
TENNIS	1254	**41	0.9	3.3	122	*102	0.5	8.1	72								
TIME	22054	801	17.8	3.6	136	2466	13.0	11.2	99								
TOWN & COUNTRY	1555	**105	2.3	6.8	252	*135	0.7	8.7	77								
TRAVEL & LEISURE	2173	**67	1.5	3.1	115	*270	1.4	12.4	110								
TRUE STORY	4636	**102	2.3	2.2	82	733	3.9	15.8	140								
U.S.NEWS & WORLD REPORT	10353	308	6.9	3.0	111	1113	5.9	10.8	95								
USA TODAY	4994	*244	5.4	4.9	183	595	3.1	11.9	105								
US	3525	**102	2.3	2.9	108	530	2.8	15.0	133								
VOGUE	5424	*308	6.9	5.7	212	616	3.2	11.4	100								
WALL STREET JOURNAL	6292	*226	5.0	3.6	134	659	3.5	10.5	92								
WEIGHT WATCHERS	2762	**135	3.0	4.9	183	342	1.8	12.4	109								
WOMAN'S DAY	16320	544	12.1	3.3	125	2057	10.8	12.6	111								
WORKING MOTHER	1496	**31	0.7	2.1	77	*231	1.2	15.4	136								
WORKING WOMAN	1851	**81	1.8	4.4	164	*262	1.4	14.2	125								
WORLD TENNIS	580	**26	0.6	4.5	168	**64	0.3	11.0	97								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	396	8.8	3.2	119	1533	8.1	12.4	109								
BLAIR INSERTS	91671	2794	62.3	3.0	114	10051	52.9	11.0	97								
DAILY NEWSPAPERS																	
READ ANY	109190	3171	70.7	2.9	109	12084	63.6	11.1	98								
READ ONE	89587	2335	52.0	2.6	97	9736	51.3	10.9	96								
READ TWO OR MORE	19602	837	18.6	4.3	160	2348	12.4	12.0	106								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3224	71.8	2.9	110	12067	63.5	11.0	97								
READ ONE	95074	2575	57.4	2.7	101	10401	54.8	10.9	97								
READ TWO OR MORE	14588	649	14.5	4.4	166	1666	8.8	11.4	101								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.60				28.09											
30 DAY REACH	149706	3994	89.0	2.7	100	17098	90.0	11.4	101								
50 SHWG - 30 DAY AV FREQ	15.16	15.85				14.68											
30 DAY REACH	142406	3867	86.2	2.7	101	16387	86.3	11.5	102								
25 SHWG - 30 DAY AV FREQ	8.23	8.33				7.95											
30 DAY REACH	131152	3666	81.7	2.8	104	15115	79.6	11.5	102								
CABLE TV: HOME WIRED	66879	1863	41.5	2.8	104	7591	40.0	11.4	100								
HOME NOT WIRED	100848	2625	58.5	2.6	97	11407	60.0	11.3	100								
HAVE PAY CABLE	35024	1014	22.6	2.9	108	4400	23.2	12.6	111								

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CANNED TEA - TYPES
(ADULTS)

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	TOTAL U.S. '000	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4488	100.0	2.7	100	18997	100.0	11.3	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2716	60.5	2.8	106	10822	57.0	11.3	100								
10:00 AM - 3:00 PM	63599	1740	38.8	2.7	102	7251	38.2	11.4	101								
3:00 PM - 7:00 PM	72097	2039	45.4	2.8	106	8403	44.2	11.7	103								
7:00 PM - MIDNIGHT	36670	1106	24.6	3.0	113	4623	24.3	12.6	111								
MIDNIGHT - 6:00 AM	21908	761	17.0	3.5	130	2668	14.0	12.2	108								
6:00 AM - MIDNIGHT	127571	3544	79.0	2.8	104	14643	77.1	11.5	101								
ENTIRE DAY	129239	3645	81.2	2.8	105	14868	78.3	11.5	102								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1001	22.3	2.9	110	3445	18.1	10.1	89								
ALL NEWS	6062	*156	3.5	2.6	96	711	3.7	11.7	104								
AOR/PROGRESSIVE	11884	300	6.7	2.5	94	1647	8.7	13.9	122								
BEAUTIFUL MUSIC	11180	442	9.8	4.0	148	1157	6.1	10.3	91								
BLACK	4538	**112	2.5	2.5	92	931	4.9	20.5	181								
CLASSICAL	3857	**121	2.7	3.1	117	469	2.5	12.2	107								
CHR/ROCK	21946	677	15.1	3.1	115	3230	17.0	14.7	130								
COUNTRY	27262	611	13.6	2.2	84	2961	15.6	10.9	96								
GOLDEN OLDIES	3339	**184	4.1	5.5	206	410	2.2	12.3	108								
MOR/NOSTALGIA	10346	*269	6.0	2.6	97	1060	5.6	10.2	90								
NEWS/TALK	8929	*308	6.9	3.4	129	916	4.8	10.3	91								
RELIGIOUS	5488	*177	3.9	3.2	121	555	2.9	10.1	89								
SOFT ROCK	1232	**21	0.5	1.7	64	**145	0.8	11.8	104								
URBAN CONTEMPORARY	3184	*157	3.5	4.9	184	679	3.6	21.3	188								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*172	3.8	2.5	93	1023	5.4	14.8	131								
ABC DIRECTION	5212	*195	4.3	3.7	140	620	3.3	11.9	105								
ABC ENTERTAINMENT	10385	315	7.0	3.0	113	1069	5.6	10.3	91								
ABC FM	4762	**80	1.8	1.7	63	734	3.9	15.4	136								
ABC INFORMATION	11339	*277	6.2	2.4	91	1222	6.4	10.8	95								
ABC ROCK	4878	*135	3.0	2.8	103	935	4.9	19.2	169								
CBS	10709	343	7.6	3.2	120	1007	5.3	9.4	83								
MUTUAL	10251	356	7.9	3.5	130	978	5.1	9.5	84								
NBC	12243	*242	5.4	2.0	74	1000	5.3	8.2	72								
RADIORADIO	4606	**81	1.8	1.8	66	637	3.4	13.8	122								
RKO ONE	5148	*150	3.3	2.9	109	796	4.2	15.5	137								
RKO TWO	7313	*280	6.2	3.8	143	872	4.6	11.9	105								
THE SOURCE	5981	*204	4.5	3.4	127	856	4.5	14.3	126								
NON-WIRED : BLAIR	19329	557	12.4	2.9	108	2493	13.1	12.9	114								
INTERNET	27139	837	18.6	3.1	115	3592	18.9	13.2	117								
KATZ RADIO GROUP	36319	1009	22.5	2.8	104	4151	21.9	11.4	101								
SUPERNET	22361	690	15.4	3.1	115	2593	13.6	11.6	102								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	491	10.9	3.4	126	1701	9.0	11.7	103								
WKDAY 9:00 AM - 1:00 PM	18688	538	12.0	2.9	108	2347	12.4	12.6	111								
WKDAY 1:00 PM - 4:30 PM	24061	793	17.7	3.3	123	2971	15.6	12.3	109								
WKDAY 4:30 PM - 7:30 PM	44079	1182	26.3	2.7	100	5245	27.6	11.9	105								
WKDAY 7:30 PM - 8:00 PM	61979	1706	38.0	2.8	103	7275	38.3	11.7	104								
WKDAY 11:00 PM - 11:30 PM	49084	1563	34.8	3.2	119	5848	30.8	11.9	105								
WKDAY 11:30 PM - 1:00 AM	16560	545	12.1	3.3	123	1994	10.5	12.0	106								
M-SAT 8-11 PM+SUN 7-11 PM	66967	1958	43.6	2.9	109	7810	41.1	11.7	103								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	273	6.1	2.9	110	1207	6.4	13.0	115								
ANOTHER WORLD N	6138	234	5.2	3.8	142	640	3.4	10.4	92								
AS THE WORLD TURNS C	7707	233	5.2	3.0	113	950	5.0	12.3	109								
CAPITOL C	4688	*178	4.0	3.8	142	605	3.2	12.9	114								
CBS MORN. NEWS 1 C	2792	*97	2.2	3.5	130	368	1.9	13.2	116								
CBS MORN. NEWS 2 C	2071	*33	0.7	1.6	60	281	1.5	13.6	120								
DAYS OF OUR LIVES N	8018	325	7.2	4.1	151	946	5.0	11.8	104								
FACTS OF LIFE - DAYTIME N	3487	*111	2.5	3.2	119	447	2.4	12.8	113								
FAMILY FEUD A	4817	131	2.9	2.7	102	735	3.9	15.3	135								
GENERAL HOSPITAL A	8333	325	7.2	3.9	146	1181	6.2	14.2	125								
GOOD MORNING, AMERICA-730 A	5472	133	3.0	2.4	91	572	3.0	10.5	92								
GOOD MORNING, AMERICA-830 A	3965	*99	2.2	2.5	93	470	2.5	11.9	105								
GUIDING LIGHT C	7542	331	7.4	4.4	164	844	4.4	11.2	99								
ONE LIFE TO LIVE A	6018	158	3.5	2.6	98	854	4.5	14.2	125								
PRESS YOUR LUCK C	3589	*96	2.1	2.7	100	427	2.2	11.9	105								
PRICE IS RIGHT 1 C	7418	204	4.5	2.8	103	991	5.2	13.4	118								
PRICE IS RIGHT 2 C	8276	229	5.1	2.8	103	1069	5.6	12.9	114								
RYAN'S HOPE A	4358	*135	3.0	3.1	116	605	3.2	13.9	123								
SALE OF THE CENTURY N	3749	126	2.8	3.4	126	548	2.9	14.6	129								
SEARCH FOR TOMORROW N	2884	*110	2.5	3.8	143	340	1.8	11.8	104								
TODAY SHOW 1 N	4869	205	4.6	4.2	157	504	2.7	10.4	91								
TODAY SHOW 2 N	4135	*89	2.0	2.2	80	491	2.6	11.9	105								
$25,000 PYRAMID C	4361	*132	2.9	3.0	113	547	2.9	12.5	111								
WHEEL OF FORTUNE N	6187	196	4.4	3.2	118	808	4.3	13.1	115								
YOUNG AND THE RESTLESS C	8186	262	5.8	3.2	120	983	5.2	12.0	106								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*72	1.6	1.5	57	502	2.6	10.6	94								
NBA PLAYOFF GAME -1 C	5127	117	2.6	2.3	85	635	3.3	12.4	109								
NBC MAJOR LEAGUE PRE-GAME N	3945	**155	3.5	3.9	147	548	2.9	13.9	123								
SPORTSWORLD - SUN N	3370	**108	2.4	3.2	120	489	2.6	14.5	128								
SUNDAY MORNING C	4200	*202	4.5	4.8	180	407	2.1	9.7	86								

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CANNED TEA - TYPES
(ADULTS)

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		TOTAL U.S. '000	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	4488	100.0	2.7	100	18997	100.0	11.3	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1257	28.0	2.4	90	6031	31.7	11.5	102								
NETWORK AFFILIATES - LATE		39164	1214	27.0	3.1	116	4595	24.2	11.7	104								
INDEPENDENTS - LATE		5133	201	4.5	3.9	146	573	3.0	11.2	99								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	539	12.0	2.4	88	3041	16.0	13.3	118								
ABC MONDAY NIGHT MOVIE	A	11258	305	6.8	2.7	101	1142	6.0	10.1	90								
ABC SUNDAY NIGHT MOVIE	A	23600	646	14.4	2.7	102	2691	14.2	11.4	101								
ABC WORLD NEWS TONIGHT	A	12801	305	6.8	2.4	89	1508	7.9	11.8	104								
AFTERMASH	C	10966	*253	5.6	2.3	86	1396	7.3	12.7	112								
ALICE	C	17050	476	10.6	2.8	104	2169	11.4	12.7	112								
AMERICAN PARADE	C	11998	365	8.1	3.0	114	1111	5.8	9.3	82								
BENSON	A	19258	439	9.8	2.3	85	2074	10.9	10.8	95								
BLUE THUNDER	A	11478	276	6.1	2.4	90	1067	5.6	9.3	82								
CAGNEY & LACEY	C	18263	432	9.6	2.4	88	2200	11.6	12.0	106								
CBS EVENING NEWS-DEAN	C	7733	*168	3.7	2.2	81	701	3.7	9.1	80								
CBS EVENING NEWS-RATHER	C	15653	346	7.7	2.2	83	1754	9.2	11.2	99								
CBS SAT. NEWS-SCHIEFFER	C	8744	143	3.2	1.6	61	839	4.4	9.6	85								
CBS SATURDAY NIGHT MOVIE	C	12000	324	7.2	2.7	101	1407	7.4	11.7	104								
CBS WEDNESDAY NIGHT MOVIE	C	11522	287	6.4	2.5	93	1533	8.1	13.3	117								
CHEERS	N	16818	531	11.8	3.2	118	2003	10.5	11.9	105								
DALLAS	C	37510	1179	26.3	3.1	117	4632	24.4	12.3	109								
DIFF'RENT STROKES	N	11258	320	7.1	2.8	106	1325	7.0	11.8	104								
DOUBLE TROUBLE	N	12248	449	10.0	3.7	137	1450	7.6	11.8	105								
DUCK FACTORY	N	11100	291	6.5	2.6	98	1392	7.3	12.5	111								
DUKES OF HAZZARD	C	12353	240	5.3	1.9	73	1385	7.3	11.2	99								
DYNASTY	A	33279	1058	23.6	3.2	119	3808	20.0	11.4	101								
FACTS OF LIFE	N	13410	397	8.8	3.0	111	1467	7.7	10.9	97								
FALCON CREST	C	31093	981	21.9	3.2	118	3765	19.8	12.1	107								
FALL GUY	A	18649	520	11.6	2.8	104	2114	11.1	11.3	100								
FAMILY TIES	N	13101	452	10.1	3.5	129	1704	9.0	13.0	115								
FANTASY ISLAND	A	13069	386	8.6	3.0	110	1601	8.4	12.3	108								
FOULUPS,BLEEPS & BLUNDERS	A	16588	405	9.0	2.4	91	1766	9.3	10.6	94								
FOUR SEASONS	C	9302	*240	5.3	2.6	96	1238	6.5	13.3	118								
GIMME A BREAK	N	13955	441	9.8	3.2	118	1821	9.6	13.0	115								
HART TO HART	A	15735	320	7.1	2.0	76	1850	9.7	11.8	104								
HILL STREET BLUES	N	18257	510	11.4	2.8	104	2185	11.5	12.0	106								
HOTEL	A	24236	717	16.0	3.0	111	2510	13.2	10.4	91								
JEFFERSONS	C	17010	438	9.8	2.6	96	2065	10.9	12.1	107								
JENNIFER SLEPT HERE	N	9397	*226	5.0	2.4	90	1146	6.0	12.2	108								
KATE & ALLIE	C	16762	439	9.8	2.6	98	1908	10.0	11.4	101								
KNIGHT RIDER	N	13164	362	8.1	2.7	103	1766	9.3	13.4	118								
LOVE BOAT	A	20400	650	14.5	3.2	119	2359	12.4	11.6	102								
MAGNUM PI	C	22543	419	9.3	1.9	69	2542	13.4	11.3	100								
MAMA'S FAMILY	N	9852	283	6.3	2.9	107	1259	6.6	12.8	113								
MASTER, THE	N	8082	*285	6.4	3.5	132	1013	5.3	12.5	111								
MATT HOUSTON	A	12881	250	5.6	1.9	73	1482	7.8	11.5	102								
NBC MONDAY NIGHT MOVIE	N	23889	754	16.8	3.2	118	2770	14.6	11.6	102								
NBC NIGHTLY NEWS	N	11156	247	5.5	2.2	83	1139	6.0	10.2	90								
NBC NIGHTLY NEWS-SAT	N	7363	*137	3.1	1.9	70	792	4.2	10.8	95								
NBC NIGHTLY NEWS-SUN	N	6214	*190	4.2	3.1	114	677	3.6	10.9	96								
NBC SUNDAY NIGHT MOVIE	N	17590	623	13.9	3.5	132	2125	11.2	12.1	107								
NEWHART	C	16740	389	8.7	2.3	87	1904	10.0	11.4	100								
ONE DAY AT A TIME	C	11820	367	8.2	3.1	116	1612	8.5	13.6	120								
PEOPLE ARE FUNNY	N	9138	*181	4.0	2.0	74	1026	5.4	11.2	99								
REAL PEOPLE	N	15979	452	10.1	2.8	106	1653	8.7	10.3	91								
REMINGTON STEELE	N	14395	400	8.9	2.8	104	1804	9.5	12.5	111								
RIPLEY'S BELIEVE IT - NOT	A	11362	268	6.0	2.4	88	1346	7.1	11.8	105								
RIPTIDE	N	13920	330	7.4	2.4	89	1833	9.6	13.2	116								
SCARECROW & MRS. KING	C	17571	463	10.3	2.6	98	2031	10.7	11.6	102								
SIMON & SIMON	C	20208	476	10.6	2.4	88	2371	12.5	11.7	104								
60 MINUTES	C	27668	715	15.9	2.6	97	2963	15.6	10.7	95								
ST. ELSEWHERE	N	13699	515	11.5	3.8	140	1562	8.2	11.4	101								
THREE'S COMPANY	A	20632	500	11.1	2.4	91	2305	12.1	11.2	99								
T.J. HOOKER	A	17136	471	10.5	2.7	103	1917	10.1	11.2	99								
TONIGHT SHOW	N	4963	175	3.9	3.5	132	562	3.0	11.3	100								
TRAPPER JOHN, M.D.	C	16332	386	8.6	2.4	88	2006	10.6	12.3	108								
TV BLOOPERS & PRAC. JOKES	N	18881	423	9.4	2.2	84	2082	11.0	11.0	97								
20/20	A	18315	440	9.8	2.4	90	2005	10.6	10.9	97								
WEBSTER	A	18722	464	10.3	2.5	93	1969	10.4	10.5	93								
WORLD NEWS - SUN	A	5327	*124	2.8	2.3	87	614	3.2	11.5	102								
YELLOW ROSE	N	8370	*249	5.5	3.0	111	974	5.1	11.6	103								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	613	13.7	2.4	89	2718	14.3	10.5	93								
BASKETBALL - COLLEGE GAMES		14468	*283	6.3	2.0	73	1596	8.4	11.0	97								
BASKETBALL - PRO GAMES		12124	*342	7.6	2.8	105	1552	8.2	12.8	113								
BOWLING		9412	**239	5.3	2.5	95	1253	6.6	13.3	118								
BOXING		15409	*522	11.6	3.4	127	1858	9.8	12.1	106								
FOOTBALL - COLLEGE GAMES		21400	*584	13.0	2.7	102	2457	12.9	11.5	101								
FOOTBALL - PRO GAMES		35944	786	17.5	2.2	82	4002	21.1	11.1	98								
GOLF		9759	**196	4.4	2.0	75	993	5.2	10.2	90								
POST-SEASON COLL. FOOTBALL		18123	*526	11.7	2.9	108	1881	9.9	10.4	92								
POST-SEASON PRO FOOTBALL		22091	*575	12.8	2.6	97	2359	12.4	10.7	94								
TENNIS		6764	**300	6.7	4.4	166	681	3.6	10.1	89								
WRESTLING - PROFESSIONAL		9695	*296	6.6	3.1	114	1590	8.4	16.4	145								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED)

BASE = ADULTS (167727)

	'000	%	UNWEIGHTED
2A. DO YOU YOURSELF DRINK THEM?			
YES	66162	39.4	7288
NO	101565	60.6	11822

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
2B. WHAT KINDS DO YOU DRINK?									
BOTTLED	40986	24.4	21809	13.0	14166	8.4	5011	3.0	4544
CANNED	42834	25.5	23657	14.1	11112	6.6	8065	4.8	4637
DO NOT KNOW	1487	.9							179
2C. WHAT TYPES DO YOU DRINK?									
CAFFEINATED	48004	28.6	17544	10.5	13319	7.9	17142	10.2	5214
CAFFEINE FREE	47484	28.3	17023	10.1	21146	12.6	9315	5.6	5306
DO NOT KNOW	1134	.7							142
2D. WHICH BRANDS DO YOU DRINK?									
CANADA DRY LOW CALORIE JAMAICA	1267	.8	187	.1	816	.5	264	.2	150
COTT DIET COLA	1578	.9	273	.2	1009	.6	296	.2	158
DIET COKE	30363	18.1	7162	4.3	18475	11.0	4726	2.8	3244
DIET PEPSI	24993	14.9	4595	2.7	15182	9.1	5216	3.1	2737
DIET RITE COLA	4787	2.9	468	.3	2677	1.6	1642	1.0	560
DIET SHASTA-SUGAR FREE	5446	3.2	896	.5	3191	1.9	1359	.8	629
FAYGO DIET COLA	3462	2.1	467	.3	2021	1.2	974	.6	388
LIKE	4241	2.5	595	.4	2436	1.5	1210	.7	494
NO-CAL COLA	1302	.8	190	.1	820	.5	292	.2	150
PEPSI FREE	17570	10.5	4028	2.4	9383	5.6	4159	2.5	1900
PEPSI LITE	7302	4.4	747	.4	4175	2.5	2379	1.4	814
RC 100	4751	2.8	500	.3	2556	1.5	1696	1.0	510
TAB	16216	9.7	1913	1.1	9154	5.5	5148	3.1	1684
WEIGHT WATCHERS COLA	860	.5	97	.1	493	.3	253	.2	92
OTHER BRANDS	12806	7.6	5419	3.2	5126	3.1	3878	2.3	1438
DO NOT KNOW	975	.6							122

		'000	%	UNWEIGHTED
2E. ABOUT HOW MANY GLASSES OF DIET, SUGAR FREE OR LOW CALORIE COLA DID YOU DRINK IN THE LAST 7 DAYS?				
14 OR MORE	H	7482	4.5	786
11 - 13	H	2235	1.3	271
8 - 10	H	5101	3.0	571
7	H	5889	3.5	624
5 - 6	M	6310	3.8	728
3 - 4	M	13369	8.0	1468
2	L	11407	6.8	1193
1	L	6607	3.9	759
NONE	L	7764	4.6	888

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	66162	100.0	39.4	100	20706	100.0	12.3	100	19679	100.0	11.7	100	25777	100.0	15.4	100
MALES	79263	26731	40.4	33.7	85	8293	40.1	10.5	85	7676	39.0	9.7	83	10762	41.8	13.6	88
FEMALES	88464	39431	59.6	44.6	113	12413	59.9	14.0	114	12003	61.0	13.6	116	15015	58.2	17.0	110
18 - 24	28671	11005	16.6	38.4	97	3467	16.7	12.1	98	2982	15.2	10.4	89	4556	17.7	15.9	103
25 - 34	39536	16637	25.1	42.1	107	5501	26.6	13.9	113	4830	24.5	12.2	104	6307	24.5	16.0	104
35 - 44	28978	12540	19.0	43.3	110	4247	20.5	14.7	119	3878	19.7	13.4	114	4415	17.1	15.2	99
45 - 54	22345	9463	14.3	42.3	107	3076	14.9	13.8	112	2893	14.7	12.9	110	3494	13.6	15.6	102
55 - 64	22224	8724	13.2	39.3	100	2526	12.2	11.4	92	2419	12.3	10.9	93	3779	14.7	17.0	111
65 OR OLDER	25973	7793	11.8	30.0	76	1890	9.1	7.3	59	2677	13.6	10.3	88	3226	12.5	12.4	81
18 - 34	68207	27642	41.8	40.5	103	8968	43.3	13.1	107	7812	39.7	11.5	98	10862	42.1	15.9	104
18 - 49	108058	44725	67.6	41.4	105	14915	72.0	13.8	112	12898	65.5	11.9	102	16912	65.6	15.7	102
25 - 54	90859	38640	58.4	42.5	108	12824	61.9	14.1	114	11601	59.0	12.8	109	14215	55.1	15.6	102
35 - 49	39851	17083	25.8	42.9	109	5947	28.7	14.9	121	5086	25.8	12.8	109	6049	23.5	15.2	99
50 OR OLDER	59669	21437	32.4	35.9	91	5791	28.0	9.7	79	6781	34.5	11.4	97	8865	34.4	14.9	97
GRADUATED COLLEGE	28091	12989	19.6	46.2	117	4473	21.6	15.9	129	3576	18.2	12.7	109	4940	19.2	17.6	114
ATTENDED COLLEGE	28938	13176	19.9	45.5	115	4041	19.5	14.0	113	3439	17.5	11.9	101	5695	22.1	19.7	128
GRADUATED HIGH SCHOOL	65503	26106	39.5	39.9	101	8295	40.1	12.7	103	7952	40.4	12.1	103	9859	38.2	15.1	98
DID NOT GRADUATE HIGH SCHOOL	45195	13891	21.0	30.7	78	3897	18.8	8.6	70	4711	23.9	10.4	89	5283	20.5	11.7	76
EMPLOYED MALES	56429	20225	30.6	35.8	91	6666	32.2	11.8	96	5780	29.4	10.2	87	7779	30.2	13.8	90
EMPLOYED FEMALES	43971	22258	33.6	50.6	128	7525	36.3	17.1	139	6601	33.5	15.0	128	8132	31.5	18.5	120
EMPLOYED FULL-TIME	87773	36902	55.8	42.0	107	12564	60.7	14.3	116	10779	54.8	12.3	105	13559	52.6	15.4	101
EMPLOYED PART-TIME	12627	5581	8.4	44.2	112	1628	7.9	12.9	104	1602	8.1	12.7	108	2352	9.1	18.6	121
NOT EMPLOYED	67327	23679	35.8	35.2	89	6515	31.5	9.7	78	7298	37.1	10.8	92	9866	38.3	14.7	95
PROFESSIONAL/MANAGER	25845	13169	19.9	51.0	129	4306	20.8	16.7	135	3713	18.9	14.4	122	5150	20.0	19.9	130
TECH/CLERICAL/SALES	30895	14405	21.8	46.6	118	4997	24.1	16.2	131	4410	22.4	14.3	122	4998	19.4	16.2	105
PRECISION/CRAFT	12629	4225	6.4	33.5	85	1607	7.8	12.7	103	1037	5.3	8.2	70	1580	6.1	12.5	81
OTHER EMPLOYED	31031	10684	16.1	34.4	87	3281	15.8	10.6	86	3221	16.4	10.4	88	4182	16.2	13.5	88
SINGLE	35557	13820	20.9	38.9	99	4479	21.6	12.6	102	3689	18.7	10.4	88	5652	21.9	15.9	103
MARRIED	103585	41837	63.2	40.4	102	12993	62.7	12.5	102	12714	64.6	12.3	105	16130	62.6	15.6	101
DIVORCED/SEPARATED/WIDOWED	28585	10505	15.9	36.8	93	3234	15.6	11.3	92	3276	16.6	11.5	98	3995	15.5	14.0	91
PARENTS	59295	24784	37.5	41.8	106	8152	39.4	13.7	111	7690	39.1	13.0	111	8941	34.7	15.1	98
WHITE	146081	59437	89.8	40.7	103	18977	91.6	13.0	105	17501	88.9	12.0	102	22959	89.1	15.7	102
BLACK	17974	5375	8.1	29.9	76	1374	6.6	7.6	62	1802	9.2	10.0	85	2200	8.5	12.2	80
OTHER	3672	1349	2.0	36.7	93	*355	1.7	9.7	78	**376	1.9	10.2	87	*618	2.4	16.8	110
NORTHEAST-CENSUS	37005	13948	21.1	37.7	96	4558	22.0	12.3	100	4256	21.6	11.5	98	5133	19.9	13.9	90
NORTH CENTRAL	42642	17900	27.1	42.0	106	5195	25.1	12.2	99	4954	25.2	11.6	99	7751	30.1	18.2	118
SOUTH	56777	20389	30.8	35.9	91	6761	32.7	11.9	96	6815	34.6	12.0	102	6812	26.4	12.0	78
WEST	31303	13925	21.0	44.5	113	4192	20.2	13.4	108	3653	18.6	11.7	99	6080	23.6	19.4	126
NORTHEAST-MKTG.	38125	14732	22.3	38.6	98	4618	22.3	12.1	98	4915	25.0	12.9	110	5200	20.2	13.6	89
EAST CENTRAL	24794	10135	15.3	40.9	104	3385	16.3	13.7	111	2858	14.5	11.5	98	3893	15.1	15.7	102
WEST CENTRAL	28511	11857	17.9	41.6	105	3317	16.0	11.6	94	3214	16.3	11.3	96	5327	20.7	18.7	122
SOUTH	48953	17108	25.9	34.9	89	5809	28.1	11.9	96	5416	27.5	11.1	94	5883	22.8	12.0	78
PACIFIC	27344	12329	18.6	45.1	114	3578	17.3	13.1	106	3277	16.7	12.0	102	5474	21.2	20.0	130
COUNTY SIZE A	69301	27641	41.8	39.9	101	8741	42.2	12.6	102	8253	41.9	11.9	102	10647	41.3	15.4	100
COUNTY SIZE B	50633	20763	31.4	41.0	104	6569	31.7	13.0	105	6125	31.1	12.1	103	8069	31.3	15.9	104
COUNTY SIZE C	26259	10193	15.4	38.8	98	3405	16.4	13.0	105	2850	14.5	10.9	93	3938	15.3	15.0	98
COUNTY SIZE D	21534	7566	11.4	35.1	89	1992	9.6	9.3	75	2452	12.5	11.4	97	3123	12.1	14.5	94
METRO CENTRAL CITY	50014	19249	29.1	38.5	98	6029	29.1	12.1	98	5567	28.3	11.1	95	7653	29.7	15.3	100
METRO SUBURBAN	76832	32650	49.3	42.5	108	10580	51.1	13.8	112	9702	49.3	12.6	108	12367	48.0	16.1	105
NON METRO	40881	14263	21.6	34.9	88	4097	19.8	10.0	81	4410	22.4	10.8	92	5756	22.3	14.1	92
TOP 5 ADI'S	39550	15631	23.6	39.5	100	4758	23.0	12.0	97	4656	23.7	11.8	100	6218	24.1	15.7	102
TOP 10 ADI'S	54877	21472	32.5	39.1	99	6725	32.5	12.3	99	6600	33.5	12.0	103	8148	31.6	14.8	97
TOP 20 ADI'S	77516	30513	46.1	39.4	100	9409	45.4	12.1	98	9259	47.1	11.9	102	11844	45.9	15.3	99
HSHLD INC. $50,000 OR MORE	17257	8511	12.9	49.3	125	3064	14.8	17.8	144	2416	12.3	14.0	119	3031	11.8	17.6	114
$40,000 OR MORE	33235	16389	24.8	49.3	125	5816	28.1	17.5	142	4722	24.0	14.2	121	5851	22.7	17.6	115
$30,000 OR MORE	59693	28178	42.6	47.2	120	9519	46.0	15.9	129	8063	41.0	13.5	115	10596	41.1	17.8	116
$25,000 OR MORE	76275	35131	53.1	46.1	117	11791	56.9	15.5	125	10165	51.7	13.3	114	13175	51.1	17.3	112
$20,000 - $24,999	18607	7109	10.7	38.2	97	2241	10.8	12.0	98	1901	9.7	10.2	87	2967	11.5	15.9	104
$15,000 - $19,999	17175	6503	9.8	37.9	96	1804	8.7	10.5	85	2102	10.7	12.2	104	2597	10.1	15.1	98
$10,000 - $14,999	24569	8586	13.0	34.9	89	2390	11.5	9.7	79	2907	14.8	11.8	101	3289	12.8	13.4	87
UNDER $10,000	31101	8832	13.3	28.4	72	2481	12.0	8.0	65	2603	13.2	8.4	71	3749	14.5	12.1	78
HOUSEHOLD OF 1 PERSON	19441	6600	10.0	33.9	86	2101	10.1	10.8	88	2054	10.4	10.6	90	2445	9.5	12.6	82
2 PEOPLE	51803	19921	30.1	38.5	97	5718	27.6	11.0	89	5850	29.7	11.3	96	8353	32.4	16.1	105
3 OR 4 PEOPLE	66933	27423	41.4	41.0	104	9273	44.8	13.9	112	8115	41.2	12.1	103	10036	38.9	15.0	98
5 OR MORE PEOPLE	29550	12217	18.5	41.3	105	3615	17.5	12.2	99	3661	18.6	12.4	106	4942	19.2	16.7	109
NO CHILD IN HSHLD	96587	36593	55.3	37.9	96	11177	54.0	11.6	94	10582	53.8	11.0	93	14833	57.5	15.4	100
CHILD(REN) UNDER 2 YRS	10844	4028	6.1	37.1	94	1169	5.6	10.8	87	1381	7.0	12.7	109	1478	5.7	13.6	89
2 - 5 YEARS	26358	9929	15.0	37.7	95	3423	16.5	13.0	105	3007	15.3	11.4	97	3499	13.6	13.3	86
6 - 11 YEARS	30453	12781	19.3	42.0	106	3927	19.0	12.9	104	3944	20.0	13.0	110	4911	19.1	16.1	105
12 - 17 YEARS	36575	15640	23.6	42.8	108	5112	24.7	14.0	113	4736	24.1	12.9	110	5792	22.5	15.8	103
RESIDENCE OWNED	117770	48475	73.3	41.2	104	15283	73.8	13.0	105	14305	72.7	12.1	104	18888	73.3	16.0	104
VALUE: $50,000 OR MORE	70166	31827	48.1	45.4	115	10712	51.7	15.3	124	8942	45.4	12.7	109	12173	47.2	17.3	113
VALUE: UNDER $50,000	47604	16649	25.2	35.0	89	4571	22.1	9.6	78	5363	27.3	11.3	96	6715	26.1	14.1	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(ADULTS)

0055
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS		167727	66162	100.0	39.4	100	20706	100.0	12.3	100	19679	100.0	11.7	100	25777	100.0	15.4	100
MAGAZINES	QUINTILE 1	34022	16046	24.3	47.2	120	5415	26.2	15.9	129	4746	24.1	13.9	119	5886	22.8	17.3	113
	QUINTILE 2	34800	15388	23.3	44.2	112	5059	24.4	14.5	118	4287	21.8	12.3	105	6042	23.4	17.4	113
	QUINTILE 3	30514	11357	17.2	37.2	94	3447	16.6	11.3	92	3262	16.6	10.7	91	4649	18.0	15.2	99
	QUINTILE 4	33324	12450	18.8	37.4	95	3901	18.8	11.7	95	3881	19.7	11.6	99	4668	18.1	14.0	91
	QUINTILE 5	35066	10920	16.5	31.1	79	2885	13.9	8.2	67	3504	17.8	10.0	85	4532	17.6	12.9	84
NEWSPAPERS	QUINTILE 1	29107	12758	19.3	43.8	111	4495	21.7	15.4	125	3516	17.9	12.1	103	4747	18.4	16.3	106
	QUINTILE 2	49095	20669	31.2	42.1	107	6553	31.6	13.3	108	5911	30.0	12.0	103	8206	31.8	16.7	109
	QUINTILE 3	23107	9604	14.5	41.6	105	3149	15.2	13.6	110	2919	14.8	12.6	108	3535	13.7	15.3	100
	QUINTILE 4	33556	12722	19.2	37.9	96	3619	17.5	10.8	87	4161	21.1	12.4	106	4943	19.2	14.7	96
	QUINTILE 5	32863	10408	15.7	31.7	80	2891	14.0	8.8	71	3172	16.1	9.7	82	4345	16.9	13.2	86
OUTDOOR	QUINTILE 1	33431	14060	21.3	42.1	107	4755	23.0	14.2	115	4090	20.8	12.2	104	5216	20.2	15.6	102
	QUINTILE 2	33478	13388	20.2	40.0	101	4281	20.7	12.8	104	4043	20.5	12.1	103	5065	19.6	15.1	98
	QUINTILE 3	33574	13209	20.0	39.3	100	4256	20.6	12.7	103	3970	20.2	11.8	101	4983	19.3	14.8	97
	QUINTILE 4	33935	13447	20.3	39.6	100	4138	20.0	12.2	99	3817	19.4	11.2	96	5492	21.3	16.2	105
	QUINTILE 5	33310	12057	18.2	36.2	92	3276	15.8	9.8	80	3759	19.1	11.3	96	5022	19.5	15.1	98
RADIO-DRIVE TIME	QUINTILE 1	33136	13640	20.6	41.2	104	4598	22.2	13.9	112	3828	19.5	11.6	98	5215	20.2	15.7	102
	QUINTILE 2	31658	12878	19.5	40.7	103	3789	18.3	12.0	97	3889	19.8	12.3	105	5201	20.2	16.4	107
	QUINTILE 3	32541	13507	20.4	41.5	105	4381	21.2	13.5	109	4180	21.2	12.8	109	4946	19.2	15.2	99
	QUINTILE 4	34247	13734	20.8	40.1	102	4086	19.7	11.9	97	4294	21.8	12.5	107	5353	20.8	15.6	102
	QUINTILE 5	36144	12404	18.7	34.3	87	3853	18.6	10.7	86	3488	17.7	9.7	82	5063	19.6	14.0	91
RADIO-MID-DAY	TERCILE 1	45037	18514	28.0	41.1	104	6047	29.2	13.4	109	5493	27.9	12.2	104	6974	27.1	15.5	101
	TERCILE 2	44819	17608	26.6	39.3	100	5360	25.9	12.0	97	5131	26.1	11.4	98	7117	27.6	15.9	103
	TERCILE 3	77872	30040	45.4	38.6	98	9300	44.9	11.9	97	9055	46.0	11.6	99	11686	45.3	15.0	98
RADIO-TOTAL	QUINTILE 1	33763	13913	21.0	41.2	104	4631	22.4	13.7	111	3998	20.3	11.8	101	5284	20.5	15.7	102
	QUINTILE 2	33240	13275	20.1	39.9	101	4007	19.4	12.1	98	3914	19.9	11.8	100	5354	20.8	16.1	105
	QUINTILE 3	33408	14063	21.3	42.1	107	4742	22.9	14.2	115	4155	21.1	12.4	106	5165	20.0	15.5	101
	QUINTILE 4	34792	13859	20.9	39.8	101	3970	19.2	11.4	92	4420	22.5	12.7	108	5470	21.2	15.7	102
	QUINTILE 5	32524	11051	16.7	34.0	86	3356	16.2	10.3	84	3191	16.2	9.8	84	4504	17.5	13.8	90
TV-PRIME TIME	QUINTILE 1	33090	12754	19.3	38.5	98	3988	19.3	12.1	98	4022	20.4	12.2	104	4744	18.4	14.3	93
	QUINTILE 2	33357	13868	21.0	41.6	105	3880	18.7	11.6	94	4133	21.0	12.4	106	5855	22.7	17.6	114
	QUINTILE 3	33980	13915	21.0	41.0	104	4634	22.4	13.6	110	3996	20.3	11.8	100	5284	20.5	15.6	101
	QUINTILE 4	33854	13652	20.6	40.3	102	4297	20.8	12.7	103	4282	21.8	12.6	108	5074	19.7	15.0	98
	QUINTILE 5	33444	11973	18.1	35.8	91	3907	18.9	11.7	95	3247	16.5	9.7	83	4819	18.7	14.4	94
TV-DAYTIME	TERCILE 1	49121	18475	27.9	37.6	95	5412	26.1	11.0	89	5438	27.6	11.1	94	7625	29.6	15.5	101
	TERCILE 2	48823	19572	29.6	40.1	102	6232	30.1	12.8	103	6186	31.4	12.7	108	7153	27.7	14.7	95
	TERCILE 3	69782	28116	42.5	40.3	102	9062	43.8	13.0	105	8055	40.9	11.5	98	10999	42.7	15.8	103
TV-TOTAL	QUINTILE 1	33584	12434	18.8	37.0	94	3608	17.4	10.7	87	3771	19.2	11.2	96	5056	19.6	15.1	98
	QUINTILE 2	33441	12887	19.5	38.5	98	3835	18.5	11.5	93	3945	20.0	11.8	101	5107	19.8	15.3	99
	QUINTILE 3	33505	14072	21.3	42.0	106	4668	22.5	13.9	113	4135	21.0	12.3	105	5269	20.4	15.7	102
	QUINTILE 4	33466	13761	20.8	41.1	104	4522	21.8	13.5	109	4021	20.4	12.0	102	5218	20.2	15.6	101
	QUINTILE 5	33731	13009	19.7	38.6	98	4074	19.7	12.1	98	3808	19.4	11.3	96	5128	19.9	15.2	99
MAGAZINES-NEWSPAPERS: DUAL		44503	20937	31.6	47.0	119	7225	34.9	16.2	132	5797	29.5	13.0	111	7915	30.7	17.8	116
MAGAZINE IMPERATIVE		39363	16036	24.2	40.7	103	4831	23.3	12.3	99	4975	25.3	12.6	108	6230	24.2	15.8	103
NEWSPAPER IMPERATIVE		46441	17287	26.1	37.2	94	5386	26.0	11.6	94	5130	26.1	11.0	94	6771	26.3	14.6	95
MAGAZINES-OUTDOOR: DUAL		33726	15452	23.4	45.8	116	5077	24.5	15.1	122	4640	23.6	13.8	117	5736	22.3	17.0	111
MAGAZINE IMPERATIVE		52846	22730	34.4	43.0	109	7307	35.3	13.8	112	6386	32.5	12.1	103	9038	35.1	17.1	111
OUTDOOR IMPERATIVE		52140	18629	28.2	35.7	91	5822	28.1	11.2	90	5689	28.9	10.9	93	7119	27.6	13.7	89
MAGAZINES-RADIO: DUAL		37081	16756	25.3	45.2	115	5620	27.1	15.2	123	4760	24.2	12.8	109	6376	24.7	17.2	112
MAGAZINE IMPERATIVE		49747	21231	32.1	42.7	108	6875	33.2	13.8	112	6256	31.8	12.6	107	8100	31.4	16.3	106
RADIO IMPERATIVE		49208	17919	27.1	36.4	92	5426	26.2	11.0	89	5365	27.3	10.9	93	7128	27.7	14.5	94
MAGAZINES-TELEVISION: DUAL		33103	14211	21.5	42.9	109	4524	21.8	13.7	111	4285	21.8	12.9	110	5402	21.0	16.3	106
MAGAZINE IMPERATIVE		54575	24189	36.6	44.3	112	8084	39.0	14.8	120	6870	34.9	12.6	107	9234	35.8	16.9	110
TELEVISION IMPERATIVE		53249	18515	28.0	34.8	88	5432	26.2	10.2	83	5672	28.8	10.7	91	7411	28.8	13.9	91
NEWSPAPERS-OUTDOOR: DUAL		36255	16096	24.3	44.4	113	5680	27.4	15.7	127	4506	22.9	12.4	106	5910	22.9	16.3	106
NEWSPAPER IMPERATIVE		55591	23076	34.9	41.5	105	7326	35.4	13.2	107	6636	33.7	11.9	102	9114	35.4	16.4	107
OUTDOOR IMPERATIVE		48319	17963	27.2	37.2	94	5365	25.9	11.1	90	5672	28.8	11.7	100	6926	26.9	14.3	93
NEWSPAPERS-RADIO: DUAL		37242	16315	24.7	43.8	111	5563	26.9	14.9	121	4546	23.1	12.2	104	6206	24.1	16.7	108
NEWSPAPER IMPERATIVE		54423	22818	34.5	41.9	106	7407	35.8	13.6	110	6633	33.7	12.2	104	8778	34.1	16.1	105
RADIO IMPERATIVE		46650	17488	26.4	37.5	95	5309	25.6	11.4	92	5229	26.6	11.2	96	6949	27.0	14.9	97
NEWSPAPERS-TELEVISION: DUAL		35974	14564	22.0	40.5	103	4494	21.7	12.5	101	4244	21.6	11.8	101	5825	22.6	16.2	105
NEWSPAPER IMPERATIVE		56095	24903	37.6	44.4	113	8480	41.0	15.1	122	7079	36.0	12.6	108	9344	36.2	16.7	108
TELEVISION IMPERATIVE		47170	17078	25.8	36.2	92	5130	24.8	10.9	88	5470	27.8	11.6	99	6478	25.1	13.7	89
OUTDOOR-RADIO: DUAL		33748	14013	21.2	41.5	105	4748	22.9	14.1	114	4114	20.9	12.2	104	5150	20.0	15.3	99
OUTDOOR IMPERATIVE		52785	20910	31.6	39.6	100	6498	31.4	12.3	100	6477	32.9	12.3	105	7935	30.8	15.0	98
RADIO IMPERATIVE		52882	21357	32.3	40.4	102	6810	32.9	12.9	104	6140	31.2	11.6	99	8408	32.6	15.9	103
OUTDOOR-TELEVISION: DUAL		32030	12389	18.7	38.7	98	3969	19.2	12.4	100	3671	18.7	11.5	98	4749	18.4	14.8	96
OUTDOOR IMPERATIVE		54626	22972	34.7	42.1	107	7628	36.8	14.0	113	6764	34.4	12.4	106	8580	33.3	15.7	102
TELEVISION IMPERATIVE		54874	20997	31.7	38.3	97	6169	29.8	11.2	91	6436	32.7	11.7	100	8393	32.6	15.3	100
RADIO-TELEVISION: DUAL		33386	13469	20.4	40.3	102	4131	20.0	12.4	100	3916	19.9	11.7	100	5422	21.0	16.2	106
RADIO IMPERATIVE		53810	22289	33.7	41.4	105	7542	36.4	14.0	114	6456	32.8	12.0	102	8291	32.2	15.4	100
TELEVISION IMPERATIVE		54023	20376	30.8	37.7	96	6060	29.3	11.2	91	6284	31.9	11.6	99	8032	31.2	14.9	97

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(ADULTS)

0056
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	66162	100.0	39.4	100	20706	100.0	12.3	100	19679	100.0	11.7	100	25777	100.0	15.4	100
ATLANTIC MONTHLY	867	314	0.5	36.2	92	**66	0.3	7.6	62	**137	0.7	15.8	135	*111	0.4	12.8	83
BARRON'S	1580	747	1.1	47.3	120	*347	1.7	22.0	178	*170	0.9	10.8	92	230	0.9	14.6	95
BETTER HOMES & GARDENS	22203	10439	15.8	47.0	119	3277	15.8	14.8	120	3233	16.4	14.6	124	3929	15.2	17.7	115
BON APPETIT	3810	2004	3.0	52.6	133	651	3.1	17.1	138	672	3.4	17.6	150	682	2.6	17.9	116
BUSINESS WEEK	4663	1977	3.0	42.4	107	691	3.3	14.8	120	545	2.8	11.7	100	741	2.9	15.9	103
CAR AND DRIVER	3102	1149	1.7	37.0	94	337	1.6	10.9	88	297	1.5	9.6	82	515	2.0	16.6	108
CBS MAGAZINE NETWORK (GROSS)	7311	3314	5.0	45.3	115	973	4.7	13.3	108	832	4.2	11.4	97	1509	5.9	20.6	134
CHANGING TIMES	3400	1690	2.6	49.7	126	499	2.4	14.7	119	447	2.3	13.1	112	744	2.9	21.9	142
COLONIAL HOMES	1796	839	1.3	46.7	118	286	1.4	15.9	129	295	1.5	16.4	140	258	1.0	14.4	93
CONDE NAST MAG. PKG. (GROSS)	19924	10073	15.2	50.6	128	3525	17.0	17.7	143	3250	16.5	16.3	139	3298	12.8	16.6	108
CONSUMERS DIGEST	3125	1365	2.1	43.7	111	477	2.3	15.3	124	376	1.9	12.0	103	512	2.0	16.4	107
COSMOPOLITAN	10577	4964	7.5	46.9	119	1819	8.8	17.2	139	1457	7.4	13.8	117	1688	6.5	16.0	104
COUNTRY LIVING	3746	1859	2.8	49.6	126	674	3.3	18.0	146	434	2.2	11.6	99	752	2.9	20.1	131
CUISINE	2214	979	1.5	44.2	112	344	1.7	15.5	126	270	1.4	12.2	104	365	1.4	16.5	107
CYCLE WORLD	2394	967	1.5	40.4	102	*316	1.5	13.2	107	*286	1.5	11.9	102	365	1.4	15.2	99
DCI:CREATIVE IDEAS FOR LIV	3068	1378	2.1	44.9	114	388	1.9	12.6	102	407	2.1	13.3	113	583	2.3	19.0	124
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	4443	6.7	46.5	118	1483	7.2	15.5	126	1402	7.1	14.7	125	1558	6.0	16.3	106
DISCOVER	2277	1019	1.5	44.8	113	383	1.8	16.8	136	321	1.6	14.1	120	316	1.2	13.9	90
EBONY	7187	2580	3.9	35.9	91	843	4.1	11.7	95	756	3.8	10.5	90	981	3.8	13.6	89
ESQUIRE	2560	1074	1.6	42.0	106	421	2.0	16.4	133	235	1.2	9.2	78	418	1.6	16.3	106
ESSENCE	3242	1281	1.9	39.5	100	387	1.9	11.9	97	388	2.0	12.0	102	505	2.0	15.6	101
FAMILY CIRCLE	19639	9775	14.8	49.8	126	3173	15.3	16.2	131	2992	15.2	15.2	130	3610	14.0	18.4	120
THE FAMILY HANDYMAN	3540	1506	2.3	42.5	108	540	2.6	15.3	124	364	1.8	10.3	88	601	2.3	17.0	110
FAMILY WEEKLY	23924	9962	15.1	41.6	106	3271	15.8	13.7	111	2436	12.4	10.2	87	4255	16.5	17.8	116
FIELD & STREAM	9883	3708	5.6	37.5	95	1226	5.9	12.4	100	1181	6.0	11.9	102	1301	5.0	13.2	86
FOOD & WINE	1030	471	0.7	45.7	116	*169	0.8	16.4	133	*140	0.7	13.6	116	*163	0.6	15.8	103
FORBES	2679	1256	1.9	46.9	119	505	2.4	18.9	153	322	1.6	12.0	102	428	1.7	16.0	104
FORTUNE	2931	1514	2.3	51.7	131	522	2.5	17.8	144	358	1.8	12.2	104	634	2.5	21.6	141
GENTLEMEN'S QUARTERLY	3481	1470	2.2	42.2	107	547	2.6	15.7	127	389	2.0	11.2	95	535	2.1	15.4	100
GLAMOUR	7163	3794	5.7	53.0	134	1343	6.5	18.7	152	1255	6.4	17.5	149	1196	4.6	16.7	109
GOLF DIGEST	2355	1028	1.6	43.7	111	432	2.1	18.3	149	296	1.5	12.6	107	300	1.2	12.7	83
GOLF DIGEST/TENNIS (GROSS)	3610	1589	2.4	44.0	112	627	3.0	17.4	141	466	2.4	12.9	110	496	1.9	13.7	89
GOLF MAGAZINE	2046	904	1.4	44.2	112	335	1.6	16.4	133	232	1.2	11.3	97	337	1.3	16.5	107
GOLF MAGAZINE/SKI (GROSS)	3547	1516	2.3	42.7	108	494	2.4	13.9	113	409	2.1	11.5	98	613	2.4	17.3	112
GOOD HOUSEKEEPING	20353	10295	15.6	50.6	128	3478	16.8	17.1	138	3026	15.4	14.9	127	3791	14.7	18.6	121
HARPER'S BAZAAR	3362	1715	2.6	51.0	129	465	2.2	13.8	112	608	3.1	18.1	154	643	2.5	19.1	124
HEALTH	2987	1478	2.2	49.5	125	366	1.8	12.3	99	440	2.2	14.7	126	672	2.6	22.5	146
HEARST MAG CORP. BUY (GROSS)	67928	32360	48.9	47.6	121	11086	53.5	16.3	132	9377	47.6	13.8	118	11897	46.2	17.5	114
HEARST MAN POWER (GROSS)	11282	4492	6.8	39.8	101	1527	7.4	13.5	110	1239	6.3	11.0	94	1726	6.7	15.3	100
HEARST WOMAN POWER (GROSS)	40514	20053	30.3	49.5	125	6971	33.7	17.2	139	5945	30.2	14.7	125	7137	27.7	17.6	115
HOUSE BEAUTIFUL	4885	2350	3.6	48.1	122	858	4.1	17.6	142	623	3.2	12.8	109	869	3.4	17.8	116
INC.	1308	639	1.0	48.9	124	*217	1.0	16.6	134	**140	0.7	10.7	91	282	1.1	21.6	140
JET	6498	2108	3.2	32.4	82	656	3.2	10.1	82	756	3.8	11.6	99	696	2.7	10.7	70
LADIES' HOME JOURNAL	14797	7433	11.2	50.2	127	2446	11.8	16.5	134	2363	12.0	16.0	136	2625	10.2	17.7	115
LHJ FAMILY GRP COMBO(GROSS)	21743	10943	16.5	50.3	128	3511	17.0	16.1	131	3457	17.6	15.9	136	3975	15.4	18.3	119
LIFE	9881	4079	6.2	41.3	105	1439	6.9	14.6	118	1184	6.0	12.0	102	1456	5.6	14.7	96
L.A. TIMES HOME MAGAZINE	2775	1385	2.1	49.9	127	264	1.3	9.5	77	342	1.7	12.3	105	780	3.0	28.1	183
MADEMOISELLE	4219	2094	3.2	49.6	126	734	3.5	17.4	141	671	3.4	15.9	136	689	2.7	16.3	106
MC CALL'S	16422	8352	12.6	50.9	129	2785	13.5	17.0	137	2594	13.2	15.8	135	2973	11.5	18.1	118
MC CALL'S/WRK MOTHER (GROSS)	17919	9208	13.9	51.4	130	3069	14.8	17.1	139	2810	14.3	15.7	134	3329	12.9	18.6	121
MECHANIX ILLUSTRATED	4433	1769	2.7	39.9	101	597	2.9	13.5	109	553	2.8	12.5	106	620	2.4	14.0	91
METROPOLITAN HOME	1504	660	1.0	43.9	111	*172	0.8	11.4	93	*220	1.1	14.6	125	268	1.0	17.8	116
MONEY	4723	2402	3.6	50.9	129	672	3.2	14.2	115	792	4.0	16.8	143	938	3.6	19.9	129
MOTHER EARTH NEWS	2325	1073	1.6	46.2	117	284	1.4	12.2	99	325	1.7	14.0	119	464	1.8	20.0	130
MS.	1189	598	0.9	50.3	128	*156	0.8	13.1	106	*189	1.0	15.9	135	253	1.0	21.3	138
NATIONAL ENQUIRER	18892	7837	11.8	41.5	105	2804	13.5	14.8	120	2583	13.1	13.7	117	2450	9.5	13.0	84
NATIONAL GEOGRAPHIC	22129	9621	14.5	43.5	110	2895	14.0	13.1	106	2521	12.8	11.4	97	4205	16.3	19.0	124
NATIONAL SUNDAY MAGAZINE PKG	103750	43842	66.3	42.3	107	14273	68.9	13.8	111	12671	64.4	12.2	104	16898	65.6	16.3	106
NATURAL HISTORY	1379	583	0.9	42.3	107	*190	0.9	13.8	112	*181	0.9	13.1	112	*212	0.8	15.4	100
NEW WOMAN	2289	1080	1.6	47.2	120	391	1.9	17.1	138	322	1.6	14.1	120	368	1.4	16.1	105
NEW YORK INCLUDING CUE	1088	474	0.7	43.6	110	*140	0.7	12.9	104	*107	0.5	9.8	84	*228	0.9	21.0	136
THE NEW YORKER	2459	1200	1.8	48.8	124	286	1.4	11.6	94	423	2.1	17.2	147	491	1.9	20.0	130
NEWSWEEK	16527	7364	11.1	44.6	113	2427	11.7	14.7	119	2087	10.6	12.6	108	2849	11.1	17.2	112
THE N.Y. TIMES DAILY EDITION	2739	1171	1.8	42.8	108	410	2.0	15.0	121	182	0.9	6.6	57	578	2.2	21.1	137
THE N.Y. TIMES MAGAZINE	4443	1807	2.7	40.7	103	623	3.0	14.0	114	374	1.9	8.4	72	810	3.1	18.2	119
OMNI	2799	1156	1.7	41.3	105	416	2.0	14.9	120	*245	1.2	8.8	75	495	1.9	17.7	115
ON CABLE	2209	896	1.4	40.6	103	429	2.1	19.4	157	*212	1.1	9.6	82	*256	1.0	11.6	75
1001 HOME IDEAS	3959	2031	3.1	51.3	130	699	3.4	17.7	143	653	3.3	16.5	141	679	2.6	17.2	112
ORGANIC GARDENING	3111	1288	1.9	41.4	105	447	2.2	14.4	116	288	1.5	9.3	79	553	2.1	17.8	116
OUTDOOR LIFE	5024	1899	2.9	37.8	96	702	3.4	14.0	113	577	2.9	11.5	98	620	2.4	12.3	80
PARADE MAGAZINE	51292	21782	32.9	42.5	108	7098	34.3	13.8	112	6700	34.0	13.1	111	7984	31.0	15.6	101

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(ADULTS)

0057
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	66162	100.0	39.4	100	20706	100.0	12.3	100	19679	100.0	11.7	100	25777	100.0	15.4	100
PARENTS	5298	2435	3.7	46.0	117	786	3.8	14.8	120	711	3.6	13.4	114	937	3.6	17.7	115
PENTHOUSE	5129	2061	3.1	40.2	102	746	3.6	14.5	118	617	3.1	12.0	103	699	2.7	13.6	89
PEOPLE	21070	9937	15.0	47.2	120	3466	16.7	16.4	133	2968	15.1	14.1	120	3503	13.6	16.6	108
PLAYBOY	10562	4267	6.4	40.4	102	1439	6.9	13.6	110	1187	6.0	11.2	96	1641	6.4	15.5	101
POPULAR HOT RODDING	2498	1019	1.5	40.8	103	307	1.5	12.3	100	382	1.9	15.3	130	*330	1.3	13.2	86
POPULAR MECHANICS	5887	2499	3.8	42.4	108	746	3.6	12.7	103	683	3.5	11.6	99	1070	4.2	18.2	118
POPULAR SCIENCE	4317	1935	2.9	44.8	114	634	3.1	14.7	119	510	2.6	11.8	101	791	3.1	18.3	119
PREVENTION	5792	2840	4.3	49.0	124	830	4.0	14.3	116	742	3.8	12.8	109	1268	4.9	21.9	142
PSYCHOLOGY TODAY	3284	1652	2.5	50.3	128	702	3.4	21.4	173	415	2.1	12.6	108	536	2.1	16.3	106
READER'S DIGEST	40046	17493	26.4	43.7	111	5284	25.5	13.2	107	5137	26.1	12.8	109	7071	27.4	17.7	115
REDBOOK	9584	4795	7.2	50.0	127	1674	8.1	17.5	141	1462	7.4	15.3	130	1658	6.4	17.3	113
ROAD & TRACK	2590	1238	1.9	47.8	121	384	1.9	14.8	120	*259	1.3	10.0	85	595	2.3	23.0	149
ROLLING STONE	3302	1490	2.3	45.1	114	556	2.7	16.8	136	396	2.0	12.0	102	539	2.1	16.3	106
RUNNER'S WORLD	1229	652	1.0	53.1	134	*283	1.4	23.0	187	*147	0.7	12.0	102	*222	0.9	18.1	118
SATURDAY EVENING POST	2110	916	1.4	43.4	110	*327	1.6	15.5	126	253	1.3	12.0	102	335	1.3	15.9	103
SCIENCE 84	1543	591	0.9	38.3	97	*215	1.0	13.9	113	*201	1.0	13.0	111	*175	0.7	11.3	74
SCIENCE DIGEST	1747	559	0.8	32.0	81	*178	0.9	10.2	83	*127	0.6	7.3	62	*254	1.0	14.5	95
SCIENTIFIC AMERICAN	1994	724	1.1	36.3	92	283	1.4	14.2	115	*214	1.1	10.7	91	227	0.9	11.4	74
SELF	3119	1716	2.6	55.0	139	701	3.4	22.5	182	476	2.4	15.3	130	538	2.1	17.2	112
SEVENTEEN	3923	1810	2.7	46.1	117	509	2.5	13.0	105	597	3.0	15.2	130	704	2.7	17.9	117
SKI	1501	612	0.9	40.8	103	*159	0.8	10.6	86	*177	0.9	11.8	101	*276	1.1	18.4	120
SMITHSONIAN	5976	2609	3.9	43.7	111	730	3.5	12.2	99	783	4.0	13.1	112	1096	4.3	18.3	119
SOAP OPERA DIGEST	4228	1878	2.8	44.4	113	508	2.5	12.0	97	780	4.0	18.4	157	591	2.3	14.0	91
SOUTHERN LIVING	6488	3065	4.6	47.2	120	1095	5.3	16.9	137	995	5.1	15.3	131	975	3.8	15.0	98
SPORT	3500	1492	2.3	42.6	108	614	3.0	17.5	142	336	1.7	9.6	82	541	2.1	15.5	101
THE SPORTING NEWS	2456	1234	1.9	50.2	127	509	2.5	20.7	168	*298	1.5	12.1	103	427	1.7	17.4	113
SPORTS AFIELD	3648	1434	2.2	39.3	100	603	2.9	16.5	134	429	2.2	11.8	100	402	1.6	11.0	72
SPORTS ILLUSTRATED	14484	5939	9.0	41.0	104	2124	10.3	14.7	119	1596	8.1	11.0	94	2219	8.6	15.3	100
STAR	12661	5220	7.9	41.2	105	1716	8.3	13.6	110	1708	8.7	13.5	115	1796	7.0	14.2	92
SUNDAY	52799	22228	33.6	42.1	107	7723	37.3	14.6	118	6524	33.2	12.4	105	7981	31.0	15.1	98
SUNSET	3513	1622	2.5	46.2	117	548	2.6	15.6	126	368	1.9	10.5	89	706	2.7	20.1	131
TV GUIDE	42766	18122	27.4	42.4	107	5642	27.2	13.2	107	5766	29.3	13.5	115	6714	26.0	15.7	102
TENNIS	1254	561	0.8	44.7	113	*195	0.9	15.6	126	*170	0.9	13.6	116	*196	0.8	15.6	102
TIME	22054	9431	14.3	42.8	108	2934	14.2	13.3	108	3107	15.8	14.1	120	3390	13.2	15.4	100
TOWN & COUNTRY	1555	727	1.1	46.8	119	238	1.1	15.3	124	*149	0.8	9.6	82	340	1.3	21.9	142
TRAVEL & LEISURE	2173	949	1.4	43.7	111	358	1.7	16.5	133	*222	1.1	10.2	87	370	1.4	17.0	111
TRUE STORY	4636	1789	2.7	38.6	98	601	2.9	13.0	105	626	3.2	13.5	115	561	2.2	12.1	79
U.S.NEWS & WORLD REPORT	10353	4399	6.6	42.5	108	1397	6.7	13.5	109	1255	6.4	12.1	103	1748	6.8	16.9	110
USA TODAY	4994	2287	3.5	45.8	116	725	3.5	14.5	118	717	3.6	14.4	122	845	3.3	16.9	110
US	3528	1784	2.7	50.6	128	786	3.8	22.3	180	430	2.2	12.2	104	568	2.2	16.1	105
VOGUE	5424	2469	3.7	45.5	115	746	3.6	13.8	111	848	4.3	15.6	133	875	3.4	16.1	105
WALL STREET JOURNAL	6292	2937	4.4	46.7	118	984	4.8	15.6	127	794	4.0	12.6	108	1160	4.5	18.4	120
WEIGHT WATCHERS	2762	1469	2.2	53.2	135	674	3.3	24.4	198	358	1.8	13.0	110	438	1.7	15.9	103
WOMAN'S DAY	16320	8132	12.3	49.8	126	2762	13.3	16.9	137	2432	12.4	14.9	127	2938	11.4	18.0	117
WORKING MOTHER	1496	856	1.3	57.2	145	*284	1.4	19.0	154	*216	1.1	14.4	123	356	1.4	23.8	155
WORKING WOMAN	1851	1164	1.8	62.9	159	372	1.8	20.1	163	338	1.7	18.3	156	454	1.8	24.5	160
WORLD TENNIS	580	300	0.5	51.7	131	**64	0.3	11.0	89	**105	0.5	18.1	154	**131	0.5	22.6	147
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4698	7.1	37.9	96	1380	6.7	11.1	90	1149	5.8	9.3	79	2169	8.4	17.5	114
BLAIR INSERTS	91671	38826	58.7	42.4	107	12739	61.5	13.9	113	11297	57.4	12.3	105	14790	57.4	16.1	105
DAILY NEWSPAPERS																	
READ ANY	109190	45407	68.6	41.6	105	14553	70.3	13.3	108	13417	68.2	12.3	105	17437	67.6	16.0	104
READ ONE	89587	36977	55.9	41.3	105	11556	55.8	12.9	104	11128	56.5	12.4	106	14293	55.4	16.0	104
READ TWO OR MORE	19602	8430	12.7	43.0	109	2997	14.5	15.3	124	2289	11.6	11.7	100	3144	12.2	16.0	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	46079	69.6	42.0	107	15088	72.9	13.8	111	13258	67.4	12.1	103	17734	68.8	16.2	105
READ ONE	95074	39648	59.9	41.7	106	12700	61.3	13.4	108	11641	59.2	12.2	104	15307	59.4	16.1	105
READ TWO OR MORE	14588	6431	9.7	44.1	112	2387	11.5	16.4	133	1617	8.2	11.1	94	2427	9.4	16.6	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.74				31.21				29.59				28.65			
30 DAY REACH	149706	59799	90.4	39.9	101	18978	91.7	12.7	103	17697	89.9	11.8	101	23125	89.7	15.4	101
50 SHWG - 30 DAY AV FREQ	15.16	15.59				16.19				15.60				15.08			
30 DAY REACH	142406	57104	86.3	40.1	102	18321	88.5	12.9	104	16792	85.3	11.8	101	21991	85.3	15.4	100
25 SHWG - 30 DAY AV FREQ	8.23	8.42				8.74				8.43				8.15			
30 DAY REACH	131152	52813	79.8	40.3	102	16996	82.1	13.0	105	15517	78.9	11.8	101	20300	78.8	15.5	101
CABLE TV: HOME WIRED	66879	28377	42.9	42.4	108	9971	48.2	14.9	121	7958	40.4	11.9	101	10448	40.5	15.6	102
HOME NOT WIRED	100848	37785	57.1	37.5	95	10735	51.8	10.6	86	11721	59.6	11.6	99	15329	59.5	15.2	99
HAVE PAY CABLE	35024	16103	24.3	46.0	117	6288	30.4	18.0	145	4256	21.6	12.2	104	5559	21.6	15.9	103

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(ADULTS)

0058
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	66162	100.0	39.4	100	20706	100.0	12.3	100	19679	100.0	11.7	100	25777	100.0	15.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	39752	60.1	41.6	105	12702	61.3	13.3	108	11907	60.5	12.5	106	15143	58.7	15.8	103
10:00 AM - 3:00 PM	63599	25762	38.9	40.5	103	8204	39.6	12.9	104	7483	38.0	11.8	100	10075	39.1	15.8	103
3:00 PM - 7:00 PM	72097	29876	45.2	41.4	105	9645	46.6	13.4	108	8466	43.0	11.7	100	11765	45.6	16.3	106
7:00 PM - MIDNIGHT	36670	14750	22.3	40.2	102	4928	23.8	13.4	109	4208	21.4	11.5	98	5615	21.8	15.3	100
MIDNIGHT - 6:00 AM	21908	8919	13.5	40.7	103	2843	13.7	13.0	105	2625	13.3	12.0	102	3450	13.4	15.7	102
6:00 AM - MIDNIGHT	127571	51848	78.4	40.6	103	16447	79.4	12.9	104	15450	78.5	12.1	103	19951	77.4	15.6	102
ENTIRE DAY	129239	52589	79.5	40.7	103	16608	80.2	12.9	104	15683	79.7	12.1	103	20298	78.7	15.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	14917	22.5	43.9	111	4791	23.1	14.1	114	4370	22.2	12.8	110	5755	22.3	16.9	110
ALL NEWS	6062	2384	3.6	39.3	100	846	4.1	14.0	113	640	3.3	10.6	90	897	3.5	14.8	96
AOR/PROGRESSIVE	11884	4497	6.8	37.8	96	1511	7.3	12.7	103	1228	6.2	10.3	88	1758	6.8	14.8	96
BEAUTIFUL MUSIC	11180	4979	7.5	44.5	113	1572	7.6	14.1	114	1450	7.4	13.0	111	1957	7.6	17.5	114
BLACK	4538	1511	2.3	33.3	84	390	1.9	8.6	70	487	2.5	10.7	91	634	2.5	14.0	91
CLASSICAL	3857	1627	2.5	42.2	107	488	2.4	12.7	102	450	2.3	11.7	99	688	2.7	17.8	116
CHR/ROCK	21946	9668	14.6	44.1	112	3179	15.4	14.5	117	3070	15.6	14.0	119	3419	13.3	15.6	101
COUNTRY	27262	10681	16.1	39.2	99	3369	16.3	12.4	100	3296	16.7	12.1	103	4016	15.6	14.7	96
GOLDEN OLDIES	3339	1400	2.1	41.9	106	488	2.4	14.6	118	411	2.1	12.3	105	501	1.9	15.0	98
MOR/NOSTALGIA	10346	4353	6.6	42.1	107	1407	6.8	13.6	110	1302	6.6	12.6	107	1644	6.4	15.9	103
NEWS/TALK	8929	3687	5.6	41.3	105	932	4.5	10.4	85	1190	6.0	13.3	114	1564	6.1	17.5	114
RELIGIOUS	5488	2019	3.1	36.8	93	628	3.0	11.4	93	593	3.0	10.8	92	798	3.1	14.5	95
SOFT ROCK	1232	410	0.6	33.3	84	*126	0.6	10.2	83	**140	0.7	11.4	97	*144	0.6	11.7	76
URBAN CONTEMPORARY	3184	1030	1.6	32.3	82	369	1.8	11.6	94	300	1.5	9.4	80	361	1.4	11.3	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2917	4.4	42.2	107	808	3.9	11.7	95	1152	5.9	16.7	142	956	3.7	13.8	90
ABC DIRECTION	5212	2070	3.1	39.7	101	630	3.0	12.1	98	657	3.3	12.6	107	784	3.0	15.0	98
ABC ENTERTAINMENT	10385	4186	6.3	40.3	102	1266	6.1	12.2	99	1327	6.7	12.8	109	1594	6.2	15.3	100
ABC FM	4762	1768	2.7	37.1	94	560	2.7	11.8	95	469	2.4	9.8	84	739	2.9	15.5	101
ABC INFORMATION	11339	4778	7.2	42.1	107	1330	6.4	11.7	95	1578	8.0	13.9	119	1870	7.3	16.5	107
ABC ROCK	4878	2103	3.2	43.1	109	713	3.4	14.6	118	674	3.4	13.8	118	716	2.8	14.7	96
CBS	10709	4482	6.8	41.9	106	1602	7.7	15.0	121	1193	6.1	11.1	95	1686	6.5	15.7	102
MUTUAL	10251	4151	6.3	40.5	103	1335	6.4	13.0	105	1222	6.2	11.9	102	1594	6.2	15.5	101
NBC	12243	4968	7.5	40.6	103	1648	8.0	13.5	109	1441	7.3	11.8	100	1878	7.3	15.3	100
RADIORADIO	4606	1776	2.7	38.6	98	590	2.8	12.8	104	426	2.2	9.2	79	760	2.9	16.5	107
RKO ONE	5148	2290	3.5	44.5	113	781	3.8	15.2	123	716	3.6	13.9	119	793	3.1	15.4	100
RKO TWO	7313	2978	4.5	40.7	103	886	4.3	12.1	98	917	4.7	12.5	107	1175	4.6	16.1	105
THE SOURCE	5981	2280	3.4	38.1	97	852	4.1	14.2	115	506	2.6	8.5	72	922	3.6	15.4	100
NON-WIRED : BLAIR	19329	7973	12.1	41.2	105	2177	10.5	11.3	91	2692	13.7	13.9	119	3104	12.0	16.1	104
INTERNET	27139	10855	16.4	40.0	101	3520	17.0	13.0	105	3236	16.4	11.9	102	4098	15.9	15.1	98
KATZ RADIO GROUP	36319	15451	23.4	42.5	108	4889	23.6	13.5	109	4732	24.0	13.0	111	5830	22.6	16.1	104
SUPERNET	22361	9110	13.8	40.7	103	2983	14.4	13.3	108	2493	12.7	11.1	95	3634	14.1	16.3	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	5742	8.7	39.5	100	1797	8.7	12.4	100	1668	8.5	11.5	98	2277	8.8	15.7	102
WKDAY 9:00 AM - 1:00 PM	18688	7234	10.9	38.7	98	2129	10.3	11.4	92	2212	11.2	11.8	101	2893	11.2	15.5	101
WKDAY 1:00 PM - 4:30 PM	24061	9481	14.3	39.4	100	2822	13.6	11.7	95	2913	14.8	12.1	103	3746	14.5	15.6	101
WKDAY 4:30 PM - 7:30 PM	44079	16921	25.6	38.4	97	5052	24.4	11.5	93	5148	26.2	11.7	100	6721	26.1	15.2	99
WKDAY 7:30 PM - 8:00 PM	61979	23739	35.9	38.3	97	7079	34.2	11.4	93	7168	36.4	11.6	99	9491	36.8	15.3	100
WKDAY 11:00 PM - 11:30 PM	49084	19269	29.1	39.3	100	6023	29.1	12.3	99	5869	29.8	12.0	102	7376	28.6	15.0	98
WKDAY 11:30 PM - 1:00 AM	16560	6272	9.5	37.9	96	1837	8.9	11.1	90	1886	9.6	11.4	97	2548	9.9	15.4	100
M-SAT 8-11 PM+SUN 7-11 PM	66967	26965	40.8	40.3	102	8307	40.1	12.4	100	8226	41.8	12.3	105	10432	40.5	15.6	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	3642	5.5	39.3	100	1085	5.2	11.7	95	1213	6.2	13.1	112	1345	5.2	14.5	94
ANOTHER WORLD N	6138	2365	3.6	38.5	98	598	2.9	9.7	79	728	3.7	11.9	101	1039	4.0	16.9	110
AS THE WORLD TURNS C	7707	3173	4.8	41.2	104	909	4.4	11.8	96	964	4.9	12.5	107	1300	5.0	16.9	110
CAPITOL C	4688	1915	2.9	40.8	104	634	3.1	13.5	110	530	2.7	11.3	96	751	2.9	16.0	104
CBS MORN. NEWS 1 C	2792	1179	1.8	42.2	107	374	1.8	13.4	109	299	1.5	10.7	91	506	2.0	18.1	118
CBS MORN. NEWS 2 C	2071	780	1.2	37.7	95	249	1.2	12.0	97	178	0.9	8.6	73	353	1.4	17.0	111
DAYS OF OUR LIVES N	8018	3231	4.9	40.3	102	874	4.2	10.9	88	997	5.1	12.4	106	1360	5.3	17.0	110
FACTS OF LIFE - DAYTIME N	3487	1365	2.1	39.1	99	433	2.1	12.4	101	464	2.4	13.3	113	468	1.8	13.4	87
FAMILY FEUD A	4817	1811	2.7	37.6	95	541	2.6	11.2	91	593	3.0	12.3	105	676	2.6	14.0	91
GENERAL HOSPITAL A	8333	3424	5.2	41.1	104	1028	5.0	12.3	100	1226	6.2	14.7	125	1169	4.5	14.0	91
GOOD MORNING, AMERICA-730 A	5472	2104	3.2	38.5	97	667	3.2	12.2	99	642	3.3	11.7	100	795	3.1	14.5	95
GOOD MORNING, AMERICA-830 A	3965	1656	2.5	41.8	106	486	2.3	12.3	99	598	3.0	15.1	129	572	2.2	14.4	94
GUIDING LIGHT C	7542	3122	4.7	41.4	105	1095	5.3	14.5	118	858	4.4	11.4	97	1169	4.5	15.5	101
ONE LIFE TO LIVE A	6018	2411	3.6	40.1	102	719	3.5	11.9	97	841	4.3	14.0	119	851	3.3	14.1	92
PRESS YOUR LUCK C	3589	1312	2.0	36.6	93	376	1.8	10.5	85	317	1.6	8.8	75	619	2.4	17.2	112
PRICE IS RIGHT 1 C	7418	2586	3.9	34.9	88	774	3.7	10.4	85	644	3.3	8.7	74	1168	4.5	15.7	102
PRICE IS RIGHT 2 C	8276	2992	4.5	36.2	92	893	4.3	10.8	87	710	3.6	8.6	73	1389	5.4	16.8	109
RYAN'S HOPE A	4358	1786	2.7	41.0	104	543	2.6	12.5	101	636	3.2	14.6	124	607	2.4	13.9	91
SALE OF THE CENTURY N	3749	1456	2.2	38.8	98	414	2.0	11.0	89	436	2.2	11.6	99	607	2.4	16.2	105
SEARCH FOR TOMORROW N	2884	1111	1.7	38.5	98	284	1.4	9.8	80	282	1.4	9.8	83	545	2.1	18.9	123
TODAY SHOW 1 N	4869	1890	2.9	38.8	98	523	2.5	10.7	87	595	3.0	12.2	104	771	3.0	15.8	103
TODAY SHOW 2 N	4135	1384	2.1	33.5	85	322	1.6	7.8	63	458	2.3	11.1	94	605	2.3	14.6	95
$25,000 PYRAMID C	4361	1581	2.4	36.3	92	483	2.3	11.1	90	419	2.1	9.6	82	680	2.6	15.6	101
WHEEL OF FORTUNE N	6187	2376	3.6	38.4	97	659	3.2	10.7	86	682	3.5	11.0	94	1036	4.0	16.7	109
YOUNG AND THE RESTLESS C	8186	3219	4.9	39.3	100	892	4.3	10.9	88	982	5.0	12.0	102	1345	5.2	16.4	107
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1917	2.9	40.6	103	697	3.4	14.7	119	443	2.3	9.4	80	777	3.0	16.4	107
NBA PLAYOFF GAME -1 C	5127	2021	3.1	39.4	100	631	3.0	12.3	100	712	3.6	13.9	118	678	2.6	13.2	86
NBC MAJOR LEAGUE PRE-GAME N	3945	1425	2.2	36.1	92	364	1.8	9.2	75	444	2.3	11.3	96	617	2.4	15.6	102
SPORTSWORLD - SUN N	3370	1327	2.0	39.4	100	387	1.9	11.5	93	482	2.4	14.3	122	458	1.8	13.6	88
SUNDAY MORNING C	4200	1693	2.6	40.3	102	555	2.7	13.2	107	485	2.5	11.5	98	653	2.5	15.5	101

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(ADULTS)

0059
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		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	66162	100.0	39.4	100	20706	100.0	12.3	100	19679	100.0	11.7	100	25777	100.0	15.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	19702	29.8	37.7	96	5850	28.3	11.2	91	6084	30.9	11.6	99	7768	30.1	14.9	97
NETWORK AFFILIATES - LATE		39164	15532	23.5	39.7	101	4791	23.1	12.2	99	4796	24.4	12.2	104	5946	23.1	15.2	99
INDEPENDENTS - LATE		5133	2030	3.1	39.5	100	662	3.2	12.9	104	574	2.9	11.2	95	794	3.1	15.5	101
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	8503	12.9	37.3	94	2727	13.2	11.9	97	2447	12.4	10.7	91	3329	12.9	14.6	95
ABC MONDAY NIGHT MOVIE	A	11258	4693	7.1	41.7	106	1495	7.2	13.3	108	1402	7.1	12.5	106	1796	7.0	16.0	104
ABC SUNDAY NIGHT MOVIE	A	23600	9646	14.6	40.9	104	3167	15.3	13.4	109	2982	15.2	12.6	108	3497	13.6	14.8	96
ABC WORLD NEWS TONIGHT	A	12801	4746	7.2	37.1	94	1379	6.7	10.8	87	1623	8.2	12.7	108	1745	6.8	13.6	89
AFTERMASH	C	10966	4659	7.0	42.5	108	1384	6.7	12.6	102	1317	6.7	12.0	102	1958	7.6	17.9	116
ALICE	C	17050	7227	10.9	42.4	107	2335	11.3	13.7	111	2214	11.3	13.0	111	2679	10.4	15.7	102
AMERICAN PARADE	C	11998	4711	7.1	39.3	100	1496	7.2	12.5	101	1518	7.7	12.7	108	1697	6.6	14.1	92
BENSON	A	19258	7517	11.4	39.0	99	2410	11.6	12.5	101	2221	11.3	11.5	98	2887	11.2	15.0	98
BLUE THUNDER	A	11478	4352	6.6	37.9	96	1185	5.7	10.3	84	1448	7.4	12.6	108	1719	6.7	15.0	97
CAGNEY & LACEY	C	18263	7350	11.1	40.2	102	2147	10.4	11.8	95	2305	11.7	12.6	108	2899	11.2	15.9	103
CBS EVENING NEWS-DEAN	C	7733	3049	4.6	39.4	100	839	4.1	10.8	88	1090	5.5	14.1	120	1120	4.3	14.5	94
CBS EVENING NEWS-RATHER	C	15653	6004	9.1	38.4	97	1798	8.7	11.5	93	1846	9.4	11.8	101	2360	9.2	15.1	98
CBS SAT. NEWS-SCHIEFFER	C	8744	3248	4.9	37.1	94	974	4.7	11.1	90	1047	5.3	12.0	102	1228	4.8	14.0	91
CBS SATURDAY NIGHT MOVIE	C	12000	4845	7.3	40.4	102	1449	7.0	12.1	98	1722	8.8	14.3	122	1675	6.5	14.0	91
CBS WEDNESDAY NIGHT MOVIE	C	11522	4494	6.8	39.0	99	1442	7.0	12.5	101	1208	6.1	10.5	89	1844	7.2	16.0	104
CHEERS	N	16818	7487	11.3	44.5	113	2230	10.8	13.3	107	2268	11.5	13.5	115	2989	11.6	17.8	116
DALLAS	C	37510	15437	23.3	41.2	104	4462	21.5	11.9	96	4983	25.3	13.3	113	5993	23.2	16.0	104
DIFF'RENT STROKES	N	11258	4558	6.9	40.5	103	1496	7.2	13.3	108	1316	6.7	11.7	100	1747	6.8	15.5	101
DOUBLE TROUBLE	N	12248	4941	7.5	40.3	102	1526	7.4	12.5	101	1489	7.6	12.2	104	1927	7.5	15.7	102
DUCK FACTORY	N	11100	4825	7.3	43.5	110	1366	6.6	12.3	100	1561	7.9	14.1	120	1898	7.4	17.1	111
DUKES OF HAZZARD	C	12353	4382	6.6	35.5	90	1258	6.1	10.2	82	1425	7.2	11.5	98	1698	6.6	13.7	89
DYNASTY	A	33279	13305	20.1	40.0	101	4168	20.1	12.5	101	4173	21.2	12.5	107	4964	19.3	14.9	97
FACTS OF LIFE	N	13410	5699	8.6	42.5	108	1727	8.3	12.9	104	1792	9.1	13.4	114	2181	8.5	16.3	106
FALCON CREST	C	31093	13134	19.9	42.2	107	3867	18.7	12.4	101	4364	22.2	14.0	120	4904	19.0	15.8	103
FALL GUY	A	18649	7063	10.7	37.9	96	2230	10.8	12.0	97	2026	10.3	10.9	93	2807	10.9	15.1	98
FAMILY TIES	N	13101	5497	8.3	42.0	106	1681	8.1	12.8	104	1716	8.7	13.1	112	2100	8.1	16.0	104
FANTASY ISLAND	A	13069	5427	8.2	41.5	105	1643	7.9	12.6	102	1746	8.9	13.4	114	2039	7.9	15.6	102
FOULUPS,BLEEPS & BLUNDERS	A	16588	6789	10.3	40.9	104	1977	9.5	11.9	97	1978	10.1	11.9	102	2834	11.0	17.1	111
FOUR SEASONS	C	9302	4039	6.1	43.4	110	1253	6.1	13.5	109	1148	5.8	12.3	105	1638	6.4	17.6	115
GIMME A BREAK	N	13955	5543	8.4	39.7	101	1576	7.6	11.3	91	1774	9.0	12.7	108	2192	8.5	15.7	102
HART TO HART	A	15735	6486	9.8	41.2	104	2087	10.1	13.3	107	1947	9.9	12.4	105	2451	9.5	15.6	101
HILL STREET BLUES	N	18257	7601	11.5	41.6	106	2342	11.3	12.8	104	2465	12.5	13.5	115	2794	10.8	15.3	100
HOTEL	A	24236	9381	14.2	38.7	98	2930	14.2	12.1	98	2978	15.1	12.3	105	3472	13.5	14.3	93
JEFFERSONS	C	17010	6780	10.2	39.9	101	2164	10.5	12.7	103	2027	10.3	11.9	102	2588	10.0	15.2	99
JENNIFER SLEPT HERE	N	9397	4081	6.2	43.4	110	1495	7.2	15.9	129	1124	5.7	12.0	102	1461	5.7	15.5	101
KATE & ALLIE	C	16762	6912	10.4	41.2	105	2171	10.5	13.0	105	2328	11.8	13.9	118	2412	9.4	14.4	94
KNIGHT RIDER	N	13164	5531	8.4	42.0	107	1489	7.2	11.3	92	1916	9.7	14.6	124	2127	8.3	16.2	105
LOVE BOAT	A	20400	8710	13.2	42.7	108	2657	12.8	13.0	106	2998	15.2	14.7	125	3055	11.9	15.0	97
MAGNUM PI	C	22543	8891	13.4	39.4	100	2716	13.1	12.0	98	2610	13.3	11.6	99	3566	13.8	15.8	103
MAMA'S FAMILY	N	9852	3858	5.8	39.2	99	1167	5.6	11.8	96	1096	5.6	11.1	95	1595	6.2	16.2	105
MASTER, THE	N	8082	3076	4.6	38.1	96	907	4.4	11.2	91	970	4.9	12.0	102	1199	4.7	14.8	97
MATT HOUSTON	A	12881	5056	7.6	39.3	100	1546	7.5	12.0	97	1527	7.8	11.9	101	1983	7.7	15.4	100
NBC MONDAY NIGHT MOVIE	N	23889	9639	14.6	40.3	102	3070	14.8	12.9	104	2942	14.9	12.3	105	3626	14.1	15.2	99
NBC NIGHTLY NEWS	N	11156	4169	6.3	37.4	95	1238	6.0	11.1	90	1280	6.5	11.5	98	1651	6.4	14.8	96
NBC NIGHTLY NEWS-SAT	N	7363	2575	3.9	35.0	89	730	3.5	9.9	80	852	4.3	11.6	99	993	3.9	13.5	88
NBC NIGHTLY NEWS-SUN	N	6214	2401	3.6	38.6	98	683	3.3	11.0	89	833	4.2	13.4	114	885	3.4	14.2	93
NBC SUNDAY NIGHT MOVIE	N	17590	7100	10.7	40.4	102	2111	10.2	12.0	97	2063	10.5	11.7	100	2927	11.4	16.6	108
NEWHART	C	16740	6895	10.4	41.2	104	2149	10.4	12.8	104	2118	10.8	12.7	108	2628	10.2	15.7	102
ONE DAY AT A TIME	C	11820	5185	7.8	43.9	111	1566	7.6	13.2	107	1653	8.4	14.0	119	1966	7.6	16.6	108
PEOPLE ARE FUNNY	N	9138	3488	5.3	38.2	97	989	4.8	10.8	88	963	4.9	10.5	90	1537	6.0	16.8	109
REAL PEOPLE	N	15979	6477	9.8	40.5	103	1869	9.0	11.7	95	2034	10.3	12.7	108	2574	10.0	16.1	105
REMINGTON STEELE	N	14395	5855	8.8	40.7	103	1711	8.3	11.9	96	1787	9.1	12.4	106	2357	9.1	16.4	107
RIPLEY'S BELIEVE IT - NOT	A	11362	4827	7.3	42.5	108	1487	7.2	13.1	106	1403	7.1	12.3	105	1938	7.5	17.1	111
RIPTIDE	N	13920	5301	8.0	38.1	97	1514	7.3	10.9	88	1572	8.0	11.3	96	2215	8.6	15.9	104
SCARECROW & MRS. KING	C	17571	7327	11.1	41.7	106	2464	11.9	14.0	114	2114	10.7	12.0	103	2749	10.7	15.6	102
SIMON & SIMON	C	20208	7733	11.7	38.3	97	2293	11.1	11.3	92	2320	11.8	11.5	98	3120	12.1	15.4	100
60 MINUTES	C	27668	11216	17.0	40.5	103	3285	15.9	11.9	96	3503	17.8	12.7	108	4428	17.2	16.0	104
ST. ELSEWHERE	N	13699	6080	9.2	44.4	113	1780	8.6	13.0	105	1930	9.8	14.1	120	2370	9.2	17.3	113
THREE'S COMPANY	A	20632	8389	12.7	40.7	103	2643	12.8	12.8	104	2557	13.0	12.4	106	3189	12.4	15.5	101
T.J. HOOKER	A	17136	6479	9.8	37.8	96	1966	9.5	11.5	93	2054	10.4	12.0	102	2460	9.5	14.4	93
TONIGHT SHOW	N	4963	1905	2.9	38.4	97	575	2.8	11.6	94	592	3.0	11.9	102	738	2.9	14.9	97
TRAPPER JOHN, M.D.	C	16332	6783	10.3	41.5	105	1935	9.3	11.8	96	2177	11.1	13.3	114	2671	10.4	16.4	106
TV BLOOPERS & PRAC. JOKES	N	18881	7618	11.5	40.3	102	2004	9.7	10.6	86	2250	11.4	11.9	102	3364	13.1	17.8	116
20/20	A	18315	7500	11.3	41.0	104	2379	11.5	13.0	105	2238	11.4	12.2	104	2884	11.2	15.7	102
WEBSTER	A	18722	7703	11.6	41.1	104	2524	12.2	13.5	109	2332	11.9	12.5	106	2846	11.0	15.2	99
WORLD NEWS - SUN	A	5327	2206	3.3	41.4	105	780	3.8	14.6	119	746	3.8	14.0	119	680	2.6	12.8	83
YELLOW ROSE	N	8370	3410	5.2	40.7	103	1156	5.6	13.8	112	842	4.3	10.1	86	1412	5.5	16.9	110
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	10824	16.4	41.9	106	3645	17.6	14.1	114	3160	16.1	12.2	104	4019	15.6	15.5	101
BASKETBALL - COLLEGE GAMES		14468	6857	10.4	47.4	120	2430	11.7	16.8	136	1720	8.7	11.9	101	2708	10.5	18.7	122
BASKETBALL - PRO GAMES		12124	5236	7.9	43.2	109	1642	7.9	13.5	110	1277	6.5	10.5	90	2317	9.0	19.1	124
BOWLING		9412	4294	6.5	45.6	116	1374	6.6	14.6	118	1297	6.6	13.8	117	1624	6.3	17.3	112
BOXING		15409	6028	9.1	39.1	99	2028	9.8	13.2	107	1569	8.0	10.2	87	2432	9.4	15.8	103
FOOTBALL - COLLEGE GAMES		21400	9525	14.4	44.5	113	3207	15.5	15.0	121	2558	13.0	12.0	102	3761	14.6	17.6	114
FOOTBALL - PRO GAMES		35944	15155	22.9	42.2	107	4865	23.5	13.5	110	4122	20.9	11.5	98	6169	23.9	17.2	112
GOLF		9759	4337	6.6	44.4	113	1517	7.3	15.5	126	1291	6.6	13.2	113	1529	5.9	15.7	102
POST-SEASON COLL. FOOTBALL		18123	8047	12.2	44.4	113	2792	13.5	15.4	125	2067	10.5	11.4	97	3188	12.4	17.6	114
POST-SEASON PRO FOOTBALL		22091	9608	14.5	43.5	110	3005	14.5	13.6	110	2952	15.0	13.4	114	3650	14.2	16.5	108
TENNIS		6764	3515	5.3	52.0	132	1274	6.2	18.8	153	867	4.4	12.8	109	1374	5.3	20.3	132
WRESTLING - PROFESSIONAL		9695	3299	5.0	34.0	86	1137	5.5	11.7	95	1240	6.3	12.8	109	922	3.6	9.5	62

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	26731	100.0	33.7	100	8293	100.0	10.5	100	7676	100.0	9.7	100	10762	100.0	13.6	100
HOUSEHOLD HEADS	66405	22542	84.3	33.9	101	7241	87.3	10.9	104	6502	84.7	9.8	101	8799	81.8	13.3	98
18 - 24	13945	4187	15.7	30.0	89	1064	12.8	7.6	73	1118	14.6	8.0	83	2005	18.6	14.4	106
25 - 34	19334	6776	25.3	35.0	104	2193	26.4	11.3	108	1943	25.3	10.0	104	2639	24.5	13.6	100
35 - 44	14196	5322	19.9	37.5	111	1871	22.6	13.2	126	1506	19.6	10.6	110	1945	18.1	13.7	101
45 - 54	10896	4137	15.5	38.0	113	1481	17.9	13.6	130	1216	15.8	11.2	115	1441	13.4	13.2	97
55 - 64	10378	3579	13.4	34.5	102	946	11.4	9.1	87	960	12.5	9.3	96	1672	15.5	16.1	119
65 OR OLDER	10514	2731	10.2	26.0	77	738	8.9	7.0	67	934	12.2	8.9	92	1059	9.8	10.1	74
18 - 34	33279	10963	41.0	32.9	98	3257	39.3	9.8	94	3061	39.9	9.2	95	4644	43.2	14.0	103
18 - 49	52904	18332	68.6	34.7	103	5930	71.5	11.2	107	5091	66.3	9.6	99	7310	67.9	13.8	102
25 - 54	44426	16235	60.7	36.5	108	5545	66.9	12.5	119	4664	60.8	10.5	108	6026	56.0	13.6	100
35 - 49	19625	7369	27.6	37.5	111	2673	32.2	13.6	130	2030	26.4	10.3	107	2666	24.8	13.6	100
50 OR OLDER	26359	8400	31.4	31.9	94	2363	28.5	9.0	86	2585	33.7	9.8	101	3452	32.1	13.1	96
GRADUATED COLLEGE	15982	6608	24.7	41.3	123	2151	25.9	13.5	129	1944	25.3	12.2	126	2513	23.4	15.7	115
ATTENDED COLLEGE	13629	4924	18.4	36.1	107	1520	18.3	11.2	107	1145	14.9	8.4	87	2260	21.0	16.6	122
GRADUATED HIGH SCHOOL	28591	9654	36.1	33.8	100	2974	35.9	10.4	99	2877	37.5	10.1	104	3803	35.3	13.3	98
DID NOT GRADUATE HIGH SCHOOL	21061	5545	20.7	26.3	78	1649	19.9	7.8	75	1711	22.3	8.1	84	2185	20.3	10.4	77
EMPLOYED FULL-TIME	52316	19028	71.2	36.4	108	6370	76.8	12.2	116	5452	71.0	10.4	108	7207	67.0	13.8	101
EMPLOYED PART-TIME	4113	1197	4.5	29.1	86	*297	3.6	7.2	69	*329	4.3	8.0	83	572	5.3	13.9	102
NOT EMPLOYED	22834	6506	24.3	28.5	84	1627	19.6	7.1	68	1896	24.7	8.3	86	2983	27.7	13.1	96
PROFESSIONAL/MANAGER	15034	6655	24.9	44.3	131	2196	26.5	14.6	140	2017	26.3	13.4	139	2442	22.7	16.2	120
TECH/CLERICAL/SALES	11255	4326	16.2	38.4	114	1531	18.5	13.6	130	1121	14.6	10.0	103	1674	15.6	14.9	110
PRECISION/CRAFT	11607	3750	14.0	32.3	96	1416	17.1	12.2	117	925	12.1	8.0	82	1409	13.1	12.1	89
OTHER EMPLOYED	18534	5495	20.6	29.6	88	1523	18.4	8.2	79	1717	22.4	9.3	96	2254	20.9	12.2	90
SINGLE	19562	5937	22.2	30.3	90	1508	18.2	7.7	74	1564	20.4	8.0	83	2866	26.6	14.7	108
MARRIED	51896	18606	69.6	35.9	106	6007	72.4	11.6	111	5585	72.8	10.8	111	7014	65.2	13.5	100
DIVORCED/SEPARATED/WIDOWED	7804	2188	8.2	28.0	83	779	9.4	10.0	95	527	6.9	6.8	70	882	8.2	11.3	83
PARENTS	25372	9448	35.3	37.2	110	3199	38.6	12.6	121	2809	36.6	11.1	114	3441	32.0	13.6	100
WHITE	69658	24220	90.6	34.8	103	7611	91.8	10.9	104	6930	90.3	9.9	103	9679	89.9	13.9	102
BLACK	7909	1960	7.3	24.8	73	504	6.1	6.4	61	638	8.3	8.1	83	818	7.6	10.3	76
OTHER	1696	*551	2.1	32.5	96	**178	2.1	10.5	100	**109	1.4	6.4	66	**265	2.5	15.6	115
NORTHEAST-CENSUS	17202	5732	21.4	33.3	99	1951	23.5	11.3	108	1595	20.8	9.3	96	2186	20.3	12.7	93
NORTH CENTRAL	20461	7124	26.7	34.8	103	2067	24.9	10.1	97	1966	25.6	9.6	99	3091	28.7	15.1	111
SOUTH	26695	7991	29.9	29.9	89	2663	32.1	10.0	95	2702	35.2	10.1	105	2627	24.4	9.8	72
WEST	14906	5884	22.0	39.5	117	1613	19.5	10.8	103	1413	18.4	9.5	98	2858	26.6	19.2	140
NORTHEAST-MKTG.	17962	5970	22.3	33.2	99	1891	22.8	10.5	101	1814	23.6	10.1	104	2266	21.1	12.6	93
EAST CENTRAL	11741	3944	14.8	33.6	100	1399	16.9	11.9	114	1082	14.1	9.2	95	1463	13.6	12.5	92
WEST CENTRAL	13518	4766	17.8	35.3	105	1348	16.3	10.0	95	1351	17.6	10.0	103	2067	19.2	15.3	113
SOUTH	23168	6872	25.7	29.7	88	2342	28.2	10.1	97	2179	28.4	9.4	97	2351	21.8	10.1	74
PACIFIC	12874	5180	19.4	40.2	119	1314	15.8	10.2	98	1250	16.3	9.7	100	2616	24.3	20.3	150
COUNTY SIZE A	32596	11161	41.8	34.2	102	3557	42.9	10.9	104	3133	40.8	9.6	99	4471	41.5	13.7	101
COUNTY SIZE B	23814	8571	32.1	36.0	107	2664	32.1	11.2	107	2454	32.0	10.3	106	3453	32.1	14.5	107
COUNTY SIZE C	12663	4259	15.9	33.6	100	1328	16.0	10.5	100	1301	16.9	10.3	106	1630	15.1	12.9	95
COUNTY SIZE D	10190	2740	10.3	26.9	80	745	9.0	7.3	70	788	10.3	7.7	80	1208	11.2	11.9	88
METRO CENTRAL CITY	23190	7870	29.4	33.9	101	2488	30.0	10.7	103	2182	28.4	9.4	97	3201	29.7	13.8	102
METRO SUBURBAN	36920	13286	49.7	36.0	107	4161	50.2	11.3	108	3823	49.8	10.4	107	5302	49.3	14.4	106
NON METRO	19152	5575	20.9	29.1	86	1644	19.8	8.6	82	1672	21.8	8.7	90	2259	21.0	11.8	87
TOP 5 ADI'S	18703	6447	24.1	34.5	102	2084	25.1	11.1	106	1773	23.1	9.5	98	2591	24.1	13.9	102
TOP 10 ADI'S	26158	8901	33.3	34.0	101	2814	33.9	10.8	103	2662	34.7	10.2	105	3424	31.8	13.1	96
TOP 20 ADI'S	36612	12341	46.2	33.7	100	3739	45.1	10.2	98	3661	47.7	10.0	103	4941	45.9	13.5	99
HSHLD INC. $50,000 OR MORE	9326	3901	14.6	41.8	124	1255	15.1	13.5	129	1098	14.3	11.8	122	1549	14.4	16.6	122
$40,000 OR MORE	18002	7683	28.7	42.7	127	2499	30.1	13.9	133	2229	29.0	12.4	128	2954	27.4	16.4	121
$30,000 OR MORE	31361	13033	48.8	41.6	123	4183	50.4	13.3	127	3641	47.4	11.6	120	5209	48.4	16.6	122
$25,000 OR MORE	39858	15836	59.2	39.7	118	5162	62.2	13.0	124	4515	58.8	11.3	117	6159	57.2	15.5	114
$20,000 - $24,999	8664	2682	10.0	31.0	92	790	9.5	9.1	87	787	10.3	9.1	94	1105	10.3	12.8	94
$15,000 - $19,999	7964	2426	9.1	30.5	90	652	7.9	8.2	78	752	9.8	9.4	98	1021	9.5	12.8	94
$10,000 - $14,999	11093	3246	12.1	29.3	87	902	10.9	8.1	78	997	13.0	9.0	93	1347	12.5	12.1	89
UNDER $10,000	11683	2541	9.5	21.7	64	787	9.5	6.7	64	626	8.2	5.4	55	1129	10.5	9.7	71
HOUSEHOLD OF 1 PERSON	7453	1957	7.3	26.3	78	663	8.0	8.9	85	527	6.9	7.1	73	766	7.1	10.3	76
2 PEOPLE	24757	7954	29.8	32.1	95	2315	27.9	9.4	89	2421	31.5	9.8	101	3218	29.9	13.0	96
3 OR 4 PEOPLE	32682	11463	42.9	35.1	104	3685	44.4	11.3	108	3313	43.2	10.1	105	4465	41.5	13.7	101
5 OR MORE PEOPLE	14370	5358	20.0	37.3	111	1631	19.7	11.4	108	1415	18.4	9.8	102	2312	21.5	16.1	118
NO CHILD IN HSHLD	46768	14764	55.2	31.6	94	4554	54.9	9.7	93	4132	53.8	8.8	91	6078	56.5	13.0	96
CHILD(REN) UNDER 2 YRS	4799	1492	5.6	31.1	92	*494	6.0	10.3	98	*525	6.8	10.9	113	*472	4.4	9.8	72
2 - 5 YEARS	11125	3913	14.6	35.2	104	1303	15.7	11.7	112	1256	16.4	11.3	117	1353	12.6	12.2	90
6 - 11 YEARS	14193	5545	20.7	39.1	116	1685	20.3	11.9	113	1609	21.0	11.3	117	2251	20.9	15.9	117
12 - 17 YEARS	17402	6382	23.9	36.7	109	2028	24.5	11.7	111	1762	23.0	10.1	105	2592	24.1	14.9	110
RESIDENCE OWNED	56398	20016	74.9	35.5	105	5944	71.7	10.5	101	5857	76.3	10.4	107	8215	76.3	14.6	107
VALUE: $50,000 OR MORE	34811	13662	51.1	39.2	116	4199	50.6	12.1	115	3726	48.5	10.7	111	5737	53.3	16.5	121
VALUE: UNDER $50,000	21587	6354	23.8	29.4	87	1745	21.0	8.1	77	2131	27.8	9.9	102	2479	23.0	11.5	84

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(MALES)

0061
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES		79263	26731	100.0	33.7	100	8293	100.0	10.5	100	7676	100.0	9.7	100	10762	100.0	13.6	100
MAGAZINES	QUINTILE 1	16033	6679	25.0	41.7	124	2274	27.4	14.2	136	1841	24.0	11.5	119	2564	23.8	16.0	118
	QUINTILE 2	15354	5604	21.0	36.5	108	1725	20.8	11.2	107	1558	20.3	10.1	105	2321	21.6	15.1	111
	QUINTILE 3	15888	4865	18.2	30.6	91	1486	17.9	9.4	89	1384	18.0	8.7	90	1996	18.5	12.6	93
	QUINTILE 4	17310	5522	20.7	31.9	95	1670	20.1	9.6	92	1766	23.0	10.2	105	2086	19.4	12.1	89
	QUINTILE 5	14677	4061	15.2	27.7	82	1139	13.7	7.8	74	1128	14.7	7.7	79	1795	16.7	12.2	90
NEWSPAPERS	QUINTILE 1	15277	5999	22.4	39.3	116	1971	23.8	12.9	123	1579	20.6	10.3	107	2448	22.7	16.0	118
	QUINTILE 2	22745	8030	30.0	35.3	105	2595	31.3	11.4	109	2276	29.7	10.0	103	3159	29.4	13.9	102
	QUINTILE 3	10692	3498	13.1	32.7	97	1015	12.2	9.5	91	1064	13.9	10.0	103	1419	13.2	13.3	98
	QUINTILE 4	11646	3934	14.7	33.8	100	1076	13.0	9.2	88	1271	16.6	10.9	113	1588	14.8	13.6	100
	QUINTILE 5	18903	5270	19.7	27.9	83	1636	19.7	8.7	83	1486	19.4	7.9	81	2148	20.0	11.4	84
OUTDOOR	QUINTILE 1	16620	5705	21.3	34.3	102	1928	23.2	11.6	111	1375	17.9	8.3	85	2401	22.3	14.4	106
	QUINTILE 2	16377	5696	21.3	34.8	103	1777	21.4	10.9	104	1761	22.9	10.8	111	2158	20.1	13.2	97
	QUINTILE 3	15995	5596	20.9	35.0	104	1885	22.7	11.8	113	1539	20.0	9.6	99	2172	20.2	13.6	100
	QUINTILE 4	15592	5255	19.7	33.7	100	1593	19.2	10.2	98	1579	20.6	10.1	105	2083	19.4	13.4	98
	QUINTILE 5	14679	4480	16.8	30.5	90	1110	13.4	7.6	72	1422	18.5	9.7	100	1947	18.1	13.3	98
RADIO-DRIVE TIME	QUINTILE 1	15746	5395	20.2	34.3	102	1954	23.6	12.4	119	1390	18.1	8.8	91	2050	19.0	13.0	96
	QUINTILE 2	15067	5368	20.1	35.6	106	1652	19.9	11.0	105	1525	19.9	10.1	105	2192	20.4	14.5	107
	QUINTILE 3	15631	5708	21.4	36.5	108	1731	20.9	11.1	106	1767	23.0	11.3	117	2210	20.5	14.1	104
	QUINTILE 4	16245	5537	20.7	34.1	101	1532	18.5	9.4	90	1736	22.6	10.7	110	2270	21.1	14.0	103
	QUINTILE 5	16573	4724	17.7	28.5	85	1425	17.2	8.6	82	1258	16.4	7.6	78	2040	19.0	12.3	91
RADIO-MID-DAY	TERCILE 1	21788	7808	29.2	35.8	106	2650	32.0	12.2	116	2119	27.6	9.7	100	3040	28.2	14.0	103
	TERCILE 2	21151	6847	25.6	32.4	96	2088	25.2	9.9	94	1968	25.6	9.3	96	2790	25.9	13.2	97
	TERCILE 3	36323	12076	45.2	33.2	99	3556	42.9	9.8	94	3589	46.8	9.9	102	4932	45.8	13.6	100
RADIO-TOTAL	QUINTILE 1	15977	5629	21.1	35.2	104	1997	24.1	12.5	119	1417	18.5	8.9	92	2215	20.6	13.9	102
	QUINTILE 2	15923	5437	20.3	34.1	101	1618	19.5	10.2	97	1605	20.9	10.1	104	2215	20.6	13.9	102
	QUINTILE 3	14980	5502	20.6	36.7	109	1734	20.9	11.6	111	1573	20.5	10.5	108	2195	20.4	14.7	108
	QUINTILE 4	17123	5608	21.0	32.8	97	1675	20.2	9.8	93	1823	23.7	10.6	110	2111	19.6	12.3	91
	QUINTILE 5	15260	4555	17.0	29.8	89	1270	15.3	8.3	80	1259	16.4	8.3	85	2026	18.8	13.3	98
TV-PRIME TIME	QUINTILE 1	15674	5283	19.8	33.7	100	1662	20.0	10.6	101	1577	20.5	10.1	104	2045	19.0	13.0	96
	QUINTILE 2	15944	5528	20.7	34.7	103	1483	17.9	9.3	89	1585	20.6	9.9	103	2460	22.9	15.4	114
	QUINTILE 3	16037	5612	21.0	35.0	104	1934	23.3	12.1	115	1558	20.3	9.7	100	2119	19.7	13.2	97
	QUINTILE 4	15412	5302	19.8	34.4	102	1675	20.2	10.9	104	1611	21.0	10.5	108	2017	18.7	13.1	96
	QUINTILE 5	16194	5007	18.7	30.9	92	1539	18.6	9.5	91	1346	17.5	8.3	86	2121	19.7	13.1	96
TV-DAYTIME	TERCILE 1	19156	5939	22.2	31.0	92	1664	20.1	8.7	83	1778	23.2	9.3	96	2498	23.2	13.0	96
	TERCILE 2	19343	6410	24.0	33.1	98	1787	21.5	9.2	88	1909	24.9	9.9	102	2714	25.2	14.0	103
	TERCILE 3	40764	14383	53.8	35.3	105	4843	58.4	11.9	114	3990	52.0	9.8	101	5550	51.6	13.6	100
TV-TOTAL	QUINTILE 1	15844	4902	18.3	30.9	92	1489	18.0	9.4	90	1386	18.1	8.7	90	2028	18.8	12.8	94
	QUINTILE 2	15767	5577	20.9	35.4	105	1596	19.2	10.1	97	1764	23.0	11.2	116	2217	20.6	14.1	104
	QUINTILE 3	15775	5668	21.2	35.9	107	1900	22.9	12.0	115	1610	21.0	10.2	105	2157	20.0	13.7	101
	QUINTILE 4	15903	5267	19.7	33.1	98	1705	20.6	10.7	102	1503	19.6	9.5	98	2059	19.1	12.9	95
	QUINTILE 5	15974	5317	19.9	33.3	99	1603	19.3	10.0	96	1413	18.4	8.8	91	2301	21.4	14.4	106
MAGAZINES-NEWSPAPERS: DUAL		21225	8549	32.0	40.3	119	3006	36.2	14.2	135	2140	27.9	10.1	104	3404	31.6	16.0	118
MAGAZINE IMPERATIVE		17728	5835	21.8	32.9	98	1634	19.7	9.2	88	1871	24.4	10.6	109	2330	21.7	13.1	97
NEWSPAPER IMPERATIVE		22987	7383	27.6	32.1	95	2176	26.2	9.5	90	2281	29.7	9.9	102	2927	27.2	12.7	94
MAGAZINES-OUTDOOR: DUAL		16244	6171	23.1	38.0	113	2066	24.9	12.7	122	1656	21.6	10.2	105	2450	22.8	15.1	111
MAGAZINE IMPERATIVE		24016	8974	33.6	37.4	111	2772	33.4	11.5	110	2534	33.0	10.6	109	3667	34.1	15.3	112
OUTDOOR IMPERATIVE		26020	8162	30.5	31.4	93	2552	30.8	9.8	94	2348	30.6	9.0	93	3262	30.3	12.5	92
MAGAZINES-RADIO: DUAL		16918	6640	24.8	39.2	116	2324	28.0	13.7	131	1689	22.0	10.0	103	2628	24.4	15.5	114
MAGAZINE IMPERATIVE		23456	8358	31.3	35.6	106	2574	31.0	11.0	105	2479	32.3	10.6	109	3306	30.7	14.1	104
RADIO IMPERATIVE		23900	7554	28.3	31.6	94	2270	27.4	9.5	91	2195	28.6	9.2	95	3090	28.7	12.9	95
MAGAZINES-TELEVISION: DUAL		15791	5974	22.3	37.8	112	1806	21.8	11.4	109	1815	23.6	11.5	119	2353	21.9	14.9	110
MAGAZINE IMPERATIVE		25476	9297	34.8	36.5	108	3108	37.5	12.2	117	2520	32.8	9.9	102	3669	34.1	14.4	106
TELEVISION IMPERATIVE		25744	7722	28.9	30.0	89	2376	28.7	9.2	88	2352	30.6	9.1	94	2995	27.8	11.6	86
NEWSPAPERS-OUTDOOR: DUAL		17628	6548	24.5	37.1	110	2148	25.9	12.2	116	1703	22.2	9.7	100	2697	25.1	15.3	113
NEWSPAPER IMPERATIVE		26414	9440	35.3	35.7	106	2933	35.4	11.1	106	2778	36.2	10.5	109	3730	34.7	14.1	104
OUTDOOR IMPERATIVE		23059	7357	27.5	31.9	95	2368	28.6	10.3	98	2113	27.5	9.2	95	2876	26.7	12.5	92
NEWSPAPERS-RADIO: DUAL		17996	6865	25.7	38.1	113	2420	29.2	13.4	129	1637	21.3	9.1	94	2808	26.1	15.6	115
NEWSPAPER IMPERATIVE		26269	9381	35.1	35.7	106	2796	33.7	10.6	102	2884	37.6	11.0	113	3701	34.4	14.1	104
RADIO IMPERATIVE		21342	6773	25.3	31.7	94	2101	25.3	9.8	94	1934	25.2	9.1	94	2738	25.4	12.8	94
NEWSPAPERS-TELEVISION: DUAL		17359	6313	23.6	36.4	108	1952	23.5	11.2	107	1730	22.5	10.0	103	2631	24.4	15.2	112
NEWSPAPER IMPERATIVE		26889	9880	37.0	36.7	109	3327	40.1	12.4	118	2730	35.6	10.2	105	3823	35.5	14.2	105
TELEVISION IMPERATIVE		21698	6739	25.2	31.1	92	2054	24.8	9.5	90	2181	28.4	10.1	104	2504	23.3	11.5	85
OUTDOOR-RADIO: DUAL		16456	5858	21.9	35.6	106	1898	22.9	11.5	110	1595	20.8	9.7	100	2366	22.0	14.4	106
OUTDOOR IMPERATIVE		25870	8800	32.9	34.0	101	2783	33.6	10.8	103	2558	33.3	9.9	102	3459	32.1	13.4	98
RADIO IMPERATIVE		23943	8354	31.3	34.9	103	2723	32.8	11.4	109	2329	30.3	9.7	100	3302	30.7	13.8	102
OUTDOOR-TELEVISION: DUAL		15918	5402	20.2	33.9	101	1771	21.4	11.1	106	1496	19.5	9.4	97	2135	19.8	13.4	99
OUTDOOR IMPERATIVE		26398	9080	34.0	34.4	102	2970	35.8	11.3	108	2450	31.9	9.3	96	3660	34.0	13.9	102
TELEVISION IMPERATIVE		24851	8338	31.2	33.6	99	2385	28.8	9.6	92	2665	34.7	10.7	111	3288	30.6	13.2	97
RADIO-TELEVISION: DUAL		15584	5525	20.7	35.5	105	1709	20.6	11.0	105	1492	19.4	9.6	99	2324	21.6	14.9	110
RADIO IMPERATIVE		25472	8931	33.4	35.1	104	3034	36.6	11.9	114	2453	32.0	9.6	99	3445	32.0	13.5	100
TELEVISION IMPERATIVE		25578	8315	31.1	32.5	96	2348	28.3	9.2	88	2674	34.8	10.5	108	3293	30.6	12.9	95

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D IN
TOTAL MALES	79263	26731	100.0	33.7	100	8293	100.0	10.5	100	7676	100.0	9.7	100	10762	100.0	13.6	1
ATLANTIC MONTHLY	452	*120	0.4	26.5	79	**21	0.3	4.6	44	**53	0.7	11.7	121	**46	0.4	10.2	
BARRON'S	1058	460	1.7	43.5	129	*259	3.1	24.5	234	**84	1.1	7.9	82	*117	1.1	11.1	
BETTER HOMES & GARDENS	4773	1946	7.3	40.8	121	587	7.1	12.3	118	560	7.3	11.7	121	799	7.4	16.7	1
BON APPETIT	1037	480	1.8	46.3	137	*101	1.2	9.7	93	**89	1.2	8.6	89	*290	2.7	28.0	2
BUSINESS WEEK	3193	1232	4.6	38.6	114	472	5.7	14.8	141	303	3.9	9.5	98	457	4.2	14.3	1
CAR AND DRIVER	2705	950	3.6	35.1	104	*242	2.9	8.9	86	*258	3.4	9.5	98	450	4.2	16.6	1
CBS MAGAZINE NETWORK (GROSS)	5678	2380	8.9	41.9	124	696	8.4	12.3	117	568	7.4	10.0	103	1115	10.4	19.6	1
CHANGING TIMES	1847	819	3.1	44.3	131	*228	2.7	12.3	118	*254	3.3	13.8	142	337	3.1	18.2	1
COLONIAL HOMES	492	*162	0.6	32.9	98	**86	1.0	17.5	167	**36	0.5	7.3	76	**39	0.4	7.9	
CONDE NAST MAG. PKG. (GROSS)	2066	610	2.3	29.5	88	*210	2.5	10.2	97	*101	1.3	4.9	50	*300	2.8	14.5	1
CONSUMERS DIGEST	1719	644	2.4	37.5	111	*262	3.2	15.2	146	*218	2.8	12.7	131	*165	1.5	9.6	
COSMOPOLITAN	1762	615	2.3	34.9	103	*180	2.2	10.2	98	*104	1.4	5.9	61	*331	3.1	18.8	1
COUNTRY LIVING	1110	420	1.6	37.8	112	*121	1.5	10.9	104	*130	1.7	11.7	121	*170	1.6	15.3	1
CUISINE	660	211	0.8	32.0	95	**93	1.1	14.1	135	**27	0.4	4.1	42	**92	0.9	13.9	1
CYCLE WORLD	1924	705	2.6	36.6	109	*231	2.8	12.0	115	*204	2.7	10.6	109	*270	2.5	14.0	1
DCI:CREATIVE IDEAS FOR LIV	437	*171	0.6	39.1	116	**88	1.1	20.1	192	**38	0.5	8.7	90	**46	0.4	10.5	
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	886	3.3	35.6	105	311	3.8	12.5	119	238	3.1	9.6	99	337	3.1	13.5	1
DISCOVER	1279	485	1.8	37.9	112	*186	2.2	14.5	139	**126	1.6	9.9	102	*174	1.6	13.6	1
EBONY	2898	970	3.6	33.5	99	240	2.9	8.3	79	282	3.7	9.7	100	448	4.2	15.5	1
ESQUIRE	1384	590	2.2	42.6	126	*245	3.0	17.7	169	*122	1.6	8.8	91	223	2.1	16.1	1
ESSENCE	850	370	1.4	43.5	129	**100	1.2	11.8	112	**133	1.7	15.6	162	**137	1.3	16.1	1
FAMILY CIRCLE	2430	999	3.7	41.1	122	251	3.0	10.3	99	300	3.9	12.3	127	449	4.2	18.5	1
THE FAMILY HANDYMAN	2356	928	3.5	39.4	117	350	4.2	14.9	142	*236	3.1	10.0	103	342	3.2	14.5	1
FAMILY WEEKLY	11533	3968	14.8	34.4	102	1251	15.1	10.8	104	978	12.7	8.5	88	1740	16.2	15.1	1
FIELD & STREAM	7444	2625	9.8	35.3	105	879	10.6	11.8	113	873	11.4	11.7	121	873	8.1	11.7	
FOOD & WINE	416	*132	0.5	31.7	94	**67	0.8	16.1	154	**37	0.5	8.9	92	**29	0.3	7.0	
FORBES	1865	871	3.3	46.7	138	398	4.8	21.3	204	205	2.7	11.0	114	267	2.5	14.3	1
FORTUNE	1849	900	3.4	48.7	144	350	4.2	18.9	181	203	2.6	11.0	113	347	3.2	18.8	1
GENTLEMEN'S QUARTERLY	2284	786	2.9	34.4	102	*219	2.6	9.6	92	*223	2.9	9.8	101	344	3.2	15.1	1
GLAMOUR	538	*160	0.6	29.7	88	**51	0.6	9.5	91	**30	0.4	5.6	58	**79	0.7	14.7	1
GOLF DIGEST	1649	615	2.3	37.3	111	274	3.3	16.6	159	*154	2.0	9.3	96	*187	1.7	11.3	
GOLF DIGEST/TENNIS (GROSS)	2294	887	3.3	38.7	115	381	4.6	16.6	159	226	2.9	9.9	102	279	2.6	12.2	
GOLF MAGAZINE	1577	609	2.3	38.6	115	*213	2.6	13.5	129	*137	1.8	8.7	90	259	2.4	16.4	1
GOLF MAGAZINE/SKI (GROSS)	2487	981	3.7	39.4	117	288	3.5	11.6	111	267	3.5	10.7	111	425	3.9	17.1	1
GOOD HOUSEKEEPING	2569	1006	3.8	39.2	116	297	3.6	11.6	110	241	3.1	9.4	97	468	4.3	18.2	1
HARPER'S BAZAAR	431	*163	0.6	37.8	112	**25	0.3	5.8	55	**56	0.7	13.0	134	**81	0.8	18.8	1
HEALTH	788	282	1.1	35.8	106	**107	1.3	13.6	130	**85	1.1	10.8	111	**90	0.8	11.4	
HEARST MAG CORP. BUY (GROSS)	18781	7100	26.6	37.8	112	2386	28.8	12.7	121	1823	23.7	9.7	100	2892	26.9	15.4	1
HEARST MAN POWER (GROSS)	9169	3443	12.9	37.6	111	1238	14.9	13.5	129	930	12.1	10.1	105	1275	11.8	13.9	
HEARST WOMAN POWER (GROSS)	5452	2101	7.9	38.5	114	663	8.0	12.2	116	515	6.7	9.4	98	922	8.6	16.9	
HOUSE BEAUTIFUL	1020	360	1.3	35.3	105	*129	1.6	12.6	121	**72	0.9	7.1	73	*160	1.5	15.7	
INC.	993	481	1.8	48.4	144	*175	2.1	17.6	168	**84	1.1	8.5	87	*222	2.1	22.4	
JET	2808	801	3.0	28.5	85	*201	2.4	7.2	68	287	3.7	10.2	106	313	2.9	11.1	
LADIES' HOME JOURNAL	1868	805	3.0	43.1	128	*189	2.3	10.1	97	287	3.7	15.4	159	*329	3.1	17.6	
LHJ FAMILY GRP COMBO(GROSS)	3582	1427	5.3	39.8	118	389	4.7	10.9	104	454	5.9	12.7	131	584	5.4	16.3	
LIFE	4817	1798	6.7	37.3	111	474	5.7	9.8	94	582	7.6	12.1	125	742	6.9	15.4	
L.A. TIMES HOME MAGAZINE	1465	704	2.6	48.1	142	*152	1.8	10.4	99	*196	2.6	13.4	138	356	3.3	24.3	
MADEMOISELLE	460	**113	0.4	24.6	73	**9	0.1	2.0	19	**12	0.2	2.6	27	**92	0.9	20.0	
MC CALL'S	1764	764	2.9	43.3	128	*175	2.1	9.9	95	288	3.8	16.3	169	301	2.8	17.1	
MC CALL'S/WRK MOTHER (GROSS)	2062	943	3.5	45.7	136	*240	2.9	11.6	111	307	4.0	14.9	154	397	3.7	19.3	
MECHANIX ILLUSTRATED	3625	1416	5.3	39.1	116	490	5.9	13.5	129	461	6.0	12.7	131	465	4.3	12.8	
METROPOLITAN HOME	495	*163	0.6	32.9	98	**43	0.5	8.7	83	**49	0.6	9.9	102	**72	0.7	14.5	
MONEY	3017	1415	5.3	46.9	139	381	4.6	12.6	121	458	6.0	15.2	157	576	5.4	19.1	
MOTHER EARTH NEWS	1203	434	1.6	36.1	107	**105	1.3	8.7	83	*133	1.7	11.1	114	*196	1.8	16.3	
MS.	*257	**91	0.3	35.4	105	**8	0.1	3.1	30	**46	0.6	17.9	185	**37	0.3	14.4	
NATIONAL ENQUIRER	6921	2500	9.4	36.1	107	1006	12.1	14.5	139	791	10.3	11.4	118	703	6.5	10.2	
NATIONAL GEOGRAPHIC	11626	4586	17.2	39.4	117	1236	14.9	10.6	102	1176	15.3	10.1	104	2173	20.2	18.7	
NATIONAL SUNDAY MAGAZINE PKG	49424	17775	66.5	36.0	107	5601	67.5	11.3	108	5124	66.8	10.4	107	7051	65.5	14.3	
NATURAL HISTORY	753	315	1.2	41.8	124	**101	1.2	13.4	128	**121	1.6	16.1	166	**94	0.9	12.5	
NEW WOMAN	*296	**102	0.4	34.5	102	**8	0.1	2.7	26	**32	0.4	10.8	112	**62	0.6	20.9	
NEW YORK INCLUDING CUE	541	220	0.8	40.7	121	**80	1.0	14.8	141	**14	0.2	2.6	27	*126	1.2	23.3	
THE NEW YORKER	1078	488	1.8	45.3	134	*148	1.8	13.7	131	*180	2.3	16.7	172	*160	1.5	14.8	
NEWSWEEK	9602	3758	14.1	39.1	116	1322	15.9	13.8	132	1024	13.3	10.7	110	1412	13.1	14.7	
THE N.Y. TIMES DAILY EDITION	1376	533	2.0	38.7	115	211	2.5	15.3	147	*87	1.1	6.3	65	234	2.2	17.0	
THE N.Y. TIMES MAGAZINE	2110	790	3.0	37.4	111	313	3.8	14.8	142	169	2.2	8.0	83	308	2.9	14.6	
OMNI	1927	758	2.8	39.3	117	*271	3.3	14.1	134	*158	2.1	8.2	85	329	3.1	17.1	
ON CABLE	911	285	1.1	31.3	93	*139	1.7	15.3	146	**76	1.0	8.3	86	**70	0.7	7.7	
1001 HOME IDEAS	927	340	1.3	36.7	109	**93	1.1	10.0	96	**82	1.1	8.8	91	*165	1.5	17.8	
ORGANIC GARDENING	1430	508	1.9	35.5	105	*130	1.6	9.1	87	*161	2.1	11.3	116	*217	2.0	15.2	
OUTDOOR LIFE	4064	1533	5.7	37.7	112	605	7.3	14.9	142	432	5.6	10.6	110	496	4.6	12.2	
PARADE MAGAZINE	24538	8951	33.5	36.5	108	2677	32.3	10.9	104	2837	37.0	11.6	119	3437	31.9	14.0	

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	26731	100.0	33.7	100	8293	100.0	10.5	100	7676	100.0	9.7	100	10762	100.0	13.6	100
PARENTS	1126	426	1.6	37.8	112	*151	1.8	13.4	128	**117	1.5	10.4	107	*158	1.5	14.0	103
PENTHOUSE	4157	1612	6.0	38.8	115	565	6.8	13.6	130	456	5.9	11.0	113	591	5.5	14.2	105
PEOPLE	7591	3082	11.5	40.6	120	1015	12.2	13.4	128	823	10.7	10.8	112	1244	11.6	16.4	121
PLAYBOY	8379	3331	12.5	39.8	118	1151	13.9	13.7	131	822	10.7	9.8	101	1358	12.6	16.2	119
POPULAR HOT RODDING	2110	785	2.9	37.2	110	*231	2.8	10.9	105	*302	3.9	14.3	148	*251	2.3	11.9	88
POPULAR MECHANICS	4850	1949	7.3	40.2	119	588	7.1	12.1	116	546	7.1	11.3	116	815	7.6	16.8	124
POPULAR SCIENCE	3397	1463	5.5	43.1	128	391	4.7	11.5	110	423	5.5	12.5	129	650	6.0	19.1	141
PREVENTION	1720	687	2.6	39.9	118	*222	2.7	12.9	123	*162	2.1	9.4	97	*304	2.8	17.7	130
PSYCHOLOGY TODAY	1344	550	2.1	40.9	121	*226	2.7	16.8	161	*152	2.0	11.3	117	*171	1.6	12.7	94
READER'S DIGEST	16016	6048	22.6	37.8	112	1984	23.9	12.4	118	1579	20.6	9.9	102	2486	23.1	15.5	114
REDBOOK	1121	479	1.8	42.7	127	*186	2.2	16.6	159	*170	2.2	15.2	157	**123	1.1	11.0	81
ROAD & TRACK	2161	961	3.6	44.5	132	*290	3.5	13.4	128	*163	2.1	7.5	78	508	4.7	23.5	173
ROLLING STONE	1948	724	2.7	37.2	110	*220	2.7	11.3	108	*161	2.1	8.3	85	*343	3.2	17.6	130
RUNNER'S WORLD	899	456	1.7	50.7	150	*205	2.5	22.8	218	**124	1.6	13.8	142	**127	1.2	14.1	104
SATURDAY EVENING POST	841	330	1.2	39.2	116	**109	1.3	13.0	124	**68	0.9	8.1	83	*152	1.4	18.1	133
SCIENCE 84	841	224	0.8	26.6	79	**95	1.1	11.3	108	**45	0.6	5.4	55	**84	0.8	10.0	74
SCIENCE DIGEST	1194	312	1.2	26.1	77	*114	1.4	9.5	91	**38	0.5	3.2	33	*161	1.5	13.5	99
SCIENTIFIC AMERICAN	1379	466	1.7	33.8	100	*186	2.2	13.5	129	*152	2.0	11.0	114	*128	1.2	9.3	68
SELF	436	*178	0.7	40.8	121	**98	1.2	22.5	215	**15	0.2	3.4	36	**65	0.6	14.9	110
SEVENTEEN	614	*246	0.9	40.1	119	**65	0.8	10.6	101	**69	0.9	11.2	116	**112	1.0	18.2	134
SKI	910	372	1.4	40.9	121	**76	0.9	8.4	80	**130	1.7	14.3	148	*166	1.5	18.2	134
SMITHSONIAN	2937	1164	4.4	39.6	118	365	4.4	12.4	119	272	3.5	9.3	96	527	4.9	17.9	132
SOAP OPERA DIGEST	545	*192	0.7	35.2	104	**89	1.1	16.3	156	**67	0.9	12.3	127	**36	0.3	6.6	49
SOUTHERN LIVING	2054	715	2.7	34.8	103	*224	2.7	10.9	104	*200	2.6	9.7	101	291	2.7	14.2	104
SPORT	2799	1124	4.2	40.2	119	446	5.4	15.9	152	*250	3.3	8.9	92	427	4.0	15.3	112
THE SPORTING NEWS	1938	856	3.2	44.2	131	348	4.2	18.0	172	*191	2.5	9.9	102	317	2.9	16.4	120
SPORTS AFIELD	3125	1182	4.4	37.8	112	536	6.5	17.2	164	346	4.5	11.1	114	300	2.8	9.6	71
SPORTS ILLUSTRATED	11159	4220	15.8	37.8	112	1494	18.0	13.4	128	1081	14.1	9.7	100	1644	15.3	14.7	109
STAR	4095	1365	5.1	33.3	99	483	5.8	11.8	113	361	4.7	8.8	91	522	4.9	12.7	94
SUNDAY	25169	9030	33.8	35.9	106	3220	38.8	12.8	122	2521	32.8	10.0	103	3290	30.6	13.1	96
SUNSET	1294	562	2.1	43.4	129	**136	1.6	10.5	100	**110	1.4	8.5	88	*316	2.9	24.4	180
TV GUIDE	18508	6788	25.4	36.7	109	2239	27.0	12.1	116	2079	27.1	11.2	116	2470	23.0	13.3	98
TENNIS	645	271	1.0	42.0	125	**107	1.3	16.6	159	**72	0.9	11.2	115	**92	0.9	14.3	105
TIME	12124	4483	16.8	37.0	110	1376	16.6	11.3	108	1303	17.0	10.7	111	1803	16.8	14.9	110
TOWN & COUNTRY	493	*212	0.8	43.0	128	**74	0.9	15.0	143	**19	0.2	3.9	40	**119	1.1	24.1	178
TRAVEL & LEISURE	1122	432	1.6	38.5	114	*175	2.1	15.6	149	**105	1.4	9.4	97	*152	1.4	13.5	100
TRUE STORY	690	*267	1.0	38.7	115	**82	1.0	11.9	114	**100	1.3	14.5	150	**86	0.8	12.5	92
U.S.NEWS & WORLD REPORT	6571	2575	9.6	39.2	116	851	10.3	13.0	124	752	9.8	11.4	118	973	9.0	14.8	109
USA TODAY	3120	1326	5.0	42.5	126	439	5.3	14.1	134	430	5.6	13.8	142	457	4.2	14.6	108
US	1315	592	2.2	45.0	133	*228	2.7	17.3	166	*153	2.0	11.6	120	*210	2.0	16.0	118
VOGUE	632	*159	0.6	25.2	75	**51	0.6	8.1	77	**43	0.6	6.8	70	**64	0.6	10.1	75
WALL STREET JOURNAL	4247	1928	7.2	45.4	135	664	8.0	15.6	149	544	7.1	12.8	132	721	6.7	17.0	125
WEIGHT WATCHERS	398	*193	0.7	48.5	144	**104	1.3	26.1	250	**55	0.7	13.8	143	**34	0.3	8.5	63
WOMAN'S DAY	1139	433	1.6	38.0	113	*118	1.4	10.4	99	*130	1.7	11.4	118	*185	1.7	16.2	120
WORKING MOTHER	*298	**180	0.7	60.4	179	**64	0.8	21.5	205	**19	0.2	6.4	66	**96	0.9	32.2	237
WORKING WOMAN	327	*137	0.5	41.9	124	**80	1.0	24.5	234	**8	0.1	2.4	25	**49	0.5	15.0	110
WORLD TENNIS	397	*208	0.8	52.4	155	**40	0.5	10.1	96	**69	0.9	17.4	179	**98	0.9	24.7	182
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3327	12.4	34.5	102	894	10.8	9.3	89	828	10.8	8.6	89	1606	14.9	16.7	123
BLAIR INSERTS	43762	15918	59.5	36.4	108	5098	61.5	11.6	111	4620	60.2	10.6	109	6200	57.6	14.2	104
DAILY NEWSPAPERS																	
READ ANY	52459	18762	70.2	35.8	106	5845	70.5	11.1	106	5398	70.3	10.3	106	7519	69.9	14.3	106
READ ONE	41891	14727	55.1	35.2	104	4461	53.8	10.6	102	4375	57.0	10.4	108	5890	54.7	14.1	104
READ TWO OR MORE	10568	4035	15.1	38.2	113	1384	16.7	13.1	125	1023	13.3	9.7	100	1629	15.1	15.4	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	18597	69.6	35.8	106	5828	70.3	11.2	107	5310	69.2	10.2	106	7459	69.3	14.4	106
READ ONE	44561	15700	58.7	35.2	104	4729	57.0	10.6	101	4542	59.2	10.2	105	6429	59.7	14.4	106
READ TWO OR MORE	7368	2897	10.8	39.3	117	1099	13.3	14.9	143	769	10.0	10.4	108	1030	9.6	14.0	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.85				30.75				27.32				30.96			
30 DAY REACH	71522	24527	91.8	34.3	102	7727	93.2	10.8	103	7065	92.0	9.9	102	9735	90.5	13.6	100
50 SHWG - 30 DAY AV FREQ	15.55	15.64				15.81				14.55				16.27			
30 DAY REACH	68168	23410	87.6	34.3	102	7510	90.6	11.0	105	6634	86.4	9.7	100	9266	86.1	13.6	100
25 SHWG - 30 DAY AV FREQ	8.43	8.44				8.54				7.89				8.74			
30 DAY REACH	62898	21673	81.1	34.5	102	6974	84.1	11.1	106	6088	79.3	9.7	100	8611	80.0	13.7	101
CABLE TV: HOME WIRED	31664	12010	44.9	37.9	112	3977	48.0	12.6	120	3192	41.6	10.1	104	4842	45.0	15.3	113
HOME NOT WIRED	47599	14722	55.1	30.9	92	4317	52.1	9.1	87	4485	58.4	9.4	97	5920	55.0	12.4	92
HAVE PAY CABLE	17139	6774	25.3	39.5	117	2519	30.4	14.7	140	1686	22.0	9.8	102	2569	23.9	15.0	110

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D IND
TOTAL MALES	79263	26731	100.0	33.7	100	8293	100.0	10.5	100	7676	100.0	9.7	100	10762	100.0	13.6	10
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	16954	63.4	35.6	106	5368	64.7	11.3	108	4910	64.0	10.3	106	6676	62.0	14.0	10
10:00 AM - 3:00 PM	29926	10317	38.6	34.5	102	3390	40.9	11.3	108	2850	37.1	9.5	98	4077	37.9	13.6	10
3:00 PM - 7:00 PM	37666	13381	50.1	35.5	105	4456	53.7	11.8	113	3642	47.4	9.7	100	5283	49.1	14.0	10
7:00 PM - MIDNIGHT	18909	6542	24.5	34.6	103	2119	25.6	11.2	107	1830	23.8	9.7	100	2593	24.1	13.7	10
MIDNIGHT - 6:00 AM	11822	4229	15.8	35.8	106	1368	16.5	11.6	111	1107	14.4	9.4	97	1755	16.3	14.8	10
6:00 AM - MIDNIGHT	63254	22001	82.3	34.8	103	6991	84.3	11.1	106	6327	82.4	10.0	103	8683	80.7	13.7	10
ENTIRE DAY	64057	22287	83.4	34.8	103	7046	85.0	11.0	105	6405	83.4	10.0	103	8836	82.1	13.8	10
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	6252	23.4	37.7	112	2048	24.7	12.3	118	1780	23.2	10.7	111	2424	22.5	14.6	10
ALL NEWS	3542	1240	4.6	35.0	104	406	4.9	11.5	110	407	5.3	11.5	119	427	4.0	12.1	
AOR/PROGRESSIVE	7465	2411	9.0	32.3	96	719	8.7	9.6	92	610	7.9	8.2	84	1081	10.0	14.5	10
BEAUTIFUL MUSIC	5061	2064	7.7	40.8	121	753	9.1	14.9	142	403	5.3	8.0	82	908	8.4	17.9	1
BLACK	1914	544	2.0	28.4	84	**163	2.0	8.5	81	**165	2.1	8.6	89	*216	2.0	11.3	
CLASSICAL	2304	823	3.1	35.7	106	296	3.6	12.8	123	*234	3.0	10.2	105	293	2.7	12.7	
CHR/ROCK	10663	3931	14.7	36.9	109	1400	16.9	13.1	125	1155	15.0	10.8	112	1376	12.8	12.9	
COUNTRY	13919	4628	17.3	33.2	99	1377	16.6	9.9	95	1462	19.0	10.5	108	1789	16.6	12.9	
GOLDEN OLDIES	2040	783	2.9	38.4	114	324	3.9	15.9	152	*274	3.6	13.4	139	*185	1.7	9.1	
MOR/NOSTALGIA	5105	1823	6.8	35.7	106	671	8.1	13.1	126	483	6.3	9.5	98	669	6.2	13.1	
NEWS/TALK	4764	1730	6.5	36.3	108	479	5.8	10.1	96	524	6.8	11.0	114	727	6.8	15.3	1
RELIGIOUS	2164	712	2.7	32.9	98	*231	2.8	10.7	102	*174	2.3	8.0	83	307	2.9	14.2	1
SOFT ROCK	623	*180	0.7	28.9	86	**36	0.4	5.8	55	**74	1.0	11.9	123	**71	0.7	11.4	
URBAN CONTEMPORARY	1331	327	1.2	24.6	73	**125	1.5	9.4	90	**93	1.2	7.0	72	*108	1.0	8.1	
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1306	4.9	41.0	122	331	4.0	10.4	99	582	7.6	18.3	189	393	3.7	12.3	
ABC DIRECTION	2724	991	3.7	36.4	108	303	3.7	11.1	106	352	4.6	12.9	133	336	3.1	12.3	
ABC ENTERTAINMENT	5256	1893	7.1	36.0	107	575	6.9	10.9	105	638	8.3	12.1	125	680	6.3	12.9	
ABC FM	2263	749	2.8	33.1	98	*274	3.3	12.1	116	*234	3.0	10.3	107	*241	2.2	10.6	
ABC INFORMATION	5618	1934	7.2	34.4	102	563	6.8	10.0	96	627	8.2	11.2	115	744	6.9	13.2	
ABC ROCK	2857	1041	3.9	36.4	108	356	4.3	12.5	119	288	3.8	10.1	104	397	3.7	13.9	1
CBS	5953	2202	8.2	37.0	110	764	9.2	12.8	123	710	9.2	11.9	123	728	6.8	12.2	
MUTUAL	4979	1698	6.4	34.1	101	571	6.9	11.5	110	454	5.9	9.1	94	673	6.3	13.5	1
NBC	7279	2554	9.6	35.1	104	827	10.0	11.4	109	734	9.6	10.1	104	992	9.2	13.6	1
RADIORADIO	2389	714	2.7	29.9	89	192	2.3	8.0	77	*120	1.6	5.0	52	402	3.7	16.8	1
RKO ONE	2583	993	3.7	38.4	114	351	4.2	13.6	130	286	3.7	11.1	114	357	3.3	13.8	1
RKO TWO	3674	1222	4.6	33.3	99	372	4.5	10.1	97	323	4.2	8.8	91	527	4.9	14.3	1
THE SOURCE	3514	1117	4.2	31.8	94	378	4.6	10.8	103	243	3.2	6.9	71	497	4.6	14.1	1
NON-WIRED : BLAIR	9864	3479	13.0	35.3	105	1035	12.5	10.5	100	1206	15.7	12.2	126	1238	11.5	12.6	
INTERNET	13522	4616	17.3	34.1	101	1550	18.7	11.5	110	1149	15.0	8.5	88	1918	17.8	14.2	1
KATZ RADIO GROUP	19321	7129	26.7	36.9	109	2309	27.8	12.0	114	2185	28.5	11.3	117	2635	24.5	13.6	1
SUPERNET	10739	3676	13.8	34.2	102	1188	14.3	11.1	106	925	12.1	8.6	89	1563	14.5	14.6	1
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1619	6.1	31.7	94	514	6.2	10.1	96	427	5.6	8.4	86	677	6.3	13.3	
WKDAY 9:00 AM - 1:00 PM	5383	1575	5.9	29.3	87	459	5.5	8.5	81	437	5.7	8.1	84	679	6.3	12.6	
WKDAY 1:00 PM - 4:30 PM	6469	1938	7.3	30.0	89	518	6.2	8.0	77	616	8.0	9.5	98	804	7.5	12.4	
WKDAY 4:30 PM - 7:30 PM	19661	6443	24.1	32.8	97	1882	22.7	9.6	91	1859	24.2	9.5	98	2702	25.1	13.7	
WKDAY 7:30 PM - 8:00 PM	27579	8854	33.1	32.1	95	2579	31.1	9.4	89	2648	34.5	9.6	99	3627	33.7	13.2	
WKDAY 11:00 PM - 11:30 PM	22964	7923	29.6	34.5	102	2574	31.0	11.2	107	2372	30.9	10.3	107	2977	27.7	13.0	
WKDAY 11:30 PM - 1:00 AM	8158	2664	10.0	32.7	97	830	10.0	10.2	97	799	10.4	9.8	101	1035	9.6	12.7	
M-SAT 8-11 PM+SUN 7-11 PM	30140	10295	38.5	34.2	101	3178	38.3	10.5	101	3010	39.2	10.0	103	4106	38.2	13.6	
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	573	2.1	28.0	83	148	1.8	7.2	69	169	2.2	8.3	85	255	2.4	12.5	
ANOTHER WORLD N	1214	307	1.1	25.3	75	*112	1.4	9.2	88	*76	1.0	6.3	65	*118	1.1	9.7	
AS THE WORLD TURNS C	1740	524	2.0	30.1	89	127	1.5	7.3	70	*197	2.6	11.3	117	200	1.9	11.5	
CAPITOL C	1016	350	1.3	34.4	102	*85	1.0	8.4	80	*164	2.1	16.1	167	*101	0.9	9.9	
CBS MORN. NEWS 1 C	1203	423	1.6	35.2	104	154	1.9	12.8	122	136	1.8	11.3	117	133	1.2	11.1	
CBS MORN. NEWS 2 C	773	229	0.9	29.6	88	*92	1.1	11.9	114	*69	0.9	8.9	92	*69	0.6	8.9	
DAYS OF OUR LIVES N	1629	467	1.7	28.7	85	152	1.8	9.3	89	132	1.7	8.1	84	183	1.7	11.2	
FACTS OF LIFE - DAYTIME N	961	331	1.2	34.4	102	*76	0.9	7.9	76	*117	1.5	12.2	126	*138	1.3	14.4	
FAMILY FEUD A	1390	455	1.7	32.7	97	*88	1.1	6.3	61	*136	1.8	9.8	101	231	2.1	16.6	
GENERAL HOSPITAL A	1463	483	1.8	33.0	98	143	1.7	9.8	93	146	1.9	10.0	103	194	1.8	13.3	
GOOD MORNING, AMERICA-730 A	1705	483	1.8	28.3	84	125	1.5	7.3	70	152	2.0	8.9	92	205	1.9	12.0	
GOOD MORNING, AMERICA-830 A	889	247	0.9	27.8	82	*50	0.6	5.6	54	*90	1.2	10.1	105	107	1.0	12.0	
GUIDING LIGHT C	1754	501	1.9	28.6	85	*143	1.7	8.2	78	*186	2.4	10.6	110	173	1.6	9.9	
ONE LIFE TO LIVE A	1100	330	1.2	30.0	89	*85	1.0	7.7	74	*105	1.4	9.5	99	141	1.3	12.8	
PRESS YOUR LUCK C	1222	286	1.1	23.4	69	*97	1.2	7.9	76	*62	0.8	5.1	52	*127	1.2	10.4	
PRICE IS RIGHT 1 C	2692	717	2.7	26.6	79	237	2.9	8.8	84	172	2.2	6.4	66	308	2.9	11.4	
PRICE IS RIGHT 2 C	2764	730	2.7	26.4	78	219	2.6	7.9	76	154	2.0	5.6	58	358	3.3	13.0	
RYAN'S HOPE A	880	228	0.9	25.9	77	**60	0.7	6.8	65	**46	0.6	5.2	54	*121	1.1	13.8	
SALE OF THE CENTURY N	926	283	1.1	30.6	91	*56	0.7	6.0	58	*57	0.7	6.2	64	*170	1.6	18.4	
SEARCH FOR TOMORROW N	359	*75	0.3	20.9	62	**28	0.3	7.8	75	**20	0.3	5.6	58	**27	0.3	7.5	
TODAY SHOW 1 N	1890	639	2.4	33.8	100	190	2.3	10.1	96	153	2.0	8.1	84	296	2.8	15.7	
TODAY SHOW 2 N	1344	410	1.5	30.5	90	*96	1.2	7.1	68	119	1.6	8.9	91	195	1.8	14.5	
$25,000 PYRAMID C	1462	366	1.4	25.0	74	124	1.5	8.5	81	108	1.4	7.4	76	134	1.2	9.2	
WHEEL OF FORTUNE N	1497	441	1.6	29.5	87	101	1.2	6.7	64	*104	1.4	6.9	72	237	2.2	15.8	
YOUNG AND THE RESTLESS C	1954	577	2.2	29.5	88	171	2.1	8.8	84	237	3.1	12.1	125	169	1.6	8.6	
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	986	3.7	35.8	106	326	3.9	11.8	113	217	2.8	7.9	81	443	4.1	16.1	
NBA PLAYOFF GAME -1 C	3881	1428	5.3	36.8	109	490	5.9	12.6	121	509	6.6	13.1	135	430	4.0	11.1	
NBC MAJOR LEAGUE PRE-GAME N	2805	961	3.6	34.3	102	*236	2.8	8.4	80	*280	3.6	10.0	103	445	4.1	15.9	
SPORTSWORLD - SUN N	2041	716	2.7	35.1	104	201	2.4	9.8	94	247	3.2	12.1	125	269	2.5	13.2	
SUNDAY MORNING C	2555	953	3.6	37.3	111	331	4.0	13.0	124	275	3.6	10.8	111	347	3.2	13.6	

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(MALES)

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P-18

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	26731	100.0	33.7	100	8293	100.0	10.5	100	7676	100.0	9.7	100	10762	100.0	13.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	8085	30.2	33.2	99	2372	28.6	9.8	93	2361	30.8	9.7	100	3351	31.1	13.8	101
NETWORK AFFILIATES - LATE		17197	6000	22.4	34.9	103	1830	22.1	10.6	102	1816	23.7	10.6	109	2353	21.9	13.7	101
INDEPENDENTS - LATE		2887	936	3.5	32.4	96	282	3.4	9.8	93	280	3.6	9.7	100	374	3.5	13.0	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	3443	12.9	30.5	90	1047	12.6	9.3	89	897	11.7	7.9	82	1499	13.9	13.3	98
ABC MONDAY NIGHT MOVIE	A	4379	1595	6.0	36.4	108	546	6.6	12.5	119	414	5.4	9.5	98	635	5.9	14.5	107
ABC SUNDAY NIGHT MOVIE	A	9910	3453	12.9	34.8	103	1118	13.5	11.3	108	977	12.7	9.9	102	1359	12.6	13.7	101
ABC WORLD NEWS TONIGHT	A	6212	2096	7.8	33.7	100	638	7.7	10.3	98	665	8.7	10.7	111	794	7.4	12.8	94
AFTERMASH	C	4575	1734	6.5	37.9	112	508	6.1	11.1	106	504	6.6	11.0	114	722	6.7	15.8	116
ALICE	C	6777	2359	8.8	34.8	103	763	9.2	11.3	108	754	9.8	11.1	115	842	7.8	12.4	92
AMERICAN PARADE	C	4868	1754	6.6	36.0	107	543	6.5	11.2	107	544	7.1	11.2	115	667	6.2	13.7	101
BENSON	A	7593	2501	9.4	32.9	98	762	9.2	10.0	96	705	9.2	9.3	96	1035	9.6	13.6	100
BLUE THUNDER	A	6036	1945	7.3	32.2	96	583	7.0	9.7	92	575	7.5	9.5	98	787	7.3	13.0	96
CAGNEY & LACEY	C	7698	2698	10.1	35.0	104	762	9.2	9.9	95	818	10.7	10.6	110	1118	10.4	14.5	107
CBS EVENING NEWS-DEAN	C	4066	1389	5.2	34.2	101	325	3.9	8.0	76	466	6.1	11.5	118	598	5.6	14.7	108
CBS EVENING NEWS-RATHER	C	8092	2618	9.8	32.4	96	699	8.4	8.6	83	848	11.0	10.5	108	1072	10.0	13.2	98
CBS SAT. NEWS-SCHIEFFER	C	4795	1496	5.6	31.2	93	456	5.5	9.5	91	444	5.8	9.3	96	596	5.5	12.4	92
CBS SATURDAY NIGHT MOVIE	C	6034	2033	7.6	33.7	100	541	6.5	9.0	86	624	8.1	10.3	107	868	8.1	14.4	106
CBS WEDNESDAY NIGHT MOVIE	C	4993	1669	6.2	33.4	99	548	6.6	11.0	105	439	5.7	8.8	91	681	6.3	13.6	100
CHEERS	N	6976	2764	10.3	39.6	117	860	10.4	12.3	118	813	10.6	11.7	120	1091	10.1	15.6	115
DALLAS	C	13575	4433	16.6	32.7	97	1319	15.9	9.7	93	1553	20.2	11.4	118	1561	14.5	11.5	85
DIFF'RENT STROKES	N	3684	1118	4.2	30.3	90	349	4.2	9.5	91	365	4.8	9.9	102	404	3.8	11.0	81
DOUBLE TROUBLE	N	4462	1599	6.0	35.8	106	455	5.5	10.2	97	508	6.6	11.4	118	636	5.9	14.3	105
DUCK FACTORY	N	4810	1841	6.9	38.3	113	523	6.3	10.9	104	610	7.9	12.7	131	709	6.6	14.7	109
DUKES OF HAZZARD	C	5951	1636	6.1	27.5	82	414	5.0	7.0	66	503	6.6	8.5	87	719	6.7	12.1	89
DYNASTY	A	11325	3820	14.3	33.7	100	1151	13.9	10.2	97	1106	14.4	9.8	101	1563	14.5	13.8	102
FACTS OF LIFE	N	4512	1612	6.0	35.7	106	508	6.1	11.3	108	484	6.3	10.7	111	621	5.8	13.8	101
FALCON CREST	C	9215	3276	12.3	35.6	105	1011	12.2	11.0	105	1124	14.6	12.2	126	1141	10.6	12.4	91
FALL GUY	A	8604	2839	10.6	33.0	98	829	10.0	9.6	92	760	9.9	8.8	91	1250	11.6	14.5	107
FAMILY TIES	N	4179	1603	6.0	38.4	114	449	5.4	10.7	103	546	7.1	13.1	135	609	5.7	14.6	107
FANTASY ISLAND	A	4781	1833	6.9	38.3	114	577	7.0	12.1	115	641	8.4	13.4	138	614	5.7	12.8	95
FOULUPS,BLEEPS & BLUNDERS	A	6697	2462	9.2	36.8	109	682	8.2	10.2	97	640	8.3	9.6	99	1140	10.6	17.0	125
FOUR SEASONS	C	3873	1452	5.4	37.5	111	437	5.3	11.3	108	397	5.2	10.3	106	618	5.7	16.0	118
GIMME A BREAK	N	4310	1559	5.8	36.2	107	442	5.3	10.3	98	526	6.9	12.2	126	592	5.5	13.7	101
HART TO HART	A	5751	1949	7.3	33.9	100	661	8.0	11.5	110	487	6.3	8.5	87	801	7.4	13.9	103
HILL STREET BLUES	N	8568	2788	10.4	32.5	96	776	9.4	9.1	87	817	10.6	9.5	98	1195	11.1	13.9	103
HOTEL	A	8801	2836	10.6	32.2	96	882	10.6	10.0	96	885	11.5	10.1	104	1069	9.9	12.1	89
JEFFERSONS	C	6978	2215	8.3	31.7	94	632	7.6	9.1	87	696	9.1	10.0	103	887	8.2	12.7	94
JENNIFER SLEPT HERE	N	3021	932	3.5	30.9	91	368	4.4	12.2	116	249	3.2	8.2	85	315	2.9	10.4	77
KATE & ALLIE	C	6811	2375	8.9	34.9	103	729	8.8	10.7	102	728	9.5	10.7	110	918	8.5	13.5	99
KNIGHT RIDER	N	5256	1823	6.8	34.7	103	479	5.8	9.1	87	659	8.6	12.5	129	685	6.4	13.0	96
LOVE BOAT	A	7174	2575	9.6	35.9	106	925	11.2	12.9	123	785	10.2	10.9	113	865	8.0	12.1	89
MAGNUM PI	C	10438	3375	12.6	32.3	96	970	11.7	9.3	89	1008	13.1	9.7	100	1398	13.0	13.4	99
MAMA'S FAMILY	N	3488	1099	4.1	31.5	93	363	4.4	10.4	99	291	3.8	8.3	86	446	4.1	12.8	94
MASTER, THE	N	4127	1359	5.1	32.9	98	403	4.9	9.8	93	397	5.2	9.6	99	560	5.2	13.6	100
MATT HOUSTON	A	5978	1940	7.3	32.5	96	674	8.1	11.3	108	529	6.9	8.8	91	737	6.8	12.3	91
NBC MONDAY NIGHT MOVIE	N	10446	3546	13.3	33.9	101	1126	13.6	10.8	103	1042	13.6	10.0	103	1377	12.8	13.2	97
NBC NIGHTLY NEWS	N	5571	1835	6.9	32.9	98	548	6.6	9.8	94	511	6.7	9.2	95	776	7.2	13.9	103
NBC NIGHTLY NEWS-SAT	N	3675	1100	4.1	29.9	89	319	3.8	8.7	83	298	3.9	8.1	84	483	4.5	13.1	97
NBC NIGHTLY NEWS-SUN	N	2905	1006	3.8	34.6	103	352	4.2	12.1	116	263	3.4	9.1	93	391	3.6	13.5	99
NBC SUNDAY NIGHT MOVIE	N	8352	3020	11.3	36.2	107	907	10.9	10.9	104	775	10.1	9.3	96	1339	12.4	16.0	118
NEWHART	C	6864	2439	9.1	35.5	105	767	9.2	11.2	107	681	8.9	9.9	102	991	9.2	14.4	106
ONE DAY AT A TIME	C	3866	1374	5.1	35.5	105	479	5.8	12.4	118	414	5.4	10.7	111	481	4.5	12.4	92
PEOPLE ARE FUNNY	N	3956	1157	4.3	29.2	87	338	4.1	8.5	82	361	4.7	9.1	94	458	4.3	11.6	85
REAL PEOPLE	N	6305	2094	7.8	33.2	98	610	7.4	9.7	92	611	8.0	9.7	100	874	8.1	13.9	102
REMINGTON STEELE	N	5884	2036	7.6	34.6	103	503	6.1	8.5	82	586	7.6	10.0	103	947	8.8	16.1	119
RIPLEY'S BELIEVE IT - NOT	A	5706	2066	7.7	36.2	107	598	7.2	10.5	100	628	8.2	11.0	114	840	7.8	14.7	108
RIPTIDE	N	6202	1905	7.1	30.7	91	516	6.2	8.3	80	524	6.8	8.4	87	864	8.0	13.9	103
SCARECROW & MRS. KING	C	6513	2206	8.3	33.9	100	711	8.6	10.9	104	653	8.5	10.0	104	842	7.8	12.9	95
SIMON & SIMON	C	8593	2648	9.9	30.8	91	828	10.0	9.6	92	711	9.3	8.3	85	1109	10.3	12.9	95
60 MINUTES	C	13342	4708	17.6	35.3	105	1274	15.4	9.5	91	1351	17.6	10.1	105	2083	19.4	15.6	115
ST. ELSEWHERE	N	6029	2302	8.6	38.2	113	655	7.9	10.9	104	580	7.6	9.6	99	1067	9.9	17.7	130
THREE'S COMPANY	A	8565	2985	11.2	34.9	103	962	11.6	11.2	107	814	10.6	9.5	98	1209	11.2	14.1	104
T.J. HOOKER	A	7400	2306	8.6	31.2	92	743	9.0	10.0	96	609	7.9	8.2	85	954	8.9	12.9	95
TONIGHT SHOW	N	2433	865	3.2	35.6	105	256	3.1	10.5	101	241	3.1	9.9	102	367	3.4	15.1	111
TRAPPER JOHN, M.D.	C	5958	2062	7.7	34.6	103	522	6.3	8.8	84	691	9.0	11.6	120	849	7.9	14.2	105
TV BLOOPERS & PRAC. JOKES	N	9086	3114	11.6	34.3	102	830	10.0	9.1	87	872	11.4	9.6	99	1412	13.1	15.5	114
20/20	A	8306	3041	11.4	36.6	109	993	12.0	12.0	114	950	12.4	11.4	118	1099	10.2	13.2	97
WEBSTER	A	6788	2384	8.9	35.1	104	790	9.5	11.6	111	727	9.5	10.7	111	867	8.1	12.8	94
WORLD NEWS - SUN	A	2036	661	2.5	32.5	96	*206	2.5	10.1	97	*238	3.1	11.7	121	217	2.0	10.7	78
YELLOW ROSE	N	3174	1161	4.3	36.6	108	376	4.5	11.8	113	272	3.5	8.6	88	514	4.8	16.2	119
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	5831	21.8	35.8	106	1899	22.9	11.6	111	1616	21.1	9.9	102	2316	21.5	14.2	105
BASKETBALL - COLLEGE GAMES		10054	4323	16.2	43.0	127	1567	18.9	15.6	149	1236	16.1	12.3	127	1520	14.1	15.1	111
BASKETBALL - PRO GAMES		8248	3208	12.0	38.9	115	1154	13.9	14.0	134	787	10.3	9.5	99	1267	11.8	15.4	113
BOWLING		5356	2174	8.1	40.6	120	804	9.7	15.0	143	718	9.4	13.4	138	652	6.1	12.2	90
BOXING		11255	3998	15.0	35.5	105	1428	17.2	12.7	121	1089	14.2	9.7	100	1481	13.8	13.2	97
FOOTBALL - COLLEGE GAMES		14647	6007	22.5	41.0	122	2094	25.3	14.3	137	1803	23.5	12.3	127	2110	19.6	14.4	106
FOOTBALL - PRO GAMES		23581	8918	33.4	37.8	112	2852	34.4	12.1	116	2713	35.3	11.5	119	3353	31.2	14.2	105
GOLF		6145	2373	8.9	38.6	115	897	10.8	14.6	140	696	9.1	11.3	117	781	7.3	12.7	94
POST-SEASON COLL. FOOTBALL		12828	5268	19.7	41.1	122	1961	23.6	15.3	146	1457	19.0	11.4	117	1850	17.2	14.4	106
POST-SEASON PRO FOOTBALL		15397	6211	23.2	40.3	120	2006	24.2	13.0	125	1953	25.4	12.7	131	2253	20.9	14.6	108
TENNIS		3483	1725	6.5	49.5	147	727	8.8	20.9	199	*327	4.3	9.4	97	671	6.2	19.3	142
WRESTLING - PROFESSIONAL		6023	1807	6.8	30.0	89	623	7.5	10.3	99	734	9.6	12.2	126	*450	4.2	7.5	55

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS
TOTAL FEMALES	88464	39431	100.0	44.6	100	12413	100.0	14.0	100	12003	100.0	13.6	100	15015	100.0	17.0	1
FEMALE HOMEMAKERS	80986	35599	90.3	44.0	99	10842	87.3	13.4	95	10953	91.3	13.5	100	13804	91.9	17.0	1
EMPLOYED MOTHERS	18702	8981	22.8	48.0	108	2993	24.1	16.0	114	2816	23.5	15.1	111	3173	21.1	17.0	1
18 - 24	14726	6818	17.3	46.3	104	2403	19.4	16.3	116	1864	15.5	12.7	93	2551	17.0	17.3	1
25 - 34	20202	9862	25.0	48.8	110	3308	26.6	16.4	117	2887	24.1	14.3	105	3667	24.4	18.2	1
35 - 44	14781	7218	18.3	48.8	110	2376	19.1	16.1	115	2373	19.8	16.1	118	2470	16.5	16.7	
45 - 54	11449	5325	13.5	46.5	104	1595	12.8	13.9	99	1677	14.0	14.6	108	2053	13.7	17.9	1
55 - 64	11846	5146	13.1	43.4	97	1579	12.7	13.3	95	1459	12.2	12.3	91	2107	14.0	17.8	1
65 OR OLDER	15459	5062	12.8	32.7	73	1152	9.3	7.5	53	1743	14.5	11.3	83	2167	14.4	14.0	
18 - 34	34928	16679	42.3	47.8	107	5711	46.0	16.4	117	4751	39.6	13.6	100	6218	41.4	17.8	1
18 - 49	55154	26393	66.9	47.9	107	8985	72.4	16.3	116	7807	65.0	14.2	104	9602	63.9	17.4	1
25 - 54	46433	22405	56.8	48.3	108	7278	58.6	15.7	112	6937	57.8	14.9	110	8190	54.5	17.6	1
35 - 49	20226	9714	24.6	48.0	108	3274	26.4	16.2	115	3056	25.5	15.1	111	3384	22.5	16.7	
50 OR OLDER	33310	13037	33.1	39.1	88	3428	27.6	10.3	73	4196	35.0	12.6	93	5413	36.1	16.3	
GRADUATED COLLEGE	12110	6381	16.2	52.7	118	2322	18.7	19.2	137	1632	13.6	13.5	99	2427	16.2	20.0	1
ATTENDED COLLEGE	15309	8251	20.9	53.9	121	2521	20.3	16.5	117	2295	19.1	15.0	110	3435	22.9	22.4	1
GRADUATED HIGH SCHOOL	36912	16453	41.7	44.6	100	5322	42.9	14.4	103	5076	42.3	13.8	101	6056	40.3	16.4	
DID NOT GRADUATE HIGH SCHOOL	24134	8345	21.2	34.6	78	2248	18.1	9.3	66	3000	25.0	12.4	92	3097	20.6	12.8	
EMPLOYED FULL-TIME	35457	17874	45.3	50.4	113	6194	49.9	17.5	124	5327	44.4	15.0	111	6353	42.3	17.9	1
EMPLOYED PART-TIME	8514	4384	11.1	51.5	116	1331	10.7	15.6	111	1273	10.6	15.0	110	1779	11.8	20.9	1
NOT EMPLOYED	44494	17173	43.6	38.6	87	4887	39.4	11.0	78	5402	45.0	12.1	89	6883	45.8	15.5	
PROFESSIONAL/MANAGER	10811	6515	16.5	60.3	135	2110	17.0	19.5	139	1696	14.1	15.7	116	2709	18.0	25.1	1
TECH/CLERICAL/SALES	19640	10079	25.6	51.3	115	3466	27.9	17.6	126	3289	27.4	16.7	123	3324	22.1	16.9	1
PRECISION/CRAFT	1023	*475	1.2	46.4	104	**191	1.5	18.7	133	**112	0.9	10.9	81	**171	1.1	16.7	
OTHER EMPLOYED	12498	5190	13.2	41.5	93	1758	14.2	14.1	100	1504	12.5	12.0	89	1928	12.8	15.4	
SINGLE	15995	7883	20.0	49.3	111	2972	23.9	18.6	132	2124	17.7	13.3	98	2787	18.6	17.4	1
MARRIED	51689	23232	58.9	44.9	101	6986	56.3	13.5	96	7130	59.4	13.8	102	9116	60.7	17.6	1
DIVORCED/SEPARATED/WIDOWED	20780	8316	21.1	40.0	90	2455	19.8	11.8	84	2749	22.9	13.2	98	3112	20.7	15.0	
PARENTS	33922	15335	38.9	45.2	101	4954	39.9	14.6	104	4881	40.7	14.4	106	5500	36.6	16.2	
WHITE	76422	35217	89.3	46.1	103	11366	91.6	14.9	106	10571	88.1	13.8	102	13280	88.4	17.4	1
BLACK	10066	3416	8.7	33.9	76	870	7.0	8.6	62	1164	9.7	11.6	85	1382	9.2	13.7	
OTHER	1976	*798	2.0	40.4	91	**177	1.4	9.0	64	**268	2.2	13.6	100	**353	2.4	17.9	1
NORTHEAST-CENSUS	19803	8217	20.8	41.5	93	2608	21.0	13.2	94	2661	22.2	13.4	99	2948	19.6	14.9	
NORTH CENTRAL	22181	10776	27.3	48.6	109	3128	25.2	14.1	101	2988	24.9	13.5	99	4660	31.0	21.0	1
SOUTH	30082	12397	31.4	41.2	92	4099	33.0	13.6	97	4114	34.3	13.7	101	4185	27.9	13.9	
WEST	16398	8041	20.4	49.0	110	2579	20.8	15.7	112	2240	18.7	13.7	101	3222	21.5	19.6	1
NORTHEAST-MKTG.	20163	8762	22.2	43.5	97	2727	22.0	13.5	96	3101	25.8	15.4	113	2935	19.5	14.6	
EAST CENTRAL	13054	6192	15.7	47.4	106	1986	16.0	15.2	108	1776	14.8	13.6	100	2430	16.2	18.6	1
WEST CENTRAL	14993	7091	18.0	47.3	106	1969	15.9	13.1	94	1863	15.5	12.4	92	3260	21.7	21.7	1
SOUTH	25785	10237	26.0	39.7	89	3468	27.9	13.4	96	3237	27.0	12.6	93	3532	23.5	13.7	
PACIFIC	14470	7149	18.1	49.4	111	2264	18.2	15.6	112	2027	16.9	14.0	103	2858	19.0	19.8	1
COUNTY SIZE A	36705	16479	41.8	44.9	101	5184	41.8	14.1	101	5120	42.7	13.9	103	6176	41.1	16.8	
COUNTY SIZE B	26819	12192	30.9	45.5	102	3905	31.5	14.6	104	3671	30.6	13.7	101	4616	30.7	17.2	1
COUNTY SIZE C	13597	5934	15.0	43.6	98	2077	16.7	15.3	109	1549	12.9	11.4	84	2309	15.4	17.0	1
COUNTY SIZE D	11344	4826	12.2	42.5	95	1247	10.0	11.0	78	1664	13.9	14.7	108	1915	12.8	16.9	
METRO CENTRAL CITY	26825	11379	28.9	42.4	95	3541	28.5	13.2	94	3385	28.2	12.6	93	4453	29.7	16.6	
METRO SUBURBAN	39912	19364	49.1	48.5	109	6419	51.7	16.1	115	5879	49.0	14.7	109	7066	47.1	17.7	1
NON METRO	21728	8688	22.0	40.0	90	2453	19.8	11.3	80	2738	22.8	12.6	93	3497	23.3	16.1	
TOP 5 ADI'S	20847	9184	23.3	44.1	99	2674	21.5	12.8	91	2883	24.0	13.8	102	3627	24.2	17.4	1
TOP 10 ADI'S	28719	12572	31.9	43.8	98	3910	31.5	13.6	97	3938	32.8	13.7	101	4723	31.5	16.4	
TOP 20 ADI'S	40904	18172	46.1	44.4	100	5670	45.7	13.9	99	5599	46.6	13.7	101	6904	46.0	16.9	
HSHLD INC. $50,000 OR MORE	7931	4610	11.7	58.1	130	1809	14.6	22.8	163	1319	11.0	16.6	123	1482	9.9	18.7	1
$40,000 OR MORE	15233	8706	22.1	57.2	128	3317	26.7	21.8	155	2493	20.8	16.4	121	2896	19.3	19.0	1
$30,000 OR MORE	28333	15145	38.4	53.5	120	5336	43.0	18.8	134	4422	36.8	15.6	115	5387	35.9	19.0	1
$25,000 OR MORE	36417	19295	48.9	53.0	119	6628	53.4	18.2	130	5650	47.1	15.5	114	7016	46.7	19.3	1
$20,000 - $24,999	9943	4427	11.2	44.5	100	1451	11.7	14.6	104	1114	9.3	11.2	83	1862	12.4	18.7	1
$15,000 - $19,999	9211	4078	10.3	44.3	99	1152	9.3	12.5	89	1351	11.3	14.7	108	1575	10.5	17.1	1
$10,000 - $14,999	13477	5340	13.5	39.6	89	1488	12.0	11.0	79	1910	15.9	14.2	104	1942	12.9	14.4	
UNDER $10,000	19418	6291	16.0	32.4	73	1694	13.6	8.7	62	1978	16.5	10.2	75	2620	17.4	13.5	
HOUSEHOLD OF 1 PERSON	11987	4644	11.8	38.7	87	1438	11.6	12.0	85	1527	12.7	12.7	94	1679	11.2	14.0	
2 PEOPLE	27046	11967	30.3	44.2	99	3404	27.4	12.6	90	3428	28.6	12.7	93	5135	34.2	19.0	1
3 OR 4 PEOPLE	34251	15961	40.5	46.6	105	5588	45.0	16.3	116	4802	40.0	14.0	103	5571	37.1	16.3	
5 OR MORE PEOPLE	15180	6859	17.4	45.2	101	1984	16.0	13.1	93	2246	18.7	14.8	109	2630	17.5	17.3	1
NO CHILD IN HSHLD	49819	21829	55.4	43.8	98	6624	53.4	13.3	95	6450	53.7	12.9	95	8755	58.3	17.6	1
CHILD(REN) UNDER 2 YRS	6045	2537	6.4	42.0	94	*675	5.4	11.2	80	856	7.1	14.2	104	1006	6.7	16.6	
2 - 5 YEARS	15233	6017	15.3	39.5	89	2120	17.1	13.9	99	1751	14.6	11.5	85	2146	14.3	14.1	
6 - 11 YEARS	16260	7236	18.4	44.5	100	2242	18.1	13.8	98	2334	19.4	14.4	106	2660	17.7	16.4	
12 - 17 YEARS	19173	9258	23.5	48.3	108	3084	24.8	16.1	115	2974	24.8	15.5	114	3200	21.3	16.7	
RESIDENCE OWNED	61371	28459	72.2	46.4	104	9339	75.2	15.2	108	8448	70.4	13.8	101	10673	71.1	17.4	1
VALUE: $50,000 OR MORE	35355	18165	46.1	51.4	115	6513	52.5	18.4	131	5216	43.5	14.8	109	6437	42.9	18.2	1
VALUE: UNDER $50,000	26016	10294	26.1	39.6	89	2826	22.8	10.9	77	3232	26.9	12.4	92	4236	28.2	16.3	

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(FEMALES)

0067
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES		88464	39431	100.0	44.6	100	12413	100.0	14.0	100	12003	100.0	13.6	100	15015	100.0	17.0	100
MAGAZINES	QUINTILE 1	17988	9367	23.8	52.1	117	3141	25.3	17.5	124	2905	24.2	16.1	119	3322	22.1	18.5	109
	QUINTILE 2	19446	9785	24.8	50.3	113	3334	26.9	17.1	122	2729	22.7	14.0	103	3722	24.8	19.1	113
	QUINTILE 3	14626	6492	16.5	44.4	100	1961	15.8	13.4	96	1878	15.6	12.8	95	2653	17.7	18.1	107
	QUINTILE 4	16014	6928	17.6	43.3	97	2231	18.0	13.9	99	2115	17.6	13.2	97	2582	17.2	16.1	95
	QUINTILE 5	20389	6859	17.4	33.6	75	1747	14.1	8.6	61	2376	19.8	11.7	86	2737	18.2	13.4	79
NEWSPAPERS	QUINTILE 1	13830	6759	17.1	48.9	110	2524	20.3	18.3	130	1936	16.1	14.0	103	2299	15.3	16.6	98
	QUINTILE 2	26350	12640	32.1	48.0	108	3958	31.9	15.0	107	3635	30.3	13.8	102	5047	33.6	19.2	113
	QUINTILE 3	12415	6106	15.5	49.2	110	2134	17.2	17.2	123	1855	15.5	14.9	110	2116	14.1	17.0	100
	QUINTILE 4	21911	8788	22.3	40.1	90	2543	20.5	11.6	83	2890	24.1	13.2	97	3356	22.4	15.3	90
	QUINTILE 5	13960	5138	13.0	36.8	83	1255	10.1	9.0	64	1686	14.0	12.1	89	2197	14.6	15.7	93
OUTDOOR	QUINTILE 1	16810	8356	21.2	49.7	112	2827	22.8	16.8	120	2715	22.6	16.2	119	2814	18.7	16.7	99
	QUINTILE 2	17101	7692	19.5	45.0	101	2504	20.2	14.6	104	2282	19.0	13.3	98	2907	19.4	17.0	100
	QUINTILE 3	17579	7613	19.3	43.3	97	2372	19.1	13.5	96	2431	20.3	13.8	102	2810	18.7	16.0	94
	QUINTILE 4	18343	8193	20.8	44.7	100	2545	20.5	13.9	99	2239	18.7	12.2	90	3410	22.7	18.6	110
	QUINTILE 5	18631	7577	19.2	40.7	91	2166	17.4	11.6	83	2337	19.5	12.5	92	3074	20.5	16.5	97
RADIO-DRIVE TIME	QUINTILE 1	17390	8245	20.9	47.4	106	2644	21.3	15.2	108	2438	20.3	14.0	103	3164	21.1	18.2	107
	QUINTILE 2	16591	7510	19.0	45.3	102	2137	17.2	12.9	92	2364	19.7	14.2	105	3009	20.0	18.1	107
	QUINTILE 3	16910	7799	19.8	46.1	103	2650	21.3	15.7	112	2413	20.1	14.3	105	2736	18.2	16.2	95
	QUINTILE 4	18002	8196	20.8	45.5	102	2554	20.6	14.2	101	2558	21.3	14.2	105	3084	20.5	17.1	101
	QUINTILE 5	19572	7680	19.5	39.2	88	2428	19.6	12.4	88	2230	18.6	11.4	84	3023	20.1	15.4	91
RADIO-MID-DAY	TERCILE 1	23248	10705	27.1	46.0	103	3397	27.4	14.6	104	3374	28.1	14.5	107	3935	26.2	16.9	100
	TERCILE 2	23667	10761	27.3	45.5	102	3272	26.4	13.8	99	3163	26.4	13.4	98	4326	28.8	18.3	108
	TERCILE 3	41549	17964	45.6	43.2	97	5744	46.3	13.8	99	5466	45.5	13.2	97	6754	45.0	16.3	96
RADIO-TOTAL	QUINTILE 1	17786	8284	21.0	46.6	104	2634	21.2	14.8	106	2581	21.5	14.5	107	3068	20.4	17.2	102
	QUINTILE 2	17316	7838	19.9	45.3	102	2390	19.3	13.8	98	2310	19.2	13.3	98	3139	20.9	18.1	107
	QUINTILE 3	18428	8561	21.7	46.5	104	3008	24.2	16.3	116	2583	21.5	14.0	103	2970	19.8	16.1	95
	QUINTILE 4	17669	8251	20.9	46.7	105	2295	18.5	13.0	93	2596	21.6	14.7	108	3359	22.4	19.0	112
	QUINTILE 5	17265	6496	16.5	37.6	84	2085	16.8	12.1	86	1933	16.1	11.2	83	2478	16.5	14.4	85
TV-PRIME TIME	QUINTILE 1	17416	7471	18.9	42.9	96	2326	18.7	13.4	95	2445	20.4	14.0	103	2700	18.0	15.5	91
	QUINTILE 2	17413	8340	21.2	47.9	107	2397	19.3	13.8	98	2548	21.2	14.6	108	3395	22.6	19.5	115
	QUINTILE 3	17943	8303	21.1	46.3	104	2700	21.8	15.0	107	2438	20.3	13.6	100	3165	21.1	17.6	104
	QUINTILE 4	18442	8350	21.2	45.3	102	2622	21.1	14.2	101	2671	22.3	14.5	107	3057	20.4	16.6	98
	QUINTILE 5	17250	6966	17.7	40.4	91	2368	19.1	13.7	98	1900	15.8	11.0	81	2698	18.0	15.6	92
TV-DAYTIME	TERCILE 1	29966	12536	31.8	41.8	94	3748	30.2	12.5	89	3660	30.5	12.2	90	5127	34.1	17.1	101
	TERCILE 2	29480	13162	33.4	44.6	100	4446	35.8	15.1	107	4278	35.6	14.5	107	4439	29.6	15.1	89
	TERCILE 3	29018	13733	34.8	47.3	106	4219	34.0	14.5	104	4065	33.9	14.0	103	5449	36.3	18.8	111
TV-TOTAL	QUINTILE 1	17740	7532	19.1	42.5	95	2119	17.1	11.9	85	2385	19.9	13.4	99	3028	20.2	17.1	101
	QUINTILE 2	17674	7309	18.5	41.4	93	2239	18.0	12.7	90	2180	18.2	12.3	91	2890	19.2	16.4	96
	QUINTILE 3	17730	8404	21.3	47.4	106	2768	22.3	15.6	111	2525	21.0	14.2	105	3112	20.7	17.6	103
	QUINTILE 4	17563	8494	21.5	48.4	109	2817	22.7	16.0	114	2518	21.0	14.3	106	3158	21.0	18.0	106
	QUINTILE 5	17757	7692	19.5	43.3	97	2471	19.9	13.9	99	2395	20.0	13.5	99	2827	18.8	15.9	94
MAGAZINES-NEWSPAPERS: DUAL		23278	12389	31.4	53.2	119	4220	34.0	18.1	129	3657	30.5	15.7	116	4512	30.0	19.4	114
MAGAZINE IMPERATIVE		21634	10201	25.9	47.2	106	3196	25.7	14.8	105	3105	25.9	14.4	106	3899	26.0	18.0	106
NEWSPAPER IMPERATIVE		23455	9904	25.1	42.2	95	3210	25.9	13.7	98	2849	23.7	12.1	90	3845	25.6	16.4	97
MAGAZINES-OUTDOOR: DUAL		17482	9281	23.5	53.1	119	3012	24.3	17.2	123	2984	24.9	17.1	126	3286	21.9	18.8	111
MAGAZINE IMPERATIVE		28830	13756	34.9	47.7	107	4534	36.5	15.7	112	3852	32.1	13.4	98	5370	35.8	18.6	110
OUTDOOR IMPERATIVE		26119	10468	26.5	40.1	90	3270	26.3	12.5	89	3341	27.8	12.8	94	3858	25.7	14.8	87
MAGAZINES-RADIO: DUAL		20162	10115	25.7	50.2	113	3296	26.6	16.3	117	3071	25.6	15.2	112	3748	25.0	18.6	110
MAGAZINE IMPERATIVE		26292	12873	32.6	49.0	110	4302	34.7	16.4	117	3777	31.5	14.4	106	4794	31.9	18.2	107
RADIO IMPERATIVE		25308	10365	26.3	41.0	92	3157	25.4	12.5	89	3170	26.4	12.5	92	4039	26.9	16.0	94
MAGAZINES-TELEVISION: DUAL		17312	8237	20.9	47.6	107	2718	21.9	15.7	112	2471	20.6	14.3	105	3048	20.3	17.6	104
MAGAZINE IMPERATIVE		29099	14892	37.8	51.2	115	4977	40.1	17.1	122	4350	36.2	14.9	110	5565	37.1	19.1	113
TELEVISION IMPERATIVE		27505	10792	27.4	39.2	88	3056	24.6	11.1	79	3320	27.7	12.1	89	4417	29.4	16.1	95
NEWSPAPERS-OUTDOOR: DUAL		18628	9548	24.2	51.3	115	3532	28.5	19.0	135	2803	23.4	15.0	111	3212	21.4	17.2	102
NEWSPAPER IMPERATIVE		29178	13636	34.6	46.7	105	4393	35.4	15.1	107	3859	32.2	13.2	97	5384	35.9	18.5	109
OUTDOOR IMPERATIVE		25260	10606	26.9	42.0	94	2998	24.2	11.9	85	3558	29.6	14.1	104	4050	27.0	16.0	94
NEWSPAPERS-RADIO: DUAL		19246	9450	24.0	49.1	110	3143	25.3	16.3	116	2909	24.2	15.1	111	3398	22.6	17.7	104
NEWSPAPER IMPERATIVE		28155	13437	34.1	47.7	107	4611	37.1	16.4	117	3750	31.2	13.3	98	5076	33.8	18.0	106
RADIO IMPERATIVE		25308	10714	27.2	42.3	95	3208	25.8	12.7	90	3295	27.5	13.0	96	4212	28.1	16.6	98
NEWSPAPERS-TELEVISION: DUAL		18615	8251	20.9	44.3	99	2543	20.5	13.7	97	2514	20.9	13.5	100	3194	21.3	17.2	101
NEWSPAPER IMPERATIVE		29207	15023	38.1	51.4	115	5153	41.5	17.6	126	4349	36.2	14.9	110	5521	36.8	18.9	111
TELEVISION IMPERATIVE		25472	10339	26.2	40.6	91	3076	24.8	12.1	86	3289	27.4	12.9	95	3974	26.5	15.6	92
OUTDOOR-RADIO: DUAL		17292	8155	20.7	47.2	106	2851	23.0	16.5	118	2520	21.0	14.6	107	2785	18.5	16.1	95
OUTDOOR IMPERATIVE		26915	12110	30.7	45.0	101	3715	29.9	13.8	98	3919	32.7	14.6	107	4476	29.8	16.6	98
RADIO IMPERATIVE		28938	13003	33.0	44.9	101	4087	32.9	14.1	101	3811	31.8	13.2	97	5105	34.0	17.6	104
OUTDOOR-TELEVISION: DUAL		16112	6987	17.7	43.4	97	2198	17.7	13.6	97	2175	18.1	13.5	99	2614	17.4	16.2	96
OUTDOOR IMPERATIVE		28228	13893	35.2	49.2	110	4659	37.5	16.5	118	4314	35.9	15.3	113	4920	32.8	17.4	103
TELEVISION IMPERATIVE		30024	12659	32.1	42.2	95	3783	30.5	12.6	90	3771	31.4	12.6	93	5104	34.0	17.0	100
RADIO-TELEVISION: DUAL		17803	7945	20.1	44.6	100	2423	19.5	13.6	97	2424	20.2	13.6	100	3098	20.6	17.4	103
RADIO IMPERATIVE		28338	13358	33.9	47.1	106	4508	36.3	15.9	113	4003	33.3	14.1	104	4846	32.3	17.1	101
TELEVISION IMPERATIVE		28445	12060	30.6	42.4	95	3712	29.9	13.0	93	3609	30.1	12.7	94	4739	31.6	16.7	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS %	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS %	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS %	LIGHT USERS TWO OR LESS D IND
TOTAL FEMALES	88464	39431	100.0	44.6	100	12413	100.0	14.0	100	12003	100.0	13.6	100	15015	100.0	17.0	10
ATLANTIC MONTHLY	415	*194	0.5	46.7	105	**45	0.4	10.8	77	**84	0.7	20.2	149	**65	0.4	15.7	
BARRON'S	522	*287	0.7	55.0	123	**89	0.7	17.0	122	**85	0.7	16.3	120	**113	0.8	21.6	12
BETTER HOMES & GARDENS	17429	8493	21.5	48.7	109	2690	21.7	15.4	110	2673	22.3	15.3	113	3130	20.8	18.0	10
BON APPETIT	2772	1524	3.9	55.0	123	550	4.4	19.8	141	583	4.9	21.0	155	392	2.6	14.1	
BUSINESS WEEK	1469	745	1.9	50.7	114	*220	1.8	15.0	107	*242	2.0	16.5	121	*283	1.9	19.3	11
CAR AND DRIVER	397	*199	0.5	50.1	112	**96	0.8	24.2	172	**39	0.3	9.8	72	**65	0.4	16.4	
CBS MAGAZINE NETWORK (GROSS)	1633	935	2.4	57.3	128	*277	2.2	17.0	121	263	2.2	16.1	119	394	2.6	24.1	14
CHANGING TIMES	1554	871	2.2	56.0	126	*270	2.2	17.4	124	*194	1.6	12.5	92	407	2.7	26.2	15
COLONIAL HOMES	1304	677	1.7	51.9	116	*200	1.6	15.3	109	*259	2.2	19.9	146	*218	1.5	16.7	
CONDE NAST MAG. PKG. (GROSS)	17858	9463	24.0	53.0	119	3315	26.7	18.6	132	3149	26.2	17.6	130	2998	20.0	16.8	
CONSUMERS DIGEST	1406	720	1.8	51.2	115	*215	1.7	15.3	109	*159	1.3	11.3	83	347	2.3	24.7	14
COSMOPOLITAN	8815	4348	11.0	49.3	111	1639	13.2	18.6	133	1353	11.3	15.3	113	1356	9.0	15.4	
COUNTRY LIVING	2636	1439	3.6	54.6	122	553	4.5	21.0	150	304	2.5	11.5	85	582	3.9	22.1	13
CUISINE	1554	768	1.9	49.4	111	*251	2.0	16.2	115	*243	2.0	15.6	115	274	1.8	17.6	10
CYCLE WORLD	469	*262	0.7	55.9	125	**85	0.7	18.1	129	**82	0.7	17.5	129	**95	0.6	20.3	11
DCI:CREATIVE IDEAS FOR LIV	2631	1207	3.1	45.9	103	301	2.4	11.4	82	370	3.1	14.1	104	537	3.6	20.4	13
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3557	9.0	50.3	113	1171	9.4	16.6	118	1165	9.7	16.5	122	1221	8.1	17.3	10
DISCOVER	998	534	1.4	53.5	120	*197	1.6	19.7	141	*195	1.6	19.5	144	*142	0.9	14.2	
EBONY	4289	1610	4.1	37.5	84	603	4.9	14.1	100	474	3.9	11.1	81	533	3.5	12.4	
ESQUIRE	1176	484	1.2	41.2	92	*176	1.4	15.0	107	*113	0.9	9.6	71	*195	1.3	16.6	
ESSENCE	2392	912	2.3	38.1	86	*288	2.3	12.0	86	255	2.1	10.7	79	368	2.5	15.4	
FAMILY CIRCLE	17209	8776	22.3	51.0	114	2922	23.5	17.0	121	2693	22.4	15.6	115	3161	21.1	18.4	1
THE FAMILY HANDYMAN	1184	578	1.5	48.8	110	*190	1.5	16.0	114	**128	1.1	10.8	80	*259	1.7	21.9	1
FAMILY WEEKLY	12391	5994	15.2	48.4	109	2020	16.3	16.3	116	1459	12.2	11.8	87	2515	16.7	20.3	1
FIELD & STREAM	2438	1084	2.7	44.5	100	347	2.8	14.2	101	*308	2.6	12.6	93	429	2.9	17.6	1
FOOD & WINE	614	339	0.9	55.2	124	*103	0.8	16.8	120	**103	0.9	16.8	124	**134	0.9	21.8	1
FORBES	813	385	1.0	47.4	106	**107	0.9	13.2	94	**117	1.0	14.4	106	*162	1.1	19.9	1
FORTUNE	1083	614	1.6	56.7	127	*172	1.4	15.9	113	**155	1.3	14.3	105	*287	1.9	26.5	1
GENTLEMEN'S QUARTERLY	1197	684	1.7	57.1	128	*328	2.6	27.4	195	*166	1.4	13.9	102	*190	1.3	15.9	
GLAMOUR	6625	3635	9.2	54.9	123	1292	10.4	19.5	139	1226	10.2	18.5	136	1117	7.4	16.9	
GOLF DIGEST	707	413	1.0	58.4	131	*158	1.3	22.3	159	*143	1.2	20.2	149	**113	0.8	16.0	
GOLF DIGEST/TENNIS (GROSS)	1316	703	1.8	53.4	120	*245	2.0	18.6	133	*240	2.0	18.2	134	*217	1.4	16.5	
GOLF MAGAZINE	469	*295	0.7	62.9	141	**123	1.0	26.2	187	**95	0.8	20.3	149	**78	0.5	16.6	
GOLF MAGAZINE/SKI (GROSS)	1060	535	1.4	50.5	113	*206	1.7	19.4	139	*142	1.2	13.4	99	*188	1.3	17.7	1
GOOD HOUSEKEEPING	17784	9289	23.6	52.2	117	3181	25.6	17.9	127	2785	23.2	15.7	115	3323	22.1	18.7	1
HARPER'S BAZAAR	2931	1552	3.9	53.0	119	439	3.5	15.0	107	552	4.6	18.8	139	561	3.7	19.1	1
HEALTH	2199	1196	3.0	54.4	122	259	2.1	11.8	84	356	3.0	16.2	119	582	3.9	26.5	1
HEARST MAG CORP. BUY (GROSS)	49148	25260	64.1	51.4	115	8700	70.1	17.7	126	7554	62.9	15.4	113	9005	60.0	18.3	1
HEARST MAN POWER (GROSS)	2113	1049	2.7	49.6	111	289	2.3	13.7	97	309	2.6	14.6	108	451	3.0	21.3	1
HEARST WOMAN POWER (GROSS)	35062	17953	45.5	51.2	115	6308	50.8	18.0	128	5430	45.2	15.5	114	6215	41.4	17.7	1
HOUSE BEAUTIFUL	3865	1990	5.0	51.5	116	729	5.9	18.9	134	551	4.6	14.3	105	709	4.7	18.3	1
INC.	315	*159	0.4	50.5	113	**43	0.3	13.7	97	**56	0.5	17.8	131	**60	0.4	19.0	1
JET	3690	1307	3.3	35.4	79	455	3.7	12.3	88	470	3.9	12.7	94	383	2.6	10.4	
LADIES' HOME JOURNAL	12930	6628	16.8	51.3	115	2256	18.2	17.4	124	2076	17.3	16.1	118	2295	15.3	17.7	1
LHJ FAMILY GRP COMBO(GROSS)	18161	9516	24.1	52.4	118	3122	25.2	17.2	123	3002	25.0	16.5	122	3392	22.6	18.7	1
LIFE	5065	2281	5.8	45.0	101	965	7.8	19.1	136	602	5.0	11.9	88	714	4.8	14.1	
L.A. TIMES HOME MAGAZINE	1310	681	1.7	52.0	117	**112	0.9	8.5	61	*146	1.2	11.1	82	424	2.8	32.4	1
MADEMOISELLE	3759	1981	5.0	52.7	118	725	5.8	19.3	137	658	5.5	17.5	129	597	4.0	15.9	
MC CALL'S	14658	7588	19.2	51.8	116	2610	21.0	17.8	127	2307	19.2	15.7	116	2672	17.8	18.2	1
MC CALL'S/WRK MOTHER (GROSS)	15857	8264	21.0	52.1	117	2829	22.8	17.8	127	2503	20.9	15.8	116	2932	19.5	18.5	1
MECHANIX ILLUSTRATED	809	353	0.9	43.6	98	**106	0.9	13.1	93	**92	0.8	11.4	84	**155	1.0	19.2	1
METROPOLITAN HOME	1009	497	1.3	49.3	111	*129	1.0	12.8	91	*171	1.4	16.9	125	*196	1.3	19.4	1
MONEY	1707	986	2.5	57.8	130	290	2.3	17.0	121	334	2.8	19.6	144	362	2.4	21.2	1
MOTHER EARTH NEWS	1123	639	1.6	56.9	128	*179	1.4	15.9	114	**192	1.6	17.1	126	*268	1.8	23.9	1
MS.	932	507	1.3	54.4	122	*148	1.2	15.9	113	*143	1.2	15.3	113	*215	1.4	23.1	1
NATIONAL ENQUIRER	11971	5337	13.5	44.6	100	1799	14.5	15.0	107	1792	14.9	15.0	110	1747	11.6	14.6	
NATIONAL GEOGRAPHIC	10503	5036	12.8	47.9	108	1659	13.4	15.8	113	1345	11.2	12.8	94	2032	13.5	19.3	1
NATIONAL SUNDAY MAGAZINE PKG	54325	26067	66.1	48.0	108	8673	69.9	16.0	114	7547	62.9	13.9	102	9847	65.6	18.1	1
NATURAL HISTORY	626	268	0.7	42.8	96	**89	0.7	14.2	101	**61	0.5	9.7	72	**118	0.8	18.8	1
NEW WOMAN	1992	979	2.5	49.1	110	383	3.1	19.2	137	290	2.4	14.6	107	306	2.0	15.4	
NEW YORK INCLUDING CUE	547	255	0.6	46.6	105	**60	0.5	11.0	78	**93	0.8	17.0	125	**102	0.7	18.6	1
THE NEW YORKER	1380	712	1.8	51.6	116	*138	1.1	10.0	71	*243	2.0	17.6	130	331	2.2	24.0	1
NEWSWEEK	6925	3606	9.1	52.1	117	1105	8.9	16.0	114	1063	8.9	15.4	113	1437	9.6	20.8	1
THE N.Y. TIMES DAILY EDITION	1363	638	1.6	46.8	105	*199	1.6	14.6	104	*95	0.8	7.0	51	343	2.3	25.2	1
THE N.Y. TIMES MAGAZINE	2333	1017	2.6	43.6	98	309	2.5	13.2	94	205	1.7	8.8	65	502	3.3	21.5	1
OMNI	872	398	1.0	45.6	102	*144	1.2	16.5	118	**87	0.7	10.0	74	*167	1.1	19.2	1
ON CABLE	1298	611	1.5	47.1	106	*290	2.3	22.3	159	*136	1.1	10.5	77	*185	1.2	14.3	
1001 HOME IDEAS	3032	1692	4.3	55.8	125	607	4.9	20.0	143	571	4.8	18.8	139	514	3.4	17.0	1
ORGANIC GARDENING	1680	780	2.0	46.4	104	*317	2.6	18.9	134	*128	1.1	7.6	56	336	2.2	20.0	1
OUTDOOR LIFE	960	365	0.9	38.0	85	*97	0.8	10.1	72	*144	1.2	15.0	111	**124	0.8	12.9	
PARADE MAGAZINE	26755	12831	32.5	48.0	108	4421	35.6	16.5	118	3862	32.2	14.4	106	4548	30.3	17.0	1

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(FEMALES)

0069
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	39431	100.0	44.6	100	12413	100.0	14.0	100	12003	100.0	13.6	100	15015	100.0	17.0	100
PARENTS	4173	2009	5.1	48.1	108	635	5.1	15.2	108	594	4.9	14.2	105	779	5.2	18.7	110
PENTHOUSE	973	449	1.1	46.1	104	*180	1.5	18.5	132	*161	1.3	16.5	122	**107	0.7	11.0	65
PEOPLE	13479	6855	17.4	50.9	114	2452	19.8	18.2	130	2145	17.9	15.9	117	2259	15.0	16.8	99
PLAYBOY	2183	936	2.4	42.9	96	287	2.3	13.1	94	365	3.0	16.7	123	*283	1.9	13.0	76
POPULAR HOT RODDING	388	*234	0.6	60.3	135	**76	0.6	19.6	140	**80	0.7	20.6	152	**79	0.5	20.4	120
POPULAR MECHANICS	1037	550	1.4	53.0	119	*158	1.3	15.2	109	**137	1.1	13.2	97	*255	1.7	24.6	145
POPULAR SCIENCE	920	471	1.2	51.2	115	*242	1.9	26.3	187	**87	0.7	9.5	70	*142	0.9	15.4	91
PREVENTION	4071	2153	5.5	52.9	119	608	4.9	14.9	106	581	4.8	14.3	105	965	6.4	23.7	140
PSYCHOLOGY TODAY	1940	1103	2.8	56.9	128	475	3.8	24.5	174	263	2.2	13.6	100	364	2.4	18.8	111
READER'S DIGEST	24031	11444	29.0	47.6	107	3301	26.6	13.7	98	3558	29.6	14.8	109	4586	30.5	19.1	112
REDBOOK	8464	4316	10.9	51.0	114	1488	12.0	17.6	125	1292	10.8	15.3	113	1535	10.2	18.1	107
ROAD & TRACK	429	*277	0.7	64.6	145	**93	0.7	21.7	154	**96	0.8	22.4	165	**87	0.6	20.3	119
ROLLING STONE	1355	766	1.9	56.5	127	*336	2.7	24.8	177	*235	2.0	17.3	128	*196	1.3	14.5	85
RUNNER'S WORLD	329	*195	0.5	59.3	133	**78	0.6	23.7	169	**24	0.2	7.3	54	**94	0.6	28.6	168
SATURDAY EVENING POST	1268	586	1.5	46.2	104	*217	1.7	17.1	122	*185	1.5	14.6	108	*183	1.2	14.4	85
SCIENCE 84	702	367	0.9	52.3	117	**120	1.0	17.1	122	**156	1.3	22.2	164	**91	0.6	13.0	76
SCIENCE DIGEST	553	*247	0.6	44.7	100	**65	0.5	11.8	84	**89	0.7	16.1	119	**93	0.6	16.8	99
SCIENTIFIC AMERICAN	615	258	0.7	42.0	94	**97	0.8	15.8	112	**61	0.5	9.9	73	**100	0.7	16.3	96
SELF	2683	1537	3.9	57.3	129	603	4.9	22.5	160	461	3.8	17.2	127	473	3.2	17.6	104
SEVENTEEN	3309	1565	4.0	47.3	106	445	3.6	13.4	96	528	4.4	16.0	118	592	3.9	17.9	105
SKI	591	*240	0.6	40.6	91	**83	0.7	14.0	100	**47	0.4	8.0	59	**110	0.7	18.6	110
SMITHSONIAN	3039	1445	3.7	47.5	107	365	2.9	12.0	86	511	4.3	16.8	124	569	3.8	18.7	110
SOAP OPERA DIGEST	3683	1686	4.3	45.8	103	419	3.4	11.4	81	713	5.9	19.4	143	554	3.7	15.0	89
SOUTHERN LIVING	4434	2350	6.0	53.0	119	871	7.0	19.6	140	795	6.6	17.9	132	684	4.6	15.4	91
SPORT	701	368	0.9	52.5	118	*169	1.4	24.1	172	**86	0.7	12.3	90	**114	0.8	16.3	96
THE SPORTING NEWS	518	*378	1.0	73.0	164	**161	1.3	31.1	222	**108	0.9	20.8	154	**109	0.7	21.0	124
SPORTS AFIELD	523	*253	0.6	48.4	109	**67	0.5	12.8	91	**83	0.7	15.9	117	**103	0.7	19.7	116
SPORTS ILLUSTRATED	3325	1719	4.4	51.7	116	630	5.1	18.9	135	515	4.3	15.5	114	574	3.8	17.3	102
STAR	8567	3854	9.8	45.0	101	1233	9.9	14.4	103	1347	11.2	15.7	116	1274	8.5	14.9	88
SUNDAY	27630	13198	33.5	47.8	107	4503	36.3	16.3	116	4003	33.3	14.5	107	4692	31.2	17.0	100
SUNSET	2219	1060	2.7	47.8	107	412	3.3	18.6	132	*258	2.1	11.6	86	390	2.6	17.6	104
TV GUIDE	24258	11334	28.7	46.7	105	3404	27.4	14.0	100	3687	30.7	15.2	112	4244	28.3	17.5	103
TENNIS	609	*290	0.7	47.6	107	**88	0.7	14.4	103	**98	0.8	16.1	119	**105	0.7	17.2	102
TIME	9929	4948	12.5	49.8	112	1558	12.6	15.7	112	1803	15.0	18.2	134	1587	10.6	16.0	94
TOWN & COUNTRY	1062	515	1.3	48.5	109	*164	1.3	15.4	110	**130	1.1	12.2	90	*221	1.5	20.8	123
TRAVEL & LEISURE	1051	518	1.3	49.3	111	*183	1.5	17.4	124	*117	1.0	11.1	82	*218	1.5	20.7	122
TRUE STORY	3946	1521	3.9	38.5	86	519	4.2	13.2	94	527	4.4	13.4	98	475	3.2	12.0	71
U.S.NEWS & WORLD REPORT	3782	1824	4.6	48.2	108	546	4.4	14.4	103	503	4.2	13.3	98	776	5.2	20.5	121
USA TODAY	1874	961	2.4	51.3	115	286	2.3	15.3	109	287	2.4	15.3	113	388	2.6	20.7	122
US	2213	1192	3.0	53.9	121	558	4.5	25.2	180	277	2.3	12.5	92	358	2.4	16.2	95
VOGUE	4792	2310	5.9	48.2	108	695	5.6	14.5	103	804	6.7	16.8	124	810	5.4	16.9	100
WALL STREET JOURNAL	2045	1009	2.6	49.3	111	320	2.6	15.6	112	*250	2.1	12.2	90	439	2.9	21.5	126
WEIGHT WATCHERS	2364	1277	3.2	54.0	121	570	4.6	24.1	172	303	2.5	12.8	94	403	2.7	17.0	100
WOMAN'S DAY	15182	7699	19.5	50.7	114	2644	21.3	17.4	124	2302	19.2	15.2	112	2753	18.3	18.1	107
WORKING MOTHER	1198	676	1.7	56.4	127	*220	1.8	18.4	131	*197	1.6	16.4	121	*260	1.7	21.7	128
WORKING WOMAN	1523	1027	2.6	67.4	151	292	2.4	19.2	137	329	2.7	21.6	159	405	2.7	26.6	157
WORLD TENNIS	*183	**92	0.2	50.3	113	**24	0.2	13.1	93	**36	0.3	19.7	145	**33	0.2	18.0	106
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1370	3.5	49.4	111	486	3.9	17.5	125	321	2.7	11.6	85	563	3.7	20.3	119
BLAIR INSERTS	47909	22908	58.1	47.8	107	7641	61.6	15.9	114	6677	55.6	13.9	103	8590	57.2	17.9	106
DAILY NEWSPAPERS																	
READ ANY	56731	26645	67.6	47.0	105	8708	70.2	15.3	109	8019	66.8	14.1	104	9918	66.1	17.5	103
READ ONE	47696	22251	56.4	46.7	105	7095	57.2	14.9	106	6753	56.3	14.2	104	8403	56.0	17.6	104
READ TWO OR MORE	9034	4395	11.1	48.6	109	1613	13.0	17.9	127	1267	10.6	14.0	103	1515	10.1	16.8	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	27482	69.7	47.6	107	9260	74.6	16.0	114	7948	66.2	13.8	101	10274	68.4	17.8	105
READ ONE	50513	23948	60.7	47.4	106	7971	64.2	15.8	112	7100	59.2	14.1	104	8878	59.1	17.6	104
READ TWO OR MORE	7219	3534	9.0	49.0	110	1289	10.4	17.9	127	848	7.1	11.7	87	1397	9.3	19.4	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.67				31.53				31.10				26.97			
30 DAY REACH	78184	35272	89.5	45.1	101	11251	90.6	14.4	103	10632	88.6	13.6	100	13390	89.2	17.1	101
50 SHWG - 30 DAY AV FREQ	14.80	15.56				16.46				16.28				14.22			
30 DAY REACH	74239	33693	85.4	45.4	102	10811	87.1	14.6	104	10158	84.6	13.7	101	12725	84.7	17.1	101
25 SHWG - 30 DAY AV FREQ	8.05	8.42				8.88				8.78				7.72			
30 DAY REACH	68254	31140	79.0	45.6	102	10022	80.7	14.7	105	9429	78.6	13.8	102	11689	77.8	17.1	101
CABLE TV: HOME WIRED	35215	16368	41.5	46.5	104	5994	48.3	17.0	121	4767	39.7	13.5	100	5607	37.3	15.9	94
HOME NOT WIRED	53250	23063	58.5	43.3	97	6419	51.7	12.1	86	7236	60.3	13.6	100	9409	62.7	17.7	104
HAVE PAY CABLE	17885	9328	23.7	52.2	117	3769	30.4	21.1	150	2570	21.4	14.4	106	2990	19.9	16.7	98

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D IND
TOTAL FEMALES	88464	39431	100.0	44.6	100	12413	100.0	14.0	100	12003	100.0	13.6	100	15015	100.0	17.0	1
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	22798	57.8	47.5	107	7334	59.1	15.3	109	6997	58.3	14.6	107	8468	56.4	17.6	1
10:00 AM - 3:00 PM	33674	15445	39.2	45.9	103	4814	38.8	14.3	102	4633	38.6	13.8	101	5998	39.9	17.8	1
3:00 PM - 7:00 PM	34431	16495	41.8	47.9	107	5189	41.8	15.1	107	4824	40.2	14.0	103	6482	43.2	18.8	1
7:00 PM - MIDNIGHT	17761	8209	20.8	46.2	104	2809	22.6	15.8	113	2378	19.8	13.4	99	3022	20.1	17.0	1
MIDNIGHT - 6:00 AM	10087	4689	11.9	46.5	104	1476	11.9	14.6	104	1518	12.6	15.0	111	1696	11.3	16.8	
6:00 AM - MIDNIGHT	64318	29847	75.7	46.4	104	9455	76.2	14.7	105	9123	76.0	14.2	105	11268	75.0	17.5	1
ENTIRE DAY	65181	30303	76.9	46.5	104	9562	77.0	14.7	105	9278	77.3	14.2	105	11462	76.3	17.6	1
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	8664	22.0	49.8	112	2742	22.1	15.7	112	2591	21.6	14.9	110	3331	22.2	19.1	1
ALL NEWS	2520	1144	2.9	45.4	102	440	3.5	17.5	124	233	1.9	9.2	68	470	3.1	18.7	1
AOR/PROGRESSIVE	4419	2086	5.3	47.2	106	792	6.4	17.9	128	617	5.1	14.0	103	677	4.5	15.3	
BEAUTIFUL MUSIC	6119	2915	7.4	47.6	107	819	6.6	13.4	95	1048	8.7	17.1	126	1049	7.0	17.1	1
BLACK	2623	968	2.5	36.9	83	227	1.8	8.7	62	322	2.7	12.3	90	418	2.8	15.9	
CLASSICAL	1553	804	2.0	51.8	116	*192	1.5	12.4	88	*217	1.8	14.0	103	395	2.6	25.4	1
CHR/ROCK	11282	5737	14.5	50.9	114	1779	14.3	15.8	112	1915	16.0	17.0	125	2043	13.6	18.1	1
COUNTRY	13343	6053	15.4	45.4	102	1992	16.0	14.9	106	1833	15.3	13.7	101	2227	14.8	16.7	
GOLDEN OLDIES	1299	617	1.6	47.5	107	*165	1.3	12.7	91	*137	1.1	10.5	78	*316	2.1	24.3	1
MOR/NOSTALGIA	5241	2530	6.4	48.3	108	736	5.9	14.0	100	819	6.8	15.6	115	975	6.5	18.6	1
NEWS/TALK	4165	1957	5.0	47.0	105	453	3.6	10.9	78	667	5.6	16.0	118	838	5.6	20.1	1
RELIGIOUS	3324	1307	3.3	39.3	88	397	3.2	11.9	85	419	3.5	12.6	93	491	3.3	14.8	
SOFT ROCK	609	230	0.6	37.8	85	**90	0.7	14.8	105	**66	0.5	10.8	80	**74	0.5	12.2	
URBAN CONTEMPORARY	1853	703	1.8	37.9	85	243	2.0	13.1	93	*207	1.7	11.2	82	253	1.7	13.7	
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1611	4.1	43.3	97	478	3.9	12.8	91	570	4.7	15.3	113	563	3.7	15.1	
ABC DIRECTION	2488	1079	2.7	43.4	97	327	2.6	13.1	94	305	2.5	12.3	90	448	3.0	18.0	1
ABC ENTERTAINMENT	5129	2293	5.8	44.7	100	691	5.6	13.5	96	688	5.7	13.4	99	914	6.1	17.8	1
ABC FM	2498	1019	2.6	40.8	92	286	2.3	11.4	82	*234	1.9	9.4	69	499	3.3	20.0	1
ABC INFORMATION	5721	2845	7.2	49.7	112	768	6.2	13.4	96	951	7.9	16.6	123	1126	7.5	19.7	1
ABC ROCK	2021	1062	2.7	52.5	118	357	2.9	17.7	126	386	3.2	19.1	141	*319	2.1	15.8	
CBS	4756	2280	5.8	47.9	108	838	6.8	17.6	126	484	4.0	10.2	75	958	6.4	20.1	1
MUTUAL	5272	2453	6.2	46.5	104	764	6.2	14.5	103	768	6.4	14.6	107	921	6.1	17.5	1
NBC	4964	2414	6.1	48.6	109	821	6.6	16.5	118	707	5.9	14.2	105	886	5.9	17.8	1
RADIORADIO	2218	1062	2.7	47.9	107	399	3.2	18.0	128	306	2.5	13.8	102	357	2.4	16.1	
RKO ONE	2565	1297	3.3	50.6	113	431	3.5	16.8	120	430	3.6	16.8	124	437	2.9	17.0	1
RKO TWO	3640	1757	4.5	48.3	108	514	4.1	14.1	101	595	5.0	16.3	120	648	4.3	17.8	1
THE SOURCE	2467	1164	3.0	47.2	106	475	3.8	19.3	137	*263	2.2	10.7	79	426	2.8	17.3	1
NON-WIRED : BLAIR	9466	4494	11.4	47.5	107	1142	9.2	12.1	86	1486	12.4	15.7	116	1866	12.4	19.7	1
INTERNET	13616	6239	15.8	45.8	103	1971	15.9	14.5	103	2088	17.4	15.3	113	2180	14.5	16.0	
KATZ RADIO GROUP	16998	8322	21.1	49.0	110	2579	20.8	15.2	108	2547	21.2	15.0	110	3195	21.3	18.8	1
SUPERNET	11622	5434	13.8	46.8	105	1795	14.5	15.4	110	1568	13.1	13.5	99	2070	13.8	17.8	1
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	4124	10.5	43.8	98	1283	10.3	13.6	97	1241	10.3	13.2	97	1599	10.6	17.0	1
WKDAY 9:00 AM - 1:00 PM	13304	5659	14.4	42.5	95	1670	13.5	12.6	89	1775	14.8	13.3	98	2214	14.7	16.6	
WKDAY 1:00 PM - 4:30 PM	17591	7544	19.1	42.9	96	2305	18.6	13.1	93	2297	19.1	13.1	96	2942	19.6	16.7	
WKDAY 4:30 PM - 7:30 PM	24418	10479	26.6	42.9	96	3170	25.5	13.0	93	3289	27.4	13.5	99	4019	26.8	16.5	
WKDAY 7:30 PM - 8:00 PM	34400	14885	37.7	43.3	97	4500	36.3	13.1	93	4521	37.7	13.1	97	5864	39.1	17.0	1
WKDAY 11:00 PM - 11:30 PM	26120	11346	28.8	43.4	97	3449	27.8	13.2	94	3498	29.1	13.4	99	4399	29.3	16.8	
WKDAY 11:30 PM - 1:00 AM	8402	3607	9.1	42.9	96	1007	8.1	12.0	85	1087	9.1	12.9	95	1513	10.1	18.0	1
M-SAT 8-11 PM+SUN 7-11 PM	36828	16670	42.3	45.3	102	5129	41.3	13.9	99	5216	43.5	14.2	104	6325	42.1	17.2	1
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	3070	7.8	42.5	95	936	7.5	13.0	92	1043	8.7	14.4	106	1090	7.3	15.1	
ANOTHER WORLD N	4924	2059	5.2	41.8	94	486	3.9	9.9	70	653	5.4	13.3	98	921	6.1	18.7	1
AS THE WORLD TURNS C	5966	2648	6.7	44.4	100	782	6.3	13.1	93	766	6.4	12.8	95	1100	7.3	18.4	1
CAPITOL C	3672	1564	4.0	42.6	96	549	4.4	15.0	107	366	3.0	10.0	73	649	4.3	17.7	1
CBS MORN. NEWS 1 C	1590	756	1.9	47.5	107	220	1.8	13.8	99	163	1.4	10.3	76	373	2.5	23.5	1
CBS MORN. NEWS 2 C	1298	551	1.4	42.4	95	157	1.3	12.1	86	109	0.9	8.4	62	285	1.9	22.0	1
DAYS OF OUR LIVES N	6389	2764	7.0	43.3	97	722	5.8	11.3	81	865	7.2	13.5	100	1177	7.8	18.4	1
FACTS OF LIFE - DAYTIME N	2526	1034	2.6	40.9	92	357	2.9	14.1	101	347	2.9	13.7	101	330	2.2	13.1	
FAMILY FEUD A	3427	1356	3.4	39.6	89	453	3.6	13.2	94	457	3.8	13.3	98	446	3.0	13.0	
GENERAL HOSPITAL A	6870	2940	7.5	42.8	96	885	7.1	12.9	92	1080	9.0	15.7	116	975	6.5	14.2	
GOOD MORNING, AMERICA-730 A	3767	1622	4.1	43.1	97	542	4.4	14.4	103	490	4.1	13.0	96	590	3.9	15.7	
GOOD MORNING, AMERICA-830 A	3076	1409	3.6	45.8	103	436	3.5	14.2	101	508	4.2	16.5	122	465	3.1	15.1	
GUIDING LIGHT C	5789	2620	6.6	45.3	102	952	7.7	16.4	117	673	5.6	11.6	86	996	6.6	17.2	1
ONE LIFE TO LIVE A	4918	2081	5.3	42.3	95	634	5.1	12.9	92	736	6.1	15.0	110	711	4.7	14.5	
PRESS YOUR LUCK C	2367	1026	2.6	43.3	97	279	2.2	11.8	84	255	2.1	10.8	79	491	3.3	20.7	1
PRICE IS RIGHT 1 C	4727	1869	4.7	39.5	89	537	4.3	11.4	81	472	3.9	10.0	74	860	5.7	18.2	1
PRICE IS RIGHT 2 C	5511	2261	5.7	41.0	92	674	5.4	12.2	87	556	4.6	10.1	74	1031	6.9	18.7	1
RYAN'S HOPE A	3479	1558	4.0	44.8	100	483	3.9	13.9	99	589	4.9	16.9	125	486	3.2	14.0	
SALE OF THE CENTURY N	2823	1173	3.0	41.6	93	358	2.9	12.7	90	379	3.2	13.4	99	437	2.9	15.5	
SEARCH FOR TOMORROW N	2525	1036	2.6	41.0	92	255	2.1	10.1	72	263	2.2	10.4	77	518	3.4	20.5	1
TODAY SHOW 1 N	2979	1251	3.2	42.0	94	334	2.7	11.2	80	443	3.7	14.9	110	475	3.2	15.9	
TODAY SHOW 2 N	2792	974	2.5	34.9	78	225	1.8	8.1	57	339	2.8	12.1	89	409	2.7	14.6	
$25,000 PYRAMID C	2899	1215	3.1	41.9	94	358	2.9	12.3	88	311	2.6	10.7	79	545	3.6	18.8	1
WHEEL OF FORTUNE N	4689	1935	4.9	41.3	93	558	4.5	11.9	85	578	4.8	12.3	91	799	5.3	17.0	1
YOUNG AND THE RESTLESS C	6231	2642	6.7	42.4	95	721	5.8	11.6	82	745	6.2	12.0	88	1176	7.8	18.9	1
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	931	2.4	47.2	106	371	3.0	18.8	134	226	1.9	11.5	84	334	2.2	16.9	1
NBA PLAYOFF GAME -1 C	1246	592	1.5	47.5	107	*141	1.1	11.3	81	203	1.7	16.3	120	248	1.7	19.9	1
NBC MAJOR LEAGUE PRE-GAME N	1140	464	1.2	40.7	91	**128	1.0	11.2	80	**163	1.4	14.3	105	*172	1.1	15.1	
SPORTSWORLD - SUN N	1328	611	1.5	46.0	103	*186	1.5	14.0	100	235	2.0	17.7	130	189	1.3	14.2	
SUNDAY MORNING C	1645	740	1.9	45.0	101	225	1.8	13.7	97	210	1.7	12.8	94	305	2.0	18.5	1

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): USAGE IN LAST 7 DAYS
(FEMALES)

0071
P-18

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	39431	100.0	44.6	100	12413	100.0	14.0	100	12003	100.0	13.6	100	15015	100.0	17.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	11617	29.5	41.5	93	3477	28.0	12.4	89	3723	31.0	13.3	98	4417	29.4	15.8	93
NETWORK AFFILIATES - LATE		21966	9533	24.2	43.4	97	2961	23.9	13.5	96	2980	24.8	13.6	100	3592	23.9	16.4	96
INDEPENDENTS - LATE		2247	1093	2.8	48.6	109	380	3.1	16.9	121	294	2.4	13.1	96	419	2.8	18.6	110
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	5059	12.8	43.9	98	1679	13.5	14.6	104	1550	12.9	13.5	99	1830	12.2	15.9	94
ABC MONDAY NIGHT MOVIE	A	6879	3098	7.9	45.0	101	949	7.6	13.8	98	988	8.2	14.4	106	1161	7.7	16.9	99
ABC SUNDAY NIGHT MOVIE	A	13690	6192	15.7	45.2	101	2049	16.5	15.0	107	2005	16.7	14.6	108	2138	14.2	15.6	92
ABC WORLD NEWS TONIGHT	A	6589	2650	6.7	40.2	90	741	6.0	11.2	80	958	8.0	14.5	107	951	6.3	14.4	85
AFTERMASH	C	6391	2926	7.4	45.8	103	876	7.1	13.7	98	814	6.8	12.7	94	1236	8.2	19.3	114
ALICE	C	10273	4868	12.3	47.4	106	1572	12.7	15.3	109	1460	12.2	14.2	105	1836	12.2	17.9	105
AMERICAN PARADE	C	7130	2957	7.5	41.5	93	953	7.7	13.4	95	974	8.1	13.7	101	1030	6.9	14.4	85
BENSON	A	11665	5016	12.7	43.0	96	1649	13.3	14.1	101	1516	12.6	13.0	96	1852	12.3	15.9	94
BLUE THUNDER	A	5442	2407	6.1	44.2	99	603	4.9	11.1	79	872	7.3	16.0	118	932	6.2	17.1	101
CAGNEY & LACEY	C	10565	4652	11.8	44.0	99	1384	11.1	13.1	93	1487	12.4	14.1	104	1781	11.9	16.9	99
CBS EVENING NEWS-DEAN	C	3668	1660	4.2	45.3	102	514	4.1	14.0	100	624	5.2	17.0	125	522	3.5	14.2	84
CBS EVENING NEWS-RATHER	C	7561	3385	8.6	44.8	100	1099	8.9	14.5	104	999	8.3	13.2	97	1288	8.6	17.0	100
CBS SAT. NEWS-SCHIEFFER	C	3948	1752	4.4	44.4	100	518	4.2	13.1	94	603	5.0	15.3	113	631	4.2	16.0	94
CBS SATURDAY NIGHT MOVIE	C	5966	2812	7.1	47.1	106	908	7.3	15.2	108	1098	9.1	18.4	136	807	5.4	13.5	80
CBS WEDNESDAY NIGHT MOVIE	C	6529	2826	7.2	43.3	97	893	7.2	13.7	97	769	6.4	11.8	87	1164	7.8	17.8	105
CHEERS	N	9842	4723	12.0	48.0	108	1369	11.0	13.9	99	1456	12.1	14.8	109	1898	12.6	19.3	114
DALLAS	C	23935	11004	27.9	46.0	103	3143	25.3	13.1	94	3430	28.6	14.3	106	4431	29.5	18.5	109
DIFF'RENT STROKES	N	7574	3441	8.7	45.4	102	1147	9.2	15.1	108	950	7.9	12.5	92	1343	8.9	17.7	104
DOUBLE TROUBLE	N	7786	3342	8.5	42.9	96	1070	8.6	13.7	98	981	8.2	12.6	93	1291	8.6	16.6	98
DUCK FACTORY	N	6290	2984	7.6	47.4	106	843	6.8	13.4	96	952	7.9	15.1	112	1189	7.9	18.9	111
DUKES OF HAZZARD	C	6402	2746	7.0	42.9	96	844	6.8	13.2	94	922	7.7	14.4	106	980	6.5	15.3	90
DYNASTY	A	21955	9485	24.1	43.2	97	3017	24.3	13.7	98	3067	25.6	14.0	103	3401	22.7	15.5	91
FACTS OF LIFE	N	8898	4087	10.4	45.9	103	1219	9.8	13.7	98	1307	10.9	14.7	108	1560	10.4	17.5	103
FALCON CREST	C	21877	9858	25.0	45.1	101	2856	23.0	13.1	93	3239	27.0	14.8	109	3763	25.1	17.2	101
FALL GUY	A	10045	4224	10.7	42.1	94	1400	11.3	13.9	99	1266	10.5	12.6	93	1557	10.4	15.5	91
FAMILY TIES	N	8922	3894	9.9	43.6	98	1232	9.9	13.8	98	1170	9.7	13.1	97	1492	9.9	16.7	99
FANTASY ISLAND	A	8288	3595	9.1	43.4	97	1066	8.6	12.9	92	1104	9.2	13.3	98	1425	9.5	17.2	101
FOULUPS,BLEEPS & BLUNDERS	A	9891	4327	11.0	43.7	98	1295	10.4	13.1	93	1337	11.1	13.5	100	1695	11.3	17.1	101
FOUR SEASONS	C	5429	2587	6.6	47.7	107	816	6.6	15.0	107	751	6.3	13.8	102	1020	6.8	18.8	111
GIMME A BREAK	N	9646	3984	10.1	41.3	93	1135	9.1	11.8	84	1248	10.4	12.9	95	1601	10.7	16.6	98
HART TO HART	A	9983	4536	11.5	45.4	102	1425	11.5	14.3	102	1460	12.2	14.6	108	1651	11.0	16.5	97
HILL STREET BLUES	N	9688	4813	12.2	49.7	111	1565	12.6	16.2	115	1648	13.7	17.0	125	1599	10.6	16.5	97
HOTEL	A	15435	6545	16.6	42.4	95	2049	16.5	13.3	95	2093	17.4	13.6	100	2403	16.0	15.6	92
JEFFERSONS	C	10031	4565	11.6	45.5	102	1532	12.3	15.3	109	1331	11.1	13.3	98	1701	11.3	17.0	100
JENNIFER SLEPT HERE	N	6376	3148	8.0	49.4	111	1128	9.1	17.7	126	875	7.3	13.7	101	1146	7.6	18.0	106
KATE & ALLIE	C	9951	4537	11.5	45.6	102	1442	11.6	14.5	103	1600	13.3	16.1	119	1495	10.0	15.0	89
KNIGHT RIDER	N	7908	3708	9.4	46.9	105	1010	8.1	12.8	91	1257	10.5	15.9	117	1441	9.6	18.2	107
LOVE BOAT	A	13226	6136	15.6	46.4	104	1732	14.0	13.1	93	2213	18.4	16.7	123	2190	14.6	16.6	98
MAGNUM PI	C	12105	5516	14.0	45.6	102	1746	14.1	14.4	103	1602	13.3	13.2	98	2168	14.4	17.9	106
MAMA'S FAMILY	N	6364	2759	7.0	43.4	97	805	6.5	12.6	90	805	6.7	12.6	93	1150	7.7	18.1	106
MASTER, THE	N	3955	1716	4.4	43.4	97	504	4.1	12.7	91	573	4.8	14.5	107	639	4.3	16.2	95
MATT HOUSTON	A	6903	3117	7.9	45.2	101	872	7.0	12.6	90	998	8.3	14.5	107	1246	8.3	18.1	106
NBC MONDAY NIGHT MOVIE	N	13443	6093	15.5	45.3	102	1944	15.7	14.5	103	1900	15.8	14.1	104	2249	15.0	16.7	99
NBC NIGHTLY NEWS	N	5585	2334	5.9	41.8	94	690	5.6	12.4	88	769	6.4	13.8	101	875	5.8	15.7	92
NBC NIGHTLY NEWS-SAT	N	3688	1474	3.7	40.0	90	411	3.3	11.1	79	554	4.6	15.0	111	510	3.4	13.8	81
NBC NIGHTLY NEWS-SUN	N	3310	1395	3.5	42.1	95	331	2.7	10.0	71	569	4.7	17.2	127	494	3.3	14.9	88
NBC SUNDAY NIGHT MOVIE	N	9238	4080	10.3	44.2	99	1204	9.7	13.0	93	1288	10.7	13.9	103	1588	10.6	17.2	101
NEWHART	C	9876	4456	11.3	45.1	101	1382	11.1	14.0	100	1437	12.0	14.6	107	1637	10.9	16.6	98
ONE DAY AT A TIME	C	7954	3811	9.7	47.9	107	1087	8.8	13.7	97	1238	10.3	15.6	115	1486	9.9	18.7	110
PEOPLE ARE FUNNY	N	5182	2331	5.9	45.0	101	651	5.2	12.6	90	602	5.0	11.6	86	1079	7.2	20.8	123
REAL PEOPLE	N	9674	4382	11.1	45.3	102	1259	10.1	13.0	93	1423	11.9	14.7	108	1700	11.3	17.6	104
REMINGTON STEELE	N	8511	3819	9.7	44.9	101	1208	9.7	14.2	101	1202	10.0	14.1	104	1410	9.4	16.6	98
RIPLEY'S BELIEVE IT - NOT	A	5656	2762	7.0	48.8	110	889	7.2	15.7	112	775	6.5	13.7	101	1098	7.3	19.4	114
RIPTIDE	N	7718	3396	8.6	44.0	99	998	8.0	12.9	92	1048	8.7	13.6	100	1350	9.0	17.5	103
SCARECROW & MRS. KING	C	11058	5121	13.0	46.3	104	1753	14.1	15.9	113	1461	12.2	13.2	97	1907	12.7	17.2	102
SIMON & SIMON	C	11615	5085	12.9	43.8	98	1464	11.8	12.6	90	1610	13.4	13.9	102	2011	13.4	17.3	102
60 MINUTES	C	14326	6508	16.5	45.4	102	2011	16.2	14.0	100	2152	17.9	15.0	111	2345	15.6	16.4	96
ST. ELSEWHERE	N	7670	3779	9.6	49.3	111	1125	9.1	14.7	105	1351	11.3	17.6	130	1303	8.7	17.0	100
THREE'S COMPANY	A	12068	5404	13.7	44.8	100	1681	13.5	13.9	99	1743	14.5	14.4	106	1980	13.2	16.4	97
T.J. HOOKER	A	9735	4174	10.6	42.9	96	1223	9.9	12.6	90	1445	12.0	14.8	109	1506	10.0	15.5	91
TONIGHT SHOW	N	2531	1040	2.6	41.1	92	319	2.6	12.6	90	350	2.9	13.8	102	371	2.5	14.7	86
TRAPPER JOHN, M.D.	C	10374	4721	12.0	45.5	102	1414	11.4	13.6	97	1486	12.4	14.3	106	1821	12.1	17.6	103
TV BLOOPERS & PRAC. JOKES	N	9795	4504	11.4	46.0	103	1174	9.5	12.0	85	1378	11.5	14.1	104	1952	13.0	19.9	117
20/20	A	10009	4459	11.3	44.5	100	1386	11.2	13.8	99	1288	10.7	12.9	95	1784	11.9	17.8	105
WEBSTER	A	11934	5319	13.5	44.6	100	1734	14.0	14.5	104	1605	13.4	13.4	99	1980	13.2	16.6	98
WORLD NEWS - SUN	A	3291	1545	3.9	46.9	105	574	4.6	17.4	124	508	4.2	15.4	114	463	3.1	14.1	83
YELLOW ROSE	N	5196	2249	5.7	43.3	97	780	6.3	15.0	107	570	4.7	11.0	81	899	6.0	17.3	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	4993	12.7	52.3	117	1746	14.1	18.3	130	1543	12.9	16.2	119	1703	11.3	17.8	105
BASKETBALL - COLLEGE GAMES		4414	2534	6.4	57.4	129	863	7.0	19.6	139	484	4.0	11.0	81	1188	7.9	26.9	159
BASKETBALL - PRO GAMES		3876	2028	5.1	52.3	117	*488	3.9	12.6	90	490	4.1	12.6	93	1051	7.0	27.1	160
BOWLING		4056	2119	5.4	52.2	117	570	4.6	14.1	100	578	4.8	14.3	105	972	6.5	24.0	141
BOXING		4154	2030	5.1	48.9	110	600	4.8	14.4	103	*480	4.0	11.6	85	950	6.3	22.9	135
FOOTBALL - COLLEGE GAMES		6754	3518	8.9	52.1	117	1113	9.0	16.5	117	754	6.3	11.2	82	1651	11.0	24.4	144
FOOTBALL - PRO GAMES		12364	6237	15.8	50.4	113	2013	16.2	16.3	116	1408	11.7	11.4	84	2816	18.8	22.8	134
GOLF		3615	1964	5.0	54.3	122	620	5.0	17.2	122	*596	5.0	16.5	122	748	5.0	20.7	122
POST-SEASON COLL. FOOTBALL		5296	2779	7.0	52.5	118	831	6.7	15.7	112	610	5.1	11.5	85	1337	8.9	25.2	149
POST-SEASON PRO FOOTBALL		6693	3396	8.6	50.7	114	1000	8.1	14.9	106	1000	8.3	14.9	110	1397	9.3	20.9	123
TENNIS		3281	1790	4.5	54.6	122	*547	4.4	16.7	119	*540	4.5	16.5	121	703	4.7	21.4	126
WRESTLING - PROFESSIONAL		3672	1492	3.8	40.6	91	*514	4.1	14.0	100	*506	4.2	13.8	102	*472	3.1	12.9	76

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED) - KINDS & TYPES
(ADULTS)

0072
P-18

	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	40986	100.0	24.4	100	42834	100.0	25.5	100	48004	100.0	28.6	100	47484	100.0	28.3	100
MALES	79263	16470	40.2	20.8	85	17720	41.4	22.4	88	19257	40.1	24.3	85	19451	41.0	24.5	87
FEMALES	88464	24516	59.8	27.7	113	25114	58.6	28.4	111	28748	59.9	32.5	114	28033	59.0	31.7	112
18 - 24	28671	6582	16.1	23.0	94	7972	18.6	27.8	109	8681	18.1	30.3	106	7821	16.5	27.3	96
25 - 34	39536	10452	25.5	26.4	108	11988	28.0	30.3	119	12527	26.1	31.7	111	11477	24.2	29.0	103
35 - 44	28978	7590	18.5	26.2	107	8442	19.7	29.1	114	9242	19.3	31.9	111	9033	19.0	31.2	110
45 - 54	22345	6123	14.9	27.4	112	5708	13.3	25.5	100	6433	13.4	28.8	101	7162	15.1	32.1	113
55 - 64	22224	5470	13.3	24.6	101	4922	11.5	22.1	87	5875	12.2	26.4	92	6322	13.3	28.4	100
65 OR OLDER	25973	4769	11.6	18.4	75	3803	8.9	14.6	57	5246	10.9	20.2	71	5670	11.9	21.8	77
18 - 34	68207	17034	41.6	25.0	102	19959	46.6	29.3	115	21208	44.2	31.1	109	19297	40.6	28.3	100
18 - 49	108058	27606	67.4	25.5	105	31280	73.0	28.9	113	33593	70.0	31.1	109	31815	67.0	29.4	104
25 - 54	90859	24164	59.0	26.6	109	26138	61.0	28.8	113	28202	58.7	31.0	108	27671	58.3	30.5	108
35 - 49	39851	10572	25.8	26.5	109	11321	26.4	28.4	111	12385	25.8	31.1	109	12518	26.4	31.4	111
50 OR OLDER	59669	13380	32.6	22.4	92	11554	27.0	19.4	76	14412	30.0	24.2	84	15669	33.0	26.3	93
GRADUATED COLLEGE	28091	8086	19.7	28.8	118	9578	22.4	34.1	134	9891	20.6	35.2	123	9270	19.5	33.0	117
ATTENDED COLLEGE	28938	7947	19.4	27.5	112	9535	22.3	32.9	129	9838	20.5	34.0	119	9257	19.5	32.0	113
GRADUATED HIGH SCHOOL	65503	16604	40.5	25.3	104	16201	37.8	24.7	97	18692	38.9	28.5	100	18846	39.7	28.8	102
DID NOT GRADUATE HIGH SCHOOL	45195	8348	20.4	18.5	76	7520	17.6	16.6	65	9582	20.0	21.2	74	10111	21.3	22.4	79
EMPLOYED MALES	56429	12332	30.1	21.9	89	14136	33.0	25.1	98	14747	30.7	26.1	91	14877	31.3	26.4	93
EMPLOYED FEMALES	43971	13479	32.9	30.7	125	15364	35.9	34.9	137	16764	34.9	38.1	133	15426	32.5	35.1	124
EMPLOYED FULL-TIME	87773	22365	54.6	25.5	104	25574	59.7	29.1	114	27463	57.2	31.3	109	26123	55.0	29.8	105
EMPLOYED PART-TIME	12627	3446	8.4	27.3	112	3926	9.2	31.1	122	4048	8.4	32.1	112	4180	8.8	33.1	117
NOT EMPLOYED	67327	15175	37.0	22.5	92	13334	31.1	19.8	78	16493	34.4	24.5	86	17181	36.2	25.5	90
PROFESSIONAL/MANAGER	25845	8022	19.6	31.0	127	9647	22.5	37.3	146	9809	20.4	38.0	133	9331	19.7	36.1	128
TECH/CLERICAL/SALES	30895	8582	20.9	27.8	114	10190	23.8	33.0	129	10966	22.8	35.5	124	10321	21.7	33.4	118
PRECISION/CRAFT	12629	2717	6.6	21.5	88	2660	6.2	21.1	82	2994	6.2	23.7	83	2950	6.2	23.4	83
OTHER EMPLOYED	31031	6489	15.8	20.9	86	7004	16.4	22.6	88	7741	16.1	24.9	87	7700	16.2	24.8	88
SINGLE	35557	8005	19.5	22.5	92	10042	23.4	28.2	111	10765	22.4	30.3	106	9766	20.6	27.5	97
MARRIED	103585	26876	65.6	25.9	106	26535	61.9	25.6	100	29915	62.3	28.9	101	30621	64.5	29.6	104
DIVORCED/SEPARATED/WIDOWED	28585	6105	14.9	21.4	87	6257	14.6	21.9	86	7325	15.3	25.6	90	7098	14.9	24.8	88
PARENTS	59295	15686	38.3	26.5	108	16837	39.3	28.4	111	18323	38.2	30.9	108	18009	37.9	30.4	107
WHITE	146081	37107	90.5	25.4	104	38666	90.3	26.5	104	43251	90.1	29.6	103	42549	89.6	29.1	103
BLACK	17974	3228	7.9	18.0	73	3049	7.1	17.0	66	3771	7.9	21.0	73	3927	8.3	21.8	77
OTHER	3672	*650	1.6	17.7	72	1119	2.6	30.5	119	982	2.0	26.7	93	1008	2.1	27.5	97
NORTHEAST-CENSUS	37005	9807	23.9	26.5	108	7902	18.4	21.4	84	10238	21.3	27.7	97	10360	21.8	28.0	99
NORTH CENTRAL	42642	12403	30.3	29.1	119	10687	24.9	25.1	98	13491	28.1	31.6	111	12940	27.3	30.3	107
SOUTH	56777	13427	32.8	23.6	97	12360	28.9	21.8	85	14468	30.1	25.5	89	14498	30.5	25.5	90
WEST	31303	5350	13.1	17.1	70	11885	27.7	38.0	149	9809	20.4	31.3	109	9687	20.4	30.9	109
NORTHEAST-MKTG.	38125	10017	24.4	26.3	108	8758	20.4	23.0	90	10909	22.7	28.6	100	11043	23.3	29.0	102
EAST CENTRAL	24794	8122	19.8	32.8	134	4934	11.5	19.9	78	7381	15.4	29.8	104	7500	15.8	30.2	107
WEST CENTRAL	28511	6960	17.0	24.4	100	8259	19.3	29.0	113	9060	18.9	31.8	111	8364	17.6	29.3	104
SOUTH	48953	11157	27.2	22.8	93	10388	24.3	21.2	83	12069	25.1	24.7	86	11934	25.1	24.4	86
PACIFIC	27344	4730	11.5	17.3	71	10495	24.5	38.4	150	8586	17.9	31.4	110	8643	18.2	31.6	112
COUNTY SIZE A	69301	16257	39.7	23.5	96	18597	43.4	26.8	105	20156	42.0	29.1	102	20041	42.2	28.9	102
COUNTY SIZE B	50633	13622	33.2	26.9	110	12974	30.3	25.6	100	14732	30.7	29.1	102	14910	31.4	29.4	104
COUNTY SIZE C	26259	6035	14.7	23.0	94	6801	15.9	25.9	101	7489	15.6	28.5	100	7280	15.3	27.7	98
COUNTY SIZE D	21534	5072	12.4	23.6	96	4462	10.4	20.7	81	5628	11.7	26.1	91	5253	11.1	24.4	86
METRO CENTRAL CITY	50014	11305	27.6	22.6	93	13123	30.6	26.2	103	13701	28.5	27.4	96	13821	29.1	27.6	98
METRO SUBURBAN	76832	20706	50.5	26.9	110	20979	49.0	27.3	107	23925	49.8	31.1	109	23788	50.1	31.0	109
NON METRO	40881	8975	21.9	22.0	90	8732	20.4	21.4	84	10378	21.6	25.4	89	9875	20.8	24.2	85
TOP 5 ADI'S	39550	8960	21.9	22.7	93	10676	24.9	27.0	106	11200	23.3	28.3	99	11379	24.0	28.8	102
TOP 10 ADI'S	54877	12806	31.2	23.3	95	14330	33.5	26.1	102	15304	31.9	27.9	97	15826	33.3	28.8	102
TOP 20 ADI'S	77516	17970	43.8	23.2	95	20539	48.0	26.5	104	22066	46.0	28.5	99	22309	47.0	28.8	102
HSHLD INC. $50,000 OR MORE	17257	5169	12.6	30.0	123	5992	14.0	34.7	136	6542	13.6	37.9	132	6237	13.1	36.1	128
$40,000 OR MORE	33235	10047	24.5	30.2	124	11564	27.0	34.8	136	12419	25.9	37.4	131	11883	25.0	35.8	126
$30,000 OR MORE	59693	17357	42.3	29.1	119	19557	45.7	32.8	128	21008	43.8	35.2	123	20415	43.0	34.2	121
$25,000 OR MORE	76275	21644	52.8	28.4	116	24331	56.8	31.9	125	26091	54.4	34.2	120	25375	53.4	33.3	118
$20,000 - $24,999	18607	4477	10.9	24.1	98	4509	10.5	24.2	95	5139	10.7	27.6	97	4925	10.4	26.5	93
$15,000 - $19,999	17175	4099	10.0	23.9	98	4231	9.9	24.6	96	4649	9.7	27.1	95	4691	9.9	27.3	96
$10,000 - $14,999	24569	5512	13.4	22.4	92	4765	11.1	19.4	76	6173	12.9	25.1	88	6105	12.9	24.8	88
UNDER $10,000	31101	5254	12.8	16.9	69	4998	11.7	16.1	63	5953	12.4	19.1	67	6388	13.5	20.5	73
HOUSEHOLD OF 1 PERSON	19441	3701	9.0	19.0	78	4135	9.7	21.3	83	4758	9.9	24.5	86	4615	9.7	23.7	84
2 PEOPLE	51803	12081	29.5	23.3	95	12625	29.5	24.4	95	14001	29.2	27.0	94	14204	29.9	27.4	97
3 OR 4 PEOPLE	66933	17572	42.9	26.3	107	17927	41.9	26.8	105	20135	41.9	30.1	105	19680	41.4	29.4	104
5 OR MORE PEOPLE	29550	7633	18.6	25.8	106	8147	19.0	27.6	108	9110	19.0	30.8	108	8985	18.9	30.4	107
NO CHILD IN HSHLD	96587	22274	54.3	23.1	94	22798	53.2	23.6	92	26118	54.4	27.0	94	26044	54.8	27.0	95
CHILD(REN) UNDER 2 YRS	10844	2552	6.2	23.5	96	2708	6.3	25.0	98	2802	5.8	25.8	90	2879	6.1	26.5	94
2 - 5 YEARS	26358	6617	16.1	25.1	103	6914	16.1	26.2	103	7314	15.2	27.7	97	7292	15.4	27.7	98
6 - 11 YEARS	30453	8053	19.6	26.4	108	8535	19.9	28.0	110	9558	19.9	31.4	110	9146	19.3	30.0	106
12 - 17 YEARS	36575	9704	23.7	26.5	109	10200	23.8	27.9	109	11593	24.2	31.7	111	11479	24.2	31.4	111
RESIDENCE OWNED	117770	30788	75.1	26.1	107	30905	72.2	26.2	103	35342	73.6	30.0	105	34948	73.6	29.7	105
VALUE: $50,000 OR MORE	70166	19588	47.8	27.9	114	21300	49.7	30.4	119	23548	49.1	33.6	117	23085	48.6	32.9	116
VALUE: UNDER $50,000	47604	11200	27.3	23.5	96	9606	22.4	20.2	79	11793	24.6	24.8	87	11864	25.0	24.9	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED) - KINDS & TYPES
(ADULTS)

0073
P-18

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS		167727	40986	100.0	24.4	100	42834	100.0	25.5	100	48004	100.0	28.6	100	47484	100.0	28.3	100
MAGAZINES	QUINTILE 1	34022	9991	24.4	29.4	120	10949	25.6	32.2	126	12010	25.0	35.3	123	11556	24.3	34.0	120
	QUINTILE 2	34800	9516	23.2	27.3	112	10282	24.0	29.5	116	11446	23.8	32.9	115	10998	23.2	31.6	112
	QUINTILE 3	30514	7187	17.5	23.6	96	7081	16.5	23.2	91	8063	16.8	26.4	92	7950	16.7	26.1	92
	QUINTILE 4	33324	7761	18.9	23.3	95	7944	18.5	23.8	93	8840	18.4	26.5	93	9000	19.0	27.0	95
	QUINTILE 5	35066	6530	15.9	18.6	76	6578	15.4	18.8	73	7645	15.9	21.8	76	7979	16.8	22.8	80
NEWSPAPERS	QUINTILE 1	29107	8419	20.5	28.9	118	8030	18.7	27.6	108	9494	19.8	32.6	114	9457	19.9	32.5	115
	QUINTILE 2	49095	12842	31.3	26.2	107	13506	31.5	27.5	108	14911	31.1	30.4	106	15138	31.9	30.8	109
	QUINTILE 3	23107	5856	14.3	25.3	104	6382	14.9	27.6	108	6840	14.2	29.6	103	6597	13.9	28.5	101
	QUINTILE 4	33556	7865	19.2	23.4	96	8348	19.5	24.9	97	9227	19.2	27.5	96	9079	19.1	27.1	96
	QUINTILE 5	32863	6004	14.6	18.3	75	6568	15.3	20.0	78	7532	15.7	22.9	80	7213	15.2	21.9	78
OUTDOOR	QUINTILE 1	33431	8739	21.3	26.1	107	9483	22.1	28.4	111	10734	22.4	32.1	112	10184	21.4	30.5	108
	QUINTILE 2	33478	8056	19.7	24.1	98	9299	21.7	27.8	109	9527	19.8	28.5	99	9515	20.0	28.4	100
	QUINTILE 3	33574	8192	20.0	24.4	100	8520	19.9	25.4	99	9798	20.4	29.2	102	9579	20.2	28.5	101
	QUINTILE 4	33935	8689	21.2	25.6	105	8403	19.6	24.8	97	9611	20.0	28.3	99	9423	19.8	27.8	98
	QUINTILE 5	33310	7310	17.8	21.9	90	7129	16.6	21.4	84	8335	17.4	25.0	87	8785	18.5	26.4	93
RADIO-DRIVE TIME	QUINTILE 1	33136	8802	21.5	26.6	109	8860	20.7	26.7	105	9704	20.2	29.3	102	10000	21.1	30.2	107
	QUINTILE 2	31658	8026	19.6	25.4	104	8370	19.5	26.4	104	9482	19.8	30.0	105	9506	20.0	30.0	106
	QUINTILE 3	32541	8144	19.9	25.0	102	9004	21.0	27.7	108	9809	20.4	30.1	105	9909	20.9	30.5	108
	QUINTILE 4	34247	8264	20.2	24.1	99	9021	21.1	26.3	103	10303	21.5	30.1	105	9316	19.6	27.2	96
	QUINTILE 5	36144	7749	18.9	21.4	88	7578	17.7	21.0	82	8707	18.1	24.1	84	8753	18.4	24.2	86
RADIO-MID-DAY	TERCILE 1	45037	11583	28.3	25.7	105	11827	27.6	26.3	103	13051	27.2	29.0	101	13387	28.2	29.7	105
	TERCILE 2	44819	11296	27.6	25.2	103	11248	26.3	25.1	98	13021	27.1	29.1	102	12881	27.1	28.7	102
	TERCILE 3	77872	18107	44.2	23.3	95	19759	46.1	25.4	99	21932	45.7	28.2	98	21216	44.7	27.2	96
RADIO-TOTAL	QUINTILE 1	33763	8651	21.1	25.6	105	9017	21.1	26.7	105	9796	20.4	29.0	101	10297	21.7	30.5	108
	QUINTILE 2	33240	8608	21.0	25.9	106	8688	20.3	26.1	102	9936	20.7	29.9	104	9460	19.9	28.5	101
	QUINTILE 3	33408	8458	20.6	25.3	104	9345	21.8	28.0	110	10331	21.5	30.9	108	10312	21.7	30.9	109
	QUINTILE 4	34792	8440	20.6	24.3	99	9106	21.3	26.2	102	10214	21.3	29.4	103	9683	20.4	27.8	98
	QUINTILE 5	32524	6829	16.7	21.0	86	6678	15.6	20.5	80	7727	16.1	23.8	83	7733	16.3	23.8	84
TV-PRIME TIME	QUINTILE 1	33090	7850	19.2	23.7	97	7640	17.8	23.1	90	8978	18.7	27.1	95	9464	19.9	28.6	101
	QUINTILE 2	33357	8842	21.6	26.5	108	8682	20.3	26.0	102	9664	20.1	29.0	101	10101	21.3	30.3	107
	QUINTILE 3	33980	8915	21.8	26.2	107	9302	21.7	27.4	107	10480	21.8	30.8	108	9836	20.7	28.9	102
	QUINTILE 4	33854	8475	20.7	25.0	102	8985	21.0	26.5	104	10130	21.1	29.9	105	9771	20.6	28.9	102
	QUINTILE 5	33444	6904	16.8	20.6	84	8226	19.2	24.6	96	8752	18.2	26.2	91	8312	17.5	24.9	88
TV-DAYTIME	TERCILE 1	49121	11987	29.2	24.4	100	11119	26.0	22.6	89	13201	27.5	26.9	94	13445	28.3	27.4	97
	TERCILE 2	48823	12362	30.2	25.3	104	12254	28.6	25.1	98	14291	29.8	29.3	102	13931	29.3	28.5	101
	TERCILE 3	69782	16637	40.6	23.8	98	19461	45.4	27.9	109	20513	42.7	29.4	103	20108	42.3	28.8	102
TV-TOTAL	QUINTILE 1	33584	8077	19.7	24.1	98	6929	16.2	20.6	81	8772	18.3	26.1	91	9064	19.1	27.0	95
	QUINTILE 2	33441	8100	19.8	24.2	99	8221	19.2	24.6	96	9239	19.2	27.6	97	9537	20.1	28.5	101
	QUINTILE 3	33505	8476	20.7	25.3	104	9507	22.2	28.4	111	10213	21.3	30.5	107	10171	21.4	30.4	107
	QUINTILE 4	33466	8643	21.1	25.8	106	9306	21.7	27.8	109	10247	21.3	30.6	107	9806	20.7	29.3	104
	QUINTILE 5	33731	7691	18.8	22.8	93	8871	20.7	26.3	103	9534	19.9	28.3	99	8907	18.8	26.4	93
MAGAZINES-NEWSPAPERS: DUAL		44503	13369	32.6	30.0	123	13754	32.1	30.9	121	15737	32.8	35.4	124	15111	31.8	34.0	120
MAGAZINE IMPERATIVE		39363	9525	23.2	24.2	99	10986	25.6	27.9	109	11689	24.4	29.7	104	11260	23.7	28.6	101
NEWSPAPER IMPERATIVE		46441	10912	26.6	23.5	96	10854	25.3	23.4	92	12095	25.2	26.0	91	12721	26.8	27.4	97
MAGAZINES-OUTDOOR: DUAL		33726	9462	23.1	28.1	115	10696	25.0	31.7	124	11634	24.2	34.5	121	11159	23.5	33.1	117
MAGAZINE IMPERATIVE		52846	14401	35.1	27.3	112	14487	33.8	27.4	107	16502	34.4	31.2	109	16152	34.0	30.6	108
OUTDOOR IMPERATIVE		52140	11252	27.5	21.6	88	12275	28.7	23.5	92	13434	28.0	25.8	90	13364	28.1	25.6	91
MAGAZINES-RADIO: DUAL		37081	10399	25.4	28.0	115	11340	26.5	30.6	120	12481	26.0	33.7	118	12100	25.5	32.6	115
MAGAZINE IMPERATIVE		49747	13126	32.0	26.4	108	14042	32.8	28.2	111	15670	32.6	31.5	110	14950	31.5	30.1	106
RADIO IMPERATIVE		49208	11201	27.3	22.8	93	11275	26.3	22.9	90	12685	26.4	25.8	90	13092	27.6	26.6	94
MAGAZINES-TELEVISION: DUAL		33103	9168	22.4	27.7	113	8873	20.7	26.8	105	10364	21.6	31.3	109	10018	21.1	30.3	107
MAGAZINE IMPERATIVE		54575	14809	36.1	27.1	111	16840	39.3	30.9	121	18155	37.8	33.3	116	17292	36.4	31.7	112
TELEVISION IMPERATIVE		53249	11529	28.1	21.7	89	11101	25.9	20.8	82	13013	27.1	24.4	85	13571	28.6	25.5	90
NEWSPAPERS-OUTDOOR: DUAL		36255	10197	24.9	28.1	115	10744	25.1	29.6	116	11728	24.4	32.3	113	11573	24.4	31.9	113
NEWSPAPER IMPERATIVE		55591	14610	35.6	26.3	108	14466	33.8	26.0	102	16596	34.6	29.9	104	16947	35.7	30.5	108
OUTDOOR IMPERATIVE		48319	10522	25.7	21.8	89	12450	29.1	25.8	101	13465	28.0	27.9	97	12575	26.5	26.0	92
NEWSPAPERS-RADIO: DUAL		37242	10609	25.9	28.5	117	10669	24.9	28.6	112	11954	24.9	32.1	112	12170	25.6	32.7	115
NEWSPAPER IMPERATIVE		54423	14030	34.2	25.8	105	14733	34.4	27.1	106	16630	34.6	30.6	107	16432	34.6	30.2	107
RADIO IMPERATIVE		46650	10470	25.5	22.4	92	11514	26.9	24.7	97	12643	26.3	27.1	95	12365	26.0	26.5	94
NEWSPAPERS-TELEVISION: DUAL		35974	9692	23.6	26.9	110	8539	19.9	23.7	93	10789	22.5	30.0	105	10445	22.0	29.0	103
NEWSPAPER IMPERATIVE		56095	15263	37.2	27.2	111	17053	39.8	30.4	119	18025	37.5	32.1	112	18129	38.2	32.3	114
TELEVISION IMPERATIVE		47170	10181	24.8	21.6	88	11011	25.7	23.3	91	12030	25.1	25.5	89	12430	26.2	26.4	93
OUTDOOR-RADIO: DUAL		33748	8384	20.5	24.8	102	9808	22.9	29.1	114	10173	21.2	30.1	105	10134	21.3	30.0	106
OUTDOOR IMPERATIVE		52785	12962	31.6	24.6	100	13785	32.2	26.1	102	15413	32.1	29.2	102	15077	31.8	28.6	101
RADIO IMPERATIVE		52882	13706	33.4	25.9	106	13282	31.0	25.1	98	15496	32.3	29.3	102	15666	33.0	29.6	105
OUTDOOR-TELEVISION: DUAL		32030	7825	19.1	24.4	100	7911	18.5	24.7	97	8945	18.6	27.9	98	9524	20.1	29.7	105
OUTDOOR IMPERATIVE		54626	13797	33.7	25.3	103	16188	37.8	29.6	116	17207	35.8	31.5	110	16034	33.8	29.4	104
TELEVISION IMPERATIVE		54874	13396	32.7	24.4	100	12457	29.1	22.7	89	14915	31.1	27.2	95	15040	31.7	27.4	97
RADIO-TELEVISION: DUAL		33386	8553	20.9	25.6	105	8331	19.4	25.0	98	9612	20.0	28.8	101	9791	20.6	29.3	104
RADIO IMPERATIVE		53810	13682	33.4	25.4	104	15325	35.8	28.5	112	16364	34.1	30.4	106	16094	33.9	29.9	106
TELEVISION IMPERATIVE		54023	12572	30.7	23.3	95	12591	29.4	23.3	91	14627	30.5	27.1	95	14862	31.3	27.5	97

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED) - KINDS & TYPES
(ADULTS)

0074
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	40986	100.0	24.4	100	42834	100.0	25.5	100	48004	100.0	28.6	100	47484	100.0	28.3	100
ATLANTIC MONTHLY	867	209	0.5	24.1	99	*185	0.4	21.3	84	253	0.5	29.2	102	*228	0.5	26.3	93
BARRON'S	1580	527	1.3	33.4	136	503	1.2	31.8	125	585	1.2	37.0	129	477	1.0	30.2	107
BETTER HOMES & GARDENS	22203	6857	16.7	30.9	126	6508	15.2	29.3	115	7664	16.0	34.5	121	7574	16.0	34.1	120
BON APPETIT	3810	1168	2.8	30.7	125	1526	3.6	40.1	157	1589	3.3	41.7	146	1486	3.1	39.0	138
BUSINESS WEEK	4663	1312	3.2	28.1	115	1288	3.0	27.6	108	1455	3.0	31.2	109	1439	3.0	30.9	109
CAR AND DRIVER	3102	607	1.5	19.6	80	898	2.1	28.9	113	865	1.8	27.9	97	821	1.7	26.5	93
CBS MAGAZINE NETWORK (GROSS)	7311	1857	4.5	25.4	104	2324	5.4	31.8	124	2437	5.1	33.3	116	2296	4.8	31.4	111
CHANGING TIMES	3400	1023	2.5	30.1	123	1159	2.7	34.1	133	1289	2.7	37.9	132	1286	2.7	37.8	134
COLONIAL HOMES	1796	566	1.4	31.5	129	582	1.4	32.4	127	651	1.4	36.2	127	594	1.3	33.1	117
CONDE NAST MAG. PKG. (GROSS)	19924	6196	15.1	31.1	127	7200	16.8	36.1	142	7634	15.9	38.3	134	7305	15.4	36.7	130
CONSUMERS DIGEST	3125	791	1.9	25.3	104	887	2.1	28.4	111	1095	2.3	35.0	122	989	2.1	31.6	112
COSMOPOLITAN	10577	2969	7.2	28.1	115	3593	8.4	34.0	133	3921	8.2	37.1	130	3342	7.0	31.6	112
COUNTRY LIVING	3746	1334	3.3	35.6	146	1103	2.6	29.4	115	1276	2.7	34.1	119	1368	2.9	36.5	129
CUISINE	2214	627	1.5	28.3	116	762	1.8	34.4	135	740	1.5	33.4	117	711	1.5	32.1	113
CYCLE WORLD	2394	622	1.5	26.0	106	644	1.5	26.9	105	678	1.4	28.3	99	763	1.6	31.9	113
DCI:CREATIVE IDEAS FOR LIV	3068	901	2.2	29.4	120	810	1.9	26.4	103	961	2.0	31.3	109	1018	2.1	33.2	117
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2802	6.8	29.3	120	2755	6.4	28.8	113	3159	6.6	33.1	116	3149	6.6	33.0	116
DISCOVER	2277	645	1.6	28.3	116	725	1.7	31.8	125	737	1.5	32.4	113	766	1.6	33.6	119
EBONY	7187	1605	3.9	22.3	91	1471	3.4	20.5	80	1800	3.7	25.0	88	1872	3.9	26.0	92
ESQUIRE	2560	708	1.7	27.7	113	725	1.7	28.3	111	810	1.7	31.6	111	665	1.4	26.0	92
ESSENCE	3242	731	1.8	22.5	92	738	1.7	22.8	89	868	1.8	26.8	94	940	2.0	29.0	102
FAMILY CIRCLE	19639	6303	15.4	32.1	131	6171	14.4	31.4	123	7309	15.2	37.2	130	6873	14.5	35.0	124
THE FAMILY HANDYMAN	3540	942	2.3	26.6	109	896	2.1	25.3	99	1119	2.3	31.6	110	1127	2.4	31.8	112
FAMILY WEEKLY	23924	6130	15.0	25.6	105	6596	15.4	27.6	108	7275	15.2	30.4	106	7081	14.9	29.6	105
FIELD & STREAM	9883	2423	5.9	24.5	100	2325	5.4	23.5	92	2634	5.5	26.7	93	2637	5.6	26.7	94
FOOD & WINE	1030	279	0.7	27.1	111	316	0.7	30.7	120	322	0.7	31.3	109	382	0.8	37.1	131
FORBES	2679	871	2.1	32.5	133	779	1.8	29.1	114	973	2.0	36.3	127	915	1.9	34.2	121
FORTUNE	2931	944	2.3	32.2	132	1056	2.5	36.0	141	1280	2.7	43.7	153	1019	2.1	34.8	123
GENTLEMEN'S QUARTERLY	3481	831	2.0	23.9	98	1037	2.4	29.8	117	1079	2.2	31.0	108	1049	2.2	30.1	106
GLAMOUR	7163	2236	5.5	31.2	128	2773	6.5	38.7	152	2841	5.9	39.7	139	2818	5.9	39.3	139
GOLF DIGEST	2355	640	1.6	27.2	111	721	1.7	30.6	120	797	1.7	33.8	118	779	1.6	33.1	117
GOLF DIGEST/TENNIS (GROSS)	3610	954	2.3	26.4	108	1076	2.5	29.8	117	1225	2.6	33.9	119	1217	2.6	33.7	119
GOLF MAGAZINE	2046	561	1.4	27.4	112	635	1.5	31.0	122	698	1.5	34.1	119	716	1.5	35.0	124
GOLF MAGAZINE/SKI (GROSS)	3547	887	2.2	25.0	102	1107	2.6	31.2	122	1151	2.4	32.4	113	1124	2.4	31.7	112
GOOD HOUSEKEEPING	20353	6680	16.3	32.8	134	6337	14.8	31.1	122	7600	15.8	37.3	130	7325	15.4	36.0	127
HARPER'S BAZAAR	3362	1039	2.5	30.9	126	1209	2.8	36.0	141	1283	2.7	38.2	133	1207	2.5	35.9	127
HEALTH	2987	869	2.1	29.1	119	944	2.2	31.6	124	1046	2.2	35.0	122	1081	2.3	36.2	128
HEARST MAG CORP. BUY (GROSS)	67928	20650	50.4	30.4	124	21014	49.1	30.9	121	24006	50.0	35.3	123	22684	47.8	33.4	118
HEARST MAN POWER (GROSS)	11282	2755	6.7	24.4	100	2900	6.8	25.7	101	3232	6.7	28.6	100	3032	6.4	26.9	95
HEARST WOMAN POWER (GROSS)	40514	12876	31.4	31.8	130	12983	30.3	32.0	125	14985	31.2	37.0	129	14115	29.7	34.8	123
HOUSE BEAUTIFUL	4885	1487	3.6	30.4	125	1543	3.6	31.6	124	1733	3.6	35.5	124	1648	3.5	33.7	119
INC.	1308	428	1.0	32.7	134	389	0.9	29.7	116	486	1.0	37.2	130	379	0.8	29.0	102
JET	6498	1359	3.3	20.9	86	1140	2.7	17.5	69	1433	3.0	22.1	77	1623	3.4	25.0	88
LADIES' HOME JOURNAL	14797	4975	12.1	33.6	138	4701	11.0	31.8	124	5348	11.1	36.1	126	5417	11.4	36.6	129
LHJ FAMILY GRP COMBO(GROSS)	21743	7228	17.6	33.2	136	6984	16.3	32.1	126	7865	16.4	36.2	126	7993	16.8	36.8	130
LIFE	9881	2554	6.2	25.8	106	2660	6.2	26.9	105	3172	6.6	32.1	112	2928	6.2	29.6	105
L.A. TIMES HOME MAGAZINE	2775	502	1.2	18.1	74	1259	2.9	45.4	178	963	2.0	34.7	121	1132	2.4	40.8	144
MADEMOISELLE	4219	1257	3.1	29.8	122	1568	3.7	37.2	146	1576	3.3	37.4	131	1487	3.1	35.2	124
MC CALL'S	16422	5564	13.6	33.9	139	5273	12.3	32.1	126	5908	12.3	36.0	126	6190	13.0	37.7	133
MC CALL'S/WRK MOTHER (GROSS)	17919	6147	15.0	34.3	140	5803	13.5	32.4	127	6538	13.6	36.5	127	6702	14.1	37.4	132
MECHANIX ILLUSTRATED	4433	982	2.4	22.2	91	1209	2.8	27.3	107	1390	2.9	31.4	110	1276	2.7	28.8	102
METROPOLITAN HOME	1504	412	1.0	27.4	112	491	1.1	32.6	128	472	1.0	31.4	110	467	1.0	31.1	110
MONEY	4723	1408	3.4	29.8	122	1668	3.9	35.3	138	2003	4.2	42.4	148	1579	3.3	33.4	118
MOTHER EARTH NEWS	2325	634	1.5	27.3	112	750	1.8	32.3	126	805	1.7	34.6	121	793	1.7	34.1	120
MS.	1189	377	0.9	31.7	130	370	0.9	31.1	122	387	0.8	32.5	114	458	1.0	38.5	136
NATIONAL ENQUIRER	18892	4628	11.3	24.5	100	4828	11.3	25.6	100	5509	11.5	29.2	102	5431	11.4	28.7	101
NATIONAL GEOGRAPHIC	22129	5688	13.9	25.7	105	6586	15.4	29.8	117	7216	15.0	32.6	114	6662	14.0	30.1	106
NATIONAL SUNDAY MAGAZINE PKG	103750	27692	67.6	26.7	109	28522	66.6	27.5	108	31999	66.7	30.8	108	31761	66.9	30.6	108
NATURAL HISTORY	1379	404	1.0	29.3	120	302	0.7	21.9	86	463	1.0	33.6	117	411	0.9	29.8	105
NEW WOMAN	2289	666	1.6	29.1	119	770	1.8	33.6	132	863	1.8	37.7	132	720	1.5	31.5	111
NEW YORK INCLUDING CUE	1088	306	0.7	28.1	115	245	0.6	22.5	88	345	0.7	31.7	111	312	0.7	28.7	101
THE NEW YORKER	2459	741	1.8	30.1	123	729	1.7	29.6	116	949	2.0	38.6	135	792	1.7	32.2	114
NEWSWEEK	16527	4440	10.8	26.9	110	5130	12.0	31.0	122	5718	11.9	34.6	121	4993	10.5	30.2	106
THE N.Y. TIMES DAILY EDITION	2739	727	1.8	26.5	109	773	1.8	28.2	111	913	1.9	33.3	116	879	1.9	32.1	113
THE N.Y. TIMES MAGAZINE	4443	1208	2.9	27.2	111	1123	2.6	25.3	99	1394	2.9	31.4	110	1259	2.7	28.3	100
OMNI	2799	684	1.7	24.4	100	867	2.0	31.0	121	983	2.0	35.1	123	761	1.6	27.2	96
ON CABLE	2209	609	1.5	27.6	113	461	1.1	20.9	82	596	1.2	27.0	94	660	1.4	29.9	105
1001 HOME IDEAS	3959	1384	3.4	35.0	143	1339	3.1	33.8	132	1471	3.1	37.2	130	1496	3.2	37.8	133
ORGANIC GARDENING	3111	818	2.0	26.3	108	852	2.0	27.4	107	895	1.9	28.8	101	966	2.0	31.1	110
OUTDOOR LIFE	5024	1273	3.1	25.3	104	1230	2.9	24.5	96	1414	2.9	28.1	98	1436	3.0	28.6	101
PARADE MAGAZINE	51292	13769	33.6	26.8	110	13970	32.6	27.2	107	15538	32.4	30.3	106	15771	33.2	30.7	108

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED) - KINDS & TYPES
(ADULTS)

0075
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	40986	100.0	24.4	100	42834	100.0	25.5	100	48004	100.0	28.6	100	47484	100.0	28.3	100
PARENTS	5298	1642	4.0	31.0	127	1646	3.8	31.1	122	1778	3.7	33.6	117	1771	3.7	33.4	118
PENTHOUSE	5129	1391	3.4	27.1	111	1292	3.0	25.2	99	1455	3.0	28.4	99	1487	3.1	29.0	102
PEOPLE	21070	6196	15.1	29.4	120	6913	16.1	32.8	128	7531	15.7	35.7	125	7250	15.3	34.4	122
PLAYBOY	10562	2552	6.2	24.2	99	2902	6.8	27.5	108	3274	6.8	31.0	108	2888	6.1	27.3	97
POPULAR HOT RODDING	2498	732	1.8	29.3	120	550	1.3	22.0	86	830	1.7	33.2	116	809	1.7	32.4	114
POPULAR MECHANICS	5887	1493	3.6	25.4	104	1595	3.7	27.1	106	1761	3.7	29.9	105	1740	3.7	29.6	104
POPULAR SCIENCE	4317	1070	2.6	24.8	101	1409	3.3	32.6	128	1411	2.9	32.7	114	1384	2.9	32.1	113
PREVENTION	5792	1757	4.3	30.3	124	1707	4.0	29.5	115	2016	4.2	34.8	122	2053	4.3	35.4	125
PSYCHOLOGY TODAY	3284	1037	2.5	31.6	129	1146	2.7	34.9	137	1251	2.6	38.1	133	1096	2.3	33.4	118
READER'S DIGEST	40046	10650	26.0	26.6	109	11410	26.6	28.5	112	12765	26.6	31.9	111	12361	26.0	30.9	109
REDBOOK	9584	3227	7.9	33.7	138	3053	7.1	31.9	125	3464	7.2	36.1	126	3449	7.3	36.0	127
ROAD & TRACK	2590	743	1.8	28.7	117	853	2.0	32.9	129	864	1.8	33.4	117	842	1.8	32.5	115
ROLLING STONE	3302	778	1.9	23.6	96	1106	2.6	33.5	131	1216	2.5	36.8	129	985	2.1	29.8	105
RUNNER'S WORLD	1229	388	0.9	31.6	129	547	1.3	44.5	174	558	1.2	45.4	159	449	0.9	36.5	129
SATURDAY EVENING POST	2110	638	1.6	30.2	124	574	1.3	27.2	107	696	1.4	33.0	115	574	1.2	27.2	96
SCIENCE 84	1543	374	0.9	24.2	99	371	0.9	24.0	94	462	1.0	29.9	105	355	0.7	23.0	81
SCIENCE DIGEST	1747	349	0.9	20.0	82	391	0.9	22.4	88	431	0.9	24.7	86	368	0.8	21.1	74
SCIENTIFIC AMERICAN	1994	444	1.1	22.3	91	568	1.3	28.5	112	591	1.2	29.6	104	497	1.0	24.9	88
SELF	3119	1128	2.8	36.2	148	1143	2.7	36.6	143	1381	2.9	44.3	155	1172	2.5	37.6	133
SEVENTEEN	3923	1176	2.9	30.0	123	1211	2.8	30.9	121	1301	2.7	33.2	116	1309	2.8	33.4	118
SKI	1501	326	0.8	21.7	89	472	1.1	31.4	123	453	0.9	30.2	105	408	0.9	27.2	96
SMITHSONIAN	5976	1629	4.0	27.3	112	1889	4.4	31.6	124	2036	4.2	34.1	119	1886	4.0	31.6	111
SOAP OPERA DIGEST	4228	1273	3.1	30.1	123	1051	2.5	24.9	97	1273	2.7	30.1	105	1483	3.1	35.1	124
SOUTHERN LIVING	6488	1901	4.6	29.3	120	1945	4.5	30.0	117	2198	4.6	33.9	118	2131	4.5	32.8	116
SPORT	3500	975	2.4	27.9	114	941	2.2	26.9	105	1225	2.6	35.0	122	930	2.0	26.6	94
THE SPORTING NEWS	2456	843	2.1	34.3	140	833	1.9	33.9	133	921	1.9	37.5	131	903	1.9	36.8	130
SPORTS AFIELD	3648	912	2.2	25.0	102	914	2.1	25.1	98	1040	2.2	28.5	100	924	1.9	25.3	89
SPORTS ILLUSTRATED	14484	3948	9.6	27.3	112	4066	9.5	28.1	110	4709	9.8	32.5	114	4269	9.0	29.5	104
STAR	12661	3351	8.2	26.5	108	3141	7.3	24.8	97	3835	8.0	30.3	106	3819	8.0	30.2	107
SUNDAY	52799	14791	36.1	28.0	115	14110	32.9	26.7	105	16586	34.6	31.4	110	16091	33.9	30.5	108
SUNSET	3513	682	1.7	19.4	79	1363	3.2	38.8	152	1116	2.3	31.8	111	1220	2.6	34.7	123
TV GUIDE	42766	10919	26.6	25.5	104	12214	28.5	28.6	112	13076	27.2	30.6	107	13152	27.7	30.8	109
TENNIS	1254	314	0.8	25.0	102	355	0.8	28.3	111	429	0.9	34.2	120	439	0.9	35.0	124
TIME	22054	5933	14.5	26.9	110	6461	15.1	29.3	115	6968	14.5	31.6	110	6870	14.5	31.2	110
TOWN & COUNTRY	1555	394	1.0	25.3	104	497	1.2	32.0	125	598	1.2	38.5	134	496	1.0	31.9	113
TRAVEL & LEISURE	2173	577	1.4	26.6	109	561	1.3	25.8	101	723	1.5	33.3	116	725	1.5	33.4	118
TRUE STORY	4636	1093	2.7	23.6	96	1037	2.4	22.4	88	1265	2.6	27.3	95	1301	2.7	28.1	99
U.S.NEWS & WORLD REPORT	10353	2537	6.2	24.5	100	2911	6.8	28.1	110	3306	6.9	31.9	112	3182	6.7	30.7	109
USA TODAY	4994	1391	3.4	27.9	114	1590	3.7	31.8	125	1762	3.7	35.3	123	1714	3.6	34.3	121
US	3528	1001	2.4	28.4	116	1284	3.0	36.4	143	1432	3.0	40.6	142	1127	2.4	31.9	113
VOGUE	5424	1574	3.8	29.0	119	1717	4.0	31.7	124	1836	3.8	33.8	118	1828	3.8	33.7	119
WALL STREET JOURNAL	6292	1790	4.4	28.4	116	2038	4.8	32.4	127	2244	4.7	35.7	125	2091	4.4	33.2	117
WEIGHT WATCHERS	2762	1066	2.6	38.6	158	971	2.3	35.2	138	1113	2.3	40.3	141	1068	2.2	38.7	137
WOMAN'S DAY	16320	5441	13.3	33.3	136	5152	12.0	31.6	124	5995	12.5	36.7	128	5764	12.1	35.3	125
WORKING MOTHER	1496	583	1.4	39.0	159	530	1.2	35.4	139	630	1.3	42.1	147	512	1.1	34.2	121
WORKING WOMAN	1851	677	1.7	36.6	150	830	1.9	44.8	176	909	1.9	49.1	172	778	1.6	42.0	148
WORLD TENNIS	580	*145	0.4	25.0	102	*214	0.5	36.9	144	*248	0.5	42.8	149	*207	0.4	35.7	126
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2676	6.5	21.6	88	3316	7.7	26.7	105	3547	7.4	28.6	100	3388	7.1	27.3	96
BLAIR INSERTS	91671	24754	60.4	27.0	111	25068	58.5	27.3	107	28607	59.6	31.2	109	27987	58.9	30.5	108
DAILY NEWSPAPERS																	
READ ANY	109190	28585	69.7	26.2	107	29412	68.7	26.9	105	32941	68.6	30.2	105	32979	69.5	30.2	107
READ ONE	89587	23050	56.2	25.7	105	24163	56.4	27.0	106	26766	55.8	29.9	104	26636	56.1	29.7	105
READ TWO OR MORE	19602	5535	13.5	28.2	116	5249	12.3	26.8	105	6175	12.9	31.5	110	6343	13.4	32.4	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	29048	70.9	26.5	108	29965	70.0	27.3	107	33515	69.8	30.6	107	33409	70.4	30.5	108
READ ONE	95074	24871	60.7	26.2	107	25803	60.2	27.1	106	28735	59.9	30.2	106	28667	60.4	30.2	107
READ TWO OR MORE	14588	4177	10.2	28.6	117	4162	9.7	28.5	112	4779	10.0	32.8	114	4742	10.0	32.5	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.59				30.58				30.64				30.08			
30 DAY REACH	149706	37212	90.8	24.9	102	39248	91.6	26.2	103	43555	90.7	29.1	102	42828	90.2	28.6	101
50 SHWG - 30 DAY AV FREQ	15.16	15.42				16.01				16.03				15.76			
30 DAY REACH	142406	35734	87.2	25.1	103	37541	87.6	26.4	103	41691	86.8	29.3	102	40904	86.1	28.7	101
25 SHWG - 30 DAY AV FREQ	8.23	8.38				8.62				8.62				8.53			
30 DAY REACH	131152	32871	80.2	25.1	103	34799	81.2	26.5	104	38715	80.6	29.5	103	37755	79.5	28.8	102
CABLE TV: HOME WIRED	66879	18520	45.2	27.7	113	18103	42.3	27.1	106	20817	43.4	31.1	109	20788	43.8	31.1	110
HOME NOT WIRED	100848	22466	54.8	22.3	91	24731	57.7	24.5	96	27187	56.6	27.0	94	26696	56.2	26.5	94
HAVE PAY CABLE	35024	10577	25.8	30.2	124	10220	23.9	29.2	114	11890	24.8	33.9	119	11734	24.7	33.5	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED) - KINDS & TYPES
(ADULTS)

0076
P-18

	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	40986	100.0	24.4	100	42834	100.0	25.5	100	48004	100.0	28.6	100	47484	100.0	28.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	24547	59.9	25.7	105	26432	61.7	27.6	108	28937	60.3	30.3	106	28761	60.6	30.1	106
10:00 AM - 3:00 PM	63599	16262	39.7	25.6	105	16633	38.8	26.2	102	18545	38.6	29.2	102	18810	39.6	29.6	104
3:00 PM - 7:00 PM	72097	18729	45.7	26.0	106	19903	46.5	27.6	108	21947	45.7	30.4	106	21668	45.6	30.1	106
7:00 PM - MIDNIGHT	36670	9280	22.6	25.3	104	9931	23.2	27.1	106	11014	22.9	30.0	105	10728	22.6	29.3	103
MIDNIGHT - 6:00 AM	21908	5454	13.3	24.9	102	5922	13.8	27.0	106	6619	13.8	30.2	106	6568	13.8	30.0	106
6:00 AM - MIDNIGHT	127571	32188	78.5	25.2	103	34215	79.9	26.8	105	37853	78.9	29.7	104	37370	78.7	29.3	103
ENTIRE DAY	129239	32558	79.4	25.2	103	34724	81.1	26.9	105	38372	79.9	29.7	104	37924	79.9	29.3	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9469	23.1	27.8	114	9795	22.9	28.8	113	10999	22.9	32.3	113	10942	23.0	32.2	114
ALL NEWS	6062	1341	3.3	22.1	91	1609	3.8	26.5	104	1699	3.5	28.0	98	1874	3.9	30.9	109
AOR/PROGRESSIVE	11884	2560	6.2	21.5	88	3262	7.6	27.4	107	3503	7.3	29.5	103	3186	6.7	26.8	95
BEAUTIFUL MUSIC	11180	3206	7.8	28.7	117	3155	7.4	28.2	111	3509	7.3	31.4	110	3602	7.6	32.2	114
BLACK	4538	999	2.4	22.0	90	857	2.0	18.9	74	1024	2.1	22.6	79	1088	2.3	24.0	85
CLASSICAL	3857	1041	2.5	27.0	110	1076	2.5	27.9	109	1195	2.5	31.0	108	1147	2.4	29.7	105
CHR/ROCK	21946	6060	14.8	27.6	113	6826	15.9	31.1	122	7482	15.6	34.1	119	7095	14.9	32.3	114
COUNTRY	27262	6824	16.6	25.0	102	6667	15.6	24.5	96	7626	15.9	28.0	98	7552	15.9	27.7	98
GOLDEN OLDIES	3339	902	2.2	27.0	111	931	2.2	27.9	109	971	2.0	29.1	102	1019	2.1	30.5	108
MOR/NOSTALGIA	10346	2487	6.1	24.0	98	2887	6.7	27.9	109	3078	6.4	29.8	104	3065	6.5	29.6	105
NEWS/TALK	8929	2247	5.5	25.2	103	2425	5.7	27.2	106	2664	5.5	29.8	104	2639	5.6	29.6	104
RELIGIOUS	5488	1251	3.1	22.8	93	1367	3.2	24.9	98	1431	3.0	26.1	91	1490	3.1	27.2	96
SOFT ROCK	1232	283	0.7	23.0	94	*267	0.6	21.7	85	320	0.7	26.0	91	326	0.7	26.5	93
URBAN CONTEMPORARY	3184	717	1.7	22.5	92	534	1.2	16.8	66	772	1.6	24.2	85	776	1.6	24.4	86
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1962	4.8	28.4	116	1838	4.3	26.6	104	2246	4.7	32.5	114	2181	4.6	31.6	111
ABC DIRECTION	5212	1425	3.5	27.3	112	1252	2.9	24.0	94	1529	3.2	29.3	103	1457	3.1	28.0	99
ABC ENTERTAINMENT	10385	2844	6.9	27.4	112	2637	6.2	25.4	99	2957	6.2	28.5	99	2975	6.3	28.6	101
ABC FM	4762	1080	2.6	22.7	93	1210	2.8	25.4	99	1368	2.8	28.7	100	1208	2.5	25.4	90
ABC INFORMATION	11339	2773	6.8	24.5	100	3373	7.9	29.7	116	3564	7.4	31.4	110	3409	7.2	30.1	106
ABC ROCK	4878	1368	3.3	28.0	115	1444	3.4	29.6	116	1639	3.4	33.6	117	1525	3.2	31.3	110
CBS	10709	2737	6.7	25.6	105	2922	6.8	27.3	107	3286	6.8	30.7	107	3324	7.0	31.0	110
MUTUAL	10251	2470	6.0	24.1	99	2602	6.1	25.4	99	3072	6.4	30.0	105	2807	5.9	27.4	97
NBC	12243	3183	7.8	26.0	106	2856	6.7	23.3	91	3460	7.2	28.3	99	3603	7.6	29.4	104
RADIORADIO	4606	1248	3.0	27.1	111	1090	2.5	23.7	93	1386	2.9	30.1	105	1285	2.7	27.9	99
RKO ONE	5148	1473	3.6	28.6	117	1494	3.5	29.0	114	1843	3.8	35.8	125	1647	3.5	32.0	113
RKO TWO	7313	1884	4.6	25.8	105	1944	4.5	26.6	104	2212	4.6	30.2	106	2021	4.3	27.6	98
THE SOURCE	5981	1340	3.3	22.4	92	1518	3.5	25.4	99	1741	3.6	29.1	102	1642	3.5	27.5	97
NON-WIRED : BLAIR	19329	5053	12.3	26.1	107	5355	12.5	27.7	108	5784	12.0	29.9	105	5784	12.2	29.9	106
INTERNET	27139	6573	16.0	24.2	99	7429	17.3	27.4	107	8074	16.8	29.8	104	7805	16.4	28.8	102
KATZ RADIO GROUP	36319	9968	24.3	27.4	112	9965	23.3	27.4	107	11440	23.8	31.5	110	11255	23.7	31.0	109
SUPERNET	22361	5698	13.9	25.5	104	5904	13.8	26.4	103	6704	14.0	30.0	105	6686	14.1	29.9	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3648	8.9	25.1	103	3671	8.6	25.3	99	4135	8.6	28.5	99	4326	9.1	29.8	105
WKDAY 9:00 AM - 1:00 PM	18688	4660	11.4	24.9	102	4295	10.0	23.0	90	5129	10.7	27.4	96	5238	11.0	28.0	99
WKDAY 1:00 PM - 4:30 PM	24061	6149	15.0	25.6	105	5588	13.0	23.2	91	6716	14.0	27.9	98	6875	14.5	28.6	101
WKDAY 4:30 PM - 7:30 PM	44079	10407	25.4	23.6	97	10391	24.3	23.6	92	12077	25.2	27.4	96	12298	25.9	27.9	99
WKDAY 7:30 PM - 8:00 PM	61979	14707	35.9	23.7	97	14600	34.1	23.6	92	16841	35.1	27.2	95	17135	36.1	27.6	98
WKDAY 11:00 PM - 11:30 PM	49084	12588	30.7	25.6	105	11880	27.7	24.2	95	14124	29.4	28.8	101	13896	29.3	28.3	100
WKDAY 11:30 PM - 1:00 AM	16560	4068	9.9	24.6	101	3844	9.0	23.2	91	4614	9.6	27.9	97	4497	9.5	27.2	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	16919	41.3	25.3	103	16954	39.6	25.3	99	19352	40.3	28.9	101	19620	41.3	29.3	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2294	5.6	24.7	101	2340	5.5	25.2	99	2446	5.1	26.4	92	2896	6.1	31.2	110
ANOTHER WORLD N	6138	1617	3.9	26.3	108	1222	2.9	19.9	78	1659	3.5	27.0	94	1675	3.5	27.3	96
AS THE WORLD TURNS C	7707	1968	4.8	25.5	104	1966	4.6	25.5	100	2323	4.8	30.1	105	2197	4.6	28.5	101
CAPITOL C	4688	1281	3.1	27.3	112	1119	2.6	23.9	93	1418	3.0	30.2	106	1324	2.8	28.2	100
CBS MORN. NEWS 1 C	2792	763	1.9	27.3	112	780	1.8	27.9	109	884	1.8	31.7	111	893	1.9	32.0	113
CBS MORN. NEWS 2 C	2071	512	1.2	24.7	101	539	1.3	26.0	102	556	1.2	26.8	94	570	1.2	27.5	97
DAYS OF OUR LIVES N	8018	2209	5.4	27.6	113	1735	4.1	21.6	85	2324	4.8	29.0	101	2224	4.7	27.7	98
FACTS OF LIFE - DAYTIME N	3487	1018	2.5	29.2	119	770	1.8	22.1	86	1054	2.2	30.2	106	971	2.0	27.8	98
FAMILY FEUD A	4817	1087	2.7	22.6	92	1149	2.7	23.9	93	1271	2.6	26.4	92	1228	2.6	25.5	90
GENERAL HOSPITAL A	8333	2178	5.3	26.1	107	2016	4.7	24.2	95	2408	5.0	28.9	101	2615	5.5	31.4	111
GOOD MORNING, AMERICA-730 A	5472	1331	3.2	24.3	100	1337	3.1	24.4	96	1587	3.3	29.0	101	1628	3.4	29.8	105
GOOD MORNING, AMERICA-830 A	3965	996	2.4	25.1	103	1094	2.6	27.6	108	1307	2.7	33.0	115	1314	2.8	33.1	117
GUIDING LIGHT C	7542	2033	5.0	27.0	110	1845	4.3	24.5	96	2315	4.8	30.7	107	2174	4.6	28.8	102
ONE LIFE TO LIVE A	6018	1409	3.4	23.4	96	1554	3.6	25.8	101	1581	3.3	26.3	92	1842	3.9	30.6	108
PRESS YOUR LUCK C	3589	877	2.1	24.4	100	760	1.8	21.2	83	969	2.0	27.0	94	948	2.0	26.4	93
PRICE IS RIGHT 1 C	7418	1743	4.3	23.5	96	1412	3.3	19.0	75	1766	3.7	23.8	83	1878	4.0	25.3	89
PRICE IS RIGHT 2 C	8276	1991	4.9	24.1	98	1620	3.8	19.6	77	2064	4.3	24.9	87	2140	4.5	25.9	91
RYAN'S HOPE A	4358	1163	2.8	26.7	109	1154	2.7	26.5	104	1279	2.7	29.3	103	1360	2.9	31.2	110
SALE OF THE CENTURY N	3749	1068	2.6	28.5	117	823	1.9	22.0	86	1053	2.2	28.1	98	1063	2.2	28.4	100
SEARCH FOR TOMORROW N	2884	782	1.9	27.1	111	604	1.4	20.9	82	758	1.6	26.3	92	807	1.7	28.0	99
TODAY SHOW 1 N	4869	1206	2.9	24.8	101	1136	2.7	23.3	91	1318	2.7	27.1	95	1399	2.9	28.7	101
TODAY SHOW 2 N	4135	978	2.4	23.7	97	704	1.6	17.0	67	992	2.1	24.0	84	1034	2.2	25.0	88
$25,000 PYRAMID C	4361	1039	2.5	23.8	97	863	2.0	19.8	77	1117	2.3	25.6	89	1152	2.4	26.4	93
WHEEL OF FORTUNE N	6187	1594	3.9	25.8	105	1394	3.3	22.5	88	1680	3.5	27.2	95	1669	3.5	27.0	95
YOUNG AND THE RESTLESS C	8186	2125	5.2	26.0	106	1820	4.2	22.2	87	2245	4.7	27.4	96	2355	5.0	28.8	102
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1035	2.5	21.9	90	1310	3.1	27.7	109	1375	2.9	29.1	102	1325	2.8	28.0	99
NBA PLAYOFF GAME -1 C	5127	1374	3.4	26.8	110	1271	3.0	24.8	97	1527	3.2	29.8	104	1469	3.1	28.7	101
NBC MAJOR LEAGUE PRE-GAME N	3945	931	2.3	23.6	97	800	1.9	20.3	79	1029	2.1	26.1	91	997	2.1	25.3	89
SPORTSWORLD - SUN N	3370	775	1.9	23.0	94	886	2.1	26.3	103	940	2.0	27.9	97	940	2.0	27.9	99
SUNDAY MORNING C	4200	995	2.4	23.7	97	1193	2.8	28.4	111	1254	2.6	29.9	104	1118	2.4	26.6	94

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED) - KINDS & TYPES
(ADULTS)

0077
P-18

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS		167727	40986	100.0	24.4	100	42834	100.0	25.5	100	48004	100.0	28.6	100	47484	100.0	28.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	12302	30.0	23.5	96	11955	27.9	22.9	90	13797	28.7	26.4	92	14460	30.5	27.7	98
NETWORK AFFILIATES - LATE		39164	10239	25.0	26.1	107	9445	22.1	24.1	94	11375	23.7	29.0	101	11265	23.7	28.8	102
INDEPENDENTS - LATE		5133	1138	2.8	22.2	91	1406	3.3	27.4	107	1509	3.1	29.4	103	1459	3.1	28.4	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5591	13.6	24.5	100	5169	12.1	22.6	89	6031	12.6	26.4	92	6190	13.0	27.1	96
ABC MONDAY NIGHT MOVIE	A	11258	2919	7.1	25.9	106	3058	7.1	27.2	106	3358	7.0	29.8	104	3552	7.5	31.6	111
ABC SUNDAY NIGHT MOVIE	A	23600	6155	15.0	26.1	107	6208	14.5	26.3	103	7025	14.6	29.8	104	6904	14.5	29.3	103
ABC WORLD NEWS TONIGHT	A	12801	3077	7.5	24.0	98	2782	6.5	21.7	85	3402	7.1	26.6	93	3449	7.3	26.9	95
AFTERMASH	C	10966	2714	6.6	24.7	101	2945	6.9	26.9	105	3232	6.7	29.5	103	3400	7.2	31.0	110
ALICE	C	17050	4472	10.9	26.2	107	4476	10.4	26.3	103	5194	10.8	30.5	106	5075	10.7	29.8	105
AMERICAN PARADE	C	11998	2876	7.0	24.0	98	2998	7.0	25.0	98	3350	7.0	27.9	98	3356	7.1	28.0	99
BENSON	A	19258	4472	10.9	23.2	95	4815	11.2	25.0	98	5351	11.1	27.8	97	5628	11.9	29.2	103
BLUE THUNDER	A	11478	2743	6.7	23.9	98	2704	6.3	23.6	92	3167	6.6	27.6	96	3095	6.5	27.0	95
CAGNEY & LACEY	C	18263	4965	12.1	27.2	111	4785	11.2	26.2	103	5386	11.2	29.5	103	5410	11.4	29.6	105
CBS EVENING NEWS-DEAN	C	7733	1756	4.3	22.7	93	1789	4.2	23.1	91	2134	4.4	27.6	96	2326	4.9	30.1	106
CBS EVENING NEWS-RATHER	C	15653	3617	8.8	23.1	95	3706	8.7	23.7	93	4292	8.9	27.4	96	4332	9.1	27.7	98
CBS SAT. NEWS-SCHIEFFER	C	8744	1932	4.7	22.1	90	1948	4.5	22.3	87	2285	4.8	26.1	91	2327	4.9	26.6	94
CBS SATURDAY NIGHT MOVIE	C	12000	3074	7.5	25.6	105	3112	7.3	25.9	102	3650	7.6	30.4	106	3559	7.5	29.7	105
CBS WEDNESDAY NIGHT MOVIE	C	11522	2859	7.0	24.8	102	2755	6.4	23.9	94	3209	6.7	27.9	97	3201	6.7	27.8	98
CHEERS	N	16818	4595	11.2	27.3	112	4996	11.7	29.7	116	5414	11.3	32.2	112	5516	11.6	32.8	116
DALLAS	C	37510	9743	23.8	26.0	106	9220	21.5	24.6	96	11114	23.2	29.6	104	11017	23.2	29.4	104
DIFF'RENT STROKES	N	11258	2966	7.2	26.3	108	2675	6.2	23.8	93	3094	6.4	27.5	96	3346	7.0	29.7	105
DOUBLE TROUBLE	N	12248	3137	7.7	25.6	105	3142	7.3	25.7	100	3509	7.3	28.6	100	3558	7.5	29.0	103
DUCK FACTORY	N	11100	3020	7.4	27.2	111	3175	7.4	28.6	112	3564	7.4	32.1	112	3429	7.2	30.9	109
DUKES OF HAZZARD	C	12353	2790	6.8	22.6	92	2558	6.0	20.7	81	3045	6.3	24.6	86	3181	6.7	25.8	91
DYNASTY	A	33279	8315	20.3	25.0	102	8210	19.2	24.7	97	9181	19.1	27.6	96	9600	20.2	28.8	102
FACTS OF LIFE	N	13410	3463	8.4	25.8	106	3495	8.2	26.1	102	4130	8.6	30.8	108	4134	8.7	30.8	109
FALCON CREST	C	31093	8553	20.9	27.5	113	7768	18.1	25.0	98	9549	19.9	30.7	107	9706	20.4	31.2	110
FALL GUY	A	18649	4486	10.9	24.1	98	4453	10.4	23.9	93	5145	10.7	27.6	96	5085	10.7	27.3	96
FAMILY TIES	N	13101	3484	8.5	26.6	109	3375	7.9	25.8	101	3908	8.1	29.8	104	4134	8.7	31.6	111
FANTASY ISLAND	A	13069	3440	8.4	26.3	108	3464	8.1	26.5	104	3753	7.8	28.7	100	3966	8.4	30.3	107
FOULUPS,BLEEPS & BLUNDERS	A	16588	4260	10.4	25.7	105	4284	10.0	25.8	101	4990	10.4	30.1	105	4908	10.3	29.6	105
FOUR SEASONS	C	9302	2234	5.5	24.0	98	2689	6.3	28.9	113	2827	5.9	30.4	106	2886	6.1	31.0	110
GIMME A BREAK	N	13955	3617	8.8	25.9	106	3263	7.6	23.4	92	3909	8.1	28.0	98	4092	8.6	29.3	104
HART TO HART	A	15735	4133	10.1	26.3	107	4098	9.6	26.0	102	4610	9.6	29.3	102	4687	9.9	29.8	105
HILL STREET BLUES	N	18257	4664	11.4	25.5	105	5217	12.2	28.6	112	5461	11.4	29.9	105	5633	11.9	30.9	109
HOTEL	A	24236	5787	14.1	23.9	98	5820	13.6	24.0	94	6561	13.7	27.1	95	6785	14.3	28.0	99
JEFFERSONS	C	17010	4147	10.1	24.4	100	4304	10.0	25.3	99	4826	10.1	28.4	99	4882	10.3	28.7	101
JENNIFER SLEPT HERE	N	9397	2600	6.3	27.7	113	2557	6.0	27.2	107	2898	6.0	30.8	108	2971	6.3	31.6	112
KATE & ALLIE	C	16762	4373	10.7	26.1	107	4400	10.3	26.2	103	5109	10.6	30.5	106	4682	9.9	27.9	99
KNIGHT RIDER	N	13164	3705	9.0	28.1	115	3415	8.0	25.9	102	4174	8.7	31.7	111	3964	8.3	30.1	106
LOVE BOAT	A	20400	5355	13.1	26.3	107	5320	12.4	26.1	102	5972	12.4	29.3	102	6350	13.4	31.1	110
MAGNUM PI	C	22543	5392	13.2	23.9	98	5690	13.3	25.2	99	6297	13.1	27.9	98	6438	13.6	28.6	101
MAMA'S FAMILY	N	9852	2532	6.2	25.7	105	2171	5.1	22.0	86	2708	5.6	27.5	96	2735	5.8	27.8	98
MASTER, THE	N	8082	2111	5.2	26.1	107	1775	4.1	22.0	86	2229	4.6	27.6	96	2169	4.6	26.8	95
MATT HOUSTON	A	12881	3228	7.9	25.1	103	3040	7.1	23.6	92	3643	7.6	28.3	99	3651	7.7	28.3	100
NBC MONDAY NIGHT MOVIE	N	23889	6067	14.8	25.4	104	6191	14.5	25.9	101	6842	14.3	28.6	100	7057	14.9	29.5	104
NBC NIGHTLY NEWS	N	11156	2636	6.4	23.6	97	2490	5.8	22.3	87	3035	6.3	27.2	95	3081	6.5	27.6	98
NBC NIGHTLY NEWS-SAT	N	7363	1679	4.1	22.8	93	1405	3.3	19.1	75	1850	3.9	25.1	88	1999	4.2	27.1	96
NBC NIGHTLY NEWS-SUN	N	6214	1656	4.0	26.6	109	1253	2.9	20.2	79	1789	3.7	28.8	101	1760	3.7	28.3	100
NBC SUNDAY NIGHT MOVIE	N	17590	4636	11.3	26.4	108	4405	10.3	25.0	98	5023	10.5	28.6	100	5217	11.0	29.7	105
NEWHART	C	16740	4458	10.9	26.6	109	4449	10.4	26.6	104	5048	10.5	30.2	105	4895	10.3	29.2	103
ONE DAY AT A TIME	C	11820	3109	7.6	26.3	108	3310	7.7	28.0	110	3734	7.8	31.6	110	3753	7.9	31.8	112
PEOPLE ARE FUNNY	N	9138	2245	5.5	24.6	101	2093	4.9	22.9	90	2448	5.1	26.8	94	2562	5.4	28.0	99
REAL PEOPLE	N	15979	3959	9.7	24.8	101	3856	9.0	24.1	94	4640	9.7	29.0	101	4762	10.0	29.8	105
REMINGTON STEELE	N	14395	3730	9.1	25.9	106	3587	8.4	24.9	98	4232	8.8	29.4	103	4300	9.1	29.9	106
RIPLEY'S BELIEVE IT - NOT	A	11362	2795	6.8	24.6	101	3289	7.7	28.9	113	3428	7.1	30.2	105	3515	7.4	30.9	109
RIPTIDE	N	13920	3471	8.5	24.9	102	3197	7.5	23.0	90	3814	7.9	27.4	96	3909	8.2	28.1	99
SCARECROW & MRS. KING	C	17571	4432	10.8	25.2	103	4729	11.0	26.9	105	5348	11.1	30.4	106	5319	11.2	30.3	107
SIMON & SIMON	C	20208	4501	11.0	22.3	91	5052	11.8	25.0	98	5527	11.5	27.4	96	5547	11.7	27.4	97
60 MINUTES	C	27668	7003	17.1	25.3	104	6881	16.1	24.9	97	7958	16.6	28.8	100	8213	17.3	29.7	105
ST. ELSEWHERE	N	13699	3657	8.9	26.7	109	4081	9.5	29.8	117	4401	9.2	32.1	112	4530	9.5	33.1	117
THREE'S COMPANY	A	20632	5117	12.5	24.8	101	5427	12.7	26.3	103	5919	12.3	28.7	100	6043	12.7	29.3	103
T.J. HOOKER	A	17136	3835	9.4	22.4	92	4099	9.6	23.9	94	4491	9.4	26.2	92	4640	9.8	27.1	96
TONIGHT SHOW	N	4963	1265	3.1	25.5	104	1210	2.8	24.4	95	1447	3.0	29.2	102	1361	2.9	27.4	97
TRAPPER JOHN, M.D.	C	16332	4294	10.5	26.3	108	4139	9.7	25.3	99	4865	10.1	29.8	104	4843	10.2	29.7	105
TV BLOOPERS & PRAC. JOKES	N	18881	4583	11.2	24.3	99	4757	11.1	25.2	99	5371	11.2	28.4	99	5485	11.6	29.1	103
20/20	A	18315	4763	11.6	26.0	106	4805	11.2	26.2	103	5271	11.0	28.8	101	5447	11.5	29.7	105
WEBSTER	A	18722	4520	11.0	24.1	99	4999	11.7	26.7	105	5490	11.4	29.3	102	5666	11.9	30.3	107
WORLD NEWS - SUN	A	5327	1424	3.5	26.7	109	1307	3.1	24.5	96	1543	3.2	29.0	101	1627	3.4	30.5	108
YELLOW ROSE	N	8370	2134	5.2	25.5	104	2058	4.8	24.6	96	2241	4.7	26.8	94	2535	5.3	30.3	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	6784	16.6	26.2	107	7271	17.0	28.1	110	7492	15.6	29.0	101	8385	17.7	32.4	115
BASKETBALL - COLLEGE GAMES		14468	4333	10.6	29.9	123	4801	11.2	33.2	130	5145	10.7	35.6	124	5051	10.6	34.9	123
BASKETBALL - PRO GAMES		12124	3009	7.3	24.8	102	3651	8.5	30.1	118	4038	8.4	33.3	116	3711	7.8	30.6	108
BOWLING		9412	2600	6.3	27.6	113	2830	6.6	30.1	118	2834	5.9	30.1	105	3286	6.9	34.9	123
BOXING		15409	3583	8.7	23.3	95	4082	9.5	26.5	104	4207	8.8	27.3	95	4313	9.1	28.0	99
FOOTBALL - COLLEGE GAMES		21400	5955	14.5	27.8	114	6779	15.8	31.7	124	6786	14.1	31.7	111	7014	14.8	32.8	116
FOOTBALL - PRO GAMES		35944	9286	22.7	25.8	106	10900	25.4	30.3	119	10637	22.2	29.6	103	11205	23.6	31.2	110
GOLF		9759	2722	6.6	27.9	114	3095	7.2	31.7	124	3382	7.0	34.7	121	3012	6.3	30.9	109
POST-SEASON COLL. FOOTBALL		18123	5334	13.0	29.4	120	5469	12.8	30.2	118	5880	12.2	32.4	113	5761	12.1	31.8	112
POST-SEASON PRO FOOTBALL		22091	5996	14.6	27.1	111	6818	15.9	30.9	121	6854	14.3	31.0	108	7113	15.0	32.2	114
TENNIS		6764	2147	5.2	31.7	130	2575	6.0	38.1	149	2656	5.5	39.3	137	2511	5.3	37.1	131
WRESTLING - PROFESSIONAL		9695	2209	5.4	22.8	93	2034	4.7	21.0	82	2467	5.1	25.4	89	2362	5.0	24.4	86

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0078
P-18

	TOTAL U.S. '000	DIET COKE A '000	DIET COKE B % DOWN	DIET COKE C % ACROSS	DIET COKE D INDX	DIET PEPSI A '000	DIET PEPSI B % DOWN	DIET PEPSI C % ACROSS	DIET PEPSI D INDX	DIET RITE COLA A '000	DIET RITE COLA B % DOWN	DIET RITE COLA C % ACROSS	DIET RITE COLA D INDX	DIET SHASTA - SUGAR FREE A '000	DIET SHASTA - SUGAR FREE B % DOWN	DIET SHASTA - SUGAR FREE C % ACROSS	DIET SHASTA - SUGAR FREE D INDX
TOTAL ADULTS	167727	30363	100.0	18.1	100	24993	100.0	14.9	100	4787	100.0	2.9	100	5446	100.0	3.2	100
MALES	79263	12135	40.0	15.3	85	10019	40.1	12.6	85	1840	38.4	2.3	81	1531	28.1	1.9	59
FEMALES	88464	18229	60.0	20.6	114	14974	59.9	16.9	114	2947	61.6	3.3	117	3915	71.9	4.4	136
18 - 24	28671	5354	17.6	18.7	103	4609	18.4	16.1	108	1004	21.0	3.5	123	823	15.1	2.9	88
25 - 34	39536	8777	28.9	22.2	123	6386	25.6	16.2	108	955	19.9	2.4	85	1094	20.1	2.8	85
35 - 44	28978	5963	19.6	20.6	114	4846	19.4	16.7	112	879	18.4	3.0	106	1058	19.4	3.7	112
45 - 54	22345	4030	13.3	18.0	100	3203	12.8	14.3	96	844	17.6	3.8	132	672	12.3	3.0	93
55 - 64	22224	3502	11.5	15.8	87	3160	12.6	14.2	95	583	12.2	2.6	92	1034	19.0	4.7	143
65 OR OLDER	25973	2738	9.0	10.5	58	2790	11.2	10.7	72	522	10.9	2.0	70	766	14.1	2.9	91
18 - 34	68207	14131	46.5	20.7	114	10995	44.0	16.1	108	1959	40.9	2.9	101	1917	35.2	2.8	87
18 - 49	108058	22175	73.0	20.5	113	17353	69.4	16.1	108	3277	68.5	3.0	106	3318	60.9	3.1	95
25 - 54	90859	18770	61.8	20.7	114	14434	57.8	15.9	107	2677	55.9	2.9	103	2824	51.9	3.1	96
35 - 49	39851	8044	26.5	20.2	112	6358	25.4	16.0	107	1318	27.5	3.3	116	1402	25.7	3.5	108
50 OR OLDER	59669	8188	27.0	13.7	76	7640	30.6	12.8	86	1510	31.5	2.5	89	2128	39.1	3.6	110
GRADUATED COLLEGE	28091	7272	24.0	25.9	143	5281	21.1	18.8	126	934	19.5	3.3	116	1028	18.9	3.7	113
ATTENDED COLLEGE	28938	6746	22.2	23.3	129	5369	21.5	18.6	125	944	19.7	3.3	114	1374	25.2	4.7	146
GRADUATED HIGH SCHOOL	65503	11080	36.5	16.9	93	9778	39.1	14.9	100	1984	41.4	3.0	106	1994	36.6	3.0	94
DID NOT GRADUATE HIGH SCHOOL	45195	5266	17.3	11.7	64	4564	18.3	10.1	68	925	19.3	2.0	72	1050	19.3	2.3	72
EMPLOYED MALES	56429	9745	32.1	17.3	95	8056	32.2	14.3	96	1390	29.0	2.5	86	992	18.2	1.8	54
EMPLOYED FEMALES	43971	11253	37.1	25.6	141	8789	35.2	20.0	134	1695	35.4	3.9	135	2332	42.8	5.3	163
EMPLOYED FULL-TIME	87773	18365	60.5	20.9	116	14505	58.0	16.5	111	2696	56.3	3.1	108	2902	53.3	3.3	102
EMPLOYED PART-TIME	12627	2633	8.7	20.9	115	2340	9.4	18.5	124	*389	8.1	3.1	108	*422	7.7	3.3	103
NOT EMPLOYED	67327	9365	30.8	13.9	77	8148	32.6	12.1	81	1703	35.6	2.5	89	2122	39.0	3.2	97
PROFESSIONAL/MANAGER	25845	7569	24.9	29.3	162	5414	21.7	20.9	141	897	18.7	3.5	122	1107	20.3	4.3	132
TECH/CLERICAL/SALES	30895	7097	23.4	23.0	127	5914	23.7	19.1	128	1049	21.9	3.4	119	1174	21.6	3.8	117
PRECISION/CRAFT	12629	1904	6.3	15.1	83	1590	6.4	12.6	84	*291	6.1	2.3	81	*239	4.4	1.9	58
OTHER EMPLOYED	31031	4428	14.6	14.3	79	3928	15.7	12.7	85	848	17.7	2.7	96	804	14.8	2.6	80
SINGLE	35557	6880	22.7	19.3	107	5594	22.4	15.7	106	1235	25.8	3.5	122	1056	19.4	3.0	91
MARRIED	103585	19239	63.4	18.6	103	15712	62.9	15.2	102	2937	61.4	2.8	99	3259	59.8	3.1	97
DIVORCED/SEPARATED/WIDOWED	28585	4245	14.0	14.9	82	3686	14.7	12.9	87	615	12.8	2.2	75	1131	20.8	4.0	122
PARENTS	59295	11894	39.2	20.1	111	9582	38.3	16.2	108	1615	33.7	2.7	95	1741	32.0	2.9	90
WHITE	146081	27541	90.7	18.9	104	23020	92.1	15.8	106	4190	87.5	2.9	100	4764	87.5	3.3	100
BLACK	17974	2253	7.4	12.5	69	1488	6.0	8.3	56	512	10.7	2.8	100	588	10.8	3.3	101
OTHER	3672	*569	1.9	15.5	86	*485	1.9	13.2	89	**86	1.8	2.3	82	**94	1.7	2.6	79
NORTHEAST-CENSUS	37005	6392	21.1	17.3	95	5990	24.0	16.2	109	741	15.5	2.0	70	815	15.0	2.2	68
NORTH CENTRAL	42642	8002	26.4	18.8	104	7480	29.9	17.5	118	1577	32.9	3.7	130	1051	19.3	2.5	76
SOUTH	56777	10146	33.4	17.9	99	6069	24.3	10.7	72	1422	29.7	2.5	88	1552	28.5	2.7	84
WEST	31303	5822	19.2	18.6	103	5453	21.8	17.4	117	1047	21.9	3.3	117	2028	37.2	6.5	200
NORTHEAST-MKTG.	38125	6836	22.5	17.9	99	6025	24.1	15.8	106	1029	21.5	2.7	95	1007	18.5	2.6	81
EAST CENTRAL	24794	4739	15.6	19.1	106	4011	16.0	16.2	109	653	13.6	2.6	92	*339	6.2	1.4	42
WEST CENTRAL	28511	5229	17.2	18.3	101	5141	20.6	18.0	121	1221	25.5	4.3	150	956	17.6	3.4	103
SOUTH	48953	8450	27.8	17.3	95	5044	20.2	10.3	69	942	19.7	1.9	67	1243	22.8	2.5	78
PACIFIC	27344	5109	16.8	18.7	103	4772	19.1	17.5	117	942	19.7	3.4	121	1902	34.9	7.0	214
COUNTY SIZE A	69301	12501	41.2	18.0	100	10596	42.4	15.3	103	2355	49.2	3.4	119	2450	45.0	3.5	109
COUNTY SIZE B	50633	9615	31.7	19.0	105	7313	29.3	14.4	97	1212	25.3	2.4	84	1438	26.4	2.8	87
COUNTY SIZE C	26259	4735	15.6	18.0	100	4125	16.5	15.7	105	672	14.0	2.6	90	898	16.5	3.4	105
COUNTY SIZE D	21534	3512	11.6	16.3	90	2959	11.8	13.7	92	*547	11.4	2.5	89	660	12.1	3.1	94
METRO CENTRAL CITY	50014	8758	28.8	17.5	97	6699	26.8	13.4	90	1344	28.1	2.7	94	1935	35.5	3.9	119
METRO SUBURBAN	76832	15078	49.7	19.6	108	12952	51.8	16.9	113	2547	53.2	3.3	116	2337	42.9	3.0	94
NON METRO	40881	6527	21.5	16.0	88	5342	21.4	13.1	88	896	18.7	2.2	77	1174	21.6	2.9	88
TOP 5 ADI'S	39550	6911	22.8	17.5	97	6043	24.2	15.3	103	1519	31.7	3.8	135	1615	29.7	4.1	126
TOP 10 ADI'S	54877	9733	32.1	17.7	98	8138	32.6	14.8	100	1942	40.6	3.5	124	1940	35.6	3.5	109
TOP 20 ADI'S	77516	13699	45.1	17.7	98	11897	47.6	15.3	103	2473	51.7	3.2	112	2765	50.8	3.6	110
HSHLD INC. $50,000 OR MORE	17257	4862	16.0	28.2	156	3678	14.7	21.3	143	*614	12.8	3.6	125	823	15.1	4.8	147
$40,000 OR MORE	33235	9016	29.7	27.1	150	7093	28.4	21.3	143	1372	28.7	4.1	145	1376	25.3	4.1	128
$30,000 OR MORE	59693	14933	49.2	25.0	138	11499	46.0	19.3	129	2177	45.5	3.6	128	2208	40.5	3.7	114
$25,000 OR MORE	76275	18176	59.9	23.8	132	14127	56.5	18.5	124	2732	57.1	3.6	125	2848	52.3	3.7	115
$20,000 - $24,999	18607	2893	9.5	15.5	86	2378	9.5	12.8	86	*525	11.0	2.8	99	614	11.3	3.3	102
$15,000 - $19,999	17175	2730	9.0	15.9	88	2495	10.0	14.5	97	*388	8.1	2.3	79	621	11.4	3.6	111
$10,000 - $14,999	24569	3492	11.5	14.2	79	3198	12.8	13.0	87	558	11.7	2.3	80	441	8.1	1.8	55
UNDER $10,000	31101	3073	10.1	9.9	55	2795	11.2	9.0	60	585	12.2	1.9	66	922	16.9	3.0	91
HOUSEHOLD OF 1 PERSON	19441	2838	9.3	14.6	81	2550	10.2	13.1	88	391	8.2	2.0	70	797	14.6	4.1	126
2 PEOPLE	51803	8891	29.3	17.2	95	7371	29.5	14.2	95	1421	29.7	2.7	96	1924	35.3	3.7	114
3 OR 4 PEOPLE	66933	12951	42.7	19.3	107	10275	41.1	15.4	103	2111	44.1	3.2	111	1836	33.7	2.7	84
5 OR MORE PEOPLE	29550	5683	18.7	19.2	106	4797	19.2	16.2	109	864	18.0	2.9	102	889	16.3	3.0	93
NO CHILD IN HSHLD	96587	16028	52.8	16.6	92	13572	54.3	14.1	94	2693	56.3	2.8	98	3460	63.5	3.6	110
CHILD(REN) UNDER 2 YRS	10844	1862	6.1	17.2	95	1289	5.2	11.9	80	**210	4.4	1.9	68	**256	4.7	2.4	73
2 - 5 YEARS	26358	4761	15.7	18.1	100	3684	14.7	14.0	94	625	13.1	2.4	83	710	13.0	2.7	83
6 - 11 YEARS	30453	6400	21.1	21.0	116	4664	18.7	15.3	103	986	20.6	3.2	113	874	16.0	2.9	88
12 - 17 YEARS	36575	7568	24.9	20.7	114	6285	25.1	17.2	115	1251	26.1	3.4	120	1049	19.3	2.9	88
RESIDENCE OWNED	117770	22702	74.8	19.3	106	18655	74.6	15.8	106	3659	76.4	3.1	109	3848	70.7	3.3	101
VALUE: $50,000 OR MORE	70166	15446	50.9	22.0	122	12850	51.4	18.3	123	2550	53.3	3.6	127	2605	47.8	3.7	114
VALUE: UNDER $50,000	47604	7256	23.9	15.2	84	5805	23.2	12.2	82	1110	23.2	2.3	82	1243	22.8	2.6	80

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0079
P-18

		TOTAL U.S. '000	DIET COKE A '000	DIET COKE B % ACROSS DOWN	DIET COKE C % ACROSS %	DIET COKE D INDX	DIET PEPSI A '000	DIET PEPSI B % ACROSS DOWN	DIET PEPSI C % ACROSS %	DIET PEPSI D INDX	DIET RITE COLA A '000	DIET RITE COLA B % ACROSS DOWN	DIET RITE COLA C % ACROSS %	DIET RITE COLA D INDX	DIET SHASTA - SUGAR FREE A '000	DIET SHASTA - SUGAR FREE B % ACROSS DOWN	DIET SHASTA - SUGAR FREE C % ACROSS %	DIET SHASTA - SUGAR FREE D INDX
TOTAL ADULTS		167727	30363	100.0	18.1	100	24993	100.0	14.9	100	4787	100.0	2.9	100	5446	100.0	3.2	100
MAGAZINES	QUINTILE 1	34022	7840	25.8	23.0	127	6528	26.1	19.2	129	1269	26.5	3.7	131	1412	25.9	4.2	128
	QUINTILE 2	34800	7935	26.1	22.8	126	5772	23.1	16.6	111	920	19.2	2.6	93	1363	25.0	3.9	121
	QUINTILE 3	30514	4824	15.9	15.8	87	4390	17.6	14.4	97	873	18.2	2.9	100	827	15.2	2.7	83
	QUINTILE 4	33324	5379	17.7	16.1	89	4464	17.9	13.4	90	927	19.4	2.8	97	953	17.5	2.9	88
	QUINTILE 5	35066	4385	14.4	12.5	69	3839	15.4	10.9	73	799	16.7	2.3	80	891	16.4	2.5	78
NEWSPAPERS	QUINTILE 1	29107	6480	21.3	22.3	123	5590	22.4	19.2	129	899	18.8	3.1	108	878	16.1	3.0	93
	QUINTILE 2	49095	9174	30.2	18.7	103	7294	29.2	14.9	100	1494	31.2	3.0	107	1676	30.8	3.4	105
	QUINTILE 3	23107	4252	14.0	18.4	102	3620	14.5	15.7	105	783	16.4	3.4	119	1089	20.0	4.7	145
	QUINTILE 4	33556	6083	20.0	18.1	100	4804	19.2	14.3	96	880	18.4	2.6	92	959	17.6	2.9	88
	QUINTILE 5	32863	4374	14.4	13.3	74	3686	14.7	11.2	75	731	15.3	2.2	78	844	15.5	2.6	79
OUTDOOR	QUINTILE 1	33431	7276	24.0	21.8	120	6232	24.9	18.6	125	1220	25.5	3.6	128	1082	19.9	3.2	100
	QUINTILE 2	33478	6227	20.5	18.6	103	4661	18.6	13.9	93	922	19.3	2.8	96	1156	21.2	3.5	106
	QUINTILE 3	33574	6153	20.3	18.3	101	4990	20.0	14.9	100	891	18.6	2.7	93	1199	22.0	3.6	110
	QUINTILE 4	33935	5733	18.9	16.9	93	4929	19.7	14.5	97	974	20.3	2.9	101	1048	19.2	3.1	95
	QUINTILE 5	33310	4974	16.4	14.9	82	4180	16.7	12.5	84	780	16.3	2.3	82	961	17.6	2.9	89
RADIO-DRIVE TIME	QUINTILE 1	33136	6213	20.5	18.8	104	4990	20.0	15.1	101	907	18.9	2.7	96	858	15.8	2.6	80
	QUINTILE 2	31658	5913	19.5	18.7	103	5376	21.5	17.0	114	978	20.4	3.1	108	1030	18.9	3.3	100
	QUINTILE 3	32541	6384	21.0	19.6	108	5135	20.5	15.8	106	966	20.2	3.0	104	1022	18.8	3.1	97
	QUINTILE 4	34247	6379	21.0	18.6	103	5155	20.6	15.1	101	1014	21.2	3.0	104	1341	24.6	3.9	121
	QUINTILE 5	36144	5474	18.0	15.1	84	4337	17.4	12.0	81	922	19.3	2.6	89	1195	21.9	3.3	102
RADIO-MID-DAY	TERCILE 1	45037	8408	27.7	18.7	103	6446	25.8	14.3	96	1257	26.3	2.8	98	1292	23.7	2.9	88
	TERCILE 2	44819	8253	27.2	18.4	102	6802	27.2	15.2	102	1463	30.6	3.3	114	1411	25.9	3.1	97
	TERCILE 3	77872	13702	45.1	17.6	97	11746	47.0	15.1	101	2067	43.2	2.7	93	2743	50.4	3.5	108
RADIO-TOTAL	QUINTILE 1	33763	6405	21.1	19.0	105	4880	19.5	14.5	97	860	18.0	2.5	89	848	15.6	2.5	77
	QUINTILE 2	33240	5911	19.5	17.8	98	5239	21.0	15.8	106	1116	23.3	3.4	118	1090	20.0	3.3	101
	QUINTILE 3	33408	6778	22.3	20.3	112	5765	23.1	17.3	116	941	19.7	2.8	99	1301	23.9	3.9	120
	QUINTILE 4	34792	6685	22.0	19.2	106	5156	20.6	14.8	99	1079	22.5	3.1	109	1080	19.8	3.1	96
	QUINTILE 5	32524	4584	15.1	14.1	78	3953	15.8	12.2	82	792	16.5	2.4	85	1127	20.7	3.5	107
TV-PRIME TIME	QUINTILE 1	33090	5062	16.7	15.3	85	4702	18.8	14.2	95	858	17.9	2.6	91	1097	20.1	3.3	102
	QUINTILE 2	33357	6342	20.9	19.0	105	4894	19.6	14.7	98	1069	22.3	3.2	112	1090	20.0	3.3	101
	QUINTILE 3	33980	6749	22.2	19.9	110	5583	22.3	16.4	110	1213	25.3	3.6	125	1084	19.9	3.2	98
	QUINTILE 4	33854	6561	21.6	19.4	107	5260	21.0	15.5	104	997	20.8	2.9	103	1142	21.0	3.4	104
	QUINTILE 5	33444	5650	18.6	16.9	93	4554	18.2	13.6	91	651	13.6	1.9	68	1034	19.0	3.1	95
TV-DAYTIME	TERCILE 1	49121	7990	26.3	16.3	90	6614	26.5	13.5	90	1414	29.5	2.9	101	1627	29.9	3.3	102
	TERCILE 2	48823	8915	29.4	18.3	101	7539	30.2	15.4	104	1532	32.0	3.1	110	1633	30.0	3.3	103
	TERCILE 3	69782	13458	44.3	19.3	107	10839	43.4	15.5	104	1841	38.5	2.6	92	2186	40.1	3.1	96
TV-TOTAL	QUINTILE 1	33584	5118	16.9	15.2	84	4439	17.8	13.2	89	947	19.8	2.8	99	1096	20.1	3.3	101
	QUINTILE 2	33441	5462	18.0	16.3	90	4725	18.9	14.1	95	870	18.2	2.6	91	1075	19.7	3.2	99
	QUINTILE 3	33505	6568	21.6	19.6	108	5434	21.7	16.2	109	1181	24.7	3.5	124	1160	21.3	3.5	107
	QUINTILE 4	33466	6695	22.0	20.0	111	5429	21.7	16.2	109	1037	21.7	3.1	109	1114	20.5	3.3	103
	QUINTILE 5	33731	6521	21.5	19.3	107	4965	19.9	14.7	99	752	15.7	2.2	78	1001	18.4	3.0	91
MAGAZINES-NEWSPAPERS: DUAL		44503	10301	33.9	23.1	128	8336	33.4	18.7	126	1417	29.6	3.2	112	1668	30.6	3.7	115
MAGAZINE IMPERATIVE		39363	7795	25.7	19.8	109	6063	24.3	15.4	103	1269	26.5	3.2	113	1539	28.3	3.9	120
NEWSPAPER IMPERATIVE		46441	7322	24.1	15.8	87	6409	25.6	13.8	93	1360	28.4	2.9	103	1400	25.7	3.0	93
MAGAZINES-OUTDOOR: DUAL		33726	7877	25.9	23.4	129	6179	24.7	18.3	123	1190	24.9	3.5	124	1415	26.0	4.2	129
MAGAZINE IMPERATIVE		52846	10519	34.6	19.9	110	8546	34.2	16.2	109	1491	31.1	2.8	99	1898	34.9	3.6	111
OUTDOOR IMPERATIVE		52140	8352	27.5	16.0	88	6910	27.6	13.3	89	1386	29.0	2.7	93	1374	25.2	2.6	81
MAGAZINES-RADIO: DUAL		37081	8227	27.1	22.2	123	6534	26.1	17.6	118	1106	23.1	3.0	105	1284	23.6	3.5	107
MAGAZINE IMPERATIVE		49747	10370	34.2	20.8	115	8279	33.1	16.6	112	1527	31.9	3.1	108	2051	37.7	4.1	127
RADIO IMPERATIVE		49208	7554	24.9	15.4	85	6600	26.4	13.4	90	1352	28.2	2.7	96	1305	24.0	2.7	82
MAGAZINES-TELEVISION: DUAL		33103	6356	20.9	19.2	106	5210	20.8	15.7	106	970	20.3	2.9	103	1175	21.6	3.5	109
MAGAZINE IMPERATIVE		54575	12564	41.4	23.0	127	9816	39.3	18.0	121	1733	36.2	3.2	111	2066	37.9	3.8	117
TELEVISION IMPERATIVE		53249	7403	24.4	13.9	77	6712	26.9	12.6	85	1461	30.5	2.7	96	1580	29.0	3.0	91
NEWSPAPERS-OUTDOOR: DUAL		36255	7894	26.0	21.8	120	6288	25.2	17.3	116	1156	24.1	3.2	112	1383	25.4	3.8	117
NEWSPAPER IMPERATIVE		55591	10228	33.7	18.4	102	8528	34.1	15.3	103	1723	36.0	3.1	109	1833	33.7	3.3	102
OUTDOOR IMPERATIVE		48319	8650	28.5	17.9	99	6996	28.0	14.5	97	1390	29.0	2.9	101	1586	29.1	3.3	101
NEWSPAPERS-RADIO: DUAL		37242	7300	24.0	19.6	108	6337	25.4	17.0	114	1185	24.8	3.2	111	1199	22.0	3.2	99
NEWSPAPER IMPERATIVE		54423	10721	35.3	19.7	109	8872	35.5	16.3	109	1704	35.6	3.1	110	2029	37.3	3.7	115
RADIO IMPERATIVE		46650	8090	26.6	17.3	96	6411	25.7	13.7	92	1195	25.0	2.6	90	1404	25.8	3.0	93
NEWSPAPERS-TELEVISION: DUAL		35974	5889	19.4	16.4	90	5662	22.7	15.7	106	1088	22.7	3.0	106	1100	20.2	3.1	94
NEWSPAPER IMPERATIVE		56095	12404	40.9	22.1	122	9612	38.5	17.1	115	1797	37.5	3.2	112	2102	38.6	3.7	115
TELEVISION IMPERATIVE		47170	7388	24.3	15.7	87	6101	24.4	12.9	87	1268	26.5	2.7	94	1543	28.3	3.3	101
OUTDOOR-RADIO: DUAL		33748	6747	22.2	20.0	110	5500	22.0	16.3	109	925	19.3	2.7	96	1078	19.8	3.2	98
OUTDOOR IMPERATIVE		52785	10270	33.8	19.5	107	8202	32.8	15.5	104	1686	35.2	3.2	112	1941	35.6	3.7	113
RADIO IMPERATIVE		52882	9315	30.7	17.6	97	7938	31.8	15.0	101	1593	33.3	3.0	106	1536	28.2	2.9	89
OUTDOOR-TELEVISION: DUAL		32030	5490	18.1	17.1	95	4672	18.7	14.6	98	931	19.4	2.9	102	972	17.8	3.0	93
OUTDOOR IMPERATIVE		54626	11991	39.5	22.0	121	9306	37.2	17.0	114	1711	35.7	3.1	110	1941	35.6	3.6	109
TELEVISION IMPERATIVE		54874	8832	29.1	16.1	89	7592	30.4	13.8	93	1617	33.8	2.9	103	1831	33.6	3.3	103
RADIO-TELEVISION: DUAL		33386	5870	19.3	17.6	97	4873	19.5	14.6	98	1122	23.4	3.4	118	1216	22.3	3.6	112
RADIO IMPERATIVE		53810	10745	35.4	20.0	110	8689	34.8	16.1	108	1447	30.2	2.7	94	1549	28.4	2.9	89
TELEVISION IMPERATIVE		54023	8663	28.5	16.0	89	7523	30.1	13.9	93	1465	30.6	2.7	95	1780	32.7	3.3	101

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0080
P-18

	TOTAL U.S. '000	DIET COKE A '000	DIET COKE B % DOWN	DIET COKE C % ACROSS	DIET COKE D INDX	DIET PEPSI A '000	DIET PEPSI B % DOWN	DIET PEPSI C % ACROSS	DIET PEPSI D INDX	DIET RITE COLA A '000	DIET RITE COLA B % DOWN	DIET RITE COLA C % ACROSS	DIET RITE COLA D INDX	DIET SHASTA - SUGAR FREE A '000	DIET SHASTA - SUGAR FREE B % DOWN	DIET SHASTA - SUGAR FREE C % ACROSS	DIET SHASTA - SUGAR FREE D INDX
TOTAL ADULTS	167727	30363	100.0	18.1	100	24993	100.0	14.9	100	4787	100.0	2.9	100	5446	100.0	3.2	100
ATLANTIC MONTHLY	867	*133	0.4	15.3	85	*81	0.3	9.3	63	**13	0.3	1.5	53	**31	0.6	3.6	110
BARRON'S	1580	393	1.3	24.9	137	288	1.2	18.2	122	**62	1.3	3.9	137	**49	0.9	3.1	96
BETTER HOMES & GARDENS	22203	4915	16.2	22.1	122	3967	15.9	17.9	120	812	17.0	3.7	128	958	17.6	4.3	133
BON APPETIT	3810	930	3.1	24.4	135	897	3.6	23.5	158	**210	4.4	5.5	193	*269	4.9	7.1	217
BUSINESS WEEK	4663	1055	3.5	22.6	125	743	3.0	15.9	107	*166	3.5	3.6	125	*185	3.4	4.0	122
CAR AND DRIVER	3102	493	1.6	15.9	88	434	1.7	14.0	94	**191	4.0	6.2	216	**49	0.9	1.6	49
CBS MAGAZINE NETWORK (GROSS)	7311	1618	5.3	22.1	122	1284	5.1	17.6	118	**248	5.2	3.4	119	*210	3.9	2.9	88
CHANGING TIMES	3400	680	2.2	20.0	110	605	2.4	17.8	119	**136	2.8	4.0	140	**155	2.8	4.6	140
COLONIAL HOMES	1796	433	1.4	24.1	133	314	1.3	17.5	117	**62	1.3	3.5	121	**74	1.4	4.1	127
CONDE NAST MAG. PKG. (GROSS)	19924	5000	16.5	25.1	139	4356	17.4	21.9	147	835	17.4	4.2	147	1031	18.9	5.2	159
CONSUMERS DIGEST	3125	618	2.0	19.8	109	556	2.2	17.8	119	**102	2.1	3.3	114	**88	1.6	2.8	87
COSMOPOLITAN	10577	2494	8.2	23.6	130	2235	8.9	21.1	142	385	8.0	3.6	128	509	9.3	4.8	148
COUNTRY LIVING	3746	898	3.0	24.0	132	733	2.9	19.6	131	**77	1.6	2.1	72	*224	4.1	6.0	184
CUISINE	2214	535	1.8	24.2	133	463	1.9	20.9	140	**79	1.7	3.6	125	**115	2.1	5.2	160
CYCLE WORLD	2394	341	1.1	14.2	79	381	1.5	15.9	107	**100	2.1	4.2	146	**76	1.4	3.2	98
DCI:CREATIVE IDEAS FOR LIV	3068	715	2.4	23.3	129	584	2.3	19.0	128	**37	0.8	1.2	42	**114	2.1	3.7	114
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2510	8.3	26.3	145	1633	6.5	17.1	115	*185	3.9	1.9	68	410	7.5	4.3	132
DISCOVER	2277	480	1.6	21.1	116	327	1.3	14.4	96	**28	0.6	1.2	43	**47	0.9	2.1	64
EBONY	7187	1043	3.4	14.5	80	834	3.3	11.6	78	*194	4.1	2.7	95	229	4.2	3.2	98
ESQUIRE	2560	542	1.8	21.2	117	293	1.2	11.4	77	**31	0.6	1.2	42	**33	0.6	1.3	40
ESSENCE	3242	535	1.8	16.5	91	378	1.5	11.7	78	**73	1.5	2.3	79	*158	2.9	4.9	150
FAMILY CIRCLE	19639	4503	14.8	22.9	127	3869	15.5	19.7	132	757	15.8	3.9	135	992	18.2	5.1	156
THE FAMILY HANDYMAN	3540	614	2.0	17.3	96	503	2.0	14.2	95	**93	1.9	2.6	92	**100	1.8	2.8	87
FAMILY WEEKLY	23924	4557	15.0	19.0	105	3923	15.7	16.4	110	771	16.1	3.2	113	832	15.3	3.5	107
FIELD & STREAM	9883	1503	5.0	15.2	84	1239	5.0	12.5	84	*134	2.8	1.4	48	*234	4.3	2.4	73
FOOD & WINE	1030	287	0.9	27.9	154	*222	0.9	21.6	145	**23	0.5	2.2	78	**45	0.8	4.4	135
FORBES	2679	640	2.1	23.9	132	513	2.1	19.9	134	**63	1.3	2.4	82	**84	1.5	3.1	97
FORTUNE	2931	727	2.4	24.8	137	562	2.2	19.2	129	**86	1.8	2.9	103	**115	2.1	3.9	121
GENTLEMEN'S QUARTERLY	3481	710	2.3	20.4	113	692	2.8	19.9	133	**105	2.2	3.0	106	**107	2.0	3.1	95
GLAMOUR	7163	1873	6.2	26.1	144	1591	6.4	22.2	149	*356	7.4	5.0	174	401	7.4	5.6	172
GOLF DIGEST	2355	529	1.7	22.5	124	439	1.8	18.6	125	**86	1.8	3.7	128	**126	2.3	5.4	165
GOLF DIGEST/TENNIS (GROSS)	3610	825	2.7	22.9	126	654	2.6	18.1	122	**97	2.0	2.7	94	*178	3.3	4.9	152
GOLF MAGAZINE	2046	501	1.7	24.5	135	396	1.6	19.4	130	**97	2.0	4.7	166	**92	1.7	4.5	138
GOLF MAGAZINE/SKI (GROSS)	3547	805	2.7	22.7	125	673	2.7	19.0	127	**126	2.6	3.6	124	**98	1.8	2.8	85
GOOD HOUSEKEEPING	20353	4976	16.4	24.4	135	3992	16.0	19.6	132	775	16.2	3.8	133	853	15.7	4.2	129
HARPER'S BAZAAR	3362	806	2.7	24.0	132	645	2.6	19.2	129	**84	1.8	2.5	88	*119	2.2	3.5	109
HEALTH	2987	652	2.1	21.8	121	527	2.1	17.6	118	**71	1.5	2.4	83	*185	3.4	6.2	191
HEARST MAG CORP. BUY (GROSS)	67928	15752	51.9	23.2	128	12457	49.8	18.3	123	2195	45.9	3.2	113	2718	49.9	4.0	123
HEARST MAN POWER (GROSS)	11282	2013	6.6	17.8	99	1502	6.0	13.3	89	263	5.5	2.3	82	285	5.2	2.5	78
HEARST WOMAN POWER (GROSS)	40514	9821	32.3	24.2	134	8053	32.2	19.9	133	1501	31.4	3.7	130	1762	32.4	4.3	134
HOUSE BEAUTIFUL	4885	1204	4.0	24.6	136	836	3.3	17.1	115	*151	3.2	3.1	108	*183	3.4	3.7	115
INC.	1308	269	0.9	20.6	114	*260	1.0	19.9	133	**28	0.6	2.1	75	**48	0.9	3.7	113
JET	6498	848	2.8	13.1	72	664	2.7	10.2	69	*143	3.0	2.2	77	*198	3.6	3.0	94
LADIES' HOME JOURNAL	14797	3646	12.0	24.6	136	3060	12.2	20.7	139	479	10.0	3.2	113	658	12.1	4.4	137
LHJ FAMILY GRP COMBO(GROSS)	21743	5246	17.3	24.1	133	4365	17.5	20.1	135	639	13.3	2.9	103	1033	19.0	4.8	146
LIFE	9881	2103	6.9	21.3	118	1633	6.5	16.5	111	346	7.2	3.5	123	217	4.0	2.2	68
L.A. TIMES HOME MAGAZINE	2775	669	2.2	24.1	133	465	1.9	16.8	112	**84	1.8	3.0	106	*176	3.2	6.3	195
MADEMOISELLE	4219	1057	3.5	25.1	138	934	3.7	22.1	149	**140	2.9	3.3	116	*178	3.3	4.2	130
MC CALL'S	16422	4085	13.5	24.9	137	3189	12.8	19.4	130	485	10.1	3.0	103	762	14.0	4.6	143
MC CALL'S/WRK MOTHER (GROSS)	17919	4480	14.8	25.0	138	3509	14.0	19.6	131	519	10.8	2.9	101	906	16.6	5.1	156
MECHANIX ILLUSTRATED	4433	726	2.4	16.4	90	749	3.0	16.9	113	*131	2.7	3.0	104	**121	2.2	2.7	84
METROPOLITAN HOME	1504	332	1.1	22.1	122	299	1.2	19.9	133	**22	0.5	1.5	51	**24	0.4	1.6	49
MONEY	4723	1131	3.7	23.9	132	1049	4.2	22.2	149	*197	4.1	4.2	146	*161	3.0	3.4	105
MOTHER EARTH NEWS	2325	518	1.7	22.3	123	467	1.9	20.1	135	**119	2.5	5.1	179	**122	2.2	5.2	162
MS.	1189	301	1.0	25.3	140	*198	0.8	16.7	112	**27	0.6	2.3	80	**55	1.0	4.6	142
NATIONAL ENQUIRER	18892	3423	11.3	18.1	100	2718	10.9	14.4	97	426	8.9	2.3	79	721	13.2	3.8	118
NATIONAL GEOGRAPHIC	22129	4781	15.7	21.6	119	3809	15.2	17.2	116	650	13.6	2.9	103	651	12.0	2.9	91
NATIONAL SUNDAY MAGAZINE PKG	103750	20162	66.4	19.4	107	17038	68.2	16.4	110	3362	70.2	3.2	114	3590	65.9	3.5	107
NATURAL HISTORY	1379	*248	0.8	18.0	99	*240	1.0	17.4	117	**54	1.1	3.9	137	**16	0.3	1.2	36
NEW WOMAN	2289	603	2.0	26.3	146	555	2.2	24.2	163	**86	1.8	3.8	132	*119	2.2	5.2	160
NEW YORK INCLUDING CUE	1088	224	0.7	20.6	114	*187	0.7	17.2	115	**37	0.8	3.4	119	**14	0.3	1.3	40
THE NEW YORKER	2459	597	2.0	24.3	134	419	1.7	17.0	114	**59	1.2	2.4	84	*143	2.6	5.8	179
NEWSWEEK	16527	3750	12.4	22.7	125	3058	12.2	18.5	124	519	10.8	3.1	110	644	11.8	3.9	120
THE N.Y. TIMES DAILY EDITION	2739	634	2.1	23.1	128	406	1.6	14.8	99	**85	1.8	3.1	109	**85	1.6	3.1	96
THE N.Y. TIMES MAGAZINE	4443	1077	3.5	24.2	134	670	2.7	15.1	101	*136	2.8	3.1	107	*128	2.4	2.9	89
OMNI	2799	536	1.8	19.1	106	500	2.0	17.9	120	**91	1.9	3.3	114	**84	1.5	3.0	92
ON CABLE	2209	391	1.3	17.7	98	*247	1.0	11.2	75	**60	1.3	2.7	95	**126	2.3	5.7	176
1001 HOME IDEAS	3959	947	3.1	23.9	132	778	3.1	19.7	132	**89	1.9	2.2	79	*190	3.5	4.8	148
ORGANIC GARDENING	3111	550	1.8	17.7	98	441	1.8	14.2	95	**110	2.3	3.5	124	*164	3.0	5.3	162
OUTDOOR LIFE	5024	763	2.5	15.2	84	711	2.8	14.2	95	**116	2.4	2.3	81	**161	3.0	3.2	99
PARADE MAGAZINE	51292	9767	32.2	19.0	105	8494	34.0	16.6	111	1639	34.2	3.2	112	1797	33.0	3.5	108

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0081
P-18

	TOTAL U.S. '000	DIET COKE A '000	B % DOWN	C % ACROSS	D INDX	DIET PEPSI A '000	B % DOWN	C % ACROSS	D INDX	DIET RITE COLA A '000	B % DOWN	C % ACROSS	D INDX	DIET SHASTA - SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	30363	100.0	18.1	100	24993	100.0	14.9	100	4787	100.0	2.9	100	5446	100.0	3.2	100
PARENTS	5298	1201	4.0	22.7	125	908	3.6	17.1	115	*142	3.0	2.7	94	*238	4.4	4.5	138
PENTHOUSE	5129	1096	3.6	21.4	118	682	2.7	13.3	89	**153	3.2	3.0	105	**110	2.0	2.1	66
PEOPLE	21070	5317	17.5	25.2	139	4201	16.8	19.9	134	713	14.9	3.4	119	720	13.2	3.4	105
PLAYBOY	10562	2120	7.0	20.1	111	1636	6.5	15.5	104	307	6.4	2.9	102	312	5.7	3.0	91
POPULAR HOT RODDING	2498	335	1.1	13.4	74	395	1.6	15.8	106	**169	3.5	6.8	237	**60	1.1	2.4	74
POPULAR MECHANICS	5887	1075	3.5	18.3	101	831	3.3	14.1	95	*157	3.3	2.7	93	*191	3.5	3.2	100
POPULAR SCIENCE	4317	955	3.1	22.1	122	759	3.0	17.6	118	*113	2.4	2.6	92	*187	3.4	4.3	133
PREVENTION	5792	1233	4.1	21.3	118	1031	4.1	17.8	119	*211	4.4	3.6	128	329	6.0	5.7	175
PSYCHOLOGY TODAY	3284	877	2.9	26.7	148	604	2.4	18.4	123	**60	1.3	1.8	64	*165	3.0	5.0	155
READER'S DIGEST	40046	8025	26.4	20.0	111	6888	27.6	17.2	115	1230	25.7	3.1	108	1607	29.5	4.0	124
REDBOOK	9584	2351	7.7	24.5	136	1827	7.3	19.1	128	342	7.1	3.6	125	400	7.3	4.2	129
ROAD & TRACK	2590	642	2.1	24.8	137	428	1.7	16.5	111	**102	2.1	3.9	138	**51	0.9	2.0	61
ROLLING STONE	3302	788	2.6	23.9	132	583	2.3	17.7	118	**177	3.7	5.4	188	**187	3.4	5.7	174
RUNNER'S WORLD	1229	358	1.2	29.1	161	*315	1.3	25.6	172	**14	0.3	1.1	40	**49	0.9	4.0	123
SATURDAY EVENING POST	2110	420	1.4	19.9	110	331	1.3	15.7	105	**66	1.4	3.1	110	**80	1.5	3.8	117
SCIENCE 84	1543	313	1.0	20.3	112	*247	1.0	16.0	107	**65	1.4	4.2	148	**11	0.2	0.7	22
SCIENCE DIGEST	1747	*263	0.9	15.1	83	239	1.0	13.7	92	**44	0.9	2.5	88	**28	0.5	1.6	49
SCIENTIFIC AMERICAN	1994	434	1.4	21.8	120	314	1.3	15.7	106	**85	1.8	4.3	149	**109	2.0	5.5	168
SELF	3119	902	3.0	28.9	160	788	3.2	25.3	170	**168	3.5	5.4	189	*208	3.8	6.7	205
SEVENTEEN	3923	898	3.0	22.9	126	835	3.3	21.3	143	**108	2.3	2.8	96	**78	1.4	2.0	61
SKI	1501	305	1.0	20.3	112	*276	1.1	18.4	123	**29	0.6	1.9	68	**6	0.1	0.4	12
SMITHSONIAN	5976	1539	5.1	25.8	142	1202	4.8	20.1	135	*241	5.0	4.0	141	*237	4.4	4.0	122
SOAP OPERA DIGEST	4228	926	3.0	21.9	121	763	3.1	18.0	121	**104	2.2	2.5	86	**125	2.3	3.0	91
SOUTHERN LIVING	6488	1795	5.9	27.7	153	1049	4.2	16.2	109	*148	3.1	2.3	80	296	5.4	4.6	141
SPORT	3500	670	2.2	19.1	106	589	2.4	16.8	113	**111	2.3	3.2	111	**120	2.2	3.4	106
THE SPORTING NEWS	2456	622	2.0	25.3	140	520	2.1	21.2	142	**52	1.1	2.1	74	**85	1.6	3.5	107
SPORTS AFIELD	3648	675	2.2	18.5	102	433	1.7	11.9	80	**63	1.3	1.7	61	**66	1.2	1.8	56
SPORTS ILLUSTRATED	14484	2912	9.6	20.1	111	2494	10.0	17.2	116	502	10.5	3.5	121	396	7.3	2.7	84
STAR	12661	2223	7.3	17.6	97	1989	8.0	15.7	105	287	6.0	2.3	79	527	9.7	4.2	128
SUNDAY	52799	10592	34.9	20.1	111	8960	35.9	17.0	114	1748	36.5	3.3	116	1673	30.7	3.2	98
SUNSET	3513	751	2.5	21.4	118	680	2.7	19.4	130	**208	4.3	5.9	207	*285	5.2	8.1	250
TV GUIDE	42766	8347	27.5	19.5	108	6552	26.2	15.3	103	1348	28.2	3.2	110	1580	29.0	3.7	114
TENNIS	1254	*296	1.0	23.6	130	*215	0.9	17.1	115	**11	0.2	0.9	31	**52	1.0	4.1	128
TIME	22054	5144	16.9	23.3	129	3808	15.2	17.3	116	661	13.8	3.0	105	704	12.9	3.2	98
TOWN & COUNTRY	1555	403	1.3	25.9	143	263	1.1	16.9	114	**54	1.1	3.5	122	**62	1.1	4.0	123
TRAVEL & LEISURE	2173	512	1.7	23.6	130	422	1.7	19.4	130	**94	2.0	4.3	152	**79	1.5	3.6	112
TRUE STORY	4636	810	2.7	17.5	97	628	2.5	13.5	91	**115	2.4	2.5	87	**116	2.1	2.5	77
U.S.NEWS & WORLD REPORT	10353	2039	6.7	19.7	109	1708	6.8	16.5	111	295	6.2	2.8	100	347	6.4	3.4	103
USA TODAY	4994	1186	3.9	23.7	131	918	3.7	18.4	123	*170	3.6	3.4	119	*152	2.8	3.0	94
US	3528	1009	3.3	28.6	158	723	2.9	20.5	138	**76	1.6	2.2	75	**149	2.7	4.2	130
VOGUE	5424	1169	3.9	21.6	119	1042	4.2	19.2	129	*171	3.6	3.2	110	*244	4.5	4.5	139
WALL STREET JOURNAL	6292	1590	5.2	25.3	140	1150	4.6	18.3	123	*171	3.6	2.7	95	*247	4.5	3.9	121
WEIGHT WATCHERS	2762	824	2.7	29.8	165	622	2.5	22.5	151	**117	2.4	4.2	148	*161	3.0	5.8	180
WOMAN'S DAY	16320	3786	12.5	23.2	128	3321	13.3	20.3	137	637	13.3	3.9	137	796	14.6	4.9	150
WORKING MOTHER	1496	395	1.3	26.4	146	*320	1.3	21.4	144	**33	0.7	2.2	77	**144	2.6	9.6	296
WORKING WOMAN	1851	552	1.8	29.8	165	440	1.8	23.8	160	**111	2.3	6.0	210	**102	1.9	5.5	170
WORLD TENNIS	580	*160	0.5	27.6	152	**137	0.5	23.6	159	**1	0.0	0.2	6	**7	0.1	1.2	37
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2321	7.6	18.7	103	1872	7.5	15.1	101	355	7.4	2.9	100	235	4.3	1.9	58
BLAIR INSERTS	91671	18108	59.6	19.8	109	15168	60.7	16.5	111	2989	62.4	3.3	114	3021	55.5	3.3	101
DAILY NEWSPAPERS																	
READ ANY	109190	20971	69.1	19.2	106	17232	68.9	15.8	106	3217	67.2	2.9	103	3743	68.7	3.4	106
READ ONE	89587	16585	54.6	18.5	102	13573	54.3	15.2	102	2660	55.6	3.0	104	3257	59.8	3.6	112
READ TWO OR MORE	19602	4386	14.4	22.4	124	3659	14.6	18.7	125	557	11.6	2.8	100	486	8.9	2.5	76
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	21400	70.5	19.5	108	17650	70.6	16.1	108	3483	72.8	3.2	111	3785	69.5	3.5	106
READ ONE	95074	18083	59.6	19.0	105	14840	59.4	15.6	105	3030	63.3	3.2	112	3394	62.3	3.6	110
READ TWO OR MORE	14588	3317	10.9	22.7	126	2810	11.2	19.3	129	453	9.5	3.1	109	391	7.2	2.7	83
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.28				32.74				32.37				28.65			
30 DAY REACH	149706	27948	92.0	18.7	103	22560	90.3	15.1	101	4447	92.9	3.0	104	4896	89.9	3.3	101
50 SHWG - 30 DAY AV FREQ	15.16	16.32				17.02				16.95				14.93			
30 DAY REACH	142406	26828	88.4	18.8	104	21746	87.0	15.3	102	4250	88.8	3.0	105	4725	86.8	3.3	102
25 SHWG - 30 DAY AV FREQ	8.23	8.85				9.11				9.14				7.97			
30 DAY REACH	131152	24708	81.4	18.8	104	20303	81.2	15.5	104	3935	82.2	3.0	105	4388	80.6	3.3	103
CABLE TV: HOME WIRED	66879	13521	44.5	20.2	112	10905	43.6	16.3	109	1875	39.2	2.8	98	2115	38.8	3.2	97
HOME NOT WIRED	100848	16843	55.5	16.7	92	14088	56.4	14.0	94	2912	60.8	2.9	101	3331	61.2	3.3	102
HAVE PAY CABLE	35024	8027	26.4	22.9	127	6046	24.2	17.3	116	1121	23.4	3.2	112	1112	20.4	3.2	98

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DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0082
P-18

	TOTAL U.S. '000	DIET COKE A '000	DIET COKE B % DOWN	DIET COKE C % ACROSS	DIET COKE D INDX	DIET PEPSI A '000	DIET PEPSI B % DOWN	DIET PEPSI C % ACROSS	DIET PEPSI D INDX	DIET RITE COLA A '000	DIET RITE COLA B % DOWN	DIET RITE COLA C % ACROSS	DIET RITE COLA D INDX	DIET SHASTA - SUGAR FREE A '000	DIET SHASTA - SUGAR FREE B % DOWN	DIET SHASTA - SUGAR FREE C % ACROSS	DIET SHASTA - SUGAR FREE D INDX
TOTAL ADULTS	167727	30363	100.0	18.1	100	24993	100.0	14.9	100	4787	100.0	2.9	100	5446	100.0	3.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18467	60.8	19.3	107	15516	62.1	16.2	109	2725	56.9	2.8	100	3024	55.5	3.2	97
10:00 AM - 3:00 PM	63599	11892	39.2	18.7	103	9352	37.4	14.7	99	1868	39.0	2.9	103	1912	35.1	3.0	93
3:00 PM - 7:00 PM	72097	14193	46.7	19.7	109	11655	46.6	16.2	108	2135	44.6	3.0	104	2193	40.3	3.0	94
7:00 PM - MIDNIGHT	36670	7025	23.1	19.2	106	5705	22.8	15.6	104	1031	21.5	2.8	99	1135	20.8	3.1	95
MIDNIGHT - 6:00 AM	21908	4256	14.0	19.4	107	3653	14.6	16.7	112	575	12.0	2.6	92	672	12.3	3.1	94
6:00 AM - MIDNIGHT	127571	24173	79.6	18.9	105	19926	79.7	15.6	105	3704	77.4	2.9	102	3937	72.3	3.1	95
ENTIRE DAY	129239	24494	80.7	19.0	105	20208	80.9	15.6	105	3747	78.3	2.9	102	3962	72.8	3.1	94
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6883	22.7	20.2	112	6283	25.1	18.5	124	1033	21.6	3.0	106	1110	20.4	3.3	101
ALL NEWS	6062	1155	3.8	19.1	105	932	3.7	15.4	103	*203	4.2	3.3	117	*183	3.4	3.0	93
AOR/PROGRESSIVE	11884	2283	7.5	19.2	106	1931	7.7	16.2	109	375	7.8	3.2	111	398	7.3	3.3	103
BEAUTIFUL MUSIC	11180	2409	7.9	21.5	119	1788	7.2	16.0	107	372	7.8	3.3	117	349	6.4	3.1	96
BLACK	4538	583	1.9	12.8	71	417	1.7	9.2	62	*121	2.5	2.7	93	**116	2.1	2.6	79
CLASSICAL	3857	710	2.3	18.4	102	565	2.3	14.6	98	*185	3.9	4.8	168	**130	2.4	3.4	104
CHR/ROCK	21946	4728	15.6	21.5	119	4170	16.7	19.0	128	735	15.4	3.3	117	746	13.7	3.4	105
COUNTRY	27262	4942	16.3	18.1	100	3663	14.7	13.4	90	731	15.3	2.7	94	735	13.5	2.7	83
GOLDEN OLDIES	3339	688	2.3	20.6	114	472	1.9	14.1	95	**94	2.0	2.8	99	**96	1.8	2.9	89
MOR/NOSTALGIA	10346	2077	6.8	20.1	111	1595	6.4	15.4	103	294	6.1	2.8	100	362	6.6	3.5	108
NEWS/TALK	8929	1816	6.0	20.3	112	1395	5.6	15.6	105	333	7.0	3.7	131	277	5.1	3.1	96
RELIGIOUS	5488	904	3.0	16.5	91	711	2.8	13.0	87	*170	3.6	3.1	109	*149	2.7	2.7	84
SOFT ROCK	1232	*215	0.7	17.5	96	*194	0.8	15.7	106	**33	0.7	2.7	94	**1	0.0	0.1	2
URBAN CONTEMPORARY	3184	453	1.5	14.2	79	313	1.3	9.8	66	*103	2.2	3.2	113	**99	1.8	3.1	96
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1385	4.6	20.0	111	1365	5.5	19.8	133	366	7.6	5.3	186	*210	3.9	3.0	94
ABC DIRECTION	5212	824	2.7	15.8	87	809	3.2	15.5	104	*146	3.0	2.8	98	*113	2.1	2.2	67
ABC ENTERTAINMENT	10385	2005	6.6	19.3	107	1447	5.8	13.9	94	252	5.3	2.4	85	344	6.3	3.3	102
ABC FM	4762	862	2.8	18.1	100	717	2.9	15.1	101	*130	2.7	2.7	96	**84	1.5	1.8	54
ABC INFORMATION	11339	2190	7.2	19.3	107	1619	6.5	14.3	96	394	8.2	3.5	122	411	7.5	3.6	112
ABC ROCK	4878	1141	3.8	23.4	129	841	3.4	17.2	116	*121	2.5	2.5	87	*187	3.4	3.8	118
CBS	10709	2080	6.9	19.4	107	1745	7.0	16.3	109	347	7.2	3.2	114	377	6.9	3.5	108
MUTUAL	10251	1995	6.6	19.5	108	1635	6.5	15.9	107	283	5.9	2.8	97	328	6.0	3.2	99
NBC	12243	2156	7.1	17.6	97	2006	8.0	16.4	110	293	6.1	2.4	84	351	6.4	2.9	88
RADIORADIO	4606	723	2.4	15.7	87	713	2.9	15.5	104	*147	3.1	3.2	112	**129	2.4	2.8	86
RKO ONE	5148	1007	3.3	19.6	108	979	3.9	19.0	128	*248	5.2	4.8	169	*219	4.0	4.3	131
RKO TWO	7313	1433	4.7	19.6	108	1059	4.2	14.5	97	*194	4.1	2.7	93	*207	3.8	2.8	87
THE SOURCE	5981	1048	3.5	17.5	97	826	3.3	13.8	93	*142	3.0	2.4	83	**130	2.4	2.2	67
NON-WIRED : BLAIR	19329	3940	13.0	20.4	113	3050	12.2	15.8	106	619	12.9	3.2	112	572	10.5	3.0	91
INTERNET	27139	5223	17.2	19.2	106	4000	16.0	14.7	99	735	15.4	2.7	95	905	16.6	3.3	103
KATZ RADIO GROUP	36319	7144	23.5	19.7	109	6406	25.6	17.6	118	1132	23.6	3.1	109	1219	22.4	3.4	103
SUPERNET	22361	4241	14.0	19.0	105	3374	13.5	15.1	101	754	15.8	3.4	118	594	10.9	2.7	82
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2581	8.5	17.8	98	2082	8.3	14.3	96	377	7.9	2.6	91	531	9.8	3.7	113
WKDAY 9:00 AM - 1:00 PM	18688	3132	10.3	16.8	93	2592	10.4	13.9	93	547	11.4	2.9	103	664	12.2	3.6	109
WKDAY 1:00 PM - 4:30 PM	24061	4074	13.4	16.9	94	3346	13.4	13.9	93	728	15.2	3.0	106	867	15.9	3.6	111
WKDAY 4:30 PM - 7:30 PM	44079	7055	23.2	16.0	88	6192	24.8	14.0	94	1277	26.7	2.9	102	1551	28.5	3.5	108
WKDAY 7:30 PM - 8:00 PM	61979	10163	33.5	16.4	91	8468	33.9	13.7	92	1672	34.9	2.7	95	2142	39.3	3.5	106
WKDAY 11:00 PM - 11:30 PM	49084	8465	27.9	17.2	95	7298	29.2	14.9	100	1566	32.7	3.2	112	1494	27.4	3.0	94
WKDAY 11:30 PM - 1:00 AM	16560	2786	9.2	16.8	93	2294	9.2	13.9	93	481	10.0	2.9	102	452	8.3	2.7	84
M-SAT 8-11 PM+SUN 7-11 PM	66967	11920	39.3	17.8	98	10104	40.4	15.1	101	2001	41.8	3.0	105	2224	40.8	3.3	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1564	5.2	16.9	93	1249	5.0	13.5	90	324	6.8	3.5	122	262	4.8	2.8	87
ANOTHER WORLD N	6138	1001	3.3	16.3	90	877	3.5	14.3	96	158	3.3	2.6	90	226	4.1	3.7	113
AS THE WORLD TURNS C	7707	1417	4.7	18.4	102	1209	4.8	15.7	105	129	2.7	1.7	59	264	4.8	3.4	105
CAPITOL C	4688	856	2.8	18.3	101	747	3.0	15.9	107	*95	2.0	2.0	71	179	3.3	3.8	118
CBS MORN. NEWS 1 C	2792	494	1.6	17.7	98	403	1.6	14.4	97	*69	1.4	2.5	87	98	1.8	3.5	108
CBS MORN. NEWS 2 C	2071	311	1.0	15.0	83	218	0.9	10.5	71	*52	1.1	2.5	88	*80	1.5	3.9	119
DAYS OF OUR LIVES N	8018	1452	4.8	18.1	100	1218	4.9	15.2	102	192	4.0	2.4	84	331	6.1	4.1	127
FACTS OF LIFE - DAYTIME N	3487	673	2.2	19.3	107	551	2.2	15.8	106	164	3.4	4.7	165	*67	1.2	1.9	59
FAMILY FEUD A	4817	862	2.8	17.9	99	653	2.6	13.6	91	161	3.4	3.3	117	154	2.8	3.2	98
GENERAL HOSPITAL A	8333	1323	4.4	15.9	88	1064	4.3	12.8	86	365	7.6	4.4	153	372	6.8	4.5	137
GOOD MORNING, AMERICA-730 A	5472	970	3.2	17.7	98	959	3.8	17.5	118	182	3.8	3.3	117	170	3.1	3.1	96
GOOD MORNING, AMERICA-830 A	3965	718	2.4	18.1	100	751	3.0	18.9	127	127	2.7	3.2	112	140	2.6	3.5	109
GUIDING LIGHT C	7542	1465	4.8	19.4	107	1197	4.8	15.9	107	179	3.7	2.4	83	255	4.7	3.4	104
ONE LIFE TO LIVE A	6018	966	3.2	16.1	89	751	3.0	12.5	84	195	4.1	3.2	114	272	5.0	4.5	139
PRESS YOUR LUCK C	3589	518	1.7	14.4	80	416	1.7	11.6	78	95	2.0	2.6	93	*99	1.8	2.8	85
PRICE IS RIGHT 1 C	7418	1039	3.4	14.0	77	760	3.0	10.2	69	192	4.0	2.6	91	144	2.6	1.9	60
PRICE IS RIGHT 2 C	8276	1236	4.1	14.9	83	942	3.8	11.4	76	209	4.4	2.5	88	190	3.5	2.3	71

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NETWORK AFFILIATES - LATE		39164	6724	12.1	17.2	95	5972	23.9	15.2	102	1272	26.6	3.2	114	1270	23.3	3.2	100
INDEPENDENTS - LATE		5133	913	3.0	17.8	98	760	3.0	14.8	99	207	4.3	4.0	141	181	3.3	3.5	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3711	12.2	16.3	90	3052	12.2	13.4	90	671	14.0	2.9	103	705	12.9	3.1	95
ABC MONDAY NIGHT MOVIE	A	11258	1966	6.5	17.5	96	1743	7.0	15.5	104	412	8.6	3.7	128	369	6.8	3.3	101
ABC SUNDAY NIGHT MOVIE	A	23600	4243	14.0	18.0	99	3815	15.3	16.2	108	772	16.1	3.3	115	927	17.0	3.9	121
ABC WORLD NEWS TONIGHT	A	12801	2026	6.7	15.8	87	1815	7.3	14.2	95	325	6.8	2.5	89	347	6.4	2.7	83
AFTERMASH	C	10966	2008	6.5	18.3	101	1571	6.3	14.3	96	*334	7.0	3.0	107	473	8.7	4.3	133
ALICE	C	17050	3241	10.7	19.0	105	2566	10.3	15.0	101	526	11.0	3.1	108	629	11.5	3.7	114
AMERICAN PARADE	C	11998	1962	6.5	16.4	90	1634	6.5	13.6	91	312	6.5	2.6	91	386	7.1	3.2	99
BENSON	A	19258	3216	10.6	16.7	92	2744	11.0	14.2	96	605	12.6	3.1	110	[illegible]	12.6	3.6	110
BLUE THUNDER	A	11478	1829	6.0	15.9	88	1635	6.5	14.2	96	362	7.6	3.2	111	338	6.2	2.9	91
CAGNEY & LACEY	C	18263	3419	11.3	18.7	103	2856	11.4	15.6	105	611	12.8	3.3	117	662	12.2	3.6	112
CBS EVENING NEWS-DEAN	C	7733	1140	3.8	14.7	81	997	4.0	12.9	87	*221	4.6	2.9	100	201	3.7	2.6	80
CBS EVENING NEWS-RATHER	C	15653	2451	8.1	15.7	86	2100	8.4	13.4	90	398	8.3	2.5	89	469	8.6	3.0	92
CBS SAT. NEWS-SCHIEFFER	C	8744	1403	4.6	16.0	89	1141	4.6	13.0	88	225	4.7	2.6	90	284	5.2	3.2	100
CBS SATURDAY NIGHT MOVIE	C	12000	2091	6.9	17.4	96	1934	7.7	16.1	108	383	8.0	3.2	112	438	8.0	3.6	112
CBS WEDNESDAY NIGHT MOVIE	C	11522	1952	6.4	16.9	94	1637	6.5	14.2	95	245	5.1	2.1	75	339	6.2	2.9	91
CHEERS	N	16818	3460	11.4	20.6	114	2856	11.4	17.0	114	439	9.2	2.6	91	639	11.7	3.8	117
DALLAS	C	37510	7026	23.1	18.7	103	5894	23.6	15.7	105	1030	21.5	2.7	96	1356	24.9	3.6	111
DIFF'RENT STROKES	N	11258	1954	6.4	17.4	96	1359	5.4	12.1	81	436	9.1	3.9	136	410	7.5	3.6	112
DOUBLE TROUBLE	N	12248	2026	6.7	16.5	91	1889	7.6	15.4	104	389	8.1	3.2	111	459	8.4	3.7	115
DUCK FACTORY	N	11100	2344	7.7	21.1	117	1842	7.4	16.6	111	275	5.7	2.5	87	371	6.8	3.3	103
DUKES OF HAZZARD	C	12353	1882	6.2	15.2	84	1594	6.4	12.9	87	386	8.1	3.1	109	325	6.0	2.6	81
DYNASTY	A	33279	5884	19.4	17.7	98	4716	18.9	14.2	95	949	19.8	2.9	100	1069	19.6	3.2	99
FACTS OF LIFE	N	13410	2526	8.3	18.8	104	2208	8.8	16.5	110	527	11.0	3.9	138	610	11.2	4.5	140
FALCON CREST	C	31093	6247	20.6	20.1	111	5108	20.4	16.4	110	954	19.9	3.1	108	1114	20.5	3.6	110
FALL GUY	A	18649	3019	9.9	16.2	89	2734	10.9	14.7	98	624	13.0	3.3	117	590	10.8	3.2	97
FAMILY TIES	N	13101	2306	7.6	17.6	97	2117	8.5	16.2	108	367	7.7	2.8	98	595	10.9	4.5	140
FANTASY ISLAND	A	13069	2294	7.6	17.6	97	2057	8.2	15.7	106	479	10.0	3.7	128	416	7.6	3.2	98
FOULUPS,BLEEPS & BLUNDERS	A	16588	3050	10.0	18.4	102	2546	10.2	15.3	103	449	9.4	2.7	95	566	10.4	3.4	105
FOUR SEASONS	C	9302	1687	5.6	18.1	100	1325	5.3	14.2	96	*280	5.8	3.0	105	424	7.8	4.6	140
GIMME A BREAK	N	13955	2281	7.5	16.3	90	1883	7.6	13.5	91	422	8.8	3.0	106	595	10.9	4.3	131
HART TO HART	A	15735	2950	9.7	18.7	104	2352	9.4	14.9	100	519	10.8	3.3	116	488	9.0	3.1	96
HILL STREET BLUES	N	18257	3701	12.2	20.3	112	2928	11.7	16.0	108	602	12.6	3.3	116	624	11.5	3.4	105
HOTEL	A	24236	4087	13.5	16.9	93	3320	13.3	13.7	92	689	14.4	2.8	100	793	14.6	3.3	101
JEFFERSONS	C	17010	3132	10.3	18.4	102	2394	9.6	14.1	94	471	9.8	2.8	97	649	11.9	3.8	118
JENNIFER SLEPT HERE	N	9397	1702	5.6	18.1	100	1405	5.6	15.0	100	395	8.3	4.2	147	282	5.2	3.0	92
KATE & ALLIE	C	16762	3185	10.5	19.0	105	2593	10.4	15.5	104	591	12.3	3.5	124	698	12.8	4.2	128
KNIGHT RIDER	N	13164	2459	8.1	18.7	103	2123	8.5	16.1	108	567	11.8	4.3	151	457	8.4	3.5	107
LOVE BOAT	A	20400	3767	12.4	18.5	102	3029	12.1	14.8	100	699	14.6	3.4	120	729	13.4	3.6	110
MAGNUM PI	C	22543	4143	13.6	18.4	102	3078	12.3	13.7	92	686	14.3	3.0	107	571	10.5	2.5	78
MAMA'S FAMILY	N	9852	1607	5.3	16.3	90	1257	5.0	12.8	86	231	4.8	2.3	82	303	5.6	3.1	95
MASTER, THE	N	8082	1397	4.6	17.3	95	1194	4.8	14.8	99	*186	3.9	2.3	81	*247	4.5	3.1	94
MATT HOUSTON	A	12881	2193	7.2	17.0	94	1841	7.4	14.3	96	417	8.7	3.2	113	467	8.6	3.6	112
NBC MONDAY NIGHT MOVIE	N	23889	4295	14.1	18.0	99	3726	14.9	15.6	105	740	15.5	3.1	109	835	15.3	3.5	108
NBC NIGHTLY NEWS	N	11156	2002	6.6	17.9	99	1658	6.6	14.9	100	230	4.8	2.1	72	380	7.0	3.4	105
NBC NIGHTLY NEWS-SAT	N	7363	1052	3.5	14.3	79	1079	4.3	14.7	98	*188	3.9	2.6	89	*206	3.8	2.8	86
NBC NIGHTLY NEWS-SUN	N	6214	1012	3.3	16.3	90	969	3.9	15.6	105	*160	3.3	2.6	90	*142	2.6	2.3	70
NBC SUNDAY NIGHT MOVIE	N	17590	3046	10.0	17.3	96	2426	9.7	13.8	93	376	7.9	2.1	75	499	9.2	2.8	87
NEWHART	C	16740	3200	10.5	19.1	106	2551	10.2	15.2	102	554	11.6	3.3	116	685	12.6	4.1	126
ONE DAY AT A TIME	C	11820	2421	8.0	20.5	113	1767	7.1	14.9	100	378	7.9	3.2	112	424	7.8	3.6	110
PEOPLE ARE FUNNY	N	9138	1446	4.8	15.8	87	1129	4.5	12.4	83	*235	4.9	2.6	90	*262	4.8	2.9	88
REAL PEOPLE	N	15979	2927	9.6	18.3	101	2530	10.1	15.8	106	410	8.6	2.6	90	650	11.9	4.1	125
REMINGTON STEELE	N	14395	2433	8.0	16.9	93	2394	9.6	16.6	112	457	9.5	3.2	111	482	8.9	3.3	103
RIPLEY'S BELIEVE IT - NOT	A	11362	2231	7.3	19.6	108	1747	7.0	15.4	103	440	9.2	3.9	136	466	8.6	4.1	126
RIPTIDE	N	13920	2314	7.6	16.6	92	2050	8.2	14.7	99	425	8.9	3.1	107	419	7.7	3.0	93
SCARECROW & MRS. KING	C	17571	3388	11.2	19.3	107	2837	11.4	16.1	108	710	14.8	4.0	142	763	14.0	4.3	134
SIMON & SIMON	C	20208	3659	12.1	18.1	100	2806	11.2	13.9	93	553	11.6	2.7	96	654	12.0	3.2	100
60 MINUTES	C	27668	4818	15.9	17.4	96	4112	16.5	14.9	100	715	14.9	2.6	91	1020	18.7	3.7	114
ST. ELSEWHERE	N	13699	2805	9.2	20.5	113	2299	9.2	16.8	113	408	8.5	3.0	104	524	9.6	3.8	118
THREE'S COMPANY	A	20632	3738	12.3	18.1	100	2871	11.5	13.9	93	685	14.3	3.3	116	707	13.0	3.4	106
T.J. HOOKER	A	17136	2770	9.1	16.2	89	2212	8.9	12.9	87	547	11.4	3.2	112	[illegible]	9.9	3.1	97
TONIGHT SHOW	N	4963	876	2.9	17.7	98	687	2.7	13.8	93	156	3.3	3.1	110	122	2.2	2.5	76
TRAPPER JOHN, M.D.	C	16332	2994	9.9	18.3	101	2433	9.7	14.9	100	506	10.6	3.1	109	526	9.7	3.2	99
TV BLOOPERS & PRAC. JOKES	N	18881	3349	11.0	17.7	98	2722	10.9	14.4	97	476	9.9	2.5	88	635	11.7	3.4	104
20/20	A	18315	3242	10.7	17.7	98	2746	11.0	15.0	101	602	12.6	3.3	115	512	9.4	2.8	86
WEBSTER	A	18722	3242	10.7	17.3	96	2850	11.4	15.2	102	600	12.5	3.2	112	696	12.8	3.7	114
WORLD NEWS - SUN	A	5327	929	3.1	17.4	96	766	3.1	14.4	97	*203	4.2	3.8	134	261	4.8	4.9	151
YELLOW ROSE	N	8370	1542	5.1	18.4	102	1131	4.5	13.5	91	*197	4.1	2.4	82	314	5.8	3.8	116
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5125	16.9	19.8	109	4170	16.7	16.1	108	787	16.4	3.0	107	796	14.6	3.1	95
BASKETBALL - COLLEGE GAMES		14458	3763	12.4	26.0	144	2632	10.5	18.2	122	*457	9.5	3.2	111	*514	9.4	3.6	109
BASKETBALL - PRO GAMES		12124	2428	8.0	20.0	111	2011	8.0	16.6	111	*361	7.5	3.0	104	553	10.2	4.6	140
BOWLING		9412	1631	5.4	17.3	96	1391	5.6	14.8	99	*377	7.9	4.0	140	*334	6.1	3.5	109
BOXING		15409	2762	9.1	17.9	99	2109	8.4	13.7	92	*379	7.9	2.5	86	*464	8.5	3.0	93
FOOTBALL - COLLEGE GAMES		21400	4874	16.1	22.8	126	3354	13.4	15.7	105	548	11.4	2.6	90	683	12.5	3.2	98
FOOTBALL - PRO GAMES		35944	7868	25.9	21.9	121	5535	22.1	15.4	103	941	19.7	2.6	92	1159	21.3	3.2	99
GOLF		9759	2294	7.6	23.5	130	1669	6.7	17.1	115	*317	6.6	3.2	114	*390	7.2	4.0	123
POST-SEASON COLL. FOOTBALL		18123	4634	15.3	25.6	141	2810	11.2	15.5	104	*503	10.5	2.8	97	584	10.7	3.2	99
POST-SEASON PRO FOOTBALL		22091	5103	16.8	23.1	128	3571	14.3	16.2	108	665	13.9	3.0	105	552	10.1	2.5	77
TENNIS		6764	2113	7.0	31.2	173	1364	5.5	20.2	135	*217	4.5	3.2	112	*408	7.5	6.0	186
WRESTLING - PROFESSIONAL		9695	1563	5.1	16.1	89	1183	4.7	12.2	82	**301	6.3	3.1	109	**220	4.0	2.3	70

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

	TOTAL U.S.	LIKE A	LIKE B	LIKE C	LIKE D	PEPSI FREE A	PEPSI FREE B	PEPSI FREE C	PEPSI FREE D	PEPSI LITE A	PEPSI LITE B	PEPSI LITE C	PEPSI LITE D	R.C. 100 A	R.C. 100 B	R.C. 100 C	R.C. 100 D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4241	100.0	2.5	100	17570	100.0	10.5	100	7302	100.0	4.4	100	4751	100.0	2.8	100
MALES	79263	1984	46.8	2.5	99	7597	43.2	9.6	91	3081	42.2	3.9	89	1970	41.5	2.5	88
FEMALES	88464	2257	53.2	2.6	101	9973	56.8	11.3	108	4220	57.8	4.8	110	2781	58.5	3.1	111
18 - 24	28671	*719	17.0	2.5	99	3190	18.2	11.1	106	1429	19.6	5.0	114	833	17.5	2.9	103
25 - 34	39536	1151	27.1	2.9	115	4508	25.7	11.4	109	1517	20.8	3.8	88	1118	23.5	2.8	100
35 - 44	28978	1051	24.8	3.6	143	3504	19.9	12.1	115	1465	20.1	5.1	116	880	18.5	3.0	108
45 - 54	22345	598	14.1	2.7	106	2555	14.5	11.4	109	1195	16.4	5.3	123	880	18.5	3.9	139
55 - 64	22224	*261	6.2	1.2	46	2125	12.1	9.6	91	923	12.6	4.2	95	*529	11.1	2.4	84
65 OR OLDER	25973	461	10.9	1.8	70	1688	9.6	6.5	62	773	10.6	3.0	68	502	10.6	1.9	68
18 - 34	68207	1870	44.1	2.7	108	7699	43.8	11.3	108	2946	40.3	4.3	99	1951	41.1	2.9	101
18 - 49	108058	3217	75.9	3.0	118	12662	72.1	11.7	112	5025	68.8	4.7	107	3250	68.4	3.0	106
25 - 54	90859	2800	66.0	3.1	122	10568	60.1	11.6	111	4177	57.2	4.6	106	2888	60.8	3.2	112
35 - 49	39851	1348	31.8	3.4	134	4963	28.2	12.5	119	2079	28.5	5.2	120	1300	27.4	3.3	115
50 OR OLDER	59669	1023	24.1	1.7	68	4908	27.9	8.2	79	2277	31.2	3.8	88	1501	31.6	2.5	89
GRADUATED COLLEGE	28091	828	19.5	2.9	117	3475	19.8	12.4	118	1651	22.6	5.9	135	982	20.7	3.5	123
ATTENDED COLLEGE	28938	941	22.2	3.3	129	3052	17.4	10.5	101	1529	20.9	5.3	121	891	18.8	3.1	109
GRADUATED HIGH SCHOOL	65503	1587	37.4	2.4	96	7341	41.8	11.2	107	2754	37.7	4.2	97	1942	40.9	3.0	105
DID NOT GRADUATE HIGH SCHOOL	45195	884	20.8	2.0	77	3703	21.1	8.2	78	1368	18.7	3.0	70	936	19.7	2.1	73
EMPLOYED MALES	56429	1573	37.1	2.8	110	5802	33.0	10.3	98	2282	31.3	4.0	93	1587	33.4	2.8	99
EMPLOYED FEMALES	43971	1096	25.8	2.5	99	5604	31.9	12.7	122	2589	35.5	5.9	135	1505	31.7	3.4	121
EMPLOYED FULL-TIME	87773	2259	53.3	2.6	102	9860	56.1	11.2	107	4036	55.3	4.6	105	2789	58.7	3.2	112
EMPLOYED PART-TIME	12627	*410	9.7	3.2	128	1547	8.8	12.3	117	835	11.4	6.6	152	*303	6.4	2.4	85
NOT EMPLOYED	67327	1571	37.0	2.3	92	6163	35.1	9.2	87	2431	33.3	3.6	83	1660	34.9	2.5	87
PROFESSIONAL/MANAGER	25845	731	17.2	2.8	112	3144	17.9	12.2	116	1627	22.3	6.3	145	954	20.1	3.7	130
TECH/CLERICAL/SALES	30895	1068	25.2	3.5	137	3587	20.4	11.6	111	1650	22.6	5.3	123	1173	24.7	3.8	134
PRECISION/CRAFT	12629	*323	7.6	2.6	101	1226	7.0	9.7	93	*330	4.5	2.6	60	*259	5.5	2.1	72
OTHER EMPLOYED	31031	547	12.9	1.8	70	3449	19.6	11.1	106	1264	17.3	4.1	94	707	14.9	2.3	80
SINGLE	35557	947	22.3	2.7	105	3870	22.0	10.9	104	1990	27.3	5.6	129	938	19.7	2.6	93
MARRIED	103585	2782	65.6	2.7	106	11534	65.6	11.1	106	4220	57.8	4.1	94	3300	69.5	3.2	112
DIVORCED/SEPARATED/WIDOWED	28585	512	12.1	1.8	71	2166	12.3	7.6	72	1091	14.9	3.8	88	514	10.8	1.8	63
PARENTS	59295	1849	43.6	3.1	123	7405	42.1	12.5	119	2387	32.7	4.0	92	2070	43.6	3.5	123
WHITE	146081	3805	89.7	2.6	103	15684	89.3	10.7	102	6482	88.8	4.4	102	4145	87.2	2.8	100
BLACK	17974	372	8.8	2.1	82	1433	8.2	8.0	76	518	7.1	2.9	66	*515	10.8	2.9	101
OTHER	3672	**65	1.5	1.8	70	**453	2.6	12.3	118	**301	4.1	8.2	188	**92	1.9	2.5	88
NORTHEAST-CENSUS	37005	*473	11.2	1.3	51	4208	23.9	11.4	109	1800	24.7	4.9	112	592	12.5	1.6	56
NORTH CENTRAL	42642	1988	46.9	4.7	184	5265	30.0	12.3	118	1500	20.5	3.5	81	1711	36.0	4.0	142
SOUTH	56777	510	12.0	0.9	36	4956	28.2	8.7	83	1908	26.1	3.4	77	1591	33.5	2.8	99
WEST	31303	1270	29.9	4.1	160	3141	17.9	10.0	96	2094	28.7	6.7	154	858	18.1	2.7	97
NORTHEAST-MKTG.	38125	555	13.1	1.5	58	4017	22.9	10.5	101	2086	28.6	5.5	126	718	15.1	1.9	66
EAST CENTRAL	24794	1009	23.8	4.1	161	3280	18.7	13.2	126	779	10.7	3.1	72	744	15.7	3.0	106
WEST CENTRAL	28511	1183	27.9	4.1	164	3193	18.2	11.2	107	1087	14.9	3.8	88	1194	25.1	4.2	148
SOUTH	48953	*362	8.5	0.7	29	4222	24.0	8.6	82	1498	20.5	3.1	70	1284	27.0	2.6	93
PACIFIC	27344	1133	26.7	4.1	164	2857	16.3	10.4	100	1852	25.4	6.8	156	813	17.1	3.0	105
COUNTY SIZE A	69301	2020	47.6	2.9	115	6953	39.6	10.0	96	3402	46.6	4.9	113	2038	42.9	2.9	104
COUNTY SIZE B	50633	1418	33.4	2.8	111	5605	31.9	11.1	106	2173	29.8	4.3	99	1501	31.6	3.0	105
COUNTY SIZE C	26259	*390	9.2	1.5	59	2927	16.7	11.1	106	949	13.0	3.6	83	664	14.0	2.5	89
COUNTY SIZE D	21534	*413	9.7	1.9	76	2085	11.9	9.7	92	778	10.7	3.6	83	*549	11.6	2.5	90
METRO CENTRAL CITY	50014	1354	31.9	2.7	107	4959	28.2	9.9	95	2338	32.0	4.7	107	1350	28.4	2.7	95
METRO SUBURBAN	76832	2180	51.4	2.8	112	8842	50.3	11.5	110	3635	49.8	4.7	109	2569	54.1	3.3	118
NON METRO	40881	706	16.6	1.7	68	3768	21.4	9.2	88	1328	18.2	3.2	75	832	17.5	2.0	72
TOP 5 ADI'S	39550	1303	30.7	3.3	130	3951	22.5	10.0	95	1947	26.7	4.9	113	1371	28.9	3.5	122
TOP 10 ADI'S	54877	1711	40.3	3.1	123	5317	30.3	9.7	92	2629	36.0	4.8	110	1572	33.1	2.9	101
TOP 20 ADI'S	77516	2114	49.8	2.7	108	7758	44.2	10.0	96	3727	51.0	4.8	110	2192	46.1	2.8	100
HSHLD INC. $50,000 OR MORE	17257	*472	11.1	2.7	108	2097	11.9	12.2	116	1187	16.3	6.9	158	619	13.0	3.6	127
$40,000 OR MORE	33235	863	20.3	2.6	103	4041	23.0	12.2	116	2020	27.7	6.1	140	1279	26.9	3.8	136
$30,000 OR MORE	59693	2039	48.1	3.4	135	6868	39.1	11.5	110	3349	45.9	5.6	129	2266	47.7	3.8	134
$25,000 OR MORE	76275	2459	58.0	3.2	128	8952	51.0	11.7	112	4036	55.3	5.3	122	2727	57.4	3.6	126
$20,000 - $24,999	18507	*357	8.4	1.9	76	2043	11.6	11.0	105	785	10.8	4.2	97	*446	9.4	2.4	85
$15,000 - $19,999	17175	526	12.4	3.1	121	1994	11.3	11.6	111	739	10.1	4.3	99	*367	7.7	2.1	75
$10,000 - $14,999	24569	497	11.7	2.0	80	2203	12.5	9.0	86	879	12.0	3.6	82	655	13.8	2.7	94
UNDER $10,000	31101	403	9.5	1.3	51	2379	13.5	7.6	73	863	11.8	2.8	64	557	11.7	1.8	63
HOUSEHOLD OF 1 PERSON	19441	343	8.1	1.8	70	1342	7.6	6.9	66	814	11.1	4.2	96	404	8.5	2.1	73
2 PEOPLE	51803	1098	25.9	2.1	84	4716	26.8	9.1	87	2235	30.6	4.3	99	1106	23.3	2.1	75
3 OR 4 PEOPLE	66933	2058	48.5	3.1	122	7860	44.7	11.7	112	2874	39.4	4.3	99	2344	49.3	3.5	124
5 OR MORE PEOPLE	29550	*741	17.5	2.5	99	3652	20.8	12.4	118	1378	18.9	4.7	107	897	18.9	3.0	107
NO CHILD IN HSHLD	96587	2050	48.3	2.1	84	8875	50.5	9.2	88	4440	60.8	4.6	106	2394	50.4	2.5	88
CHILD(REN) UNDER 2 YRS	10844	**119	2.8	1.1	43	1114	6.3	10.3	98	**180	2.5	1.7	38	*340	7.2	3.1	111
2 - 5 YEARS	26358	737	17.4	2.8	111	2874	16.4	10.9	104	700	9.6	2.7	61	933	19.6	3.5	125
6 - 11 YEARS	30453	1113	26.2	3.7	145	3526	20.1	11.6	111	1160	15.9	3.8	87	981	20.6	3.2	114
12 - 17 YEARS	36575	1160	27.4	3.2	125	4820	27.4	13.2	126	1849	25.3	5.1	116	1145	24.1	3.1	111
RESIDENCE OWNED	117770	2989	70.5	2.5	100	12748	72.6	10.8	103	5267	72.1	4.5	103	3755	79.0	3.2	113
VALUE: $50,000 OR MORE	70166	2090	49.3	3.0	118	8191	46.6	11.7	111	3826	52.4	5.5	125	2510	52.8	3.6	126
VALUE: UNDER $50,000	47604	899	21.2	1.9	75	4557	25.9	9.6	91	1441	19.7	3.0	70	1245	26.2	2.6	92

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0085
P-18

		TOTAL U.S. '000	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS	LIKE D INDX	PEPSI FREE A '000	PEPSI FREE B % DOWN	PEPSI FREE C % ACROSS	PEPSI FREE D INDX	PEPSI LITE A '000	PEPSI LITE B % DOWN	PEPSI LITE C % ACROSS	PEPSI LITE D INDX	R.C. 100 A '000	R.C. 100 B % DOWN	R.C. 100 C % ACROSS	R.C. 100 D INDX
TOTAL ADULTS		187727	4241	100.0	2.5	100	17570	100.0	10.5	100	7302	100.0	4.4	100	4751	100.0	2.8	100
MAGAZINES	QUINTILE 1	34022	1391	32.8	4.1	162	4639	26.4	13.6	130	2035	27.9	6.0	137	1359	28.6	4.0	141
	QUINTILE 2	34800	888	20.9	2.6	101	3642	20.7	10.5	100	2028	27.8	5.8	134	980	20.6	2.8	99
	QUINTILE 3	30514	744	17.5	2.4	96	2902	16.5	9.5	91	924	12.7	3.0	70	827	17.4	2.7	96
	QUINTILE 4	33324	620	14.6	1.9	74	3471	19.8	10.4	99	1245	17.1	3.7	86	925	19.5	2.8	98
	QUINTILE 5	35066	599	14.1	1.7	68	2916	16.6	8.3	79	1069	14.6	3.0	70	660	13.9	1.9	66
NEWSPAPERS	QUINTILE 1	29107	885	20.9	3.0	120	3382	19.2	11.6	111	1526	20.9	5.2	120	1141	24.0	3.9	138
	QUINTILE 2	49095	1409	33.2	2.9	114	5728	32.6	11.7	111	2460	33.7	5.0	115	1382	29.1	2.8	99
	QUINTILE 3	23107	561	13.2	2.4	96	2478	14.1	10.7	102	934	12.8	4.0	93	573	12.1	2.5	88
	QUINTILE 4	33556	678	16.0	2.0	80	3153	17.9	9.4	90	1162	15.9	3.5	80	766	16.1	2.3	81
	QUINTILE 5	32863	708	16.7	2.2	85	2829	16.1	8.6	82	1220	16.7	3.7	85	890	18.7	2.7	96
OUTDOOR	QUINTILE 1	33431	1040	24.5	3.1	123	4130	23.5	12.4	118	1707	23.4	5.1	117	943	19.8	2.8	100
	QUINTILE 2	33478	1092	25.7	3.3	129	3314	18.9	9.9	94	1310	17.9	3.9	90	883	18.6	2.6	93
	QUINTILE 3	33574	662	15.6	2.0	78	3485	19.8	10.4	99	1708	23.4	5.1	117	1086	22.9	3.2	114
	QUINTILE 4	33935	722	17.0	2.1	84	3386	19.3	10.0	95	1512	20.7	4.5	102	968	20.4	2.9	101
	QUINTILE 5	33310	726	17.1	2.2	86	3255	18.5	9.8	93	1064	14.6	3.2	73	872	18.4	2.6	92
RADIO-DRIVE TIME	QUINTILE 1	33136	830	19.6	2.5	99	3645	20.7	11.0	105	1395	19.1	4.2	97	1074	22.6	3.2	114
	QUINTILE 2	31658	936	22.1	3.0	117	3631	20.7	11.5	109	1408	19.3	4.4	102	988	20.8	3.1	110
	QUINTILE 3	32541	890	21.0	2.7	108	3851	21.9	11.8	113	1834	25.1	5.6	129	1044	22.0	3.2	113
	QUINTILE 4	34247	846	19.9	2.5	98	3277	18.7	9.6	91	1337	18.3	3.9	90	835	17.6	2.4	86
	QUINTILE 5	36144	739	17.4	2.0	81	3166	18.0	8.8	84	1328	18.2	3.7	84	811	17.1	2.2	79
RADIO-MID-DAY	TERCILE 1	45037	1105	26.1	2.5	97	5213	29.7	11.6	110	1904	26.1	4.2	97	1510	31.8	3.4	118
	TERCILE 2	44819	1161	27.4	2.6	102	4661	26.5	10.4	99	2261	31.0	5.0	116	1166	24.5	2.6	92
	TERCILE 3	77872	1975	46.6	2.5	100	7697	43.8	9.9	94	3137	43.0	4.0	93	2075	43.7	2.7	94
RADIO-TOTAL	QUINTILE 1	33763	857	20.2	2.5	100	3898	22.2	11.5	110	1569	21.5	4.6	107	1029	21.7	3.0	108
	QUINTILE 2	33240	839	19.8	2.5	100	3569	20.3	10.7	102	1307	17.9	3.9	90	1143	24.1	3.4	121
	QUINTILE 3	33408	995	23.5	3.0	118	3847	21.9	11.5	110	1760	24.1	5.3	121	1075	22.6	3.2	114
	QUINTILE 4	34792	818	19.3	2.4	93	3588	20.4	10.3	98	1607	22.0	4.6	106	810	17.0	2.3	82
	QUINTILE 5	32524	732	17.3	2.3	89	2668	15.2	8.2	78	1058	14.5	3.3	75	694	14.6	2.1	75
TV-PRIME TIME	QUINTILE 1	33090	861	20.3	2.6	103	3365	19.2	10.2	97	1686	23.1	5.1	117	1016	21.4	3.1	108
	QUINTILE 2	33357	856	20.2	2.6	101	3625	20.6	10.9	104	1406	19.3	4.2	97	895	18.8	2.7	95
	QUINTILE 3	33980	1031	24.3	3.0	120	3911	22.3	11.5	110	1345	18.4	4.0	91	1019	21.4	3.0	106
	QUINTILE 4	33854	848	20.0	2.5	99	3661	20.8	10.8	103	1556	21.3	4.6	106	970	20.4	2.9	101
	QUINTILE 5	33444	645	15.2	1.9	76	3009	17.1	9.0	86	1310	17.9	3.9	90	852	17.9	2.5	90
TV-DAYTIME	TERCILE 1	49121	1082	25.5	2.2	87	4921	28.0	10.0	95	2013	27.6	4.1	94	1262	26.6	2.6	91
	TERCILE 2	48823	1212	28.6	2.5	98	5447	31.0	11.2	107	2043	28.0	4.2	96	1531	32.2	3.1	111
	TERCILE 3	69782	1947	45.9	2.8	110	7202	41.0	10.3	99	3245	44.4	4.7	107	1959	41.2	2.8	99
TV-TOTAL	QUINTILE 1	33584	818	19.3	2.4	96	3484	19.8	10.4	99	1434	19.6	4.3	98	837	17.6	2.5	88
	QUINTILE 2	33441	821	19.4	2.5	97	3299	18.8	9.9	94	1439	19.7	4.3	99	1028	21.6	3.1	109
	QUINTILE 3	33505	988	23.3	2.9	117	3721	21.2	11.1	106	1367	18.7	4.1	94	1101	23.2	3.3	116
	QUINTILE 4	33466	876	20.7	2.6	104	3875	22.1	11.6	111	1590	21.8	4.8	109	725	15.3	2.2	76
	QUINTILE 5	33731	738	17.4	2.2	87	3192	18.2	9.5	90	1472	20.2	4.4	100	1061	22.3	3.1	111
MAGAZINES-NEWSPAPERS: DUAL		44503	1646	38.8	3.7	146	5657	32.2	12.7	121	2819	38.6	6.3	146	1686	35.5	3.8	134
MAGAZINE IMPERATIVE		39363	972	22.9	2.5	98	3968	22.6	10.1	96	1691	23.2	4.3	99	1079	22.7	2.7	97
NEWSPAPER IMPERATIVE		46441	960	22.6	2.1	82	4766	27.1	10.3	98	1671	22.9	3.6	83	1166	24.5	2.5	89
MAGAZINES-OUTDOOR: DUAL		33726	1224	28.9	3.6	144	4290	24.4	12.7	121	2049	28.1	6.1	140	1147	24.1	3.4	120
MAGAZINE IMPERATIVE		52846	1395	32.9	2.6	104	5876	33.4	11.1	106	2565	35.1	4.9	111	1732	36.5	3.3	116
OUTDOOR IMPERATIVE		52140	1201	28.3	2.3	91	4917	28.0	9.4	90	1841	25.2	3.5	81	1259	26.5	2.4	85
MAGAZINES-RADIO: DUAL		37081	1077	25.4	2.9	115	4240	24.1	11.4	109	1941	26.6	5.2	120	1427	30.0	3.8	136
MAGAZINE IMPERATIVE		49747	1657	39.1	3.3	132	5541	31.5	11.1	106	2720	37.3	5.5	126	1353	28.5	2.7	96
RADIO IMPERATIVE		49208	1111	26.2	2.3	89	5191	29.5	10.5	101	1678	23.0	3.4	78	1405	29.6	2.9	101
MAGAZINES-TELEVISION: DUAL		33103	975	23.0	2.9	116	3804	21.7	11.5	110	1797	24.6	5.4	125	1088	22.9	3.3	116
MAGAZINE IMPERATIVE		54575	1695	40.0	3.1	123	6252	35.6	11.5	109	2780	38.1	5.1	117	1763	37.1	3.2	114
TELEVISION IMPERATIVE		53249	1058	24.9	2.0	79	5009	28.5	9.4	90	1791	24.5	3.4	77	1322	27.8	2.5	88
NEWSPAPERS-OUTDOOR: DUAL		36255	1182	27.9	3.3	129	4294	24.4	11.8	113	1836	25.1	5.1	116	1076	22.6	3.0	105
NEWSPAPER IMPERATIVE		55591	1364	32.2	2.5	97	6341	36.1	11.4	109	2686	36.8	4.8	111	1788	37.6	3.2	114
OUTDOOR IMPERATIVE		48319	1201	28.3	2.5	98	4732	26.9	9.8	93	2040	27.9	4.2	97	1234	26.0	2.6	90
NEWSPAPERS-RADIO: DUAL		37242	1120	26.4	3.0	119	4508	25.7	12.1	116	1840	25.2	4.9	113	1368	28.8	3.7	130
NEWSPAPER IMPERATIVE		54423	1538	36.3	2.8	112	6131	34.9	11.3	108	2705	37.0	5.0	114	1527	32.1	2.8	99
RADIO IMPERATIVE		46650	1107	26.1	2.4	94	4701	26.8	10.1	96	1820	24.9	3.9	90	1287	27.1	2.8	97
NEWSPAPERS-TELEVISION: DUAL		35974	965	22.8	2.7	106	3706	21.1	10.3	98	1542	21.1	4.3	98	1043	22.0	2.9	102
NEWSPAPER IMPERATIVE		56095	1729	40.8	3.1	122	6786	38.6	12.1	115	2886	39.5	5.1	118	1853	39.0	3.3	117
TELEVISION IMPERATIVE		47170	1069	25.2	2.3	90	4648	26.5	9.9	94	1854	25.4	3.9	90	1245	26.2	2.6	93
OUTDOOR-RADIO: DUAL		33748	937	22.1	2.8	110	3877	22.1	11.5	110	1460	20.0	4.3	99	1000	21.0	3.0	105
OUTDOOR IMPERATIVE		52785	1594	37.6	3.0	119	5476	31.2	10.4	99	2582	35.4	4.9	112	1376	29.0	2.6	92
RADIO IMPERATIVE		52882	1225	28.9	2.3	92	5803	33.0	11.0	105	2400	32.9	4.5	104	1861	39.2	3.5	124
OUTDOOR-TELEVISION: DUAL		32030	994	23.4	3.1	123	3529	20.1	11.0	105	1316	18.0	4.1	94	927	19.5	2.9	102
OUTDOOR IMPERATIVE		54626	1599	37.7	2.9	116	5967	34.0	10.9	104	2684	36.8	4.9	113	1532	32.2	2.8	99
TELEVISION IMPERATIVE		54874	1149	27.1	2.1	83	5583	31.8	10.2	97	2365	32.4	4.3	99	1608	33.8	2.9	103
RADIO-TELEVISION: DUAL		33386	920	21.7	2.8	109	3699	21.1	11.1	106	1555	21.3	4.7	107	1040	21.9	3.1	110
RADIO IMPERATIVE		53810	1342	31.6	2.5	99	6034	34.3	11.2	107	2318	31.7	4.3	99	1763	37.1	3.3	116
TELEVISION IMPERATIVE		54023	1386	32.7	2.6	101	5225	29.7	9.7	92	2180	29.9	4.0	93	1446	30.4	2.7	94

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0086
P-18

	TOTAL U.S. '000	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS	LIKE D INDX	PEPSI FREE A '000	PEPSI FREE B % DOWN	PEPSI FREE C % ACROSS	PEPSI FREE D INDX	PEPSI LITE A '000	PEPSI LITE B % DOWN	PEPSI LITE C % ACROSS	PEPSI LITE D INDX	R.C. 100 A '000	R.C. 100 B % DOWN	R.C. 100 C % ACROSS	R.C. 100 D INDX
TOTAL ADULTS	167727	4241	100.0	2.5	100	17570	100.0	10.5	100	7302	100.0	4.4	100	4751	100.0	2.8	100
ATLANTIC MONTHLY	867	**1	0.0	0.1	5	**89	0.5	10.3	98	**41	0.6	4.7	109	**28	0.6	3.2	114
BARRON'S	1580	**39	0.9	2.5	98	*168	1.0	10.6	102	**92	1.3	5.8	134	**58	1.2	3.7	130
BETTER HOMES & GARDENS	22203	740	17.4	3.3	132	2813	16.0	12.7	121	1085	14.9	4.9	112	860	18.1	3.9	137
BON APPETIT	3810	*126	3.0	3.3	131	598	3.4	15.7	150	332	4.5	8.7	200	**181	3.8	4.8	168
BUSINESS WEEK	4663	*150	3.5	3.2	127	458	2.6	9.8	94	242	3.3	5.2	119	*184	3.9	3.9	139
CAR AND DRIVER	3102	**104	2.5	3.4	133	*280	1.6	9.0	86	**192	2.6	6.2	142	**93	2.0	3.0	106
CBS MAGAZINE NETWORK (GROSS)	7311	338	8.0	4.6	183	935	5.3	12.8	122	387	5.3	5.3	122	*224	4.7	3.1	108
CHANGING TIMES	3400	**142	3.3	4.2	165	386	2.2	11.4	108	*215	2.9	6.3	145	*177	3.7	5.2	184
COLONIAL HOMES	1796	**57	1.3	3.2	126	*174	1.0	9.7	92	**73	1.0	4.1	93	**102	2.1	5.7	200
CONDE NAST MAG. PKG. (GROSS)	19924	630	14.9	3.2	125	2664	15.2	13.4	128	1481	20.3	7.4	171	700	14.7	3.5	124
CONSUMERS DIGEST	3125	**99	2.3	3.2	125	332	1.9	10.6	101	*169	2.3	5.4	124	**104	2.2	3.3	117
COSMOPOLITAN	10577	278	6.6	2.6	104	1132	6.4	10.7	102	714	9.8	6.8	155	*324	6.8	3.1	108
COUNTRY LIVING	3746	*156	3.7	4.2	165	500	2.8	13.3	127	*179	2.5	4.8	110	*131	2.8	3.5	123
CUISINE	2214	**52	1.2	2.3	93	*303	1.7	13.7	131	*164	2.2	7.4	170	**30	0.6	1.4	48
CYCLE WORLD	2394	**94	2.2	3.9	155	*355	2.0	14.8	142	**70	1.0	2.9	67	**75	1.6	3.1	111
DCI:CREATIVE IDEAS FOR LIV	3068	**102	2.4	3.3	131	420	2.4	13.7	131	*195	2.7	6.4	146	**92	1.9	3.0	106
DCI:CREAT.IDEA/SO.LIV(GROSS)	9566	*196	4.6	2.1	81	1146	6.5	12.0	114	454	6.2	4.8	109	279	5.9	2.9	103
DISCOVER	2277	**56	1.3	2.5	97	*245	1.4	10.8	103	**84	1.2	3.7	85	**65	1.4	2.9	101
EBONY	7187	229	5.4	3.2	126	654	3.7	9.1	87	275	3.8	3.8	88	*159	3.3	2.2	78
ESQUIRE	2560	**51	1.2	2.0	79	*226	1.3	8.8	84	*153	2.1	6.0	137	**45	0.9	1.8	62
ESSENCE	3242	*133	3.1	4.1	162	378	2.2	11.7	111	*127	1.7	3.9	90	**113	2.4	3.5	123
FAMILY CIRCLE	19639	658	15.5	3.4	133	2613	14.9	13.3	127	1142	15.6	5.8	134	853	18.0	4.3	153
THE FAMILY HANDYMAN	3540	*130	3.1	3.7	145	405	2.3	11.4	109	*191	2.6	5.4	124	*180	3.8	5.1	180
FAMILY WEEKLY	23924	658	15.5	2.8	109	2865	16.3	12.0	114	1014	13.9	4.2	97	797	16.8	3.3	118
FIELD & STREAM	9883	*221	5.2	2.2	88	1184	6.7	12.0	114	323	4.4	3.3	75	*211	4.4	2.1	75
FOOD & WINE	1030	**27	0.6	2.6	104	*165	0.9	16.0	153	**57	0.8	5.5	127	**61	1.3	5.9	209
FORBES	2679	**92	2.2	3.4	136	344	2.0	12.8	123	*112	1.5	4.2	96	**96	2.0	3.6	127
FORTUNE	2931	*165	3.9	5.6	223	417	2.4	14.2	136	*189	2.6	6.4	148	**145	3.1	4.9	175
GENTLEMEN'S QUARTERLY	3481	**104	2.5	3.0	118	441	2.5	12.7	121	*244	3.3	7.0	161	**86	1.8	2.5	87
GLAMOUR	7163	*228	5.4	3.2	126	1074	6.1	15.0	143	630	8.6	8.8	202	*227	4.8	3.2	112
GOLF DIGEST	2355	**88	2.1	3.7	148	236	1.3	10.0	96	*199	2.7	8.5	194	**48	1.0	2.0	72
GOLF DIGEST/TENNIS (GROSS)	3610	**129	3.0	3.6	141	411	2.3	11.4	109	*301	4.1	8.3	192	**73	1.5	2.0	71
GOLF MAGAZINE	2046	**71	1.7	3.5	137	*221	1.3	10.8	103	**191	2.6	9.3	214	**49	1.0	2.4	85
GOLF MAGAZINE/SKI (GROSS)	3547	*133	3.1	3.7	148	391	2.2	11.0	105	*284	3.9	8.0	184	**67	1.4	1.9	67
GOOD HOUSEKEEPING	20353	694	16.4	3.4	135	2915	16.6	14.3	137	1074	14.7	5.3	121	747	15.7	3.7	136
HARPER'S BAZAAR	3362	**108	2.5	3.2	127	477	2.7	14.2	135	*253	3.5	7.5	173	**97	2.0	2.9	102
HEALTH	2987	**82	1.9	2.7	109	360	2.0	12.1	115	*194	2.7	6.5	149	**96	2.0	3.2	113
HEARST MAG CORP. BUY (GROSS)	67928	2160	50.9	3.2	126	8457	48.1	12.4	119	3634	49.8	5.3	123	2215	46.6	3.3	119
HEARST MAN POWER (GROSS)	11282	403	9.5	3.6	141	1058	6.0	9.4	90	492	6.7	4.4	100	358	7.5	3.2	112
HEARST WOMAN POWER (GROSS)	40514	1242	29.3	3.1	121	5286	30.1	13.0	125	2241	30.7	5.5	127	1340	28.2	3.3	117
HOUSE BEAUTIFUL	4885	*115	2.7	2.4	93	648	3.7	13.3	127	*208	2.8	4.3	98	*140	2.9	2.9	101
INC.	1308	**37	0.9	2.8	112	*173	1.0	13.2	126	**39	0.5	3.0	68	**25	0.5	1.9	67
JET	6498	*191	4.5	2.9	116	517	2.9	8.0	76	194	2.7	3.0	69	*141	3.0	2.2	77
LADIES' HOME JOURNAL	14797	442	10.4	3.0	118	2041	11.6	13.8	132	770	10.5	5.2	120	555	11.7	3.8	133
LHJ FAMILY GRP COMBO(GROSS)	21743	684	16.1	3.1	124	3003	17.1	13.8	132	1137	15.6	5.2	120	756	15.9	3.5	123
LIFE	9881	288	6.8	2.9	115	1160	6.6	11.7	112	567	7.8	5.7	132	401	8.4	4.1	142
L.A. TIMES HOME MAGAZINE	2775	.*209	4.9	7.5	298	370	2.1	13.3	127	*287	3.9	10.3	238	**63	1.3	2.3	81
MADEMOISELLE	4219	**111	2.6	2.6	104	620	3.5	14.7	140	*279	3.8	6.6	152	**106	2.2	2.5	89
MC CALL'S	16422	528	12.4	3.2	127	2326	13.2	14.2	135	904	12.4	5.5	126	684	14.4	4.2	149
MC CALL'S/WRK MOTHER (GROSS)	17919	570	13.4	3.2	126	2534	14.4	14.1	135	986	13.5	5.5	126	727	15.3	4.1	144
MECHANIX ILLUSTRATED	4433	*190	4.5	4.3	170	499	2.8	11.3	107	*221	3.0	5.0	115	*133	2.8	3.0	107
METROPOLITAN HOME	1504	**37	0.9	2.5	97	*188	1.1	12.5	119	**102	1.4	6.8	156	**38	0.8	2.5	89
MONEY	4723	**152	3.6	3.2	127	663	3.8	14.0	134	*177	2.4	3.7	86	*222	4.7	4.7	167
MOTHER EARTH NEWS	2325	**107	2.5	4.6	182	*283	1.6	12.2	116	**137	1.9	5.9	135	**100	2.1	4.3	153
MS.	1189	**36	0.8	3.0	120	*136	0.8	11.4	109	**51	0.7	4.3	99	**29	0.6	2.4	86
NATIONAL ENQUIRER	18892	448	10.6	2.4	94	2002	11.4	10.6	101	751	10.3	4.0	91	550	11.6	2.9	104
NATIONAL GEOGRAPHIC	22129	665	15.7	3.0	119	2202	12.5	10.0	95	1305	17.9	5.9	135	729	15.3	3.3	117
NATIONAL SUNDAY MAGAZINE PKG	103750	3054	72.0	2.9	116	11684	66.5	11.3	108	4908	67.2	4.7	109	3237	68.1	3.1	111
NATURAL HISTORY	1379	**35	0.8	2.5	100	*192	1.1	13.9	133	**41	0.6	3.0	68	**28	0.6	2.0	72
NEW WOMAN	2289	**59	1.4	2.6	102	191	1.1	8.3	80	*187	2.6	8.2	188	**52	1.1	2.3	81
NEW YORK INCLUDING CUE	1088	**2	0.0	0.2	7	*74	0.4	6.8	65	**97	1.3	8.9	205	**0	0.0	0.0	
THE NEW YORKER	2459	**49	1.2	2.0	79	235	1.3	9.6	91	*189	2.6	7.7	177	**60	1.3	2.4	87
NEWSWEEK	16527	562	13.3	3.4	134	1557	8.9	9.4	90	924	12.7	5.6	128	556	11.7	3.4	119
THE N.Y. TIMES DAILY EDITION	2739	**22	0.5	0.8	32	362	2.1	13.2	126	*239	3.3	8.7	200	**74	1.6	2.7	98
THE N.Y. TIMES MAGAZINE	4443	**28	0.7	0.6	25	437	2.5	9.8	94	374	5.1	8.4	193	**78	1.6	1.8	63
OMNI	2799	**187	4.4	6.7	264	309	1.8	11.0	105	*110	1.5	3.9	90	**33	0.7	1.2	41
ON CABLE	2209	**103	2.4	4.7	184	*310	1.8	14.0	134	**50	0.7	2.3	52	**44	0.9	2.0	71
1001 HOME IDEAS	3959	*160	3.8	4.0	160	602	3.4	15.2	145	*173	2.4	4.4	100	**105	2.2	2.7	96
ORGANIC GARDENING	3111	**67	1.6	2.2	85	379	2.2	12.2	116	*167	2.3	5.4	123	**115	2.4	3.7	132
OUTDOOR LIFE	5024	*163	3.8	3.2	128	580	3.3	11.5	110	*188	2.6	3.7	86	*151	3.2	3.0	107
PARADE MAGAZINE	51292	1292	30.5	2.5	100	5868	33.4	11.4	109	2473	33.9	4.8	111	1444	30.4	2.8	99

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

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	TOTAL U.S. '000	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS	LIKE D INDX	PEPSI FREE A '000	PEPSI FREE B % DOWN	PEPSI FREE C % ACROSS	PEPSI FREE D INDX	PEPSI LITE A '000	PEPSI LITE B % DOWN	PEPSI LITE C % ACROSS	PEPSI LITE D INDX	R.C. 100 A '000	R.C. 100 B % DOWN	R.C. 100 C % ACROSS	R.C. 100 D INDX
TOTAL ADULTS	167727	4241	100.0	2.5	100	17570	100.0	10.5	100	7302	100.0	4.4	100	4751	100.0	2.8	100
PARENTS	5298	*175	4.1	3.3	131	695	4.0	13.1	125	*178	2.4	3.4	77	*202	4.3	3.8	135
PENTHOUSE	5129	*207	4.9	4.0	160	533	3.0	10.4	99	*184	2.5	3.6	82	**151	3.2	2.9	104
PEOPLE	21070	676	15.9	3.2	127	2668	15.2	12.7	121	1204	16.5	5.7	131	808	17.0	3.8	135
PLAYBOY	10562	391	9.2	3.7	146	1054	6.0	10.0	95	510	7.0	4.8	111	*284	6.0	2.7	95
POPULAR HOT RODDING	2498	**103	2.4	4.1	163	*418	2.4	16.7	160	**76	1.0	3.0	70	**136	2.9	5.4	192
POPULAR MECHANICS	5887	*266	6.3	4.5	179	626	3.6	10.6	102	311	4.3	5.3	121	*217	4.6	3.7	130
POPULAR SCIENCE	4317	**197	4.6	4.6	180	487	2.8	11.3	108	*252	3.5	5.8	134	*179	3.8	4.1	146
PREVENTION	5792	*156	3.7	2.7	107	764	4.3	13.2	126	323	4.4	5.6	128	*147	3.1	2.5	90
PSYCHOLOGY TODAY	3284	**136	3.2	4.1	164	325	1.8	9.9	94	*187	2.6	5.7	131	**89	1.5	2.1	74
READER'S DIGEST	40046	1189	28.0	3.0	117	4325	24.6	10.8	103	2075	28.4	5.2	119	1181	24.9	2.9	104
REDBOOK	9584	*270	6.4	2.8	111	1239	7.1	12.9	123	453	6.2	4.7	109	269	5.7	2.8	99
ROAD & TRACK	2590	**121	2.9	4.7	185	*275	1.6	10.6	101	**194	2.7	7.5	172	**74	1.6	2.9	101
ROLLING STONE	3302	**184	4.3	5.6	220	389	2.2	11.8	112	*209	2.9	6.3	145	**63	1.3	1.9	67
RUNNER'S WORLD	1229	**107	2.6	8.7	344	*98	0.6	8.0	76	**121	1.7	9.8	226	**94	2.0	7.6	270
SATURDAY EVENING POST	2110	**91	2.1	4.3	171	246	1.4	11.7	111	**88	1.2	4.2	96	**130	2.7	6.2	218
SCIENCE 84	1543	**67	1.6	4.3	172	*112	0.6	7.3	69	**102	1.4	6.6	152	**69	1.5	4.5	158
SCIENCE DIGEST	1747	**54	1.3	3.1	122	*131	0.7	7.5	72	**80	1.1	4.6	105	**45	0.9	2.6	91
SCIENTIFIC AMERICAN	1994	**99	2.3	5.0	196	*174	1.0	8.7	83	**144	2.0	7.2	166	**78	1.6	3.9	138
SELF	3119	**99	2.3	3.2	126	353	2.0	11.3	108	*201	2.8	6.4	148	*178	3.7	5.7	201
SEVENTEEN	3923	**138	3.3	3.5	139	549	3.1	14.0	134	*227	3.1	5.8	133	**200	4.2	5.1	180
SKI	1501	**62	1.5	4.1	163	*170	1.0	11.3	108	**94	1.3	6.3	144	**18	0.4	1.2	42
SMITHSONIAN	5976	*223	5.3	3.7	148	696	4.0	11.6	111	364	5.0	6.1	140	*137	2.9	2.3	81
SOAP OPERA DIGEST	4228	**116	2.7	2.7	109	474	2.7	11.2	107	*230	3.1	5.4	125	**195	4.1	4.6	163
SOUTHERN LIVING	6488	**94	2.2	1.4	57	726	4.1	11.2	107	*259	3.5	4.0	92	*187	3.9	2.9	102
SPORT	3500	**116	2.7	3.3	131	306	1.7	8.7	83	**153	2.1	4.4	100	**141	3.0	4.0	142
THE SPORTING NEWS	2456	**149	3.5	6.1	240	*335	1.9	13.6	130	**187	2.6	7.6	175	**149	3.1	6.1	214
SPORTS AFIELD	3648	**83	2.0	2.3	90	302	1.7	8.3	79	**102	1.4	2.8	64	**96	2.0	2.6	93
SPORTS ILLUSTRATED	14484	575	13.6	4.0	157	1478	8.4	10.2	97	790	10.8	5.5	125	457	9.6	3.2	111
STAR	12661	456	10.8	3.6	142	1435	8.2	11.3	108	646	8.8	5.1	117	410	8.6	3.2	114
SUNDAY	52799	1646	38.8	3.1	123	5724	32.6	10.8	103	2394	32.8	4.5	104	1752	36.9	3.3	117
SUNSET	3513	*154	3.6	4.4	173	416	2.4	11.8	113	*177	2.4	5.0	116	**118	2.5	3.4	119
TV GUIDE	42766	1282	30.2	3.0	119	5039	28.7	11.8	112	1834	25.1	4.3	99	1401	29.5	3.3	116
TENNIS	1254	**41	1.0	3.3	129	*175	1.0	14.0	133	**102	1.4	8.1	187	**25	0.5	2.0	70
TIME	22054	627	14.8	2.8	112	2323	13.2	10.5	101	1149	15.7	5.2	120	656	13.8	3.0	105
TOWN & COUNTRY	1555	**48	1.1	3.1	122	*192	1.1	12.3	118	**138	1.9	8.9	204	**39	0.8	2.5	89
TRAVEL & LEISURE	2173	**79	1.9	3.6	144	289	1.6	13.3	127	**123	1.7	5.7	130	**68	1.4	3.1	110
TRUE STORY	4636	**60	1.4	1.3	51	472	2.7	10.2	97	*171	2.3	3.7	85	**167	3.5	3.6	127
U.S.NEWS & WORLD REPORT	10353	299	7.1	2.9	114	1142	6.5	11.0	105	538	7.4	5.2	119	324	6.8	3.1	110
USA TODAY	4994	*155	3.7	3.1	123	540	3.1	10.8	103	241	3.3	4.8	111	*153	3.2	3.1	108
US	3528	*143	3.4	4.1	160	463	2.6	13.1	125	*147	2.0	4.2	96	**127	2.7	3.6	127
VOGUE	5424	*192	4.5	3.5	140	617	3.5	11.4	109	372	5.1	6.9	158	*188	4.0	3.5	122
WALL STREET JOURNAL	6292	*202	4.8	3.2	127	672	3.8	10.7	102	309	4.2	4.9	113	*138	2.9	2.2	77
WEIGHT WATCHERS	2762	*142	3.3	5.1	203	331	1.9	12.0	114	*282	3.9	10.2	235	**119	2.5	4.3	152
WOMAN'S DAY	16320	511	12.0	3.1	124	2168	12.3	13.3	127	919	12.6	5.6	129	680	14.3	4.2	147
WORKING MOTHER	1496	**42	1.0	2.8	111	*208	1.2	13.9	133	**82	1.1	5.5	126	**43	0.9	2.9	101
WORKING WOMAN	1851	**72	1.7	3.9	154	274	1.6	14.8	141	*161	2.2	8.7	200	**70	1.5	3.8	134
WORLD TENNIS	580	**22	0.5	3.8	150	**78	0.4	13.4	128	**45	0.6	7.8	178	**5	0.1	0.9	30
ZIFF-DAVIS MAG NETWK (GROSS)	12412	520	12.3	4.2	166	1337	7.6	10.8	103	623	8.5	5.0	115	286	6.0	2.3	81
BLAIR INSERTS	91671	2664	62.8	2.9	115	10155	57.8	11.1	106	4699	64.4	5.1	118	2785	58.6	3.0	107
DAILY NEWSPAPERS																	
READ ANY	109190	2957	69.7	2.7	107	12184	69.3	11.2	107	5124	70.2	4.7	108	3142	66.1	2.9	102
READ ONE	89587	2383	56.2	2.7	105	9943	56.6	11.1	106	4186	57.3	4.7	107	2479	52.2	2.8	98
READ TWO OR MORE	19602	574	13.5	2.9	116	2241	12.8	11.4	109	938	12.8	4.8	110	663	14.0	3.4	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3113	73.4	2.8	112	12318	70.1	11.2	107	5220	71.5	4.8	109	3366	70.8	3.1	108
READ ONE	95074	2614	61.6	2.7	109	10573	60.2	11.1	106	4351	59.6	4.6	105	2779	58.5	2.9	103
READ TWO OR MORE	14588	499	11.8	3.4	136	1745	9.9	12.0	114	869	11.9	6.0	137	587	12.4	4.0	142
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.05				32.63				31.65				29.92			
30 DAY REACH	149706	3839	90.5	2.6	101	15706	89.4	10.5	100	6722	92.1	4.5	103	4364	91.9	2.9	103
50 SHWG - 30 DAY AV FREQ	15.16	16.89				17.04				16.35				15.79			
30 DAY REACH	142406	3650	86.1	2.6	101	15078	85.8	10.6	101	6533	89.5	4.6	105	4126	86.8	2.9	102
25 SHWG - 30 DAY AV FREQ	8.23	8.96				9.19				8.81				8.74			
30 DAY REACH	131152	3431	80.9	2.6	103	13944	79.4	10.6	101	6065	83.1	4.6	105	3724	78.4	2.8	100
CABLE TV: HOME WIRED	66879	1673	39.4	2.5	99	8179	46.6	12.2	117	3074	42.1	4.6	106	1923	40.5	2.9	102
HOME NOT WIRED	100848	2567	60.5	2.5	101	9391	53.4	9.3	89	4227	57.9	4.2	96	2828	59.5	2.8	99
HAVE PAY CABLE	35024	957	22.6	2.7	108	4611	26.2	13.2	126	1810	24.8	5.2	119	1076	22.6	3.1	108

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

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	TOTAL U.S.	LIKE A	LIKE B	LIKE C	LIKE D	PEPSI FREE A	PEPSI FREE B	PEPSI FREE C	PEPSI FREE D	PEPSI LITE A	PEPSI LITE B	PEPSI LITE C	PEPSI LITE D	R.C. 100 A	R.C. 100 B	R.C. 100 C	R.C. 100 D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	4241	100.0	2.5	100	17570	100.0	10.5	100	7302	100.0	4.4	100	4751	100.0	2.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2584	60.9	2.7	107	10817	61.6	11.3	108	4489	61.5	4.7	108	3000	63.1	3.1	111
10:00 AM - 3:00 PM	63599	1611	38.0	2.5	100	7148	40.7	11.2	107	2944	40.3	4.6	106	1924	40.5	3.0	107
3:00 PM - 7:00 PM	72097	1900	44.8	2.6	104	8333	47.4	11.6	110	3399	46.5	4.7	108	2255	47.5	3.1	110
7:00 PM - MIDNIGHT	36670	944	22.3	2.6	102	4395	25.0	12.0	114	1733	23.7	4.7	109	1127	23.7	3.1	109
MIDNIGHT - 6:00 AM	21908	619	14.6	2.8	112	2386	13.6	10.9	104	1003	13.7	4.6	105	625	13.2	2.9	101
6:00 AM - MIDNIGHT	127571	3361	79.3	2.6	104	14280	81.3	11.2	107	5846	80.1	4.6	105	3843	80.9	3.0	106
ENTIRE DAY	129239	3423	80.7	2.6	105	14471	82.4	11.2	107	5921	81.1	4.6	105	3861	81.3	3.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1074	25.3	3.2	125	4325	24.6	12.7	121	1682	23.0	4.9	114	1114	23.4	3.3	116
ALL NEWS	6062	*148	3.5	2.4	97	714	4.1	11.8	112	299	4.1	4.9	113	*151	3.2	2.5	88
AOR/PROGRESSIVE	11884	440	10.4	3.7	146	1187	6.8	10.0	95	603	8.3	5.1	117	323	6.8	2.7	96
BEAUTIFUL MUSIC	11180	269	6.3	2.4	95	1314	7.5	11.8	112	604	8.3	5.4	124	380	8.0	3.4	120
BLACK	4538	*123	2.9	2.7	107	434	2.5	9.6	91	*162	2.2	3.6	82	*137	2.9	3.0	107
CLASSICAL	3857	**68	1.6	1.8	70	417	2.4	10.8	103	*232	3.2	6.0	138	**121	2.5	3.1	111
CHR/ROCK	21946	669	15.8	3.0	121	2797	15.9	12.7	122	1040	14.2	4.7	109	698	14.7	3.2	112
COUNTRY	27262	612	14.4	2.2	89	3063	17.4	11.2	107	1079	14.8	4.0	91	783	16.5	2.9	101
GOLDEN OLDIES	3339	**111	2.6	3.3	131	404	2.3	12.1	116	*183	2.5	5.5	126	**84	1.8	2.5	89
MOR/NOSTALGIA	10346	*229	5.4	2.2	88	1003	5.7	9.7	93	535	7.3	5.2	119	361	7.6	3.5	123
NEWS/TALK	8929	*233	5.5	2.6	103	856	4.9	9.6	92	343	4.7	3.8	88	317	6.7	3.6	125
RELIGIOUS	5488	**118	2.8	2.2	85	524	3.0	9.5	91	285	3.9	5.2	119	*227	4.8	4.1	146
SOFT ROCK	1232	**27	0.6	2.2	87	**129	0.7	10.5	100	**40	0.5	3.2	75	**29	0.6	2.4	83
URBAN CONTEMPORARY	3184	**44	1.0	1.4	55	269	1.5	8.4	81	**127	1.7	4.0	92	**85	1.8	2.7	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	5911	*182	4.3	2.6	104	937	5.3	13.6	129	*270	3.7	3.9	90	*250	5.3	3.6	128
ABC DIRECTION	5212	*146	3.4	2.8	111	500	2.8	9.6	92	*225	3.1	4.3	99	*173	3.6	3.3	117
ABC ENTERTAINMENT	10385	*240	5.7	2.3	91	1019	5.8	9.8	94	293	4.0	2.8	65	383	8.1	3.7	130
ABC FM	4762	**106	2.5	2.2	88	481	2.7	10.1	96	*137	1.9	2.9	66	**138	2.9	2.9	102
ABC INFORMATION	11339	420	9.9	3.7	146	1205	6.9	10.6	101	600	8.2	5.3	122	386	8.1	3.4	120
ABC ROCK	4878	*228	5.4	4.7	185	544	3.1	11.2	106	328	4.5	6.7	154	**145	3.1	3.0	105
CBS	10709	286	6.7	2.7	106	1243	7.1	11.6	111	566	7.8	5.3	121	360	7.6	3.4	119
MUTUAL	10251	*231	5.4	2.3	89	1073	6.1	10.5	100	495	6.8	4.8	111	355	7.5	3.5	122
[redacted]	12243	408	9.6	3.3	132	1422	8.1	11.6	111	618	8.5	5.0	116	257	5.4	2.1	74
RADIORADIO	4606	**125	2.9	2.7	107	513	2.9	11.1	106	*211	2.9	4.6	105	*154	3.2	3.3	118
RKO ONE	5148	*167	3.9	3.2	128	734	4.2	14.3	136	*229	3.1	4.4	102	*158	3.3	3.1	108
RKO TWO	7313	*205	4.8	2.8	111	693	3.9	9.5	90	258	3.5	3.5	81	*256	5.4	3.5	124
THE SOURCE	5981	**149	3.5	2.5	99	557	3.2	9.3	89	*257	3.5	4.3	99	*182	3.8	3.0	107
NON-WIRED : BLAIR	19329	520	12.3	2.7	106	1969	11.2	10.2	97	787	10.8	4.1	94	553	11.6	2.9	101
INTERNET	27139	778	18.3	2.9	113	2998	17.1	11.0	105	1351	18.5	5.0	114	828	17.4	3.1	108
KATZ RADIO GROUP	36319	1108	26.1	3.1	121	4131	23.5	11.4	109	1791	24.5	4.9	113	1096	23.1	3.0	107
SUPERNET	22361	603	14.2	2.7	107	2580	14.7	11.5	110	996	13.6	4.5	102	841	17.7	3.8	133
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	370	8.7	2.5	101	1624	9.2	11.2	107	619	8.5	4.3	98	442	9.3	3.0	107
WKDAY 9:00 AM - 1:00 PM	18688	421	9.9	2.3	89	1976	11.2	10.6	101	709	9.7	3.8	87	467	9.8	2.5	88
WKDAY 1:00 PM - 4:30 PM	24061	527	12.4	2.2	87	2543	14.5	10.6	101	959	13.1	4.0	92	604	12.7	2.5	89
WKDAY 4:30 PM - 7:30 PM	44079	1113	26.2	2.5	100	4607	26.2	10.5	100	1857	25.4	4.2	97	1214	25.6	2.8	97
WKDAY 7:30 PM - 8:00 PM	61979	1597	37.7	2.6	102	6110	34.8	[redacted].9	94	2599	35.6	4.2	96	1605	33.8	2.6	91
WKDAY 11:00 PM - 11:30 PM	49084	1386	32.7	2.8	112	5293	30.1	10.8	103	2163	29.6	4.4	101	1573	33.1	3.2	113
WKDAY 11:30 PM - 1:00 AM	16560	473	11.2	2.9	113	1721	9.8	10.4	99	641	8.8	3.9	89	448	9.4	2.7	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	1793	42.3	2.7	106	7206	41.0	10.8	103	3098	42.4	4.6	106	1986	[redacted]1.8	3.0	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	233	5.5	2.5	99	1049	6.0	11.3	108	332	4.5	3.6	82	215	4.5	2.3	82
ANOTHER WORLD N	6138	*81	1.9	1.3	52	546	3.1	8.9	85	209	2.9	3.4	78	137	2.9	2.2	79
AS THE WORLD TURNS C	7707	124	2.9	1.6	64	902	5.1	11.7	112	350	4.8	4.5	104	155	3.3	2.0	71
CAPITOL C	4688	*70	1.7	1.5	59	519	3.0	11.1	106	239	3.3	5.1	117	*123	2.6	2.6	93
CBS MORN. NEWS 1 C	2792	*62	1.5	2.2	88	303	1.7	10.9	104	*148	2.0	5.3	122	*101	2.1	3.6	128
CBS MORN. NEWS 2 C	2071	**64	1.5	3.1	122	197	1.1	9.5	91	*131	1.8	6.3	145	**87	1.8	4.2	148
DAYS OF OUR LIVES N	8018	*147	3.5	1.8	73	671	3.8	8.4	80	271	3.7	3.4	78	148	3.1	1.8	65
FACTS OF LIFE - DAYTIME N	3487	*56	1.3	1.6	64	367	2.1	10.5	100	*114	1.6	3.3	75	*128	2.7	3.7	130
FAMILY FEUD A	4817	*65	1.5	1.3	53	522	3.0	10.8	103	223	3.1	4.6	106	*131	2.8	2.7	96
GENERAL HOSPITAL A	8333	214	5.0	2.6	102	953	5.4	11.4	109	301	4.1	3.6	83	304	6.4	3.6	129
GOOD MORNING, AMERICA-730 A	5472	178	4.2	3.3	129	545	3.1	10.0	95	281	3.8	5.1	118	131	2.8	2.4	85
GOOD MORNING, AMERICA-830 A	3965	*103	2.4	2.6	103	501	2.9	12.6	121	209	2.9	5.3	121	*80	1.7	2.0	71
GUIDING LIGHT C	7542	133	3.1	1.8	70	854	4.9	11.3	108	363	5.0	4.8	111	197	4.1	2.6	92
ONE LIFE TO LIVE A	6018	188	4.4	3.1	124	572	3.3	9.5	91	203	2.8	3.4	77	153	3.2	2.5	90
PRESS YOUR LUCK C	3589	*149	3.5	4.2	164	295	1.7	8.2	78	159	2.2	4.4	102	*115	2.4	3.2	113
PRICE IS RIGHT 1 C	7418	142	3.3	1.9	76	718	4.1	9.7	92	248	3.4	3.3	77	210	4.4	2.8	100
PRICE IS RIGHT 2 C	8276	143	3.4	1.7	68	805	4.6	9.7	93	251	3.4	3.0	70	226	4.8	2.7	96
RYAN'S HOPE A	4358	*90	2.1	2.1	82	487	2.8	11.2	107	191	2.6	4.4	101	*105	2.2	2.4	85
SALE OF THE CENTURY N	3749	*52	1.2	1.4	55	384	2.2	10.2	98	140	1.9	3.7	86	*96	2.0	2.6	90
SEARCH FOR TOMORROW N	2884	**27	0.6	0.9	37	205	1.2	7.1	68	**57	0.8	2.0	45	**31	0.7	1.1	38
TODAY SHOW 1 N	4869	124	2.9	2.5	101	478	2.7	9.8	94	156	2.1	3.2	74	*85	1.8	1.7	62
TODAY SHOW 2 N	4135	*100	2.4	2.4	96	353	2.0	8.5	81	156	2.1	3.8	87	*74	1.6	1.8	63
$25,000 PYRAMID C	4361	*113	2.7	2.6	102	443	2.5	[redacted]0.2	97	164	2.2	3.8	86	*135	2.8	3.1	109
WHEEL OF FORTUNE N	6187	144	3.4	2.3	92	565	3.2	9.1	87	226	3.1	3.7	84	125	2.6	2.0	71
YOUNG AND THE RESTLESS C	8186	163	3.8	2.0	79	930	5.3	11.4	108	348	4.8	4.3	98	226	4.8	2.8	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*119	2.8	2.5	100	450	2.6	9.5	91	232	3.2	4.9	113	*101	2.1	2.1	75
NBA PLAYOFF GAME -1 C	5127	119	2.8	2.3	92	704	4.0	13.7	131	273	3.7	5.3	122	*160	3.4	3.1	110
NBC MAJOR LEAGUE PRE-GAME N	3945	**127	3.0	3.2	127	308	1.8	7.8	75	*131	1.8	3.3	76	**70	1.5	1.8	63
SPORTSWORLD - SUN N	3370	*164	3.9	4.9	192	364	2.1	10.8	103	*115	1.6	3.4	78	**61	1.3	1.8	64
SUNDAY MORNING C	4200	*81	1.9	1.9	76	343	2.0	8.2	78	233	3.2	5.5	127	*158	3.3	3.8	133

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0089
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	TOTAL U.S.	LIKE A	LIKE B	LIKE C	LIKE D	PEPSI FREE A	PEPSI FREE B	PEPSI FREE C	PEPSI FREE D	PEPSI LITE A	PEPSI LITE B	PEPSI LITE C	PEPSI LITE D	R.C. 100 A	R.C. 100 B	R.C. 100 C	R.C. 100 D
	'000	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX	'000	% DOWN	ACROSS %	INDX
TOTAL ADULTS	167727	4241	100.0	2.5	100	17570	100.0	10.5	100	7302	100.0	4.4	100	4751	100.0	2.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1206	28.4	2.3	91	5253	29.9	10.0	96	1948	26.7	3.7	86	1452	30.6	2.8	98
NETWORK AFFILIATES - LATE	39164	1097	25.9	2.8	111	4435	25.2	11.3	108	1709	23.4	4.4	100	1225	25.8	3.1	110
INDEPENDENTS - LATE	5133	141	3.3	2.7	109	543	3.1	10.6	101	337	4.6	6.6	151	201	4.2	3.9	138
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	503	11.9	2.2	87	2246	12.8	9.8	94	942	12.9	4.1	95	625	13.2	2.7	97
ABC MONDAY NIGHT MOVIE A	11258	357	8.4	3.2	125	1337	7.6	11.9	113	555	7.6	4.9	113	335	7.1	3.0	105
ABC SUNDAY NIGHT MOVIE A	23600	569	13.4	2.4	95	2690	15.3	11.4	109	1025	14.0	4.3	100	719	15.1	3.0	108
ABC WORLD NEWS TONIGHT A	12801	268	6.3	2.1	83	1252	7.1	9.8	93	516	7.1	4.0	93	424	8.9	3.3	117
AFTERMASH C	10966	342	8.1	3.1	123	1271	7.2	11.6	111	522	8.5	5.7	130	*310	6.5	2.8	100
ALICE C	17050	433	10.2	2.5	100	1902	10.8	11.2	106	920	12.6	5.4	124	531	11.2	3.1	110
AMERICAN PARADE C	11998	261	6.2	2.2	86	1165	6.6	9.7	93	633	8.7	5.3	121	385	8.1	3.2	113
BENSON A	19258	536	12.6	2.8	110	2021	11.5	10.5	100	967	13.2	5.0	115	470	9.9	2.4	86
BLUE THUNDER A	11478	264	6.2	2.3	91	1179	6.7	10.3	98	532	7.3	4.6	106	*294	6.2	2.6	90
CAGNEY & LACEY C	18263	623	14.7	3.4	135	2134	12.1	11.7	112	1028	14.1	5.6	129	535	11.3	2.9	103
CBS EVENING NEWS-DEAN C	7733	*236	5.6	3.1	121	919	5.2	11.9	113	402	5.5	5.2	119	*262	5.5	3.4	120
CBS EVENING NEWS-RATHER C	15653	302	7.1	1.9	76	1639	8.8	9.8	94	739	10.1	4.7	108	387	8.1	2.5	87
CBS SAT. NEWS-SCHIEFFER C	8744	250	5.9	2.9	113	780	4.4	8.9	85	404	5.5	4.6	106	223	4.7	2.6	90
CBS SATURDAY NIGHT MOVIE C	12000	316	7.5	2.6	104	1260	7.2	10.5	100	567	7.8	4.7	109	345	7.3	2.9	101
CBS WEDNESDAY NIGHT MOVIE C	11522	323	7.6	2.8	111	1180	6.7	10.2	98	574	7.9	5.0	114	377	7.9	3.3	116
CHEERS N	16818	660	15.6	3.9	155	1850	10.5	11.0	105	989	13.5	5.9	135	418	8.8	2.5	88
DALLAS C	37510	944	22.3	2.5	100	3880	22.1	10.3	99	1712	23.4	4.6	105	1097	23.1	2.9	103
DIFF'RENT STROKES N	11258	328	7.7	2.9	115	1207	6.9	10.7	102	544	7.5	4.8	111	362	7.6	3.2	114
DOUBLE TROUBLE N	12248	354	8.3	2.9	114	1362	7.8	11.1	106	569	7.8	4.6	107	298	6.3	2.4	86
DUCK FACTORY N	11100	372	8.8	3.4	133	1051	6.0	9.5	90	648	8.9	5.8	134	*285	6.0	2.6	91
DUKES OF HAZZARD C	12353	342	8.1	2.8	109	1171	6.7	9.5	90	363	5.0	2.9	67	261	5.5	2.1	75
DYNASTY A	33279	844	19.9	2.5	100	3453	19.7	10.4	99	1221	16.7	3.7	84	978	20.6	2.9	104
FACTS OF LIFE N	13410	399	9.4	3.0	118	1376	7.8	10.3	98	642	8.8	4.8	110	338	7.1	2.5	89
FALCON CREST C	31093	892	21.0	2.9	113	3508	20.0	11.3	108	1378	18.9	4.4	102	1217	25.6	3.9	138
FALL GUY A	18649	481	11.3	2.6	102	1960	11.2	10.5	100	736	10.1	3.9	91	438	9.2	2.3	83
FAMILY TIES N	13101	415	9.8	3.2	125	1393	7.9	10.6	102	884	12.1	6.7	155	*365	7.7	2.8	98
FANTASY ISLAND A	13069	359	8.5	2.7	109	1477	8.4	11.3	108	610	8.4	4.7	107	380	8.0	2.9	103
FOULUPS,BLEEPS & BLUNDERS A	16588	466	11.0	2.8	111	1857	10.6	11.2	107	796	10.9	4.8	110	446	9.4	2.7	95
FOUR SEASONS C	9302	*285	6.7	3.1	121	1104	6.3	11.9	113	654	9.0	7.0	161	*210	4.4	2.3	80
GIMME A BREAK N	13955	409	9.6	2.9	116	1337	7.6	9.6	91	822	11.3	5.9	135	*362	7.6	2.6	92
HART TO HART A	15735	360	8.5	2.3	90	1744	9.9	11.1	106	675	9.2	4.3	99	322	6.8	2.0	72
HILL STREET BLUES N	18257	536	12.6	2.9	116	1952	11.1	10.7	102	847	11.6	4.6	107	580	12.2	3.2	112
HOTEL A	24236	439	10.4	1.8	72	2388	13.6	9.9	94	921	12.6	3.8	87	674	14.2	2.8	98
JEFFERSONS C	17010	436	10.3	2.6	101	1869	10.6	11.0	105	866	11.9	5.1	117	483	10.2	2.8	100
JENNIFER SLEPT HERE N	9397	*277	6.5	2.9	117	1023	5.8	10.9	104	474	6.5	5.0	116	*293	6.2	3.1	110
KATE & ALLIE C	16762	442	10.4	2.6	104	1881	10.7	11.2	107	980	13.4	5.8	134	557	11.7	3.3	117
KNIGHT RIDER N	13164	271	6.4	2.1	81	1642	9.3	12.5	119	634	8.7	4.8	111	512	10.8	3.9	137
LOVE BOAT A	20400	571	13.5	2.8	111	2382	13.6	11.7	111	975	13.4	4.8	110	621	13.1	3.0	107
MAGNUM PI C	22543	590	13.9	2.6	104	2416	13.8	10.7	102	859	11.8	3.8	88	615	12.9	2.7	96
MAMA'S FAMILY N	9852	325	7.7	3.3	130	926	5.3	9.4	90	337	4.6	3.4	79	*300	6.3	3.0	108
MASTER, THE N	8082	*179	4.2	2.2	88	877	5.0	10.9	104	455	6.2	5.6	129	318	6.7	3.9	138
MATT HOUSTON A	12881	319	7.5	2.5	98	1504	8.6	11.7	111	686	9.4	5.3	122	397	8.4	3.1	109
NBC MONDAY NIGHT MOVIE N	23889	653	15.4	2.7	108	2497	14.2	10.5	100	980	13.1	4.0	92	647	13.6	2.7	96
NBC NIGHTLY NEWS N	11156	360	8.5	3.2	128	1156	6.6	10.4	99	459	6.3	4.1	95	270	5.7	2.4	85
NBC NIGHTLY NEWS-SAT N	7363	*197	4.6	2.7	106	744	4.2	10.1	96	270	3.7	3.7	84	*120	2.5	1.6	58
NBC NIGHTLY NEWS-SUN N	6214	*162	3.8	2.6	103	652	3.7	10.5	100	*190	2.6	3.1	70	*103	2.2	1.7	59
NBC SUNDAY NIGHT MOVIE N	17590	574	13.5	3.3	129	1952	11.1	11.1	106	763	10.4	4.3	100	464	9.8	2.6	93
NEWHART C	16740	475	11.2	2.8	112	1992	11.3	11.9	114	912	12.5	5.4	125	563	11.9	3.4	119
ONE DAY AT A TIME C	11820	275	6.5	2.3	92	1503	8.6	12.7	121	546	7.5	4.6	106	403	8.5	3.4	120
PEOPLE ARE FUNNY N	9138	*249	5.9	2.7	108	897	5.1	9.8	94	348	4.8	3.8	87	*227	4.8	2.5	88
REAL PEOPLE N	16979	475	11.2	3.0	118	1420	8.1	8.9	85	704	9.6	4.4	101	376	7.9	2.4	83
REMINGTON STEELE N	14395	433	10.2	3.0	119	1653	9.4	11.5	110	662	9.1	4.6	106	559	11.8	3.9	137
RIPLEY'S BELIEVE IT - NOT A	11362	396	9.3	3.5	138	1344	7.6	11.8	113	414	5.7	3.6	84	316	6.7	2.8	98
RIPTIDE N	13920	373	8.8	2.7	106	1449	8.2	10.4	99	776	10.6	5.6	128	360	7.6	2.6	91
SCARECROW & MRS. KING C	17571	509	12.0	2.9	115	2076	11.8	11.8	113	850	11.6	4.8	111	608	12.8	3.5	122
SIMON & SIMON C	20208	445	10.5	2.2	87	2087	11.9	10.3	99	791	10.8	3.9	90	633	13.3	3.1	111
60 MINUTES C	27668	792	18.7	2.9	113	2690	15.3	9.7	93	1445	19.8	5.2	120	838	17.6	3.0	107
ST. ELSEWHERE N	13699	599	14.1	4.4	173	1606	9.1	11.7	112	587	8.0	4.3	98	617	13.0	4.5	159
THREE'S COMPANY A	20632	597	14.1	2.9	114	2409	13.7	11.7	111	1003	13.7	4.9	112	465	9.8	2.3	80
T.J. HOOKER A	17136	431	10.2	2.5	99	1615	9.2	9.4	90	702	9.6	4.1	94	478	10.1	2.8	98
TONIGHT SHOW N	4963	154	3.6	3.1	123	489	2.8	9.9	94	163	2.2	3.3	75	135	2.8	2.7	96
TRAPPER JOHN, M.D. C	16332	410	9.7	2.5	99	1875	10.7	11.5	110	827	11.3	5.1	116	513	10.8	3.1	111
TV BLOOPERS & PRAC. JOKES N	18881	414	9.8	2.2	87	1970	11.2	10.4	100	814	11.1	4.3	99	456	9.6	2.4	85
20/20 A	18318	514	12.1	2.8	111	1781	10.1	9.7	93	816	11.2	4.4	102	459	9.7	2.5	88
WEBSTER A	18722	530	12.5	2.8	112	2022	11.5	10.8	103	1009	13.8	5.4	124	476	10.0	2.5	90
WORLD NEWS - SUN A	5327	**73	1.7	1.4	54	543	3.1	10.2	97	*253	3.5	4.7	109	*107	2.3	2.0	71
YELLOW ROSE N	8370	341	8.0	4.1	161	791	4.5	9.5	90	286	3.9	3.4	78	247	5.2	3.0	104
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	894	21.1	3.5	137	2951	16.8	11.4	109	1172	16.1	4.5	104	995	20.9	3.8	136
BASKETBALL - COLLEGE GAMES	14468	*454	10.7	3.1	124	1929	11.0	13.3	127	916	12.5	6.3	145	499	10.5	3.4	122
BASKETBALL - PRO GAMES	12124	*396	9.3	3.3	129	1300	7.4	10.7	102	670	9.2	5.5	127	*440	9.3	3.6	128
BOWLING	9412	*264	6.0	2.7	107	1221	6.9	13.0	124	*322	4.4	3.4	79	*367	7.7	3.9	138
BOXING	15409	*423	10.0	2.7	109	1643	9.4	10.7	102	655	9.0	4.3	98	*555	11.7	3.6	127
FOOTBALL - COLLEGE GAMES	21400	592	14.0	2.8	109	2564	14.6	12.0	114	1148	15.7	5.4	123	880	18.5	4.1	145
FOOTBALL - PRO GAMES	35944	1118	26.4	3.1	123	4201	23.9	11.7	112	1773	24.3	4.9	113	1108	23.3	3.1	109
GOLF	9759	*280	6.6	2.9	113	948	5.4	9.7	93	*525	7.2	5.4	124	**200	4.2	2.0	72
POST-SEASON COLL. FOOTBALL	18123	550	13.0	3.0	120	2200	12.5	12.1	116	967	13.2	5.3	123	589	12.4	3.3	115
POST-SEASON PRO FOOTBALL	22091	692	16.3	3.1	124	2536	14.4	11.5	110	1266	17.3	5.7	132	730	15.4	3.3	117
TENNIS	6764	**271	6.4	4.0	158	688	3.9	10.2	97	*507	6.9	7.5	172	**276	5.8	4.1	144
WRESTLING - PROFESSIONAL	9695	**199	4.7	2.1	81	1102	6.3	11.4	109	*354	4.8	3.7	84	**318	6.7	3.3	116

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

0090
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	TOTAL U.S. '000	TAB A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16216	100.0	9.7	100												
MALES	79263	5785	35.7	7.3	75												
FEMALES	88464	10431	64.3	11.8	122												
18 - 24	28671	3501	21.6	12.2	126												
25 - 34	39536	4130	25.5	10.4	108												
35 - 44	28978	3079	19.0	10.6	110												
45 - 54	22345	2039	12.6	9.1	94												
55 - 64	22224	2080	12.8	9.4	97												
65 OR OLDER	25973	1386	8.5	5.3	55												
18 - 34	68207	7632	47.1	11.2	116												
18 - 49	108058	11704	72.2	10.8	112												
25 - 54	90859	9248	57.0	10.2	105												
35 - 49	39851	4072	25.1	10.2	106												
50 OR OLDER	59669	4511	27.8	7.6	78												
GRADUATED COLLEGE	28091	3979	24.5	14.2	147												
ATTENDED COLLEGE	28938	3424	21.1	11.8	122												
GRADUATED HIGH SCHOOL	65503	6020	37.1	9.2	95												
DID NOT GRADUATE HIGH SCHOOL	45195	2793	17.2	6.2	64												
EMPLOYED MALES	56429	4715	29.1	8.4	86												
EMPLOYED FEMALES	43971	6512	40.2	14.8	153												
EMPLOYED FULL-TIME	87773	9863	60.8	11.2	116												
EMPLOYED PART-TIME	12627	1365	8.4	10.8	112												
NOT EMPLOYED	67327	4988	30.8	7.4	77												
PROFESSIONAL/MANAGER	25845	3686	22.7	14.3	148												
TECH/CLERICAL/SALES	30895	4073	25.1	13.2	136												
PRECISION/CRAFT	12629	816	5.0	6.5	67												
OTHER EMPLOYED	31031	2652	16.4	8.5	88												
SINGLE	35557	4159	25.6	11.7	121												
MARRIED	103585	9710	59.9	9.4	97												
DIVORCED/SEPARATED/WIDOWED	28585	2347	14.5	8.2	85												
PARENTS	59295	5949	36.7	10.0	104												
WHITE	146081	14736	90.9	10.1	104												
BLACK	17974	1085	6.7	6.0	62												
OTHER	3672	**394	2.4	10.7	111												
NORTHEAST-CENSUS	37005	3810	23.5	10.3	106												
NORTH CENTRAL	42642	3962	24.4	9.3	96												
SOUTH	56777	4843	29.9	8.5	88												
WEST	31303	3601	22.2	11.5	119												
NORTHEAST-MKTG.	38125	3893	24.0	10.2	106												
EAST CENTRAL	24794	2644	16.3	10.7	110												
WEST CENTRAL	28511	2407	14.8	8.4	87												
SOUTH	48953	4031	24.9	8.2	85												
PACIFIC	27344	3242	20.0	11.9	123												
COUNTY SIZE A	69301	7133	44.0	10.3	106												
COUNTY SIZE B	50633	5469	33.7	10.8	112												
COUNTY SIZE C	26259	2171	13.4	8.3	86												
COUNTY SIZE D	21534	1443	8.9	6.7	69												
METRO CENTRAL CITY	50014	4909	30.3	9.8	102												
METRO SUBURBAN	76832	8374	51.6	10.9	113												
NON METRO	40881	2933	18.1	7.2	74												
TOP 5 ADI'S	39550	4196	25.9	10.6	110												
TOP 10 ADI'S	54877	5518	34.0	10.1	104												
TOP 20 ADI'S	77516	7890	48.7	10.2	105												
HSHLD INC. $50,000 OR MORE	17257	2615	16.1	15.2	157												
$40,000 OR MORE	33235	4537	28.0	13.7	141												
$30,000 OR MORE	59693	7536	46.5	12.6	131												
$25,000 OR MORE	76275	9346	57.6	12.3	127												
$20,000 - $24,999	18607	1722	10.6	9.3	96												
$15,000 - $19,999	17175	1421	8.8	8.3	86												
$10,000 - $14,999	24569	1938	12.0	7.9	82												
UNDER $10,000	31101	1789	11.0	5.8	59												
HOUSEHOLD OF 1 PERSON	19441	1557	9.6	8.0	83												
2 PEOPLE	51803	4551	28.1	8.8	91												
3 OR 4 PEOPLE	66933	7294	45.0	10.9	113												
5 OR MORE PEOPLE	29550	2814	17.4	9.5	98												
NO CHILD IN HSHLD	96587	9095	56.1	9.4	97												
CHILD(REN) UNDER 2 YRS	10844	974	6.0	9.0	93												
2 - 5 YEARS	26358	2588	16.0	9.8	102												
6 - 11 YEARS	30453	2861	17.6	9.4	97												
12 - 17 YEARS	36575	3648	22.5	10.0	103												
RESIDENCE OWNED	117770	11741	72.4	10.0	103												
VALUE: $50,000 OR MORE	70166	8155	50.3	11.6	120												
VALUE: UNDER $50,000	47604	3585	22.1	7.5	78												

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): [redacted]
(ADULTS)

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TAB

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	16216	100.0	9.7	100												
MAGAZINES	QUINTILE 1	34022	4329	26.7	12.7	132												
	QUINTILE 2	34800	3973	24.5	11.4	118												
	QUINTILE 3	30514	2631	16.2	8.6	89												
	QUINTILE 4	33324	3029	18.7	9.1	94												
	QUINTILE 5	35066	2253	13.9	6.4	66												
NEWSPAPERS	QUINTILE 1	29107	3485	21.5	12.0	124												
	QUINTILE 2	49095	4915	30.3	10.0	104												
	QUINTILE 3	23107	2384	14.7	10.3	107												
	QUINTILE 4	33556	3302	20.4	9.8	102												
	QUINTILE 5	32863	2130	13.1	6.5	67												
OUTDOOR	QUINTILE 1	33431	3914	24.1	11.7	121												
	QUINTILE 2	33478	3191	19.7	9.5	99												
	QUINTILE 3	33574	3030	18.7	9.0	93												
	QUINTILE 4	33935	3405	21.0	10.0	104												
	QUINTILE 5	33310	2675	16.5	8.0	83												
RADIO-DRIVE TIME	QUINTILE 1	33136	3577	22.1	10.8	112												
	QUINTILE 2	31658	2924	18.0	9.2	96												
	QUINTILE 3	32541	3602	22.2	11.1	114												
	QUINTILE 4	34247	3331	20.5	9.7	101												
	QUINTILE 5	36144	2783	17.2	7.7	80												
RADIO-MID-DAY	TERCILE 1	45037	4618	28.5	10.3	106												
	TERCILE 2	44819	4053	25.0	9.0	94												
	TERCILE 3	77872	7544	46.5	9.7	100												
RADIO-TOTAL	QUINTILE 1	33763	3339	20.6	9.9	102												
	QUINTILE 2	33240	3344	20.6	10.1	104												
	QUINTILE 3	33408	3570	22.0	10.7	111												
	QUINTILE 4	34792	3493	21.5	10.0	104												
	QUINTILE 5	32524	2470	15.2	7.6	79												
TV-PRIME TIME	QUINTILE 1	33090	2959	18.2	8.9	92												
	QUINTILE 2	33357	3308	20.4	9.9	103												
	QUINTILE 3	33980	3740	23.1	11.0	114												
	QUINTILE 4	33854	3378	20.8	10.0	103												
	QUINTILE 5	33444	2831	17.5	8.5	88												
TV-DAYTIME	TERCILE 1	49121	4360	26.8	8.9	92												
	TERCILE 2	48823	5148	31.7	10.5	109												
	TERCILE 3	69782	6718	41.4	9.6	100												
TV-TOTAL	QUINTILE 1	33584	2829	17.4	8.4	87												
	QUINTILE 2	33441	3316	20.4	9.9	103												
	QUINTILE 3	33505	3459	21.3	10.3	107												
	QUINTILE 4	33466	3559	21.9	10.6	110												
	QUINTILE 5	33731	3054	18.8	9.1	94												
MAGAZINES-NEWSPAPERS: DUAL		44503	5780	35.6	13.0	134												
MAGAZINE IMPERATIVE		39363	3895	24.0	9.9	102												
NEWSPAPER IMPERATIVE		46441	3876	23.9	8.3	86												
MAGAZINES-OUTDOOR: DUAL		33726	4405	27.2	13.1	135												
MAGAZINE IMPERATIVE		52846	5449	33.6	10.3	107												
OUTDOOR IMPERATIVE		52140	4160	25.7	8.0	83												
MAGAZINES-RADIO: DUAL		37081	4150	25.6	11.2	116												
MAGAZINE IMPERATIVE		49747	5778	35.6	11.6	120												
RADIO IMPERATIVE		49208	4231	26.1	8.6	89												
MAGAZINES-TELEVISION: DUAL		33103	3537	21.8	10.7	111												
MAGAZINE IMPERATIVE		54575	6249	38.5	11.5	118												
TELEVISION IMPERATIVE		53249	4423	27.3	8.3	86												
NEWSPAPERS-OUTDOOR: DUAL		36255	4288	26.4	11.8	122												
NEWSPAPER IMPERATIVE		55591	5449	33.6	9.8	101												
OUTDOOR IMPERATIVE		48319	4362	26.9	9.0	93												
NEWSPAPERS-RADIO: DUAL		37242	4075	25.1	10.9	113												
NEWSPAPER IMPERATIVE		54423	5799	35.8	10.7	110												
RADIO IMPERATIVE		46650	4301	26.5	9.2	95												
NEWSPAPERS-TELEVISION: DUAL		35974	3792	23.4	10.5	109												
NEWSPAPER IMPERATIVE		56095	5997	37.0	10.7	111												
TELEVISION IMPERATIVE		47170	4121	25.4	8.7	90												
OUTDOOR-RADIO: DUAL		33748	3579	22.1	10.6	110												
OUTDOOR IMPERATIVE		52785	5234	32.3	9.9	103												
RADIO IMPERATIVE		52882	5207	32.1	9.8	102												
OUTDOOR-TELEVISION: DUAL		32030	3093	19.1	9.7	100												
OUTDOOR IMPERATIVE		54626	5782	35.7	10.6	109												
TELEVISION IMPERATIVE		54874	5050	31.1	9.2	95												
RADIO-TELEVISION: DUAL		33386	3288	20.3	9.8	102												
RADIO IMPERATIVE		53810	5476	33.8	10.2	105												
TELEVISION IMPERATIVE		54023	5027	31.0	9.3	96												

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

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TAB

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16216	100.0	9.7	100												
ATLANTIC MONTHLY	867	*72	0.4	8.3	86												
BARRON'S	1580	*210	1.3	13.3	137												
BETTER HOMES & GARDENS	22203	2489	15.3	11.2	116												
BON APPETIT	3810	795	4.9	20.9	216												
BUSINESS WEEK	4663	465	2.9	10.0	103												
CAR AND DRIVER	3102	*299	1.8	9.6	100												
CBS MAGAZINE NETWORK (GROSS)	7311	702	4.3	9.6	99												
CHANGING TIMES	3400	443	2.7	13.0	135												
COLONIAL HOMES	1796	269	1.7	15.0	155												
CONDE NAST MAG. PKG. (GROSS)	19924	3459	21.3	17.4	180												
CONSUMERS DIGEST	3125	*326	2.0	10.4	108												
COSMOPOLITAN	10577	1739	10.7	16.4	170												
COUNTRY LIVING	3746	463	2.9	12.4	128												
CUISINE	2214	382	2.4	17.3	178												
CYCLE WORLD	2394	*191	1.2	8.0	83												
DCI:CREATIVE IDEAS FOR LIV	3068	*224	1.4	7.3	76												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	962	5.9	10.1	104												
DISCOVER	2277	244	1.5	10.7	111												
EBONY	7187	591	3.6	8.2	85												
ESQUIRE	2560	295	1.8	11.5	119												
ESSENCE	3242	*323	2.0	10.0	103												
FAMILY CIRCLE	19639	2456	15.1	12.5	129												
THE FAMILY HANDYMAN	3540	*260	1.6	7.3	76												
FAMILY WEEKLY	23924	2380	14.7	9.9	103												
FIELD & STREAM	9883	836	5.2	8.5	87												
FOOD & WINE	1030	*165	1.0	16.0	166												
FORBES	2679	329	2.0	12.3	127												
FORTUNE	2931	451	2.8	15.4	159												
GENTLEMEN'S QUARTERLY	3481	490	3.0	14.1	146												
GLAMOUR	7163	1486	9.2	20.7	215												
GOLF DIGEST	2355	*250	1.5	10.6	110												
GOLF DIGEST/TENNIS (GROSS)	3610	416	2.6	11.5	119												
GOLF MAGAZINE	2046	*242	1.5	11.8	122												
GOLF MAGAZINE/SKI (GROSS)	3547	444	2.7	12.5	129												
GOOD HOUSEKEEPING	20353	2491	15.4	12.2	127												
HARPER'S BAZAAR	3362	517	3.2	15.4	159												
HEALTH	2987	459	2.8	15.4	159												
HEARST MAG CORP. BUY (GROSS)	67928	8490	52.4	12.5	129												
HEARST MAN POWER (GROSS)	11282	792	4.9	7.0	73												
HEARST WOMAN POWER (GROSS)	40514	5486	33.8	13.5	140												
HOUSE BEAUTIFUL	4885	602	3.7	12.3	127												
INC.	1308	**87	0.5	6.7	69												
JET	6498	480	3.0	7.4	76												
LADIES' HOME JOURNAL	14797	1952	12.0	13.2	136												
LHJ FAMILY GRP COMBO(GROSS)	21743	2912	18.0	13.4	139												
LIFE	9881	1177	7.3	11.9	123												
L.A. TIMES HOME MAGAZINE	2775	375	2.3	13.5	140												
MADEMOISELLE	4219	638	3.9	15.1	156												
MC CALL'S	16422	2338	14.4	14.2	147												
MC CALL'S/WRK MOTHER (GROSS)	17919	2591	16.0	14.5	150												
MECHANIX ILLUSTRATED	4433	302	1.9	6.8	70												
METROPOLITAN HOME	1504	*208	1.3	13.8	143												
MONEY	4723	688	4.2	14.6	151												
MOTHER EARTH NEWS	2325	*205	1.3	8.8	91												
MS.	1189	*173	1.1	14.6	150												
NATIONAL ENQUIRER	18892	2115	13.0	11.2	116												
NATIONAL GEOGRAPHIC	22129	2281	14.1	10.3	107												
NATIONAL SUNDAY MAGAZINE PKG	103750	11084	68.4	10.7	111												
NATURAL HISTORY	1379	**82	0.5	5.9	62												
NEW WOMAN	2289	379	2.3	16.6	171												
NEW YORK INCLUDING CUE	1088	*108	0.7	9.9	103												
THE NEW YORKER	2459	371	2.3	15.1	156												
NEWSWEEK	16527	1929	11.9	11.7	121												
THE N.Y. TIMES DAILY EDITION	2739	447	2.8	16.3	169												
THE N.Y. TIMES MAGAZINE	4443	646	4.0	14.5	150												
OMNI	2799	324	2.0	11.6	120												
ON CABLE	2209	*238	1.5	10.8	111												
1001 HOME IDEAS	3959	501	3.1	12.7	131												
ORGANIC GARDENING	3111	334	2.1	10.7	111												
OUTDOOR LIFE	5024	388	2.4	7.7	80												
PARADE MAGAZINE	51292	5382	33.2	10.5	109												

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

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	TOTAL U.S. '000	TAB A '000	TAB B % DOWN	TAB C % ACROSS	TAB D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16216	100.0	9.7	100												
PARENTS	5298	618	3.8	11.7	121												
PENTHOUSE	5129	501	3.1	9.8	101												
PEOPLE	21070	2723	16.8	12.9	134												
PLAYBOY	10562	865	5.3	8.2	85												
POPULAR HOT RODDING	2498	*171	1.1	6.8	71												
POPULAR MECHANICS	5887	429	2.6	7.3	75												
POPULAR SCIENCE	4317	429	2.6	9.9	103												
PREVENTION	5792	613	3.8	10.6	109												
PSYCHOLOGY TODAY	3284	493	3.0	15.0	155												
READER'S DIGEST	40046	4194	25.9	10.5	108												
REDBOOK	9584	1255	7.7	13.1	135												
ROAD & TRACK	2590	*281	1.7	10.8	112												
ROLLING STONE	3302	480	3.0	14.5	150												
RUNNER'S WORLD	1229	*147	0.9	12.0	124												
SATURDAY EVENING POST	2110	*328	2.0	15.5	161												
SCIENCE 84	1543	**93	0.6	6.0	62												
SCIENCE DIGEST	1747	**106	0.7	6.1	63												
SCIENTIFIC AMERICAN	1994	217	1.3	10.9	113												
SELF	3119	454	2.8	14.6	151												
SEVENTEEN	3923	531	3.3	13.5	140												
SKI	1501	*203	1.3	13.5	140												
SMITHSONIAN	5976	651	4.0	10.9	113												
SOAP OPERA DIGEST	4228	409	2.5	9.7	100												
SOUTHERN LIVING	6488	738	4.6	11.4	118												
SPORT	3500	351	2.2	10.0	104												
THE SPORTING NEWS	2456	*213	1.3	8.7	90												
SPORTS AFIELD	3648	*257	1.6	7.0	73												
SPORTS ILLUSTRATED	14484	1497	9.2	10.3	107												
STAR	12661	1376	8.5	10.9	112												
SUNDAY	52799	5859	36.1	11.1	115												
SUNSET	3513	413	2.5	11.8	122												
TV GUIDE	42766	4689	28.9	11.0	113												
TENNIS	1254	*166	1.0	13.2	137												
TIME	22054	2532	15.6	11.5	119												
TOWN & COUNTRY	1555	269	1.7	17.3	179												
TRAVEL & LEISURE	2173	295	1.8	13.6	140												
TRUE STORY	4636	523	3.2	11.3	117												
U.S.NEWS & WORLD REPORT	10353	1096	6.8	10.6	109												
USA TODAY	4994	566	3.5	11.3	117												
[redacted]	3528	475	2.9	13.5	139												
VOGUE	5424	880	5.4	16.2	168												
WALL STREET JOURNAL	6292	637	3.9	10.1	105												
WEIGHT WATCHERS	2762	380	2.3	13.8	142												
WOMAN'S DAY	16320	2134	13.2	13.1	135												
WORKING MOTHER	1496	*254	1.6	17.0	176												
WORKING WOMAN	1851	353	2.2	19.1	197												
WORLD TENNIS	580	**59	0.4	10.2	105												
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1144	7.1	9.2	95												
BLAIR INSERTS	91671	10049	62.0	11.0	113												
DAILY NEWSPAPERS																	
READ ANY	109190	11329	69.9	10.4	107												
READ ONE	89587	9067	55.9	10.1	105												
READ TWO OR MORE	19602	2262	13.9	11.5	119												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11692	72.1	10.7	110												
READ ONE	95074	9895	61.0	10.4	108												
READ TWO OR MORE	14588	1796	11.1	12.3	127												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.18															
30 DAY REACH	149706	14812	91.3	9.9	102												
50 SHWG - 30 DAY AV FREQ	15.16	16.19															
30 DAY REACH	142406	14276	88.0	10.0	104												
25 SHWG - 30 DAY AV FREQ	8.23	8.70															
30 DAY REACH	131152	13301	82.0	10.1	105												
CABLE TV: HOME WIRED	66879	7868	48.5	11.8	122												
HOME NOT WIRED	100848	8348	51.5	8.3	86												
HAVE PAY CABLE	35024	4814	29.7	13.7	142												

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

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	TOTAL U.S. '000	TAB A '000	TAB B % DOWN	TAB C % ACROSS	TAB D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16216	100.0	9.7	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	10128	62.5	10.6	110												
10:00 AM - 3:00 PM	63599	6217	38.3	9.8	101												
3:00 PM - 7:00 PM	72097	7551	46.6	10.5	108												
7:00 PM - MIDNIGHT	36670	3717	22.9	10.1	105												
MIDNIGHT - 6:00 AM	21908	2082	12.8	9.5	98												
6:00 AM - MIDNIGHT	127571	12961	79.9	10.2	105												
ENTIRE DAY	129239	13140	81.0	10.2	105												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3599	22.2	10.6	109												
ALL NEWS	6062	671	4.1	11.1	114												
AOR/PROGRESSIVE	11884	1268	7.8	10.7	110												
BEAUTIFUL MUSIC	11180	1380	8.5	12.3	128												
BLACK	4538	445	2.7	9.8	101												
CLASSICAL	3857	394	2.4	10.2	106												
CHR/ROCK	21946	2948	18.2	13.4	139												
COUNTRY	27262	2336	14.4	8.6	89												
GOLDEN OLDIES	3339	286	1.8	8.6	89												
MOR/NOSTALGIA	10346	1016	6.3	9.8	102												
NEWS/TALK	8929	929	5.7	10.4	108												
RELIGIOUS	5488	433	2.7	7.9	82												
SOFT ROCK	1232	**79	0.5	6.4	66												
URBAN CONTEMPORARY	3184	*236	1.5	7.4	77												
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	832	5.1	12.0	125												
ABC DIRECTION	5212	462	2.8	8.9	92												
ABC ENTERTAINMENT	10385	1116	6.9	10.7	111												
ABC FM	4762	429	2.6	9.0	93												
ABC INFORMATION	11339	1217	7.5	10.7	111												
ABC ROCK	4878	760	4.7	15.6	161												
CBS	10709	1075	6.6	10.0	104												
MUTUAL	10251	854	5.3	8.3	86												
NBC	12243	1203	7.4	9.8	102												
RADIORADIO	4606	415	2.6	9.0	93												
RKO ONE	5148	597	3.7	11.6	120												
RKO TWO	7313	742	4.6	10.1	105												
THE SOURCE	5981	621	3.8	10.4	107												
NON-WIRED : BLAIR	19329	2069	12.8	10.7	111												
INTERNET	27139	2712	16.7	10.0	103												
KATZ RADIO GROUP	36319	3945	24.3	10.9	112												
SUPERNET	22361	2460	15.2	11.0	114												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1400	8.6	9.6	100												
WKDAY 9:00 AM - 1:00 PM	18688	1678	10.3	9.0	93												
WKDAY 1:00 PM - 4:30 PM	24061	2224	13.7	9.2	96												
WKDAY 4:30 PM - 7:30 PM	44079	4013	24.7	9.1	94												
WKDAY 7:30 PM - 8:00 PM	61979	5526	34.1	8.9	92												
WKDAY 11:00 PM - 11:30 PM	49084	4613	28.4	9.4	97												
WKDAY 11:30 PM - 1:00 AM	16560	1531	9.4	9.2	96												
M-SAT 8-11 PM+SUN 7-11 PM	66967	6643	41.0	9.9	103												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	927	5.7	10.0	103												
ANOTHER WORLD N	6138	552	3.4	9.0	93												
AS THE WORLD TURNS C	7707	644	4.0	8.4	86												
CAPITOL C	4688	502	3.1	10.7	111												
CBS MORN. NEWS 1 C	2792	291	1.8	10.4	108												
CBS MORN. NEWS 2 C	2071	178	1.1	8.6	89												
DAYS OF OUR LIVES N	8018	785	4.8	9.8	101												
FACTS OF LIFE - DAYTIME N	3487	326	2.0	9.3	97												
FAMILY FEUD A	4817	458	2.8	9.5	98												
GENERAL HOSPITAL A	8333	849	5.2	10.2	105												
GOOD MORNING, AMERICA-730 A	5472	536	3.3	9.8	101												
GOOD MORNING, AMERICA-830 A	3965	377	2.3	9.5	98												
GUIDING LIGHT C	7542	732	4.5	9.7	100												
ONE LIFE TO LIVE A	6018	489	3.0	8.1	84												
PRESS YOUR LUCK C	3589	288	1.8	8.0	83												
PRICE IS RIGHT 1 C	7418	516	3.2	7.0	72												
PRICE IS RIGHT 2 C	8276	618	3.8	7.5	77												
RYAN'S HOPE A	4358	515	3.2	11.8	122												
SALE OF THE CENTURY N	3749	321	2.0	8.6	89												
SEARCH FOR TOMORROW N	2884	241	1.5	8.4	86												
TODAY SHOW 1 N	4869	505	3.1	10.4	107												
TODAY SHOW 2 N	4135	325	2.0	7.9	81												
$25,000 PYRAMID C	4361	337	2.1	7.7	80												
WHEEL OF FORTUNE N	6187	588	3.6	9.5	98												
YOUNG AND THE RESTLESS C	8186	744	4.6	9.1	94												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	582	3.6	12.3	127												
NBA PLAYOFF GAME -1 C	5127	514	3.2	10.0	104												
NBC MAJOR LEAGUE PRE-GAME N	3945	*295	1.8	7.5	77												
SPORTSWORLD - SUN N	3370	300	1.9	8.9	92												
SUNDAY MORNING C	4200	476	2.9	11.3	117												

DIET, SUGAR FREE OR LOW CALORIE COLA DRINKS (CARBONATED): BRANDS
(ADULTS)

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		TOTAL U.S. '000	TAB A '000	TAB B % DOWN	TAB C % ACROSS	TAB D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	16216	100.0	9.7	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4514	27.8	8.6	89												
NETWORK AFFILIATES - LATE		39164	3806	23.5	9.7	101												
INDEPENDENTS - LATE		5133	484	3.0	9.4	98												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1860	11.5	8.1	84												
ABC MONDAY NIGHT MOVIE	A	11258	1227	7.6	10.9	113												
ABC SUNDAY NIGHT MOVIE	A	23600	2521	15.5	10.7	110												
ABC WORLD NEWS TONIGHT	A	12801	1139	7.0	8.9	92												
AFTERMASH	C	10966	1133	7.0	10.3	107												
ALICE	C	17050	1954	12.0	11.5	119												
AMERICAN PARADE	C	11998	1074	6.6	9.0	93												
BENSON	A	19258	1877	11.6	9.7	101												
BLUE THUNDER	A	11478	1102	6.8	9.6	99												
CAGNEY & LACEY	C	18263	1806	11.1	9.9	102												
CBS EVENING NEWS-DEAN	C	7723	692	4.3	8.9	93												
CBS EVENING NEWS-RATHER	C	15653	1385	8.5	8.8	92												
CBS SAT. NEWS-SCHIEFFER	C	8744	766	4.7	8.8	91												
CBS SATURDAY NIGHT MOVIE	C	12000	1186	7.3	9.9	102												
CBS WEDNESDAY NIGHT MOVIE	C	11522	1019	6.3	8.8	91												
CHEERS	N	16818	1991	12.3	11.8	122												
DALLAS	C	37510	3703	22.8	9.9	102												
DIFF'RENT STROKES	N	11258	1254	7.7	11.1	115												
DOUBLE TROUBLE	N	12248	1167	7.2	9.5	99												
DUCK FACTORY	N	11100	1266	7.8	11.4	118												
DUKES OF HAZZARD	C	12353	1016	6.3	8.2	85												
DYNASTY	A	33279	3448	21.3	10.4	107												
FACTS OF LIFE	N	13410	1440	8.9	10.7	111												
FALCON CREST	C	31093	3224	19.9	10.4	107												
FALL GUY	A	18649	1597	9.8	8.6	89												
FAMILY TIES	N	13101	1382	8.5	10.5	109												
FANTASY ISLAND	A	13069	1372	8.5	10.5	109												
FOULUPS,BLEEPS & BLUNDERS	A	16588	1916	11.8	11.6	119												
FOUR SEASONS	C	9302	979	6.0	10.5	109												
GIMME A BREAK	N	13955	1385	8.5	9.9	103												
HART TO HART	A	15735	1624	10.0	10.3	107												
HILL STREET BLUES	N	18257	1883	11.6	10.3	107												
HOTEL	A	24236	2148	13.2	8.9	92												
JEFFERSONS	C	17010	1692	10.4	9.9	103												
JENNIFER SLEPT HERE	N	9397	1009	6.2	10.7	111												
KATE & ALLIE	C	16762	1755	10.8	10.5	108												
KNIGHT RIDER	N	13164	1327	8.2	10.1	104												
LOVE BOAT	A	20400	2057	12.7	10.1	104												
MAGNUM PI	C	22543	2050	12.6	9.1	94												
MAMA'S FAMILY	N	9852	926	5.7	9.4	97												
MASTER, THE	N	8082	769	4.7	9.5	98												
MATT HOUSTON	A	12881	1300	8.0	10.1	104												
NBC MONDAY NIGHT MOVIE	N	23889	2368	14.6	9.9	103												
NBC NIGHTLY NEWS	N	11156	961	5.9	8.6	89												
NBC NIGHTLY NEWS-SAT	N	7363	594	3.7	8.1	83												
NBC NIGHTLY NEWS-SUN	N	6214	550	3.4	8.9	92												
NBC SUNDAY NIGHT MOVIE	N	17590	1570	9.7	8.9	92												
NEWHART	C	16740	1776	11.0	10.6	110												
ONE DAY AT A TIME	C	11820	1225	7.6	10.4	107												
PEOPLE ARE FUNNY	N	9138	752	4.6	8.2	85												
REAL PEOPLE	N	15979	1467	9.0	9.1	94												
REMINGTON STEELE	N	14395	1401	8.6	9.7	101												
RIPLEY'S BELIEVE IT - NOT	A	11362	1218	7.5	10.7	111												
RIPTIDE	N	13920	1222	7.5	8.8	91												
SCARECROW & MRS. KING	C	17571	1578	9.7	9.0	93												
SIMON & SIMON	C	20208	1716	10.6	8.5	88												
60 MINUTES	C	27668	2901	17.9	10.5	108												
ST. ELSEWHERE	N	13699	1472	9.1	10.7	111												
THREE'S COMPANY	A	20632	2092	12.9	10.1	105												
T.J. HOOKER	A	17136	1552	9.6	9.1	94												
TONIGHT SHOW	N	4963	576	3.6	11.6	120												
TRAPPER JOHN, M.D.	C	16332	1793	11.1	11.0	114												
TV BLOOPERS & PRAC. JOKES	N	18881	1909	11.8	10.1	105												
20/20	A	18315	1791	11.0	9.8	101												
WEBSTER	A	18722	1917	11.8	10.2	106												
WORLD NEWS - SUN	A	5327	528	3.3	9.9	103												
YELLOW ROSE	N	8370	808	5.0	9.7	100												
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2841	17.5	11.0	114												
BASKETBALL - COLLEGE GAMES		14468	1916	11.8	13.2	137												
BASKETBALL - PRO GAMES		12124	1419	8.8	11.7	121												
BOWLING		9412	913	5.6	9.7	100												
BOXING		15409	1123	6.9	7.3	75												
FOOTBALL - COLLEGE GAMES		21400	2676	16.5	12.5	129												
FOOTBALL - PRO GAMES		35944	3985	24.6	11.1	115												
GOLF		9759	1264	7.8	13.0	134												
POST-SEASON COLL. FOOTBALL		18123	1960	12.1	10.8	112												
POST-SEASON PRO FOOTBALL		22091	2694	16.6	12.2	126												
TENNIS		6764	1058	6.5	15.6	162												
WRESTLING - PROFESSIONAL		9695	942	5.8	9.7	100												

REGULAR COLA DRINKS (CARBONATED, NOT DIET) BASE = ADULTS (167727)

	'000	%	UNWEIGHTED
4A. DO YOU YOURSELF DRINK THEM?			
YES	107689	64.2	11781
NO	60038	35.8	7329

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
4B. WHAT KINDS DO YOU DRINK?									
BOTTLED	78442	46.8	42512	25.3	27784	16.6	8146	4.9	8510
CANNED	62448	37.2	26518	15.8	19881	11.9	16049	9.6	6842
DO NOT KNOW	2730	1.6							311
4C. WHAT TYPES DO YOU DRINK?									
CAFFEINATED	92995	55.4	61544	36.7	22038	13.1	9413	5.6	10127
CAFFEINE FREE	43045	25.7	11594	6.9	15099	9.0	16353	9.7	4687
DO NOT KNOW	3100	1.8							365
4D. WHICH BRANDS DO YOU DRINK?									
C & C COLA	5835	3.5	890	.5	3730	2.2	1215	.7	646
CANADA DRY JAMAICA	1720	1.0	373	.2	907	.5	440	.3	192
CANFIELD	2490	1.5	501	.3	1399	.8	590	.4	234
COCA COLA	60979	36.4	19787	11.8	34139	20.4	7053	4.2	6677
COTT COLA	1391	.8	368	.2	747	.4	276	.2	164
DECAFFEINATED R.C. COLA	2333	1.4	429	.3	1012	.6	892	.5	270
DOUBLE COLA	1592	.9	160	.1	966	.6	466	.3	179
FAYGO COLA	2077	1.2	265	.2	1265	.8	547	.3	232
KING COLA	799	.5	80	*	551	.3	167	.1	112
LIKE	6144	3.7	531	.3	3458	2.1	2155	1.3	700
PEPSI COLA	60746	36.2	17466	10.4	33464	20.0	9815	5.9	6634
PEPSI FREE	15598	9.3	3851	2.3	7316	4.4	4431	2.6	1695
RC 100	6717	4.0	784	.5	3605	2.1	2327	1.4	671
SHASTA COLA	8324	5.0	652	.4	4571	2.7	3101	1.8	823
OTHER BRANDS	18957	11.3	4929	2.9	7905	4.7	6123	3.7	2026
DO NOT KNOW	821	.5							113

		'000	%	UNWEIGHTED
4E. ABOUT HOW MANY GLASSES OF REGULAR COLA (NOT DIET) DID YOU DRINK IN THE LAST 7 DAYS?				
14 OR MORE	H	10564	6.3	1060
11 - 13	H	3090	1.8	338
8 - 10	H	8302	4.9	899
7	H	8176	4.9	904
5 - 6	M	11843	7.1	1280
3 - 4	M	21998	13.1	2380
2	L	19768	11.8	2139
1	L	13535	8.1	1565
NONE	L	10412	6.2	1216

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	107689	100.0	64.2	100	30133	100.0	18.0	100	33841	100.0	20.2	100	43715	100.0	26.1	100
MALES	79263	54059	50.2	68.2	106	17025	56.5	21.5	120	16946	50.1	21.4	106	20089	46.0	25.3	97
FEMALES	88464	53630	49.8	60.6	94	13108	43.5	14.8	82	16895	49.9	19.1	95	23627	54.0	26.7	102
18 - 24	28671	21468	19.9	74.9	117	7744	25.7	27.0	150	6770	20.0	23.6	117	6954	15.9	24.3	93
25 - 34	39536	29001	26.9	73.4	114	8359	27.7	21.1	118	9802	29.0	24.8	123	10839	24.8	27.4	105
35 - 44	28978	20136	18.7	69.5	108	6045	20.1	20.9	116	6166	18.2	21.3	105	7924	18.1	27.3	105
45 - 54	22345	13365	12.4	59.8	93	3150	10.5	14.1	78	4011	11.9	18.0	89	6204	14.2	27.8	107
55 - 64	22224	11974	11.1	53.9	84	2687	8.9	12.1	67	3466	10.2	15.6	77	5821	13.3	26.2	100
65 OR OLDER	25973	11746	10.9	45.2	70	2148	7.1	8.3	46	3626	10.7	14.0	69	5972	13.7	23.0	88
18 - 34	68207	50469	46.9	74.0	115	16104	53.4	23.6	131	16572	49.0	24.3	120	17793	40.7	26.1	100
18 - 49	108058	77456	71.9	71.7	112	23952	79.5	22.2	123	24830	73.4	23.0	114	28674	65.6	26.5	102
25 - 54	90859	62501	58.0	68.8	107	17554	58.3	19.3	108	19980	59.0	22.0	109	24968	57.1	27.5	105
35 - 49	39851	26988	25.1	67.7	105	7848	26.0	19.7	110	8258	24.4	20.7	103	10881	24.9	27.3	105
50 OR OLDER	59669	30233	28.1	50.7	79	6181	20.5	10.4	58	9011	26.6	15.1	75	15041	34.4	25.2	97
GRADUATED COLLEGE	28091	16861	15.7	60.0	93	3789	12.6	13.5	75	4725	14.0	16.8	83	8348	19.1	29.7	114
ATTENDED COLLEGE	28938	18527	17.2	64.0	100	4693	15.6	16.2	90	5278	15.6	18.2	90	8556	19.6	29.6	113
GRADUATED HIGH SCHOOL	65503	44457	41.3	67.9	106	13081	43.4	20.0	111	14735	43.5	22.5	111	16642	38.1	25.4	97
DID NOT GRADUATE HIGH SCHOOL	45195	27843	25.9	61.6	96	8570	28.4	19.0	106	9104	26.9	20.1	100	10169	23.3	22.5	86
EMPLOYED MALES	56429	39426	36.6	69.9	109	12594	41.8	22.3	124	12605	37.2	22.3	111	14227	32.5	25.2	97
EMPLOYED FEMALES	43971	27671	25.7	62.9	98	6751	22.4	15.4	85	8357	24.7	19.0	94	12562	28.7	28.6	110
EMPLOYED FULL-TIME	87773	58911	54.7	67.1	105	17503	58.1	19.9	111	18209	53.8	20.7	103	23199	53.1	26.4	101
EMPLOYED PART-TIME	12627	8185	7.6	64.8	101	1842	6.1	14.6	81	2753	8.1	21.8	108	3590	8.2	28.4	109
NOT EMPLOYED	67327	40592	37.7	60.3	94	10788	35.8	16.0	89	12879	38.1	19.1	95	16926	38.7	25.1	96
PROFESSIONAL/MANAGER	25845	15355	14.3	59.4	93	3284	10.9	12.7	71	4599	13.6	17.8	88	7472	17.1	28.9	111
TECH/CLERICAL/SALES	30895	20786	19.3	67.3	105	5622	18.7	18.2	101	6403	18.9	20.7	103	8761	20.0	28.4	109
PRECISION/CRAFT	12629	8980	8.3	71.1	111	3199	10.6	25.3	141	2920	8.6	23.1	115	2861	6.5	22.7	87
OTHER EMPLOYED	31031	21975	20.4	70.8	110	7240	24.0	23.3	130	7041	20.8	22.7	112	7695	17.6	24.8	95
SINGLE	35557	24466	22.7	68.8	107	8161	27.1	23.0	128	7441	22.0	20.9	104	8864	20.3	24.9	96
MARRIED	103585	66957	62.2	64.6	101	17585	58.4	17.0	94	21397	63.2	20.7	102	27976	64.0	27.0	104
DIVORCED/SEPARATED/WIDOWED	28585	16266	15.1	56.9	89	4388	14.6	15.4	85	5003	14.8	17.5	87	6876	15.7	24.1	92
PARENTS	59295	43716	40.6	73.7	115	13063	43.4	22.0	123	14229	42.0	24.0	119	16424	37.6	27.7	106
WHITE	146081	92540	85.9	63.3	99	25469	84.5	17.4	97	28688	84.8	19.6	97	38383	87.8	26.3	101
BLACK	17974	12625	11.7	70.2	109	4113	13.6	22.9	127	4127	12.2	23.0	114	4384	10.0	24.4	94
OTHER	3672	2524	2.3	68.7	107	*550	1.8	15.0	83	1025	3.0	27.9	138	948	2.2	25.8	99
NORTHEAST-CENSUS	37005	22108	20.5	59.7	93	6258	20.8	16.9	94	6672	19.7	18.0	89	9177	21.0	24.8	95
NORTH CENTRAL	42642	27639	25.7	64.8	101	7009	23.3	16.4	91	8503	25.1	19.9	99	12127	27.7	28.4	109
SOUTH	56777	38825	36.1	68.4	107	12460	41.4	21.9	122	12914	38.2	22.7	113	13451	30.8	23.7	91
WEST	31303	19117	17.8	61.1	95	4405	14.6	14.1	78	5751	17.0	18.4	91	8960	20.5	28.6	110
NORTHEAST-MKTG.	38125	22457	20.9	58.9	92	6255	20.8	16.4	91	7278	21.5	19.1	95	8924	20.4	23.4	90
EAST CENTRAL	24794	15827	14.7	63.8	99	4417	14.7	17.8	99	4710	13.9	19.0	94	6700	15.3	27.0	104
WEST CENTRAL	28511	18540	17.2	65.0	101	4435	14.7	15.6	87	5646	16.7	19.8	98	8459	19.4	29.7	114
SOUTH	48953	34440	32.0	70.4	110	11408	37.9	23.3	130	11196	33.1	22.9	113	11836	27.1	24.2	93
PACIFIC	27344	16425	15.3	60.1	94	3617	12.0	13.2	74	5012	14.8	18.3	91	7796	17.8	28.5	109
COUNTY SIZE A	69301	42637	39.6	61.5	96	12041	40.0	17.4	97	13243	39.1	19.1	95	17352	39.7	25.0	96
COUNTY SIZE B	50633	33594	31.2	66.3	103	9205	30.5	18.2	101	10939	32.3	21.6	107	13450	30.8	26.6	102
COUNTY SIZE C	26259	17116	15.9	65.2	102	5002	16.6	19.0	106	5064	15.0	19.3	96	7050	16.1	26.8	103
COUNTY SIZE D	21534	14342	13.3	66.6	104	3885	12.9	18.0	100	4595	13.6	21.3	106	5863	13.4	27.2	104
METRO CENTRAL CITY	50014	31466	29.2	62.9	98	8941	29.7	17.9	100	10116	29.9	20.2	100	12408	28.4	24.8	95
METRO SUBURBAN	76832	49289	45.8	64.2	100	13636	45.3	17.7	99	15241	45.0	19.8	98	20413	46.7	26.6	102
NON METRO	40881	26933	25.0	65.9	103	7556	25.1	18.5	103	8484	25.1	20.8	103	10894	24.9	26.6	102
TOP 5 ADI'S	39550	24218	22.5	61.2	95	6509	21.6	16.5	92	7664	22.6	19.4	96	10045	23.0	25.4	97
TOP 10 ADI'S	54877	32954	30.6	60.1	94	9124	30.3	16.6	93	10430	30.8	19.0	94	13401	30.7	24.4	94
TOP 20 ADI'S	77516	47601	44.2	61.4	96	13222	43.9	17.1	95	14532	42.9	18.7	93	19847	45.4	25.6	98
HSHLD INC. $50,000 OR MORE	17257	9938	9.2	57.6	90	2288	7.6	13.3	74	3122	9.2	18.1	90	4527	10.4	26.2	101
$40,000 OR MORE	33235	20091	18.7	60.5	94	4813	16.0	14.5	81	5830	17.2	17.5	87	9449	21.6	28.4	109
$30,000 OR MORE	59693	37507	34.8	62.8	98	9431	31.3	15.8	88	11421	33.7	19.1	95	16655	38.1	27.9	107
$25,000 OR MORE	76275	48423	45.0	63.5	99	12507	41.5	16.4	91	14696	43.4	19.3	95	21220	48.5	27.8	107
$20,000 - $24,999	18607	12403	11.5	66.7	104	3420	11.3	18.4	102	3862	11.4	20.8	103	5122	11.7	27.5	106
$15,000 - $19,999	17175	11229	10.4	65.4	102	3197	10.6	18.6	104	3629	10.7	21.1	105	4402	10.1	25.6	98
$10,000 - $14,999	24569	16214	15.1	66.0	103	5464	18.1	22.2	124	4980	14.7	20.3	100	5770	13.2	23.5	90
UNDER $10,000	31101	19420	18.0	62.4	97	5545	18.4	17.8	99	6674	19.7	21.5	106	7201	16.5	23.2	89
HOUSEHOLD OF 1 PERSON	19441	10217	9.5	52.6	82	2679	8.9	13.8	77	2953	8.7	15.2	75	4585	10.5	23.6	90
2 PEOPLE	51803	29639	27.5	57.2	89	7125	23.6	13.8	77	9056	26.8	17.5	87	13458	30.8	26.0	100
3 OR 4 PEOPLE	66933	46417	43.1	69.3	108	14321	47.5	21.4	119	14810	43.8	22.1	110	17286	39.5	25.8	99
5 OR MORE PEOPLE	29550	21415	19.9	72.5	113	6007	19.9	20.3	113	7021	20.7	23.8	118	8387	19.2	28.4	109
NO CHILD IN HSHLD	96587	55585	51.6	57.5	90	14267	47.3	14.8	82	17241	50.9	17.9	88	24078	55.1	24.9	96
CHILD(REN) UNDER 2 YRS	10844	8640	8.0	79.7	124	2902	9.6	26.8	149	2657	7.9	24.5	121	3081	7.0	28.4	109
2 - 5 YEARS	26358	20274	18.8	76.9	120	6664	22.1	25.3	141	6505	19.2	24.7	122	7105	16.3	27.0	103
6 - 11 YEARS	30453	22518	20.9	73.9	115	6883	22.8	22.6	126	7521	22.2	24.7	122	8114	18.6	26.6	102
12 - 17 YEARS	36575	26171	24.3	71.6	111	7446	24.7	20.4	113	8348	24.7	22.8	113	10377	23.7	28.4	109
RESIDENCE OWNED	117770	73329	68.1	62.3	97	19159	63.6	16.3	91	22573	66.7	19.2	95	31597	72.3	26.8	103
VALUE: $50,000 OR MORE	70166	42107	39.1	60.0	93	10146	33.7	14.5	80	12822	37.9	18.3	91	19139	43.8	27.3	105
VALUE: UNDER $50,000	47604	31221	29.0	65.6	102	9013	29.9	18.9	105	9751	28.8	20.5	102	12457	28.5	26.2	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS		167727	107689	100.0	64.2	100	30133	100.0	18.0	100	33841	100.0	20.2	100	43715	100.0	26.1	100
MAGAZINES	QUINTILE 1	34022	22614	21.0	66.5	104	6125	20.3	18.0	100	7141	21.1	21.0	104	9348	21.4	27.5	105
	QUINTILE 2	34800	22214	20.6	63.8	99	5947	19.7	17.1	95	6970	20.6	20.0	99	9297	21.3	26.7	103
	QUINTILE 3	30514	19630	18.2	64.3	100	5632	18.7	18.5	103	6314	18.7	20.7	103	7684	17.6	25.2	97
	QUINTILE 4	33324	22143	20.6	66.4	103	6293	20.9	18.9	105	6712	19.8	20.1	100	9139	20.9	27.4	105
	QUINTILE 5	35066	21087	19.6	60.1	94	6136	20.4	17.5	97	6705	19.8	19.1	95	8247	18.9	23.5	90
NEWSPAPERS	QUINTILE 1	29107	17986	16.7	61.8	96	4481	14.9	15.4	86	5697	16.8	19.6	97	7808	17.9	26.8	103
	QUINTILE 2	49095	30916	28.7	63.0	98	8044	26.7	16.4	91	9808	29.0	20.0	99	13064	29.9	26.6	102
	QUINTILE 3	23107	14775	13.7	63.9	100	4504	14.9	19.5	108	4497	13.3	19.5	96	5774	13.2	25.0	96
	QUINTILE 4	33556	21900	20.3	65.3	102	5699	18.9	17.0	95	6771	20.0	20.2	100	9431	21.6	28.1	108
	QUINTILE 5	32863	22112	20.5	67.3	105	7405	24.6	22.5	125	7068	20.9	21.5	107	7639	17.5	23.2	89
OUTDOOR	QUINTILE 1	33431	21910	20.3	65.5	102	6938	23.0	20.8	116	6230	18.4	18.6	92	8742	20.0	26.1	100
	QUINTILE 2	33478	22235	20.6	66.4	103	6155	20.4	18.4	102	7125	21.1	21.3	105	8955	20.5	26.7	103
	QUINTILE 3	33574	21656	20.1	64.5	100	5556	18.4	16.5	92	7433	22.0	22.1	110	8667	19.8	25.8	99
	QUINTILE 4	33935	21608	20.1	63.7	99	5947	19.7	17.5	98	6558	19.4	19.3	96	9104	20.8	26.8	103
	QUINTILE 5	33310	20280	18.8	60.9	95	5537	18.4	16.6	93	6495	19.2	19.5	97	8248	18.9	24.8	95
RADIO-DRIVE TIME	QUINTILE 1	33136	21949	20.4	66.2	103	6451	21.4	19.5	108	7089	20.9	21.4	106	8410	19.2	25.4	97
	QUINTILE 2	31658	20556	19.1	64.9	101	5886	19.5	18.6	103	6210	18.4	19.6	97	8460	19.4	26.7	103
	QUINTILE 3	32541	21691	20.1	66.7	104	5862	19.5	18.0	100	6926	20.5	21.3	105	8904	20.4	27.4	105
	QUINTILE 4	34247	21918	20.4	64.0	100	6304	20.9	18.4	102	6751	19.9	19.7	98	8863	20.3	25.9	99
	QUINTILE 5	36144	21574	20.0	59.7	93	5631	18.7	15.6	87	6865	20.3	19.0	94	9078	20.8	25.1	96
RADIO-MID-DAY	TERCILE 1	45037	30592	28.4	67.9	106	8893	29.5	19.7	110	9513	28.1	21.1	105	12186	27.9	27.1	104
	TERCILE 2	44819	28755	26.7	64.2	100	8197	27.2	18.3	102	8979	26.5	20.0	99	11578	26.5	25.8	99
	TERCILE 3	77872	48342	44.9	62.1	97	13043	43.3	16.7	93	15349	45.4	19.7	98	19951	45.6	25.6	98
RADIO-TOTAL	QUINTILE 1	33763	22734	21.1	67.3	105	6814	22.6	20.2	112	7314	21.6	21.7	107	8606	19.7	25.5	98
	QUINTILE 2	33240	22268	20.7	67.0	104	6391	21.2	19.2	107	7016	20.7	21.1	105	8862	20.3	26.7	102
	QUINTILE 3	33408	21258	19.7	63.6	99	5803	19.3	17.4	97	6082	18.0	18.2	90	9373	21.4	28.1	108
	QUINTILE 4	34792	21917	20.4	63.0	98	6221	20.6	17.9	100	7079	20.9	20.3	101	8618	19.7	24.8	95
	QUINTILE 5	32524	19511	18.1	60.0	93	4905	16.3	15.1	84	6350	18.8	19.5	97	8257	18.9	25.4	97
TV-PRIME TIME	QUINTILE 1	33090	20782	19.3	62.8	98	5839	19.4	17.6	98	6462	19.1	19.5	97	8481	19.4	25.6	98
	QUINTILE 2	33357	21852	20.3	65.5	102	5979	19.8	17.9	100	7026	20.8	21.1	104	8846	20.2	26.5	102
	QUINTILE 3	33980	22526	20.9	66.3	103	6082	20.2	17.9	100	6762	20.0	19.9	99	9681	22.1	28.5	109
	QUINTILE 4	33854	21484	20.0	63.5	99	6326	21.0	18.7	104	6749	19.9	19.9	99	8409	19.2	24.8	95
	QUINTILE 5	33444	21046	19.5	62.9	98	5907	19.6	17.7	98	6841	20.2	20.5	101	8298	19.0	24.8	95
TV-DAYTIME	TERCILE 1	49121	31373	29.1	63.9	99	8875	29.5	18.1	101	10333	30.5	21.0	104	12165	27.8	24.8	95
	TERCILE 2	48823	32218	29.9	66.0	103	9356	31.0	19.2	107	9943	29.4	20.4	101	12920	29.6	26.5	102
	TERCILE 3	69782	44098	40.9	63.2	98	11903	39.5	17.1	95	13565	40.1	19.4	96	18630	42.6	26.7	102
TV-TOTAL	QUINTILE 1	33584	20882	19.4	62.2	97	6362	21.1	18.9	105	6430	19.0	19.1	95	8089	18.5	24.1	92
	QUINTILE 2	33441	21489	20.0	64.3	100	5476	18.2	16.4	91	7181	21.2	21.5	106	8832	20.2	26.4	101
	QUINTILE 3	33505	21472	19.9	64.1	100	5825	19.3	17.4	97	7012	20.7	20.9	104	8635	19.8	25.8	99
	QUINTILE 4	33466	22433	20.8	67.0	104	6504	21.6	19.4	108	6321	18.7	18.9	94	9608	22.0	28.7	110
	QUINTILE 5	33731	21414	19.9	63.5	99	5966	19.8	17.7	98	6896	20.4	20.4	101	8552	19.6	25.4	97
MAGAZINES-NEWSPAPERS: DUAL		44503	28344	26.3	63.7	99	7313	24.3	16.4	91	8950	26.4	20.1	100	12080	27.6	27.1	104
MAGAZINE IMPERATIVE		39363	26557	24.7	67.5	105	7799	25.9	19.8	110	8364	24.7	21.2	105	10394	23.8	26.4	101
NEWSPAPER IMPERATIVE		46441	28472	26.4	61.3	95	7631	25.3	16.4	91	8930	26.4	19.2	95	11911	27.2	25.6	98
MAGAZINES-OUTDOOR: DUAL		33726	22385	20.8	66.4	103	6281	20.8	18.6	104	6886	20.3	20.4	101	9218	21.1	27.3	105
MAGAZINE IMPERATIVE		52846	33770	31.4	63.9	100	8901	29.5	16.8	94	11140	32.9	21.1	104	13729	31.4	26.0	100
OUTDOOR IMPERATIVE		52140	33752	31.3	64.7	101	10122	33.6	19.4	108	10551	31.2	20.2	100	13079	29.9	25.1	96
MAGAZINES-RADIO: DUAL		37081	24689	22.9	66.6	104	6445	21.4	17.4	97	8143	24.1	22.0	109	10101	23.1	27.2	105
MAGAZINE IMPERATIVE		49747	31297	29.1	62.9	98	8616	28.6	17.3	96	9595	28.4	19.3	96	13086	29.9	26.3	101
RADIO IMPERATIVE		49208	32476	30.2	66.0	103	10090	33.5	20.5	114	9763	28.8	19.8	98	12623	28.9	25.7	98
MAGAZINES-TELEVISION: DUAL		33103	21529	20.0	65.0	101	5815	19.3	17.6	98	7209	21.3	21.8	108	8506	19.5	25.7	99
MAGAZINE IMPERATIVE		54575	35644	33.1	65.3	102	9759	32.4	17.9	100	10936	32.3	20.0	99	14948	34.2	27.4	105
TELEVISION IMPERATIVE		53249	33172	30.8	62.3	97	9441	31.3	17.7	99	10411	30.8	19.6	97	13321	30.5	25.0	96
NEWSPAPERS-OUTDOOR: DUAL		36255	23326	21.7	64.3	100	6506	21.6	17.9	100	7160	21.2	19.7	98	9661	22.1	26.6	102
NEWSPAPER IMPERATIVE		55591	34279	31.8	61.7	96	8628	28.6	15.5	86	11082	32.7	19.9	99	14570	33.3	26.2	101
OUTDOOR IMPERATIVE		48319	32525	30.2	67.3	105	9922	32.9	20.5	114	10266	30.3	21.2	105	12338	28.2	25.5	98
NEWSPAPERS-RADIO: DUAL		37242	24355	22.6	65.4	102	6443	21.4	17.3	96	8075	23.9	21.7	107	9837	22.5	26.4	101
NEWSPAPER IMPERATIVE		54423	33016	30.7	60.7	94	8604	28.6	15.8	88	9966	29.4	18.3	91	14446	33.0	26.5	102
RADIO IMPERATIVE		46650	31746	29.5	68.1	106	9895	32.8	21.2	118	9597	28.4	20.6	102	12255	28.0	26.3	101
NEWSPAPERS-TELEVISION: DUAL		35974	22688	21.1	63.1	98	5831	19.4	16.2	90	7151	21.1	19.9	99	9705	22.2	27.0	104
NEWSPAPER IMPERATIVE		56095	35242	32.7	62.8	98	9453	31.4	16.9	94	10919	32.3	19.5	96	14870	34.0	26.5	102
TELEVISION IMPERATIVE		47170	30581	28.4	64.8	101	9131	30.3	19.4	108	10023	29.6	21.2	105	11427	26.1	24.2	93
OUTDOOR-RADIO: DUAL		33748	22844	21.2	67.7	105	6817	22.6	20.2	112	6925	20.5	20.5	102	9102	20.8	27.0	103
OUTDOOR IMPERATIVE		52785	33432	31.0	63.3	99	9102	30.2	17.2	96	10540	31.1	20.0	99	13790	31.5	26.1	100
RADIO IMPERATIVE		52882	34268	31.8	64.8	101	9442	31.3	17.9	99	10911	32.2	20.6	102	13914	31.8	26.3	101
OUTDOOR-TELEVISION: DUAL		32030	21170	19.7	66.1	103	5916	19.6	18.5	103	6895	20.4	21.5	107	8359	19.1	26.1	100
OUTDOOR IMPERATIVE		54626	36027	33.5	66.0	103	10381	34.5	19.0	106	11016	32.6	20.2	100	14631	33.5	26.8	103
TELEVISION IMPERATIVE		54874	34009	31.6	62.0	97	9411	31.2	17.2	95	10885	32.2	19.8	98	13713	31.4	25.0	96
RADIO-TELEVISION: DUAL		33386	22371	20.8	67.0	104	6690	22.2	20.0	112	7073	20.9	21.2	105	8609	19.7	25.8	99
RADIO IMPERATIVE		53810	35746	33.2	66.4	103	10005	33.2	18.6	103	10924	32.3	20.3	101	14817	33.9	27.5	106
TELEVISION IMPERATIVE		54023	32700	30.4	60.5	94	8562	28.4	15.8	88	10664	31.5	19.7	98	13474	30.8	24.9	96

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	107689	100.0	64.2	100	30133	100.0	18.0	100	33841	100.0	20.2	100	43715	100.0	26.1	100
ATLANTIC MONTHLY	867	405	0.4	46.7	73	**51	0.2	5.9	33	*112	0.3	12.9	64	*241	0.6	27.8	107
BARRON'S	1580	1073	1.0	67.9	106	*214	0.7	13.5	75	*352	1.0	22.3	110	507	1.2	32.1	123
BETTER HOMES & GARDENS	22203	14100	13.1	63.5	99	3431	11.4	15.5	86	4357	12.9	19.6	97	6312	14.4	28.4	109
BON APPETIT	3810	2076	1.9	54.5	85	439	1.5	11.5	64	507	1.5	13.3	66	1130	2.6	29.7	114
BUSINESS WEEK	4663	2935	2.7	62.9	98	814	2.7	17.5	97	948	2.8	20.3	101	1172	2.7	25.1	96
CAR AND DRIVER	3102	2230	2.1	71.9	112	732	2.4	23.6	131	819	2.4	26.4	131	679	1.6	21.9	84
CBS MAGAZINE NETWORK (GROSS)	7311	5254	4.9	71.9	112	1509	5.0	20.6	115	1923	5.7	26.3	130	1823	4.2	24.9	96
CHANGING TIMES	3400	2064	1.9	60.7	95	481	1.6	14.1	79	700	2.1	20.6	102	883	2.0	26.0	100
COLONIAL HOMES	1796	1133	1.1	63.1	98	285	0.9	15.9	88	322	1.0	17.9	89	526	1.2	29.3	112
CONDE NAST MAG. PKG. (GROSS)	19924	12226	11.4	61.4	96	3381	11.2	17.0	94	3690	10.9	18.5	92	5156	11.8	25.9	99
CONSUMERS DIGEST	3125	1961	1.8	62.8	98	531	1.8	17.0	95	581	1.7	18.6	92	850	1.9	27.2	104
COSMOPOLITAN	10577	7110	6.6	67.2	105	2183	7.2	20.6	115	2144	6.3	20.3	100	2783	6.4	26.3	101
COUNTRY LIVING	3746	2355	2.2	62.9	98	543	1.8	14.5	81	756	2.2	20.2	100	1056	2.4	28.2	108
CUISINE	2214	1390	1.3	62.8	98	275	0.9	12.4	69	355	1.0	16.0	79	759	1.7	34.3	132
CYCLE WORLD	2394	1782	1.7	74.4	116	625	2.1	26.1	145	601	1.8	25.1	124	556	1.3	23.2	89
DCI:CREATIVE IDEAS FOR LIV	3068	2184	2.0	71.2	111	481	1.6	15.7	87	674	2.0	22.0	109	1030	2.4	33.6	129
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6470	6.0	67.7	105	1583	5.3	16.6	92	1963	5.8	20.5	102	2923	6.7	30.6	117
DISCOVER	2277	1595	1.5	70.0	109	420	1.4	18.4	103	528	1.6	23.2	115	646	1.5	28.4	109
EBONY	7187	5299	4.9	73.7	115	1685	5.6	23.4	131	1820	5.4	25.3	126	1794	4.1	25.0	96
ESQUIRE	2560	1842	1.7	72.0	112	464	1.5	18.1	101	739	2.2	28.9	143	638	1.5	24.9	96
ESSENCE	3242	2479	2.3	76.5	119	798	2.6	24.6	137	874	2.6	27.0	134	806	1.8	24.9	95
FAMILY CIRCLE	19639	11988	11.1	61.0	95	2738	9.1	13.9	78	3884	11.5	19.8	98	5366	12.3	27.3	105
THE FAMILY HANDYMAN	3540	2450	2.3	70.1	109	792	2.6	22.4	125	734	2.2	20.7	103	954	2.2	26.9	103
FAMILY WEEKLY	23924	15659	14.5	65.5	102	4458	14.8	18.6	104	4775	14.1	20.0	99	6427	14.7	26.9	103
FIELD & STREAM	9883	7208	6.7	72.9	114	2318	7.7	23.5	131	2330	6.9	23.6	117	2559	5.9	25.9	99
FOOD & WINE	1030	548	0.5	53.2	83	*118	0.4	11.5	64	*159	0.5	15.4	77	271	0.6	26.3	101
FORBES	2679	1624	1.5	60.6	94	402	1.3	15.0	84	337	1.0	12.6	62	885	2.0	33.0	127
FORTUNE	2931	2089	1.9	71.3	111	494	1.6	16.9	94	570	1.7	19.4	96	1026	2.3	35.0	134
GENTLEMEN'S QUARTERLY	3481	2552	2.4	73.3	114	955	3.2	27.4	153	745	2.2	21.4	106	852	1.9	24.5	94
GLAMOUR	7163	4213	3.9	58.8	92	1136	3.8	15.9	88	1334	3.9	18.6	92	1742	4.0	24.3	93
GOLF DIGEST	2355	1498	1.4	63.6	99	364	1.2	15.5	86	506	1.5	21.5	106	628	1.4	26.7	102
GOLF DIGEST/TENNIS (GROSS)	3610	2446	2.3	67.8	106	575	1.9	15.9	89	842	2.5	23.3	116	1029	2.4	28.5	109
GOLF MAGAZINE	2046	1252	1.2	61.2	95	319	1.1	15.6	87	440	1.3	21.5	107	494	1.1	24.1	93
GOLF MAGAZINE/SKI (GROSS)	3547	2213	2.1	62.4	97	599	2.0	16.9	94	787	2.3	22.2	110	828	1.9	23.3	90
GOOD HOUSEKEEPING	20353	12572	11.7	61.8	96	2589	8.6	12.7	71	3983	11.8	19.6	97	6001	13.7	29.5	113
HARPER'S BAZAAR	3362	2227	2.1	66.2	103	634	2.1	18.9	105	613	1.8	18.2	90	980	2.2	29.1	112
HEALTH	2987	1906	1.8	63.8	99	387	1.3	13.0	72	515	1.5	17.2	85	1004	2.3	33.6	129
HEARST MAG CORP. BUY (GROSS)	67928	43846	40.7	64.5	101	11181	37.1	16.5	92	13793	40.8	20.3	101	18872	43.2	27.8	107
HEARST MAN POWER (GROSS)	11282	7882	7.3	69.9	109	2497	8.3	22.1	123	2430	7.2	21.5	107	2955	6.8	26.2	100
HEARST WOMAN POWER (GROSS)	40514	25522	23.7	63.0	98	6106	20.3	15.1	84	7986	23.6	19.7	98	11429	26.1	28.2	108
HOUSE BEAUTIFUL	4885	3083	2.9	63.1	98	693	2.3	14.2	79	1074	3.2	22.0	109	1315	3.0	26.9	103
INC.	1308	833	0.8	63.7	99	**198	0.7	15.1	84	*225	0.7	17.2	85	410	0.9	31.3	120
JET	6498	4808	4.5	74.0	115	1551	5.1	23.9	133	1684	5.0	25.9	128	1573	3.6	24.2	93
LADIES' HOME JOURNAL	14797	9027	8.4	61.0	95	2062	6.8	13.9	78	3083	9.1	20.8	103	3883	8.9	26.2	101
LHJ FAMILY GRP COMBO(GROSS)	21743	13569	12.6	62.4	97	3020	10.0	13.9	77	4411	13.0	20.3	101	6138	14.0	28.2	108
LIFE	9881	6577	6.1	66.6	104	2031	6.7	20.6	114	1987	5.9	20.1	100	2558	5.9	25.9	99
L.A. TIMES HOME MAGAZINE	2775	1605	1.5	57.8	90	254	0.8	9.2	51	473	1.4	17.0	84	878	2.0	31.6	121
MADEMOISELLE	4219	2625	2.4	62.2	97	737	2.4	17.5	97	767	2.3	18.2	90	1121	2.6	26.6	102
MC CALL'S	16422	10244	9.5	62.4	97	2329	7.7	14.2	79	3283	9.7	20.0	99	4632	10.6	28.2	108
MC CALL'S/WRK MOTHER (GROSS)	17919	11358	10.5	63.4	99	2521	8.4	14.1	78	3683	10.9	20.6	102	5154	11.8	28.8	110
MECHANIX ILLUSTRATED	4433	2969	2.8	67.0	104	995	3.3	22.4	125	887	2.6	20.0	99	1087	2.5	24.5	94
METROPOLITAN HOME	1504	1020	0.9	67.8	106	*191	0.6	12.7	71	397	1.2	26.4	131	432	1.0	28.7	110
MONEY	4723	2996	2.8	63.4	99	824	2.7	17.4	97	866	2.6	18.3	91	1307	3.0	27.7	106
MOTHER EARTH NEWS	2325	1550	1.4	66.7	104	396	1.3	17.0	95	463	1.4	19.9	99	691	1.6	29.7	114
MS.	1189	809	0.8	68.0	106	*212	0.7	17.8	99	*248	0.7	20.9	103	349	0.8	29.4	113
NATIONAL ENQUIRER	18892	13365	12.4	70.7	110	3898	12.9	20.6	115	4715	13.9	25.0	124	4751	10.9	25.1	96
NATIONAL GEOGRAPHIC	22129	13435	12.5	60.7	95	3238	10.7	14.6	81	3948	11.7	17.8	88	6249	14.3	28.2	108
NATIONAL SUNDAY MAGAZINE PKG	103750	65731	61.0	63.4	99	17503	58.1	16.9	94	20625	60.9	19.9	99	27603	63.1	26.6	102
NATURAL HISTORY	1379	786	0.7	57.0	89	*233	0.8	16.9	94	*267	0.8	19.4	96	286	0.7	20.7	80
NEW WOMAN	2289	1424	1.3	62.2	97	285	0.9	12.5	69	382	1.1	16.7	83	757	1.7	33.1	127
NEW YORK INCLUDING CUE	1088	693	0.6	63.7	99	*233	0.8	21.4	119	*200	0.6	18.4	91	260	0.6	23.9	92
THE NEW YORKER	2459	1415	1.3	57.5	90	257	0.9	10.5	58	433	1.3	17.6	87	725	1.7	29.5	113
NEWSWEEK	16527	10674	9.9	64.6	101	2567	8.5	15.5	86	3675	10.9	22.2	110	4432	10.1	26.8	103
THE N.Y. TIMES DAILY EDITION	2739	1491	1.4	54.4	85	393	1.3	14.3	80	348	1.0	12.7	63	750	1.7	27.4	105
THE N.Y. TIMES MAGAZINE	4443	2454	2.3	55.2	86	689	2.3	15.5	86	661	2.0	14.9	74	1104	2.5	24.8	95
OMNI	2799	2064	1.9	73.7	115	519	1.7	18.5	103	702	2.1	25.1	124	843	1.9	30.1	116
ON CABLE	2209	1528	1.4	69.2	108	642	2.1	29.1	162	464	1.4	21.0	104	423	1.0	19.1	73
1001 HOME IDEAS	3959	2636	2.4	66.6	104	570	1.9	14.4	80	813	2.4	20.5	102	1252	2.9	31.6	121
ORGANIC GARDENING	3111	1865	1.7	59.9	93	448	1.5	14.4	80	633	1.9	20.3	101	784	1.8	25.2	97
OUTDOOR LIFE	5024	3739	3.5	74.4	116	1195	4.0	23.8	132	1153	3.4	22.9	114	1392	3.2	27.7	106
PARADE MAGAZINE	51292	32285	30.0	62.9	98	8681	28.8	16.9	94	10525	31.1	20.5	102	13079	29.9	25.5	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

0101
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	107689	100.0	64.2	100	30133	100.0	18.0	100	33841	100.0	20.2	100	43715	100.0	26.1	100
PARENTS	5298	3997	3.7	75.4	118	1078	3.6	20.3	113	1271	3.8	24.0	119	1648	3.8	31.1	119
PENTHOUSE	5129	4000	3.7	78.0	121	1556	5.2	30.3	169	1242	3.7	24.2	120	1203	2.8	23.5	90
PEOPLE	21070	13917	12.9	66.1	103	3629	12.0	17.2	96	4747	14.0	22.5	112	5541	12.7	26.3	101
PLAYBOY	10562	7520	7.0	71.2	111	2626	8.7	24.9	138	2272	6.7	21.5	107	2622	6.0	24.8	95
POPULAR HOT RODDING	2498	1911	1.8	76.5	119	914	3.0	36.6	204	470	1.4	18.8	93	528	1.2	21.1	81
POPULAR MECHANICS	5887	4009	3.7	68.1	106	1256	4.2	21.3	119	1179	3.5	20.0	99	1574	3.6	26.7	103
POPULAR SCIENCE	4317	2869	2.7	66.5	104	769	2.6	17.8	99	997	2.9	23.1	114	1102	2.5	25.5	98
PREVENTION	5792	2956	2.7	51.0	79	576	1.9	9.9	55	1017	3.0	17.6	87	1363	3.1	23.5	90
PSYCHOLOGY TODAY	3284	2026	1.9	61.7	96	543	1.8	16.5	92	615	1.8	18.7	93	869	2.0	26.5	102
READER'S DIGEST	40046	24508	22.8	61.2	95	5789	19.2	14.5	80	7650	22.6	19.1	95	11069	25.3	27.6	106
REDBOOK	9584	5839	5.4	60.9	95	1335	4.4	13.9	78	1859	5.5	19.4	96	2645	6.1	27.6	106
ROAD & TRACK	2590	1787	1.7	69.0	107	498	1.7	19.2	107	642	1.9	24.8	123	647	1.5	25.0	96
ROLLING STONE	3302	2503	2.3	75.8	118	743	2.5	22.5	125	787	2.3	23.8	118	973	2.2	29.5	113
RUNNER'S WORLD	1229	746	0.7	60.7	95	**127	0.4	10.3	58	*286	0.8	23.3	115	333	0.8	27.1	104
SATURDAY EVENING POST	2110	1364	1.3	64.6	101	341	1.1	16.2	90	464	1.4	22.0	109	559	1.3	26.5	102
SCIENCE 84	1543	1010	0.9	65.5	102	*204	0.7	13.2	74	253	0.7	16.4	81	554	1.3	35.9	138
SCIENCE DIGEST	1747	1260	1.2	72.1	112	324	1.1	18.5	103	391	1.2	22.4	111	546	1.2	31.3	120
SCIENTIFIC AMERICAN	1994	1323	1.2	66.3	103	392	1.3	19.7	109	433	1.3	21.7	108	497	1.1	24.9	96
SELF	3119	2066	1.9	66.2	103	531	1.8	17.0	95	637	1.9	20.4	101	897	2.1	28.8	110
SEVENTEEN	3923	2667	2.5	68.0	106	746	2.5	19.0	106	1052	3.1	26.8	133	869	2.0	22.2	85
SKI	1501	961	0.9	64.0	100	280	0.9	18.7	104	347	1.0	23.1	115	334	0.8	22.3	85
SMITHSONIAN	5976	3400	3.2	56.9	89	850	2.8	14.2	79	893	2.6	14.9	74	1658	3.8	27.7	106
SOAP OPERA DIGEST	4228	3167	2.9	74.9	117	900	3.0	21.3	118	1100	3.3	26.0	129	1166	2.7	27.6	106
SOUTHERN LIVING	6488	4285	4.0	66.0	103	1102	3.7	17.0	95	1290	3.8	19.9	99	1893	4.3	29.2	112
SPORT	3500	2584	2.4	73.8	115	707	2.3	20.2	112	955	2.8	27.3	135	921	2.1	26.3	101
THE SPORTING NEWS	2456	1857	1.7	75.6	118	648	2.2	26.4	147	620	1.8	25.2	125	590	1.3	24.0	92
SPORTS AFIELD	3648	2613	2.4	71.6	112	917	3.0	25.1	140	860	2.5	23.6	117	836	1.9	22.9	88
SPORTS ILLUSTRATED	14484	10232	9.5	70.6	110	3221	10.7	22.2	124	3391	10.0	23.4	116	3621	8.3	25.0	96
STAR	12661	8995	8.4	71.0	111	2715	9.0	21.4	119	3182	9.4	25.1	125	3099	7.1	24.5	94
SUNDAY	52799	32944	30.6	62.4	97	9130	30.3	17.3	96	10152	30.0	19.2	95	13662	31.3	25.9	99
SUNSET	3513	1848	1.7	52.6	82	*185	0.6	5.3	29	464	1.4	13.2	65	1200	2.7	34.2	131
TV GUIDE	42766	29431	27.3	68.8	107	8605	28.6	20.1	112	9945	29.4	23.3	115	10881	24.9	25.4	98
TENNIS	1254	948	0.9	75.6	118	*211	0.7	16.8	94	*336	1.0	26.8	133	401	0.9	32.0	123
TIME	22054	13867	12.9	62.9	98	3853	12.8	17.5	97	4512	13.3	20.5	101	5502	12.6	24.9	96
TOWN & COUNTRY	1555	1058	1.0	68.0	106	266	0.9	17.1	95	367	1.1	23.6	117	425	1.0	27.3	105
TRAVEL & LEISURE	2173	1347	1.3	62.0	97	290	1.0	13.3	74	340	1.0	15.6	78	717	1.6	33.0	127
TRUE STORY	4636	3391	3.1	73.1	114	1092	3.6	23.6	131	1316	3.9	28.4	141	983	2.2	21.2	81
U.S.NEWS & WORLD REPORT	10353	6241	5.8	60.3	94	1618	5.4	15.6	87	1949	5.8	18.8	93	2674	6.1	25.8	99
USA TODAY	4994	3168	2.9	63.4	99	926	3.1	18.5	103	956	2.8	19.1	95	1286	2.9	25.8	99
US	3528	2656	2.5	75.3	117	832	2.8	23.6	131	885	2.6	25.1	124	939	2.1	26.6	102
VOGUE	5424	3323	3.1	61.3	95	976	3.2	18.0	100	951	2.8	17.5	87	1395	3.2	25.7	99
WALL STREET JOURNAL	6292	3847	3.6	61.1	95	946	3.1	15.0	84	1029	3.0	16.4	81	1872	4.3	29.8	114
WEIGHT WATCHERS	2762	1478	1.4	53.5	83	299	1.0	10.8	60	431	1.3	15.6	77	749	1.7	27.1	104
WOMAN'S DAY	16320	9970	9.3	61.1	95	2312	7.7	14.2	79	3245	9.6	19.9	99	4413	10.1	27.0	104
WORKING MOTHER	1496	1114	1.0	74.5	116	*192	0.6	12.8	71	400	1.2	26.7	133	523	1.2	35.0	134
WORKING WOMAN	1851	1219	1.1	65.9	103	302	1.0	16.3	91	345	1.0	18.6	92	572	1.3	30.9	119
WORLD TENNIS	580	394	0.4	67.9	106	**70	0.2	12.1	67	**174	0.5	30.0	149	*150	0.3	25.9	99
ZIFF-DAVIS MAG NETWK (GROSS)	12412	9115	8.5	73.4	114	2645	8.8	21.3	119	3163	9.3	25.5	126	3307	7.6	26.6	102
BLAIR INSERTS	91671	57664	53.5	62.9	98	15112	50.2	16.5	92	18012	53.2	19.6	97	24540	56.1	26.8	103
DAILY NEWSPAPERS																	
READ ANY	109190	68972	64.0	63.2	98	18281	60.7	16.7	93	21649	64.0	19.8	98	29043	66.4	26.6	102
READ ONE	89587	56851	52.8	63.5	99	15168	50.3	16.9	94	17786	52.6	19.9	98	23896	54.7	26.7	102
READ TWO OR MORE	19602	12122	11.3	61.8	96	3113	10.3	15.9	88	3863	11.4	19.7	98	5147	11.8	26.3	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	69401	64.4	63.3	99	18622	61.8	17.0	95	21709	64.1	19.8	98	29070	66.5	26.5	102
READ ONE	95074	60559	56.2	63.7	99	16389	54.4	17.2	96	18920	55.9	19.9	99	25250	57.8	26.6	102
READ TWO OR MORE	14588	8843	8.2	60.6	94	2233	7.4	15.3	85	2789	8.2	19.1	95	3820	8.7	26.2	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.30				31.40				28.35				28.59			
30 DAY REACH	149706	96830	89.9	64.7	101	27179	90.2	18.2	101	30286	89.5	20.2	100	39365	90.0	26.3	101
50 SHWG - 30 DAY AV FREQ	15.16	15.40				16.51				14.82				15.09			
30 DAY REACH	142406	92164	85.6	64.7	101	25880	85.9	18.2	101	28954	85.6	20.3	101	37329	85.4	26.2	101
25 SHWG - 30 DAY AV FREQ	8.23	8.32				8.88				8.04				8.14			
30 DAY REACH	131152	85347	79.3	65.1	101	24070	79.9	18.4	102	26683	78.8	20.3	101	34594	79.1	26.4	101
CABLE TV: HOME WIRED	66879	44491	41.3	66.5	104	12778	42.4	19.1	106	14228	42.0	21.3	105	17486	40.0	26.1	100
HOME NOT WIRED	100848	63197	58.7	62.7	98	17355	57.6	17.2	96	19613	58.0	19.4	96	26230	60.0	26.0	100
HAVE PAY CABLE	35024	23761	22.1	67.8	106	7383	24.5	21.1	117	7264	21.5	20.7	103	9114	20.8	26.0	100

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

0102
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	107689	100.0	64.2	100	30133	100.0	18.0	100	33841	100.0	20.2	100	43715	100.0	26.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	62503	58.0	65.4	102	17656	58.6	18.5	103	19371	57.2	20.3	100	25475	58.3	26.6	102
10:00 AM - 3:00 PM	63599	42222	39.2	66.4	103	12280	40.8	19.3	107	13010	38.4	20.5	101	16932	38.7	26.6	102
3:00 PM - 7:00 PM	72097	47622	44.2	66.1	103	13686	45.4	19.0	106	15123	44.7	21.0	104	18813	43.0	26.1	100
7:00 PM - MIDNIGHT	36670	24611	22.9	67.1	105	7399	24.6	20.2	112	7837	23.2	21.4	106	9375	21.4	25.6	98
MIDNIGHT - 6:00 AM	21908	14669	13.6	67.0	104	4481	14.9	20.5	114	4697	13.9	21.4	106	5490	12.6	25.1	96
6:00 AM - MIDNIGHT	127571	83749	77.8	65.6	102	23853	79.2	18.7	104	26124	77.2	20.5	101	33773	77.3	26.5	102
ENTIRE DAY	129239	84731	78.7	65.6	102	24067	79.9	18.6	104	26446	78.1	20.5	101	34218	78.3	26.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	22128	20.5	65.1	101	5983	19.9	17.6	98	6810	20.1	20.0	99	9334	21.4	27.4	105
ALL NEWS	6062	3550	3.3	58.6	91	884	2.9	14.6	81	1075	3.2	17.7	88	1591	3.6	26.2	101
AOR/PROGRESSIVE	11884	8367	7.8	70.4	110	2632	8.7	22.1	123	2757	8.1	23.2	115	2978	6.8	25.1	96
BEAUTIFUL MUSIC	11180	6798	6.3	60.8	95	1811	6.0	16.2	90	1927	5.7	17.2	85	3060	7.0	27.4	105
BLACK	4538	3376	3.1	74.4	116	901	3.0	19.9	111	1119	3.3	24.7	122	1356	3.1	29.9	115
CLASSICAL	3857	2278	2.1	59.1	92	583	1.9	15.1	84	744	2.2	19.3	96	951	2.2	24.7	95
CHR/ROCK	21946	15542	14.4	70.8	110	4713	15.6	21.5	120	5083	15.0	23.2	115	5746	13.1	26.2	100
COUNTRY	27262	18517	17.2	67.9	106	5258	17.4	19.3	107	5991	17.7	22.0	109	7267	16.6	26.7	102
GOLDEN OLDIES	3339	2460	2.3	73.7	115	779	2.6	23.3	130	832	2.5	24.9	123	849	1.9	25.4	98
MOR/NOSTALGIA	10346	6525	6.1	63.1	98	1525	5.1	14.7	82	1939	5.7	18.7	93	3061	7.0	29.6	114
NEWS/TALK	8929	4969	4.6	55.7	87	1191	4.0	13.3	74	1376	4.1	15.4	76	2401	5.5	26.9	103
RELIGIOUS	5488	3430	3.2	62.5	97	1071	3.6	19.5	109	1091	3.2	19.9	99	1268	2.9	23.1	89
SOFT ROCK	1232	836	0.8	67.9	106	*222	0.7	18.0	100	*214	0.6	17.4	86	400	0.9	32.5	125
URBAN CONTEMPORARY	3184	2373	2.2	74.5	116	729	2.4	22.9	127	974	2.9	30.6	152	669	1.5	21.0	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	5022	4.7	72.7	113	1466	4.9	21.2	118	1567	4.6	22.7	112	1990	4.6	28.8	110
ABC DIRECTION	5212	3240	3.0	62.2	97	1012	3.4	19.4	108	987	2.9	18.9	94	1241	2.8	23.8	91
ABC ENTERTAINMENT	10385	6517	6.1	62.8	98	1868	6.2	18.0	100	2006	5.9	19.3	96	2644	6.0	25.5	98
ABC FM	4762	3739	3.5	78.5	122	1056	3.5	22.2	123	1419	4.2	29.8	148	1264	2.9	26.5	102
ABC INFORMATION	11339	6940	6.4	61.2	95	1689	5.6	14.9	83	2008	5.9	17.7	88	3242	7.4	28.6	110
ABC ROCK	4878	3487	3.2	71.5	111	1090	3.6	22.3	124	1057	3.1	21.7	107	1340	3.1	27.5	105
CBS	10709	6350	5.9	59.3	92	1501	5.0	14.0	78	1940	5.7	18.1	90	2909	6.7	27.2	104
MUTUAL	10251	6599	6.1	64.4	100	1685	5.6	16.4	91	1952	5.8	19.0	94	2962	6.8	28.9	111
NBC	12243	7492	7.0	61.2	95	1960	6.5	16.0	89	2361	7.0	19.3	96	3172	7.3	25.9	99
RADIORADIO	4606	3145	2.9	68.3	106	947	3.1	20.6	114	981	2.9	21.3	106	1217	2.8	26.4	101
RKO ONE	5148	3709	3.4	72.0	112	1307	4.3	25.4	141	1092	3.2	21.2	105	1310	3.0	25.4	98
RKO TWO	7313	4823	4.5	66.0	103	1310	4.3	17.9	100	1617	4.8	22.1	110	1896	4.3	25.9	99
THE SOURCE	5981	4343	4.0	72.6	113	1422	4.7	23.8	132	1481	4.4	24.8	123	1439	3.3	24.1	92
NON-WIRED : BLAIR	19329	13240	12.3	68.5	107	3802	12.6	19.7	109	4055	12.0	21.0	104	5384	12.3	27.9	107
INTERNET	27139	18039	16.8	66.5	104	5109	17.0	18.8	105	6016	17.8	22.2	110	6914	15.8	25.5	98
KATZ RADIO GROUP	36319	23698	22.0	65.2	102	6238	20.7	17.2	96	7394	21.8	20.4	101	10066	23.0	27.7	106
SUPERNET	22361	15133	14.1	67.7	105	4506	15.0	20.2	112	4568	13.5	20.4	101	6059	13.9	27.1	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	8975	8.3	61.8	96	2595	8.6	17.9	99	2823	8.3	19.4	96	3557	8.1	24.5	94
WKDAY 9:00 AM - 1:00 PM	18688	11901	11.1	63.7	99	3319	11.0	17.8	99	3904	11.5	20.9	104	4678	10.7	25.0	96
WKDAY 1:00 PM - 4:30 PM	24061	15282	14.2	63.5	99	4283	14.2	17.8	99	4970	14.7	20.7	102	6029	13.8	25.1	96
WKDAY 4:30 PM - 7:30 PM	44079	27341	25.4	62.0	97	7699	25.6	17.5	97	8586	25.4	19.5	97	11056	25.3	25.1	96
WKDAY 7:30 PM - 8:00 PM	61979	38941	36.2	62.8	98	10845	36.0	17.5	97	12162	35.9	19.6	97	15934	36.4	25.7	99
WKDAY 11:00 PM - 11:30 PM	49084	31702	29.4	64.6	101	9022	29.9	18.4	102	9957	29.4	20.3	101	12724	29.1	25.9	99
WKDAY 11:30 PM - 1:00 AM	16560	11064	10.3	66.8	104	3295	10.9	19.9	111	3341	9.9	20.2	100	4428	10.1	26.7	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	42918	39.9	64.1	100	11892	39.5	17.8	99	13424	39.7	20.0	99	17603	40.3	26.3	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	6403	5.9	69.1	108	1755	5.8	18.9	105	2005	5.9	21.6	107	2644	6.0	28.5	109
ANOTHER WORLD N	6138	3922	3.6	63.9	100	1177	3.9	19.2	107	1236	3.7	20.1	100	1510	3.5	24.6	94
AS THE WORLD TURNS C	7707	4658	4.3	60.4	94	1246	4.1	16.2	90	1485	4.4	19.3	95	1927	4.4	25.0	96
CAPITOL C	4688	2896	2.7	61.8	96	893	3.0	19.0	106	886	2.6	18.9	94	1117	2.6	23.8	91
CBS MORN. NEWS 1 C	2792	1726	1.6	61.8	96	363	1.2	13.0	72	607	1.8	21.7	108	755	1.7	27.0	104
CBS MORN. NEWS 2 C	2071	1280	1.2	61.8	96	277	0.9	13.4	74	462	1.4	22.3	111	541	1.2	26.1	100
DAYS OF OUR LIVES N	8018	5105	4.7	63.7	99	1468	4.9	18.3	102	1739	5.1	21.7	107	1898	4.3	23.7	91
FACTS OF LIFE - DAYTIME N	3487	2216	2.1	63.6	99	617	2.0	17.7	98	799	2.4	22.9	114	800	1.8	22.9	88
FAMILY FEUD A	4817	3189	3.0	66.2	103	897	3.0	18.6	104	1022	3.0	21.2	105	1270	2.9	26.4	101
GENERAL HOSPITAL A	8333	5386	5.0	64.6	101	1437	4.8	17.2	96	1858	5.5	22.3	111	2090	4.8	25.1	96
GOOD MORNING, AMERICA-730 A	5472	3467	3.2	63.4	99	974	3.2	17.8	99	1023	3.0	18.7	93	1470	3.4	26.9	103
GOOD MORNING, AMERICA-830 A	3965	2431	2.3	61.3	95	715	2.4	18.0	100	640	1.9	16.1	80	1076	2.5	27.1	104
GUIDING LIGHT C	7542	4623	4.3	61.3	95	1299	4.3	17.2	96	1361	4.0	18.0	89	1963	4.5	26.0	100
ONE LIFE TO LIVE A	6018	4157	3.9	69.1	108	1104	3.7	18.3	102	1446	4.3	24.0	119	1607	3.7	26.7	102
PRESS YOUR LUCK C	3589	2310	2.1	64.4	100	660	2.2	18.4	102	744	2.2	20.7	103	906	2.1	25.2	97
PRICE IS RIGHT 1 C	7418	4756	4.4	64.1	100	1290	4.3	17.4	97	1592	4.7	21.5	106	1873	4.3	25.2	97
PRICE IS RIGHT 2 C	8276	5306	4.9	64.1	100	1519	5.0	18.4	102	1685	5.0	20.4	101	2102	4.8	25.4	97
RYAN'S HOPE A	4358	2958	2.7	67.9	106	852	2.8	19.6	109	961	2.8	22.1	109	1146	2.6	26.3	101
SALE OF THE CENTURY N	3749	2341	2.2	62.4	97	623	2.1	16.6	92	855	2.5	22.8	113	863	2.0	23.0	88
SEARCH FOR TOMORROW N	2884	1853	1.7	64.3	100	598	2.0	20.7	115	557	1.6	19.3	96	698	1.6	24.2	93
TODAY SHOW 1 N	4869	2771	2.6	56.9	89	651	2.2	13.4	74	906	2.7	18.6	92	1214	2.8	24.9	96
TODAY SHOW 2 N	4135	2342	2.2	56.6	88	731	2.4	17.7	98	723	2.1	17.5	87	888	2.0	21.5	82
$25,000 PYRAMID C	4361	2805	2.6	64.3	100	779	2.6	17.9	99	941	2.8	21.6	107	1085	2.5	24.9	95
WHEEL OF FORTUNE N	6187	3929	3.6	63.5	99	1134	3.8	18.3	102	1307	3.9	21.1	105	1488	3.4	24.1	92
YOUNG AND THE RESTLESS C	8186	5245	4.9	64.1	100	1488	4.9	18.2	101	1790	5.3	21.9	108	1966	4.5	24.0	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2903	2.7	61.4	96	747	2.5	15.8	88	939	2.8	19.9	98	1218	2.8	25.8	99
NBA PLAYOFF GAME -1 C	5127	3496	3.2	68.2	106	1003	3.3	19.6	109	1129	3.3	22.0	109	1364	3.1	26.6	102
NBC MAJOR LEAGUE PRE-GAME N	3945	2561	2.4	64.9	101	673	2.2	17.1	95	995	2.9	25.2	125	893	2.0	22.6	87
SPORTSWORLD - SUN N	3370	2165	2.0	64.2	100	604	2.0	17.9	100	619	1.8	18.4	91	942	2.2	28.0	107
SUNDAY MORNING C	4200	2639	2.5	62.8	98	764	2.5	18.2	101	861	2.5	20.5	102	1014	2.3	24.1	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS		167727	107689	100.0	64.2	100	30133	100.0	18.0	100	33841	100.0	20.2	100	43715	100.0	26.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	31745	29.5	60.7	95	8177	27.1	15.6	87	10056	29.7	19.2	95	13513	30.9	25.8	99
NETWORK AFFILIATES - LATE		39164	24764	23.0	63.2	98	6830	22.7	17.4	97	7636	22.6	19.5	97	10298	23.6	26.3	101
INDEPENDENTS - LATE		5133	3109	2.9	60.6	94	941	3.1	18.3	102	983	2.9	19.2	95	1185	2.7	23.1	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	15646	14.5	68.5	107	4471	14.8	19.6	109	4911	14.5	21.5	107	6264	14.3	27.4	105
ABC MONDAY NIGHT MOVIE	A	11258	7063	6.6	62.7	98	1963	6.5	17.4	97	2049	6.1	18.2	90	3050	7.0	27.1	104
ABC SUNDAY NIGHT MOVIE	A	23600	14970	13.9	63.4	99	4154	13.8	17.6	98	4562	13.5	19.3	96	6253	14.3	26.5	102
ABC WORLD NEWS TONIGHT	A	12801	7903	7.3	61.7	96	2235	7.4	17.5	97	2491	7.4	19.5	96	3177	7.3	24.8	95
AFTERMASH	C	10966	6865	6.4	62.6	98	1921	6.4	17.5	98	2111	6.2	19.3	95	2833	6.5	25.8	99
ALICE	C	17050	10700	9.9	62.8	98	2631	8.7	15.4	86	3696	10.9	21.7	107	4373	10.0	25.6	98
AMERICAN PARADE	C	11998	7128	6.6	59.4	93	1673	5.6	13.9	78	2229	6.6	18.6	92	3226	7.4	26.9	103
BENSON	A	19258	12035	11.2	62.5	97	3346	11.1	17.4	97	3617	10.7	18.8	93	5072	11.6	26.3	101
BLUE THUNDER	A	11478	7550	7.0	65.8	102	2235	7.4	19.5	108	2288	6.8	19.9	99	3028	6.9	26.4	101
CAGNEY & LACEY	C	18263	11939	11.1	65.4	102	3103	10.3	17.0	95	3785	11.2	20.7	103	5051	11.6	27.7	106
CBS EVENING NEWS-DEAN	C	7733	4499	4.2	58.2	91	1180	3.9	15.3	85	1223	3.6	15.8	78	2097	4.8	27.1	104
CBS EVENING NEWS-RATHER	C	15653	9325	8.7	59.6	93	2361	7.8	15.1	84	2666	7.9	17.0	84	4298	9.8	27.5	105
CBS SAT. NEWS-SCHIEFFER	C	8744	4897	4.5	56.0	87	1207	4.0	13.8	77	1490	4.4	17.0	84	2200	5.0	25.2	97
CBS SATURDAY NIGHT MOVIE	C	12000	8097	7.5	67.5	105	2361	7.8	19.7	110	2453	7.2	20.4	101	3284	7.5	27.4	105
CBS WEDNESDAY NIGHT MOVIE	C	11522	7219	6.7	62.7	98	2063	6.8	17.9	100	2314	6.8	20.1	100	2843	6.5	24.7	95
CHEERS	N	16818	11178	10.4	66.5	104	2806	9.3	16.7	93	3300	9.8	19.6	97	5073	11.6	30.2	116
DALLAS	C	37510	24303	22.6	64.8	101	6338	21.0	16.9	94	7864	23.2	21.0	104	10102	23.1	26.9	103
DIFF'RENT STROKES	N	11258	6956	6.5	61.8	96	1704	5.7	15.1	84	2376	7.0	21.1	105	2876	6.6	25.5	98
DOUBLE TROUBLE	N	12248	7990	7.4	65.2	102	2183	7.2	17.8	99	2547	7.5	20.8	103	3260	7.5	26.6	102
DUCK FACTORY	N	11100	7284	6.8	65.6	102	1885	6.3	17.0	95	2154	6.4	19.4	96	3244	7.4	29.2	112
DUKES OF HAZZARD	C	12353	7940	7.4	64.3	100	2086	6.9	16.9	94	2633	7.8	21.3	106	3222	7.4	26.1	100
DYNASTY	A	33279	21975	20.4	66.0	103	6456	21.4	19.4	108	6774	20.0	20.4	101	8745	20.0	26.3	101
FACTS OF LIFE	N	13410	8641	8.0	64.4	100	2140	7.1	16.0	89	2831	8.4	21.1	105	3669	8.4	27.4	105
FALCON CREST	C	31093	19876	18.5	63.9	100	5545	18.4	17.8	99	6183	18.3	19.9	99	8148	18.6	26.2	101
FALL GUY	A	18649	12451	11.6	66.8	104	3750	12.4	20.1	112	3852	11.4	20.7	102	4849	11.1	26.0	100
FAMILY TIES	N	13101	8684	8.1	66.3	103	2374	7.9	18.1	101	2543	7.5	19.4	96	3767	8.6	28.8	110
FANTASY ISLAND	A	13069	8097	7.5	62.0	96	2490	8.3	19.1	106	2345	6.9	17.9	89	3262	7.5	25.0	96
FOULUPS,BLEEPS & BLUNDERS	A	16588	10037	9.3	60.5	94	2928	9.7	17.7	98	3015	8.9	18.2	90	4094	9.4	24.7	95
FOUR SEASONS	C	9302	5758	5.3	61.9	96	1548	5.1	16.6	93	1821	5.4	19.6	97	2388	5.5	25.7	98
GIMME A BREAK	N	13955	8985	8.3	64.4	100	2522	8.4	18.1	101	2817	8.3	20.2	100	3646	8.3	26.1	100
HART TO HART	A	15735	9879	9.2	62.8	98	2605	8.6	16.6	92	3062	9.0	19.5	96	4212	9.6	26.8	103
HILL STREET BLUES	N	18257	12297	11.4	67.4	105	3368	11.2	18.4	103	3719	11.0	20.4	101	5210	11.9	28.5	109
HOTEL	A	24236	15424	14.3	63.6	99	4239	14.1	17.5	97	4911	14.5	20.3	100	6274	14.4	25.9	99
JEFFERSONS	C	17010	10563	9.8	62.1	97	2768	9.2	16.3	91	3559	10.5	20.9	104	4236	9.7	24.9	96
JENNIFER SLEPT HERE	N	9397	5869	5.4	62.5	97	1362	4.5	14.5	81	2075	6.1	22.1	109	2432	5.6	25.9	99
KATE & ALLIE	C	16762	10560	9.8	63.0	98	2664	8.8	15.9	88	3402	10.1	20.3	101	4494	10.3	26.8	103
KNIGHT RIDER	N	13164	8742	8.1	66.4	103	2275	7.5	17.3	96	2886	8.5	21.9	109	3581	8.2	27.2	104
LOVE BOAT	A	20400	12355	11.5	60.6	94	3486	11.6	17.1	95	3736	11.0	18.3	91	5133	11.7	25.2	97
MAGNUM PI	C	22543	14634	13.6	64.9	101	3916	13.0	17.4	97	4935	14.6	21.9	109	5783	13.2	25.7	98
MAMA'S FAMILY	N	9852	6122	5.7	62.1	97	1418	4.7	14.4	80	2002	5.9	20.3	101	2702	6.2	27.4	105
MASTER, THE	N	8082	5481	5.1	67.8	106	1589	5.3	19.7	109	1709	5.1	21.1	105	2183	5.0	27.0	104
MATT HOUSTON	A	12881	8537	7.9	66.3	103	2278	7.6	17.7	98	2852	8.4	22.1	110	3406	7.8	26.4	101
NBC MONDAY NIGHT MOVIE	N	23889	15878	14.7	66.5	104	4459	14.8	18.7	104	4801	14.2	20.1	100	6618	15.1	27.7	106
NBC NIGHTLY NEWS	N	11156	6585	6.1	59.0	92	1641	5.4	14.7	82	2195	6.5	19.7	98	2748	6.3	24.6	95
NBC NIGHTLY NEWS-SAT	N	7363	4145	3.8	56.3	88	1051	3.5	14.3	79	1359	4.0	18.5	91	1735	4.0	23.6	90
NBC NIGHTLY NEWS-SUN	N	6214	3438	3.2	55.3	86	866	2.9	13.9	78	1029	3.0	16.6	82	1543	3.5	24.8	95
NBC SUNDAY NIGHT MOVIE	N	17590	12115	11.2	68.9	107	3704	12.3	21.1	117	3722	11.0	21.2	105	4688	10.7	26.7	102
NEWHART	C	16740	10804	10.0	64.5	101	2707	9.0	16.2	90	3597	10.6	21.5	106	4500	10.3	26.9	103
ONE DAY AT A TIME	C	11820	7762	7.2	65.7	102	2042	6.8	17.3	96	2634	7.8	22.3	110	3086	7.1	26.1	100
PEOPLE ARE FUNNY	N	9138	5753	5.3	63.0	98	1404	4.7	15.4	86	1732	5.1	19.0	94	2616	6.0	28.6	110
REAL PEOPLE	N	15979	9771	9.1	61.1	95	2542	8.4	15.9	89	3021	8.9	18.9	94	4209	9.6	26.3	101
REMINGTON STEELE	N	14395	9541	8.9	66.3	103	2811	9.3	19.5	109	3141	9.3	21.8	108	3589	8.2	24.9	96
RIPLEY'S BELIEVE IT - NOT	A	11362	7153	6.6	63.0	98	1827	6.1	16.1	90	2207	6.5	19.4	96	3119	7.1	27.5	105
RIPTIDE	N	13920	9396	8.7	67.5	105	2543	8.4	18.3	102	3108	9.2	22.3	111	3746	8.6	26.9	103
SCARECROW & MRS. KING	C	17571	11155	10.4	63.5	99	3020	10.0	17.2	96	3729	11.0	21.2	105	4406	10.1	25.1	96
SIMON & SIMON	C	20208	12962	12.0	64.1	100	3404	11.3	16.8	94	4386	13.0	21.7	108	5172	11.8	25.6	98
60 MINUTES	C	27668	16559	15.4	59.8	93	4178	13.9	15.1	84	5046	14.9	18.2	90	7335	16.8	26.5	102
ST. ELSEWHERE	N	13699	9213	8.6	67.3	105	2281	7.6	16.7	93	2884	8.5	21.1	104	4048	9.3	29.5	113
THREE'S COMPANY	A	20632	13430	12.5	65.1	101	3615	12.0	17.5	98	4452	13.2	21.6	107	5364	12.3	26.0	100
T.J. HOOKER	A	17136	11071	10.3	64.6	101	3092	10.3	18.0	100	3331	9.8	19.4	96	4648	10.6	27.1	104
TONIGHT SHOW	N	4963	3240	3.0	65.3	102	974	3.2	19.6	109	892	2.6	18.0	89	1374	3.1	27.7	106
TRAPPER JOHN, M.D.	C	16332	10187	9.5	62.4	97	2686	8.9	16.4	92	3303	9.8	20.2	100	4199	9.6	25.7	99
TV BLOOPERS & PRAC. JOKES	N	18881	12147	11.3	64.3	100	3246	10.8	17.2	96	3695	10.9	19.6	97	5206	11.9	27.6	106
20/20	A	18315	11403	10.6	62.3	97	3292	10.9	18.0	100	3207	9.5	17.5	87	4903	11.2	26.8	103
WEBSTER	A	18722	11899	11.0	63.6	99	3357	11.1	17.9	100	3633	10.7	19.4	96	4909	11.2	26.2	101
WORLD NEWS - SUN	A	5327	3054	2.8	57.3	89	778	2.6	14.6	81	961	2.8	18.0	89	1316	3.0	24.7	95
YELLOW ROSE	N	8370	5402	5.0	64.5	101	1237	4.1	14.8	82	1874	5.5	22.4	111	2291	5.2	27.4	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	17636	16.4	68.2	106	5430	18.0	21.0	117	5486	16.2	21.2	105	6719	15.4	26.0	100
BASKETBALL - COLLEGE GAMES		14468	10234	9.5	70.7	110	3075	10.2	21.3	118	3400	10.0	23.5	116	3759	8.6	26.0	100
BASKETBALL - PRO GAMES		12124	8358	7.8	68.9	107	2683	8.9	22.1	123	2798	8.3	23.1	114	2878	6.6	23.7	91
BOWLING		9412	6099	5.7	64.8	101	1645	5.5	17.5	97	2001	5.9	21.3	105	2453	5.6	26.1	100
BOXING		15409	10980	10.2	71.3	111	3379	11.2	21.9	122	3730	11.0	24.2	120	3872	8.9	25.1	96
FOOTBALL - COLLEGE GAMES		21400	15331	14.2	71.6	112	4321	14.3	20.2	112	4905	14.5	22.9	114	6105	14.0	28.5	109
FOOTBALL - PRO GAMES		35944	26175	24.3	72.8	113	7852	26.1	21.8	122	8012	23.7	22.3	110	10310	23.6	28.7	110
GOLF		9759	6167	5.7	63.2	98	1656	5.5	17.0	94	1766	5.2	18.1	90	2745	6.3	28.1	108
POST-SEASON COLL. FOOTBALL		18123	13003	12.1	71.7	112	3708	12.3	20.5	114	4048	12.0	22.3	111	5246	12.0	28.9	111
POST-SEASON PRO FOOTBALL		22091	15658	14.5	70.9	110	4690	15.6	21.2	118	4769	14.1	21.6	107	6200	14.2	28.1	108
TENNIS		6764	4467	4.1	66.0	103	992	3.3	14.7	82	1238	3.7	18.3	91	2238	5.1	33.1	127
WRESTLING -- PROFESSIONAL		9695	7873	7.3	81.2	126	2701	9.0	27.9	155	2741	8.1	28.3	140	2431	5.6	25.1	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

0104
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	54059	100.0	68.2	100	17025	100.0	21.5	100	16946	100.0	21.4	100	20089	100.0	25.3	100
HOUSEHOLD HEADS	66405	44422	82.2	66.9	98	13529	79.5	20.4	95	13928	82.2	21.0	98	16965	84.4	25.5	101
18 - 24	13945	10924	20.2	78.3	115	4314	25.3	30.9	144	3422	20.2	24.5	115	3188	15.9	22.9	90
25 - 34	19334	14802	27.4	76.6	112	4938	29.0	25.5	119	5085	30.0	26.3	123	4780	23.8	24.7	98
35 - 44	14196	10307	19.1	72.6	106	3413	20.0	24.0	112	3211	18.9	22.6	106	3683	18.3	25.9	102
45 - 54	10896	7066	13.1	64.8	95	1822	10.7	16.7	78	2099	12.4	19.3	90	3145	15.7	28.9	114
55 - 64	10378	5864	10.8	56.5	83	1497	8.8	14.4	67	1769	10.4	17.0	80	2598	12.9	25.0	99
65 OR OLDER	10514	5098	9.4	48.5	71	1042	6.1	9.9	46	1361	8.0	12.9	61	2696	13.4	25.6	101
18 - 34	33279	25725	47.6	77.3	113	9251	54.3	27.8	129	8506	50.2	25.6	120	7968	39.7	23.9	94
18 - 49	52904	39781	73.6	75.2	110	13711	80.5	25.9	121	12859	75.9	24.3	114	13211	65.8	25.0	99
25 - 54	44426	32174	59.5	72.4	106	10173	59.8	22.9	107	10395	61.3	23.4	109	11607	57.8	26.1	103
35 - 49	19625	14056	26.0	71.6	105	4460	26.2	22.7	106	4353	25.7	22.2	104	5243	26.1	26.7	105
50 OR OLDER	26359	14278	26.4	54.2	79	3314	19.5	12.6	59	4087	24.1	15.5	73	6878	34.2	26.1	103
GRADUATED COLLEGE	15982	10279	19.0	64.3	94	2462	14.5	15.4	72	2998	17.7	18.8	88	4819	24.0	30.2	119
ATTENDED COLLEGE	13629	9625	17.8	70.6	104	2983	17.5	21.9	102	2665	15.7	19.6	91	3977	19.8	29.2	115
GRADUATED HIGH SCHOOL	28591	20492	37.9	71.7	105	7011	41.2	24.5	114	6974	41.2	24.4	114	6507	32.4	22.8	90
DID NOT GRADUATE HIGH SCHOOL	21061	13663	25.3	64.9	95	4569	26.8	21.7	101	4309	25.4	20.5	96	4786	23.8	22.7	90
EMPLOYED FULL-TIME	52316	36460	67.4	69.7	102	11805	69.3	22.6	105	11400	67.3	21.8	102	13255	66.0	25.3	100
EMPLOYED PART-TIME	4113	2966	5.5	72.1	106	789	4.6	19.2	89	1206	7.1	29.3	137	971	4.8	23.6	93
NOT EMPLOYED	22834	14633	27.1	64.1	94	4431	26.0	19.4	90	4340	25.6	19.0	89	5862	29.2	25.7	101
PROFESSIONAL/MANAGER	15034	9405	17.4	62.6	92	2233	13.1	14.9	69	2919	17.2	19.4	91	4253	21.2	28.3	112
TECH/CLERICAL/SALES	11255	8260	15.3	73.4	108	2711	15.9	24.1	112	2693	15.9	23.9	112	2856	14.2	25.4	100
PRECISION/CRAFT	11607	8338	15.4	71.8	105	3082	18.1	26.6	124	2650	15.6	22.8	107	2606	13.0	22.5	89
OTHER EMPLOYED	18534	13423	24.8	72.4	106	4569	26.8	24.7	115	4344	25.6	23.4	110	4511	22.5	24.3	96
SINGLE	19562	14181	26.2	72.5	106	5023	29.5	25.7	120	4459	26.3	22.8	107	4699	23.4	24.0	95
MARRIED	51896	35161	65.0	67.8	99	10524	61.8	20.3	94	11193	66.1	21.6	101	13444	66.9	25.9	102
DIVORCED/SEPARATED/WIDOWED	7804	4717	8.7	60.4	89	1479	8.7	19.0	88	1293	7.6	16.6	77	1945	9.7	24.9	98
PARENTS	25372	19457	36.0	76.7	112	6601	38.8	26.0	121	6203	36.6	24.4	114	6653	33.1	26.2	103
WHITE	69658	47180	87.3	67.7	99	14774	86.8	21.2	99	14581	86.0	20.9	98	17824	88.7	25.6	101
BLACK	7909	5773	10.7	73.0	107	1973	11.6	24.9	116	1999	11.8	25.3	118	1801	9.0	22.8	90
OTHER	1696	1107	2.0	65.3	96	**278	1.6	16.4	76	*366	2.2	21.6	101	*464	2.3	27.4	108
NORTHEAST-CENSUS	17202	10965	20.3	63.7	93	3322	19.5	19.3	90	3523	20.8	20.5	96	4121	20.5	24.0	95
NORTH CENTRAL	20461	14134	26.1	69.1	101	4046	23.8	19.8	92	4341	25.6	21.2	99	5747	28.6	28.1	111
SOUTH	26695	19108	35.3	71.6	105	6875	40.4	25.8	120	6269	37.0	23.5	110	5964	29.7	22.3	88
WEST	14906	9852	18.2	66.1	97	2783	16.3	18.7	87	2813	16.6	18.9	88	4257	21.2	28.6	113
NORTHEAST-MKTG.	17962	11197	20.7	62.3	91	3341	19.6	18.6	87	3925	23.2	21.9	102	3931	19.6	21.9	86
EAST CENTRAL	11741	8112	15.0	69.1	101	2466	14.5	21.0	98	2472	14.6	21.1	98	3173	15.8	27.0	107
WEST CENTRAL	13518	9389	17.4	69.5	102	2627	15.4	19.4	90	2832	16.7	20.9	98	3930	19.6	29.1	115
SOUTH	23168	16993	31.4	73.3	108	6394	37.6	27.6	128	5313	31.4	22.9	107	5286	26.3	22.8	90
PACIFIC	12874	8368	15.5	65.0	95	2197	12.9	17.1	79	2404	14.2	18.7	87	3768	18.8	29.3	115
COUNTY SIZE A	32596	21542	39.8	66.1	97	6787	39.9	20.8	97	6671	39.4	20.5	96	8084	40.2	24.8	98
COUNTY SIZE B	23814	16582	30.7	69.6	102	5027	29.5	21.1	98	5224	30.8	21.9	103	6331	31.5	26.6	105
COUNTY SIZE C	12663	8674	16.0	68.5	100	2946	17.3	23.3	108	2612	15.4	20.6	96	3117	15.5	24.6	97
COUNTY SIZE D	10190	7261	13.4	71.3	104	2265	13.3	22.2	103	2439	14.4	23.9	112	2556	12.7	25.1	99
METRO CENTRAL CITY	23190	15183	28.1	65.5	96	4648	27.3	20.0	93	4743	28.0	20.5	96	5792	28.8	25.0	99
METRO SUBURBAN	36920	25471	47.1	69.0	101	8111	47.6	22.0	102	7839	46.3	21.2	99	9521	47.4	25.8	102
NON METRO	19152	13405	24.8	70.0	103	4266	25.1	22.3	104	4364	25.8	22.8	107	4776	23.8	24.9	98
TOP 5 ADI'S	18703	12040	22.3	64.4	94	3555	20.9	19.0	88	3706	21.9	19.8	93	4780	23.8	25.6	101
TOP 10 ADI'S	26158	16741	31.0	64.0	94	5130	30.1	19.6	91	5296	31.3	20.2	95	6316	31.4	24.1	95
TOP 20 ADI'S	36612	23985	44.4	65.5	96	7420	43.6	20.3	94	7415	43.8	20.3	95	9151	45.6	25.0	99
HSHLD INC. $50,000 OR MORE	9326	5626	10.4	60.3	88	1457	8.6	15.6	73	1809	10.7	19.4	91	2359	11.7	25.3	100
$40,000 OR MORE	18002	11536	21.3	64.1	94	3132	18.4	17.4	81	3347	19.8	18.6	87	5057	25.2	28.1	111
$30,000 OR MORE	31361	20912	38.7	66.7	98	6042	35.5	19.3	90	6397	37.7	20.4	95	8472	42.2	27.0	107
$25,000 OR MORE	39858	26817	49.6	67.3	99	7982	46.9	20.0	93	8310	49.0	20.8	98	10525	52.4	26.4	104
$20,000 - $24,999	8664	6170	11.4	71.2	104	2090	12.3	24.1	112	1981	11.7	22.9	107	2099	10.4	24.2	96
$15,000 - $19,999	7964	5420	10.0	68.1	100	1817	10.7	22.8	106	1573	9.3	19.8	92	2029	10.1	25.5	101
$10,000 - $14,999	11093	7786	14.4	70.2	103	2754	16.2	24.8	116	2299	13.6	20.7	97	2732	13.6	24.6	97
UNDER $10,000	11683	7867	14.6	67.3	99	2381	14.0	20.4	95	2783	16.4	23.8	111	2704	13.5	23.1	91
HOUSEHOLD OF 1 PERSON	7453	4648	8.6	62.4	91	1419	8.3	19.0	89	1329	7.8	17.8	83	1899	9.5	25.5	101
2 PEOPLE	24757	15043	27.8	60.8	89	4099	24.1	16.6	77	4570	27.0	18.5	86	6375	31.7	25.8	102
3 OR 4 PEOPLE	32682	23660	43.8	72.4	106	8058	47.3	24.7	115	7608	44.9	23.3	109	7994	39.8	24.5	97
5 OR MORE PEOPLE	14370	10708	19.8	74.5	109	3449	20.3	24.0	112	3439	20.3	23.9	112	3821	19.0	26.6	105
NO CHILD IN HSHLD	46768	29183	54.0	62.4	91	8440	49.6	18.0	84	9212	54.4	19.7	92	11531	57.4	24.7	97
CHILD(REN) UNDER 2 YRS	4799	3754	6.9	78.2	115	1289	7.6	26.9	125	1208	7.1	25.2	118	1258	6.3	26.2	103
2 - 5 YEARS	11125	8968	16.6	80.6	118	3308	19.4	29.7	138	2799	16.5	25.2	118	2861	14.2	25.7	101
6 - 11 YEARS	14193	10836	20.0	76.3	112	4008	23.5	28.2	131	3512	20.7	24.7	116	3316	16.5	23.4	92
12 - 17 YEARS	17402	13233	24.5	76.0	111	4319	25.4	24.8	116	4051	23.9	23.3	109	4863	24.2	27.9	110
RESIDENCE OWNED	56398	37783	69.9	67.0	98	11205	65.8	19.9	92	11699	69.0	20.7	97	14879	74.1	26.4	104
VALUE: $50,000 OR MORE	34811	22699	42.0	65.2	96	6284	36.9	18.1	84	7368	43.5	21.2	99	9047	45.0	26.0	103
VALUE: UNDER $50,000	21587	15084	27.9	69.9	102	4921	28.9	22.8	106	4330	25.6	20.1	94	5832	29.0	27.0	107

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

0105
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES		79263	54059	100.0	68.2	100	17025	100.0	21.5	100	16946	100.0	21.4	100	20089	100.0	25.3	100
MAGAZINES	QUINTILE 1	16033	11318	20.9	70.6	104	3270	19.2	20.4	95	3623	21.4	22.6	106	4425	22.0	27.6	109
	QUINTILE 2	15354	10622	19.6	69.2	101	3319	19.5	21.6	101	3360	19.8	21.9	102	3942	19.6	25.7	101
	QUINTILE 3	15888	10739	19.9	67.6	99	3613	21.2	22.7	106	3496	20.6	22.0	103	3630	18.1	22.8	90
	QUINTILE 4	17310	11871	22.0	68.6	101	3893	22.9	22.5	105	3390	20.0	19.6	92	4588	22.8	26.5	105
	QUINTILE 5	14677	9510	17.6	64.8	95	2930	17.2	20.0	93	3077	18.2	21.0	98	3503	17.4	23.9	94
NEWSPAPERS	QUINTILE 1	15277	9998	18.5	65.4	96	2632	15.5	17.2	80	3422	20.2	22.4	105	3944	19.6	25.8	102
	QUINTILE 2	22745	15639	28.9	68.8	101	4657	27.4	20.5	95	4706	27.8	20.7	97	6276	31.2	27.6	109
	QUINTILE 3	10692	7184	13.3	67.2	99	2475	14.5	23.1	108	2193	12.9	20.5	96	2516	12.5	23.5	93
	QUINTILE 4	11646	8110	15.0	69.6	102	2412	14.2	20.7	96	2484	14.7	21.3	100	3214	16.0	27.6	109
	QUINTILE 5	18903	13128	24.3	69.4	102	4849	28.5	25.7	119	4141	24.4	21.9	102	4138	20.6	21.9	86
OUTDOOR	QUINTILE 1	16620	11507	21.3	69.2	102	4064	23.9	24.5	114	3376	19.9	20.3	95	4067	20.2	24.5	97
	QUINTILE 2	16377	11387	21.1	69.5	102	3565	20.9	21.8	101	3642	21.5	22.2	104	4180	20.8	25.5	101
	QUINTILE 3	15995	10776	19.9	67.4	99	3257	19.1	20.4	95	3528	20.8	22.1	103	3991	19.9	25.0	98
	QUINTILE 4	15592	10772	19.9	69.1	101	3340	19.6	21.4	100	3291	19.4	21.1	99	4141	20.6	26.6	105
	QUINTILE 5	14679	9617	17.8	65.5	96	2798	16.4	19.1	89	3109	18.3	21.2	99	3710	18.5	25.3	100
RADIO-DRIVE TIME	QUINTILE 1	15746	11445	21.2	72.7	107	3816	22.4	24.2	113	3722	22.0	23.6	111	3907	19.4	24.8	98
	QUINTILE 2	15067	9921	18.4	65.8	97	3259	19.1	21.6	101	2886	17.0	19.2	90	3777	18.8	25.1	99
	QUINTILE 3	15631	10844	20.1	69.4	102	3103	18.2	19.9	92	3484	20.6	22.3	104	4256	21.2	27.2	107
	QUINTILE 4	16245	11104	20.5	68.4	100	3496	20.5	21.5	100	3552	21.0	21.9	102	4056	20.2	25.0	99
	QUINTILE 5	16573	10747	19.9	64.8	95	3352	19.7	20.2	94	3302	19.5	19.9	93	4093	20.4	24.7	97
RADIO-MID-DAY	TERCILE 1	21788	15721	29.1	72.2	106	5379	31.6	24.7	115	4845	28.6	22.2	104	5497	27.4	25.2	100
	TERCILE 2	21151	14053	26.0	66.4	97	4178	24.5	19.8	92	4559	26.9	21.6	101	5316	26.5	25.1	99
	TERCILE 3	36323	24286	44.9	66.9	98	7467	43.9	20.6	96	7543	44.5	20.8	97	9276	46.2	25.5	101
RADIO-TOTAL	QUINTILE 1	15977	11615	21.5	72.7	107	4025	23.6	25.2	117	3634	21.4	22.7	106	3956	19.7	24.8	98
	QUINTILE 2	15923	10966	20.3	68.9	101	3534	20.8	22.2	103	3687	21.8	23.2	108	3746	18.6	23.5	93
	QUINTILE 3	14980	9948	18.4	66.4	97	2817	16.5	18.8	88	2741	16.2	18.3	86	4391	21.9	29.3	116
	QUINTILE 4	17123	11607	21.5	67.8	99	3757	22.1	21.9	102	3724	22.0	21.7	102	4126	20.5	24.1	95
	QUINTILE 5	15260	9923	18.4	65.0	95	2892	17.0	19.0	88	3160	18.6	20.7	97	3870	19.3	25.4	100
TV-PRIME TIME	QUINTILE 1	15674	10359	19.2	66.1	97	3509	20.6	22.4	104	3120	18.4	19.9	93	3730	18.6	23.8	94
	QUINTILE 2	15944	11304	20.9	70.9	104	3331	19.6	20.9	97	3573	21.1	22.4	105	4400	21.9	27.6	109
	QUINTILE 3	16037	11311	20.9	70.5	103	3346	19.7	20.9	97	3627	21.4	22.6	106	4338	21.6	27.0	107
	QUINTILE 4	15412	10167	18.8	66.0	97	3446	20.2	22.4	104	3169	18.7	20.6	96	3552	17.7	23.0	91
	QUINTILE 5	16194	10919	20.2	67.4	99	3392	19.9	20.9	98	3457	20.4	21.3	100	4069	20.3	25.1	99
TV-DAYTIME	TERCILE 1	19156	12880	23.8	67.2	99	4082	24.0	21.3	99	4134	24.4	21.6	101	4664	23.2	24.3	96
	TERCILE 2	19343	13746	25.4	71.1	104	4641	27.3	24.0	112	4118	24.3	21.3	100	4986	24.8	25.8	102
	TERCILE 3	40764	27434	50.7	67.3	99	8301	48.8	20.4	95	8694	51.3	21.3	100	10439	52.0	25.6	101
TV-TOTAL	QUINTILE 1	15844	10373	19.2	65.5	96	3361	19.7	21.2	99	3238	19.1	20.4	96	3774	18.8	23.8	94
	QUINTILE 2	15767	10815	20.0	68.6	101	3224	18.9	20.4	95	3471	20.5	22.0	103	4120	20.5	26.1	103
	QUINTILE 3	15775	10810	20.0	68.5	100	3400	20.0	21.6	100	3484	20.6	22.1	103	3926	19.5	24.9	98
	QUINTILE 4	15903	11118	20.6	69.9	103	3593	21.1	22.6	105	3295	19.4	20.7	97	4229	21.1	26.6	105
	QUINTILE 5	15974	10943	20.2	68.5	100	3447	20.2	21.6	100	3458	20.4	21.6	101	4039	20.1	25.3	100
MAGAZINES-NEWSPAPERS: DUAL		21225	14721	27.2	69.4	102	4110	24.1	19.4	90	4751	28.0	22.4	105	5861	29.2	27.6	109
MAGAZINE IMPERATIVE		17728	12552	23.2	70.8	104	4317	25.4	24.4	113	4011	23.7	22.6	106	4224	21.0	23.8	94
NEWSPAPER IMPERATIVE		22987	14903	27.6	64.8	95	4591	27.0	20.0	93	4603	27.2	20.0	94	5709	28.4	24.8	98
MAGAZINES-OUTDOOR: DUAL		16244	11427	21.1	70.3	103	3623	21.3	22.3	104	3491	20.6	21.5	101	4313	21.5	26.6	105
MAGAZINE IMPERATIVE		24016	16544	30.6	68.9	101	4883	28.7	20.3	95	5495	32.4	22.9	107	6166	30.7	25.7	101
OUTDOOR IMPERATIVE		26020	17692	32.7	68.0	100	6018	35.3	23.1	108	5422	32.0	20.8	97	6252	31.1	24.0	95
MAGAZINES-RADIO: DUAL		16918	12028	22.2	71.1	104	3612	21.2	21.4	99	3988	23.5	23.6	110	4428	22.0	26.2	103
MAGAZINE IMPERATIVE		23456	15932	29.5	67.9	100	4927	28.9	21.0	98	4936	29.1	21.0	98	6069	30.2	25.9	102
RADIO IMPERATIVE		23900	16408	30.4	68.7	101	5600	32.9	23.4	109	4976	29.4	20.8	97	5831	29.0	24.4	96
MAGAZINES-TELEVISION: DUAL		15791	10981	20.3	69.5	102	3374	19.8	21.4	99	3779	22.3	23.9	112	3828	19.1	24.2	96
MAGAZINE IMPERATIVE		25476	17867	33.1	70.1	103	5579	32.8	21.9	102	5504	32.5	21.6	101	6784	33.8	26.6	105
TELEVISION IMPERATIVE		25744	16882	31.2	65.6	96	5321	31.3	20.7	96	5156	30.4	20.0	94	6405	31.9	24.9	98
NEWSPAPERS-OUTDOOR: DUAL		17628	12125	22.4	68.8	101	3885	22.8	22.0	103	3878	22.9	22.0	103	4362	21.7	24.7	98
NEWSPAPER IMPERATIVE		26414	17619	32.6	66.7	98	4781	28.1	18.1	84	5602	33.1	21.2	99	7236	36.0	27.4	108
OUTDOOR IMPERATIVE		23059	16116	29.8	69.9	102	5719	33.6	24.8	115	4907	29.0	21.3	100	5490	27.3	23.8	94
NEWSPAPERS-RADIO: DUAL		17996	12529	23.2	69.6	102	3549	20.8	19.7	92	4252	25.1	23.6	111	4728	23.5	26.3	104
NEWSPAPER IMPERATIVE		26269	17209	31.8	65.5	96	5057	29.7	19.3	90	5052	29.8	19.2	90	7100	35.3	27.0	107
RADIO IMPERATIVE		21342	15076	27.9	70.6	104	5382	31.6	25.2	117	4512	26.6	21.1	99	5181	25.8	24.3	96
NEWSPAPERS-TELEVISION: DUAL		17359	11473	21.2	66.1	97	3291	19.3	19.0	88	3553	21.0	20.5	96	4630	23.0	26.7	105
NEWSPAPER IMPERATIVE		26889	18471	34.2	68.7	101	5549	32.6	20.6	96	5789	34.2	21.5	101	7133	35.5	26.5	105
TELEVISION IMPERATIVE		21698	14898	27.6	68.7	101	5030	29.5	23.2	108	4757	28.1	21.9	103	5111	25.4	23.6	93
OUTDOOR-RADIO: DUAL		16456	11440	21.2	69.5	102	3904	22.9	23.7	110	3692	21.8	22.4	105	3844	19.1	23.4	92
OUTDOOR IMPERATIVE		25870	17500	32.4	67.6	99	5338	31.4	20.6	96	5240	30.9	20.3	95	6923	34.5	26.8	106
RADIO IMPERATIVE		23943	16509	30.5	69.0	101	5010	29.4	20.9	97	5207	30.7	21.7	102	6292	31.3	26.3	104
OUTDOOR-TELEVISION: DUAL		15918	10999	20.3	69.1	101	3451	20.3	21.7	101	3503	20.7	22.0	103	4045	20.1	25.4	100
OUTDOOR IMPERATIVE		26398	18319	33.9	69.4	102	6126	36.0	23.2	108	5573	32.9	21.1	99	6621	33.0	25.1	99
TELEVISION IMPERATIVE		24851	16496	30.5	66.4	97	5152	30.3	20.7	97	5284	31.2	21.3	99	6061	30.2	24.4	96
RADIO-TELEVISION: DUAL		15584	10817	20.0	69.4	102	3446	20.2	22.1	103	3416	20.2	21.9	103	3955	19.7	25.4	100
RADIO IMPERATIVE		25472	17997	33.3	70.7	104	5702	33.5	22.4	104	5642	33.3	22.1	104	6653	33.1	26.1	103
TELEVISION IMPERATIVE		25578	16771	31.0	65.6	96	5048	29.7	19.7	92	5288	31.2	20.7	97	6435	32.0	25.2	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

0106
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	54059	100.0	68.2	100	17025	100.0	21.5	100	16946	100.0	21.4	100	20089	100.0	25.3	100
ATLANTIC MONTHLY	452	262	0.5	58.0	85	**35	0.2	7.7	36	**86	0.5	19.0	89	*141	0.7	31.2	123
BARRON'S	1058	773	1.4	73.1	107	*195	1.1	18.4	86	*281	1.7	26.6	124	297	1.5	28.1	111
BETTER HOMES & GARDENS	4773	3329	6.2	69.7	102	1018	6.0	21.3	99	1025	6.0	21.5	100	1287	6.4	27.0	106
BON APPETIT	1037	704	1.3	67.9	100	*172	1.0	16.6	77	*177	1.0	17.1	80	355	1.8	34.2	135
BUSINESS WEEK	3193	2072	3.8	64.9	95	585	3.4	18.3	85	741	4.4	23.2	109	746	3.7	23.4	92
CAR AND DRIVER	2705	2036	3.8	75.3	110	695	4.1	25.7	120	754	4.4	27.9	130	587	2.9	21.7	86
CBS MAGAZINE NETWORK (GROSS)	5678	4248	7.9	74.8	110	1304	7.7	23.0	107	1555	9.2	27.4	128	1388	6.9	24.4	96
CHANGING TIMES	1847	1273	2.4	68.9	101	*309	1.8	16.7	78	462	2.7	25.0	117	503	2.5	27.2	107
COLONIAL HOMES	492	329	0.6	66.9	98	**74	0.4	15.0	70	**138	0.8	28.0	131	*118	0.6	24.0	95
CONDE NAST MAG. PKG. (GROSS)	2066	1378	2.5	66.7	98	324	1.9	15.7	73	595	3.5	28.8	135	458	2.3	22.2	87
CONSUMERS DIGEST	1719	1155	2.1	67.2	99	*324	1.9	18.8	88	412	2.4	24.0	112	419	2.1	24.4	96
COSMOPOLITAN	1762	1258	2.3	71.4	105	407	2.4	23.1	108	340	2.0	19.3	90	511	2.5	29.0	114
COUNTRY LIVING	1110	833	1.5	75.0	110	*265	1.6	23.9	111	*280	1.7	25.2	118	288	1.4	25.9	102
CUISINE	660	461	0.9	69.8	102	*120	0.7	18.2	85	*166	1.0	25.2	118	*175	0.9	26.5	105
CYCLE WORLD	1924	1513	2.8	78.6	115	579	3.4	30.1	140	491	2.9	25.5	119	442	2.2	23.0	91
DCI:CREATIVE IDEAS FOR LIV	437	342	0.6	78.3	115	**121	0.7	27.7	129	**96	0.6	22.0	103	*125	0.6	28.6	113
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1760	3.3	70.7	104	547	3.2	22.0	102	563	3.3	22.6	106	650	3.2	26.1	103
DISCOVER	1279	957	1.8	74.8	110	*253	1.5	19.8	92	313	1.8	24.5	114	391	1.9	30.6	121
EBONY	2898	2192	4.1	75.6	111	744	4.4	25.7	120	751	4.4	25.9	121	697	3.5	24.1	95
ESQUIRE	1384	1011	1.9	73.0	107	*242	1.4	17.5	81	445	2.6	32.2	150	323	1.6	23.3	92
ESSENCE	850	705	1.3	82.9	122	*250	1.5	29.4	137	*296	1.7	34.8	163	*159	0.8	18.7	74
FAMILY CIRCLE	2430	1734	3.2	71.4	105	376	2.2	15.5	72	680	4.0	28.0	131	677	3.4	27.9	110
THE FAMILY HANDYMAN	2356	1810	3.3	76.8	113	661	3.9	28.1	131	556	3.3	23.6	110	593	3.0	25.2	99
FAMILY WEEKLY	11533	8098	15.0	70.2	103	2469	14.5	21.4	100	2577	15.2	22.3	105	3053	15.2	26.5	104
FIELD & STREAM	7444	5496	10.2	73.8	108	1844	10.8	24.8	115	1734	10.2	23.3	109	1917	9.5	25.8	102
FOOD & WINE	416	245	0.5	58.9	86	**71	0.4	17.1	79	**93	0.5	22.4	105	**81	0.4	19.5	77
FORBES	1865	1128	2.1	60.5	89	319	1.9	17.1	80	248	1.5	13.3	62	560	2.8	30.0	118
FORTUNE	1849	1323	2.4	71.6	105	328	1.9	17.7	83	369	2.2	20.0	93	626	3.1	33.9	134
GENTLEMEN'S QUARTERLY	2284	1808	3.3	79.2	116	668	3.9	29.2	136	601	3.5	26.3	123	540	2.7	23.6	93
GLAMOUR	538	354	0.7	65.8	96	**100	0.6	18.6	87	**134	0.8	24.9	116	**120	0.6	22.3	88
GOLF DIGEST	1649	1129	2.1	68.5	100	296	1.7	18.0	84	391	2.3	23.7	111	442	2.2	26.8	106
GOLF DIGEST/TENNIS (GROSS)	2294	1658	3.1	72.3	106	420	2.5	18.3	85	588	3.5	25.6	120	651	3.2	28.4	112
GOLF MAGAZINE	1577	1061	2.0	67.3	99	*280	1.6	17.8	83	405	2.4	25.7	120	376	1.9	23.8	94
GOLF MAGAZINE/SKI (GROSS)	2487	1706	3.2	68.6	101	463	2.7	18.6	87	664	3.9	26.7	125	579	2.9	23.3	92
GOOD HOUSEKEEPING	2569	1728	3.2	67.3	99	437	2.6	17.0	79	560	3.3	21.8	102	731	3.6	28.5	112
HARPER'S BAZAAR	431	*314	0.6	72.9	107	**61	0.4	14.2	66	**137	0.8	31.8	149	**116	0.6	26.9	106
HEALTH	788	561	1.0	71.2	104	**135	0.8	17.1	80	**162	1.0	20.6	96	*264	1.3	33.5	132
HEARST MAG CORP. BUY (GROSS)	18781	13180	24.4	70.2	103	3980	23.4	21.2	99	4483	26.5	23.9	112	4717	23.5	25.1	99
HEARST MAN POWER (GROSS)	9169	6532	12.1	71.2	104	2206	13.0	24.1	112	2037	12.0	22.2	104	2289	11.4	25.0	98
HEARST WOMAN POWER (GROSS)	5452	3673	6.8	67.4	99	996	5.9	18.3	85	1197	7.1	22.0	103	1480	7.4	27.1	107
HOUSE BEAUTIFUL	1020	686	1.3	67.3	99	*175	1.0	17.2	80	*336	2.0	32.9	154	*174	0.9	17.1	67
INC.	993	626	1.2	63.0	92	**171	1.0	17.2	80	*158	0.9	15.9	74	298	1.5	30.0	118
JET	2808	2127	3.9	75.7	111	729	4.3	26.0	121	795	4.7	28.3	132	604	3.0	21.5	85
LADIES' HOME JOURNAL	1868	1238	2.3	66.3	97	*266	1.6	14.2	66	481	2.8	25.7	120	492	2.4	26.3	104
LHJ FAMILY GRP COMBO(GROSS)	3582	2529	4.7	70.6	104	600	3.5	16.8	78	893	5.3	24.9	117	1036	5.2	28.9	114
LIFE	4817	3407	6.3	70.7	104	1073	6.3	22.3	104	1087	6.4	22.6	106	1247	6.2	25.9	102
L.A. TIMES HOME MAGAZINE	1465	891	1.6	60.8	89	*182	1.1	12.4	58	251	1.5	17.1	80	458	2.3	31.3	123
MADEMOISELLE	460	*256	0.5	55.7	82	**24	0.1	5.2	24	**114	0.7	24.8	116	**119	0.6	25.9	102
MC CALL'S	1764	1273	2.4	72.2	106	*303	1.8	17.2	80	449	2.6	25.5	119	521	2.6	29.5	117
MC CALL'S/WRK MOTHER (GROSS)	2062	1512	2.8	73.3	108	347	2.0	16.8	78	559	3.3	27.1	127	606	3.0	29.4	116
MECHANIX ILLUSTRATED	3625	2558	4.7	70.6	103	859	5.0	23.7	110	753	4.4	20.8	97	947	4.7	26.1	103
METROPOLITAN HOME	495	362	0.7	73.1	107	**75	0.4	15.2	71	**201	1.2	40.6	190	**86	0.4	17.4	69
MONEY	3017	2118	3.9	70.2	103	686	4.0	22.7	106	668	3.9	22.1	104	765	3.8	25.4	100
MOTHER EARTH NEWS	1203	779	1.4	64.8	95	232	1.4	19.3	90	*259	1.5	21.5	101	288	1.4	23.9	94
MS.	*257	*182	0.3	70.8	104	**46	0.3	17.9	83	**96	0.6	37.4	175	**40	0.2	15.6	61
NATIONAL ENQUIRER	6921	5127	9.5	74.1	109	1685	9.9	24.3	113	1756	10.4	25.4	119	1686	8.4	24.4	96
NATIONAL GEOGRAPHIC	11626	7405	13.7	63.7	93	1834	10.8	15.8	73	2365	14.0	20.3	95	3206	16.0	27.6	109
NATIONAL SUNDAY MAGAZINE PKG	49424	33576	62.1	67.9	100	9968	58.5	20.2	94	10600	62.6	21.4	100	13008	64.8	26.3	104
NATURAL HISTORY	753	495	0.9	65.7	96	**191	1.1	25.4	118	*202	1.2	26.8	125	*102	0.5	13.5	53
NEW WOMAN	*296	*224	0.4	75.7	111	**48	0.3	16.2	75	**100	0.6	33.8	158	**77	0.4	26.0	103
NEW YORK INCLUDING CUE	541	354	0.7	65.4	96	*125	0.7	23.1	108	**127	0.7	23.5	110	*102	0.5	18.9	74
THE NEW YORKER	1078	675	1.2	62.6	92	*92	0.5	8.5	40	242	1.4	22.4	105	342	1.7	31.7	125
NEWSWEEK	9602	6651	12.3	69.3	102	1794	10.5	18.7	87	2321	13.7	24.2	113	2536	12.6	26.4	104
THE N.Y. TIMES DAILY EDITION	1376	769	1.4	55.9	82	199	1.2	14.5	67	208	1.2	15.1	71	363	1.8	26.4	104
THE N.Y. TIMES MAGAZINE	2110	1233	2.3	58.4	86	332	2.0	15.7	73	357	2.1	16.9	79	545	2.7	25.8	102
OMNI	1927	1530	2.8	79.4	116	406	2.4	21.1	98	529	3.1	27.5	128	595	3.0	30.9	122
ON CABLE	911	745	1.4	81.8	120	*333	2.0	36.6	170	*212	1.3	23.3	109	*200	1.0	22.0	87
1001 HOME IDEAS	927	729	1.3	78.6	115	*200	1.2	21.6	100	*250	1.5	27.0	126	280	1.4	30.2	119
ORGANIC GARDENING	1430	890	1.6	62.2	91	*234	1.4	16.4	76	307	1.8	21.5	100	349	1.7	24.4	96
OUTDOOR LIFE	4064	3063	5.7	75.4	111	1037	6.1	25.5	119	944	5.6	23.2	109	1082	5.4	26.6	105
PARADE MAGAZINE	24538	16575	30.7	67.5	99	4991	29.3	20.3	95	5457	32.2	22.2	104	6127	30.5	25.0	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

0107
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SEVEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SIX A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	54059	100.0	68.2	100	17025	100.0	21.5	100	16946	100.0	21.4	100	20089	100.0	25.3	100
PARENTS	1126	939	1.7	83.4	122	294	1.7	26.1	122	389	2.3	34.5	162	256	1.3	22.7	90
PENTHOUSE	4157	3278	6.1	78.9	116	1338	7.9	32.2	150	943	5.6	22.7	106	997	5.0	24.0	95
PEOPLE	7591	5444	10.1	71.7	105	1694	10.0	22.3	104	1973	11.6	26.0	122	1777	8.8	23.4	92
PLAYBOY	8379	6205	11.5	74.1	109	2212	13.0	26.4	123	1852	10.9	22.1	103	2141	10.7	25.6	101
POPULAR HOT RODDING	2110	1642	3.0	77.8	114	812	4.8	38.5	179	407	2.4	19.3	90	423	2.1	20.0	79
POPULAR MECHANICS	4850	3438	6.4	70.9	104	1145	6.7	23.6	110	1003	5.9	20.7	97	1290	6.4	26.6	105
POPULAR SCIENCE	3397	2398	4.4	70.6	104	638	3.7	18.8	87	844	5.0	24.8	116	916	4.6	27.0	106
PREVENTION	1720	999	1.8	58.1	85	*268	1.6	15.6	73	348	2.1	20.2	95	383	1.9	22.3	88
PSYCHOLOGY TODAY	1344	1015	1.9	75.5	111	262	1.5	19.5	91	375	2.2	27.9	131	378	1.9	28.1	111
READER'S DIGEST	16016	10298	19.0	64.3	94	2651	15.6	16.6	77	3347	19.8	20.9	98	4300	21.4	26.8	106
REDBOOK	1121	687	1.3	61.3	90	*152	0.9	13.6	63	*296	1.7	26.4	124	*238	1.2	21.2	84
ROAD & TRACK	2161	1552	2.9	71.8	105	439	2.6	20.3	95	570	3.4	26.4	123	544	2.7	25.2	99
ROLLING STONE	1948	1542	2.9	79.2	116	447	2.6	22.9	107	541	3.2	27.8	130	554	2.8	28.4	112
RUNNER'S WORLD	899	595	1.1	66.2	97	**94	0.6	10.5	49	*248	1.5	27.6	129	*253	1.3	28.1	111
SATURDAY EVENING POST	841	622	1.2	74.0	108	*159	0.9	18.9	88	*245	1.4	29.1	136	218	1.1	25.9	102
SCIENCE 84	841	649	1.2	77.2	113	**127	0.7	15.1	70	*167	1.0	19.9	93	355	1.8	42.2	167
SCIENCE DIGEST	1194	873	1.6	73.1	107	*251	1.5	21.0	98	*299	1.8	25.0	117	323	1.6	27.1	107
SCIENTIFIC AMERICAN	1379	986	1.8	71.5	105	*280	1.6	20.3	95	367	2.2	26.6	124	340	1.7	24.7	97
SELF	436	*365	0.7	83.7	123	**116	0.7	26.6	124	**154	0.9	35.3	165	**95	0.5	21.8	86
SEVENTEEN	614	*391	0.7	63.7	93	**104	0.6	16.9	79	**173	1.0	28.2	132	**114	0.6	18.6	73
SKI	910	645	1.2	70.9	104	*183	1.1	20.1	94	*259	1.5	28.5	133	203	1.0	22.3	88
SMITHSONIAN	2937	1905	3.5	64.9	95	549	3.2	18.7	87	497	2.9	16.9	79	859	4.3	29.2	115
SOAP OPERA DIGEST	545	479	0.9	87.9	129	*157	0.9	28.8	134	**142	0.8	26.1	122	*180	0.9	33.0	130
SOUTHERN LIVING	2054	1418	2.6	69.0	101	426	2.5	20.7	97	467	2.8	22.7	106	525	2.6	25.6	101
SPORT	2799	2068	3.8	73.9	108	603	3.5	21.5	100	791	4.7	28.3	132	674	3.4	24.1	95
THE SPORTING NEWS	1938	1493	2.8	77.0	113	509	3.0	26.3	122	537	3.2	27.7	130	447	2.2	23.1	91
SPORTS AFIELD	3125	2221	4.1	71.1	104	810	4.8	25.9	121	736	4.3	23.6	110	675	3.4	21.6	85
SPORTS ILLUSTRATED	11159	8108	15.0	72.7	107	2686	15.8	24.1	112	2678	15.8	24.0	112	2745	13.7	24.6	97
STAR	4095	3046	5.6	74.4	109	1080	6.3	26.4	123	1083	6.4	26.4	124	883	4.4	21.6	85
SUNDAY	25169	16757	31.0	66.6	98	5187	30.5	20.6	96	5259	31.0	20.9	98	6312	31.4	25.1	99
SUNSET	1294	805	1.5	62.2	91	**94	0.6	7.3	34	*262	1.5	20.2	95	449	2.2	34.7	137
TV GUIDE	18508	13614	25.2	73.6	108	4579	26.9	24.7	115	4669	27.6	25.2	118	4367	21.7	23.6	93
TENNIS	645	530	1.0	82.2	120	*125	0.7	19.4	90	*197	1.2	30.5	143	*209	1.0	32.4	128
TIME	12124	8043	14.9	66.3	97	2376	14.0	19.6	91	2828	16.7	23.3	109	2839	14.1	23.4	92
TOWN & COUNTRY	493	366	0.7	74.2	109	**95	0.6	19.3	90	**154	0.9	31.2	146	**117	0.6	23.7	94
TRAVEL & LEISURE	1122	742	1.4	66.1	97	*184	1.1	16.4	76	*242	1.4	21.6	101	315	1.6	28.1	111
TRUE STORY	690	520	1.0	75.4	110	**185	1.1	26.8	125	**214	1.3	31.0	145	**121	0.6	17.5	69
U.S.NEWS & WORLD REPORT	6571	4165	7.7	63.4	93	1197	7.0	18.2	85	1283	7.6	19.5	91	1686	8.4	25.7	101
USA TODAY	3120	2079	3.8	66.6	98	651	3.8	20.9	97	621	3.7	19.9	93	807	4.0	25.9	102
US	1315	1068	2.0	81.2	119	451	2.6	34.3	160	356	2.1	27.1	127	262	1.3	19.9	79
VOGUE	632	402	0.7	63.6	93	**84	0.5	13.3	62	*192	1.1	30.4	142	**125	0.6	19.8	78
WALL STREET JOURNAL	4247	2657	4.9	62.6	92	642	3.8	15.1	70	700	4.1	16.5	77	1315	6.5	31.0	122
WEIGHT WATCHERS	398	256	0.5	64.3	94	**104	0.6	26.1	122	**62	0.4	15.6	73	**90	0.4	22.6	89
WOMAN'S DAY	1139	808	1.5	70.9	104	*221	1.3	19.4	90	366	2.2	32.1	150	222	1.1	19.5	77
WORKING MOTHER	*298	*239	0.4	80.2	118	**44	0.3	14.8	69	**109	0.6	36.6	171	**85	0.4	28.5	113
WORKING WOMAN	327	*260	0.5	79.5	117	**80	0.5	24.5	114	**92	0.5	28.1	132	**88	0.4	26.9	106
WORLD TENNIS	397	*295	0.5	74.3	109	**62	0.4	15.6	73	**152	0.9	38.3	179	**81	0.4	20.4	81
ZIFF-DAVIS MAG NETWK (GROSS)	9635	7390	13.7	76.7	112	2212	13.0	23.0	107	2694	15.9	28.0	131	2483	12.4	25.8	102
BLAIR INSERTS	43762	29452	54.5	67.3	99	8696	51.1	19.9	93	9235	54.5	21.1	99	11521	57.3	26.3	104
DAILY NEWSPAPERS																	
READ ANY	52459	35568	65.8	67.8	99	10598	62.2	20.2	94	11118	65.6	21.2	99	13851	68.9	26.4	104
READ ONE	41891	28704	53.1	68.5	100	8774	51.5	20.9	98	8677	51.2	20.7	97	11252	56.0	26.9	106
READ TWO OR MORE	10568	6864	12.7	65.0	95	1824	10.7	17.3	80	2441	14.4	23.1	108	2599	12.9	24.6	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	35192	65.1	67.8	99	10487	61.6	20.2	94	11031	65.1	21.2	99	13673	68.1	26.3	104
READ ONE	44561	30349	56.1	68.1	100	9238	54.3	20.7	97	9378	55.3	21.0	98	11734	58.4	26.3	104
READ TWO OR MORE	7368	4843	9.0	65.7	96	1250	7.3	17.0	79	1654	9.8	22.4	105	1940	9.7	26.3	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.12				31.72				30.12				28.76			
30 DAY REACH	71522	49033	90.7	68.6	101	15453	90.8	21.6	101	15369	90.7	21.5	101	18211	90.7	25.5	100
50 SHWG - 30 DAY AV FREQ	15.55	15.78				16.49				15.78				15.18			
30 DAY REACH	68168	46784	86.5	68.6	101	14874	87.4	21.8	102	14656	86.5	21.5	101	17254	85.9	25.3	100
25 SHWG - 30 DAY AV FREQ	8.43	8.53				8.86				8.62				8.18			
30 DAY REACH	62898	43273	80.0	68.8	101	13838	81.3	22.0	102	13406	79.1	21.3	100	16029	79.8	25.5	101
CABLE TV: HOME WIRED	31664	22440	41.5	70.9	104	7497	44.0	23.7	110	7249	42.8	22.9	107	7694	38.3	24.3	96
HOME NOT WIRED	47599	31620	58.5	66.4	97	9528	56.0	20.0	93	9697	57.2	20.4	95	12395	61.7	26.0	103
HAVE PAY CABLE	17139	12477	23.1	72.8	107	4412	25.9	25.7	120	3917	23.1	22.9	107	4149	20.7	24.2	96

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

0108
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES		79263	54059	100.0	68.2	100	17025	100.0	21.5	100	16946	100.0	21.4	100	20089	100.0	25.3	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	33138	61.3	69.6	102	10310	60.6	21.6	101	10413	61.4	21.9	102	12415	61.8	26.1	103
10:00 AM - 3:00 PM		29926	20929	38.7	69.9	103	6737	39.6	22.5	105	6582	38.8	22.0	103	7610	37.9	25.4	100
3:00 PM - 7:00 PM		37666	26054	48.2	69.2	101	8417	49.4	22.3	104	8228	48.6	21.8	102	9409	46.8	25.0	99
7:00 PM - MIDNIGHT		18909	13382	24.8	70.8	104	4554	26.7	24.1	112	4199	24.8	22.2	104	4628	23.0	24.5	97
MIDNIGHT - 6:00 AM		11822	8429	15.6	71.3	105	2859	16.8	24.2	113	2686	15.9	22.7	106	2885	14.4	24.4	96
6:00 AM - MIDNIGHT		63254	43696	80.8	69.1	101	13787	81.0	21.8	101	13730	81.0	21.7	102	16179	80.5	25.6	101
ENTIRE DAY		64057	44257	81.9	69.1	101	13967	82.0	21.8	102	13852	81.7	21.6	101	16438	81.8	25.7	101
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	11265	20.8	67.9	100	3423	20.1	20.6	96	3594	21.2	21.7	101	4247	21.1	25.6	101
ALL NEWS		3542	2211	4.1	62.4	92	607	3.6	17.1	80	727	4.3	20.5	96	877	4.4	24.8	98
AOR/PROGRESSIVE		7465	5445	10.1	72.9	107	1926	11.3	25.8	120	1813	10.7	24.3	114	1706	8.5	22.9	90
BEAUTIFUL MUSIC		5061	3368	6.2	66.5	98	912	5.4	18.0	84	997	5.9	19.7	92	1458	7.3	28.8	114
BLACK		1914	1527	2.8	79.8	117	386	2.3	20.2	94	623	3.7	32.5	152	518	2.6	27.1	107
CLASSICAL		2304	1433	2.7	62.2	91	402	2.4	17.4	81	488	2.9	21.2	99	543	2.7	23.6	93
CHR/ROCK		10663	7777	14.4	72.9	107	2677	15.7	25.1	117	2436	14.4	22.8	107	2664	13.3	25.0	99
COUNTRY		13919	9953	18.4	71.5	105	3136	18.4	22.5	105	3190	18.8	22.9	107	3628	18.1	26.1	103
GOLDEN OLDIES		2040	1495	2.8	73.3	107	468	2.7	22.9	107	487	2.9	23.9	112	539	2.7	26.4	104
MOR/NOSTALGIA		5105	3419	6.3	67.0	98	912	5.4	17.9	83	1052	6.2	20.6	96	1456	7.2	28.5	113
NEWS/TALK		4764	2998	5.5	62.9	92	808	4.7	17.0	79	837	4.9	17.6	82	1354	6.7	28.4	112
RELIGIOUS		2164	1431	2.6	66.1	97	502	2.9	23.2	108	355	2.1	16.4	77	575	2.9	26.6	105
SOFT ROCK		623	447	0.8	71.7	105	*137	0.8	22.0	102	**138	0.8	22.2	104	*172	0.9	27.6	109
URBAN CONTEMPORARY		1331	958	1.8	72.0	106	298	1.8	22.4	104	461	2.7	34.6	162	199	1.0	15.0	59
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	2478	4.6	77.8	114	847	5.0	26.6	124	858	5.1	26.9	126	773	3.8	24.3	96
ABC DIRECTION		2724	1745	3.2	64.1	94	574	3.4	21.1	98	510	3.0	18.7	88	661	3.3	24.3	96
ABC ENTERTAINMENT		5256	3660	6.8	69.6	102	1061	6.2	20.2	94	1180	7.0	22.5	105	1419	7.1	27.0	107
ABC FM		2263	1746	3.2	77.2	113	643	3.8	28.4	132	685	4.0	30.3	142	418	2.1	18.5	73
ABC INFORMATION		5618	3708	6.9	66.0	97	1129	6.6	20.1	94	1031	6.1	18.4	86	1549	7.7	27.6	109
ABC ROCK		2857	2131	3.9	74.6	109	749	4.4	26.2	122	633	3.7	22.2	104	748	3.7	26.2	103
CBS		5953	3851	7.1	64.7	95	1044	6.1	17.5	82	1237	7.3	20.8	97	1570	7.8	26.4	104
MUTUAL		4979	3406	6.3	68.4	100	821	4.8	16.5	77	1141	6.7	22.9	107	1444	7.2	29.0	114
NBC		7279	4747	8.8	65.2	96	1304	7.7	17.9	83	1566	9.2	21.5	101	1877	9.3	25.8	102
RADIORADIO		2389	1742	3.2	72.9	107	585	3.4	24.5	114	543	3.2	22.7	106	614	3.1	25.7	101
RKO ONE		2583	1937	3.6	75.0	110	738	4.3	28.6	133	519	3.1	20.1	94	680	3.4	26.3	104
RKO TWO		3674	2484	4.6	67.6	99	789	4.6	21.5	100	775	4.6	21.1	99	920	4.6	25.0	99
THE SOURCE		3514	2541	4.7	72.3	106	841	4.9	23.9	111	918	5.4	26.1	122	782	3.9	22.3	88
NON-WIRED : BLAIR		9864	6965	12.9	70.6	104	2193	12.9	22.2	104	2262	13.3	22.9	107	2510	12.5	25.4	100
INTERNET		13522	9336	17.3	69.0	101	2861	16.8	21.2	99	3180	18.8	23.5	110	3295	16.4	24.4	96
KATZ RADIO GROUP		19321	13320	24.6	68.9	101	3829	22.5	19.8	92	4200	24.8	21.7	102	5291	26.3	27.4	108
SUPERNET		10739	7714	14.3	71.8	105	2711	15.9	25.2	118	2221	13.1	20.7	97	2783	13.9	25.9	102
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		5106	3535	6.5	69.2	102	1140	6.7	22.3	104	1173	6.9	23.0	107	1222	6.1	23.9	94
WKDAY 9:00 AM - 1:00 PM		5383	3691	6.8	68.6	101	1100	6.5	20.4	95	1225	7.2	22.8	106	1367	6.8	25.4	100
WKDAY 1:00 PM - 4:30 PM		6469	4385	8.1	67.8	99	1351	7.9	20.9	97	1414	8.3	21.9	102	1620	8.1	25.0	99
WKDAY 4:30 PM - 7:30 PM		19661	13027	24.1	66.3	97	4032	23.7	20.5	95	4108	24.2	20.9	98	4887	24.3	24.9	98
WKDAY 7:30 PM - 8:00 PM		27579	18398	34.0	66.7	98	5918	34.8	21.5	100	5759	34.0	20.9	98	6721	33.5	24.4	96
WKDAY 11:00 PM - 11:30 PM		22964	15912	29.4	69.3	102	5059	29.7	22.0	103	4956	29.2	21.6	101	5897	29.4	25.7	101
WKDAY 11:30 PM - 1:00 AM		8158	5735	10.6	70.3	103	1855	10.9	22.7	106	1752	10.3	21.5	100	2128	10.6	26.1	103
M-SAT 8-11 PM+SUN 7-11 PM		30140	20559	38.0	68.2	100	6517	38.3	21.6	101	6402	37.8	21.2	99	7640	38.0	25.3	100
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	1562	2.9	76.3	112	405	2.4	19.8	92	510	3.0	24.9	116	647	3.2	31.6	125
ANOTHER WORLD	N	1214	893	1.7	73.6	108	313	1.8	25.8	120	286	1.7	23.6	110	294	1.5	24.2	96
AS THE WORLD TURNS	C	1740	1064	2.0	61.1	90	338	2.0	19.4	90	285	1.7	16.4	77	441	2.2	25.3	100
CAPITOL	C	1016	654	1.2	64.4	94	248	1.5	24.4	114	202	1.2	19.9	93	203	1.0	20.0	79
CBS MORN. NEWS 1	C	1203	859	1.6	71.4	105	227	1.3	18.9	88	313	1.8	26.0	122	319	1.6	26.5	105
CBS MORN. NEWS 2	C	773	543	1.0	70.2	103	147	0.9	19.0	89	247	1.5	32.0	149	148	0.7	19.1	76
DAYS OF OUR LIVES	N	1629	1108	2.0	68.0	100	406	2.4	24.9	116	343	2.0	21.1	98	359	1.8	22.0	87
FACTS OF LIFE - DAYTIME	N	961	704	1.3	73.3	107	201	1.2	20.9	97	278	1.6	28.9	135	225	1.1	23.4	92
FAMILY FEUD	A	1390	1010	1.9	72.7	107	280	1.6	20.1	94	363	2.1	26.1	122	367	1.8	26.4	104
GENERAL HOSPITAL	A	1463	1021	1.9	69.8	102	283	1.7	19.3	90	295	1.7	20.2	94	444	2.2	30.3	120
GOOD MORNING, AMERICA-730	A	1705	1146	2.1	67.2	99	363	2.1	21.3	99	351	2.1	20.6	96	433	2.2	25.4	100
GOOD MORNING, AMERICA-830	A	889	551	1.0	62.0	91	211	1.2	23.7	111	128	0.8	14.4	67	212	1.1	23.8	94
GUIDING LIGHT	C	1754	1067	2.0	60.8	89	314	1.8	17.9	83	343	2.0	19.6	91	409	2.0	23.3	92
ONE LIFE TO LIVE	A	1100	810	1.5	73.6	108	205	1.2	18.6	87	235	1.4	21.4	100	370	1.8	33.6	133
PRESS YOUR LUCK	C	1222	854	1.6	69.9	102	243	1.4	19.9	93	332	2.0	27.2	127	279	1.4	22.8	90
PRICE IS RIGHT 1	C	2692	1820	3.4	67.6	99	499	2.9	18.5	86	610	3.6	22.7	106	710	3.5	26.4	104
PRICE IS RIGHT 2	C	2764	1891	3.5	68.4	100	504	3.0	18.2	85	632	3.7	22.9	107	755	3.8	27.3	108
RYAN'S HOPE	A	880	714	1.3	81.1	119	207	1.2	23.5	110	220	1.3	25.0	117	287	1.4	32.6	129
SALE OF THE CENTURY	N	926	676	1.3	73.0	107	248	1.5	26.8	125	252	1.5	27.2	127	175	0.9	18.9	75
SEARCH FOR TOMORROW	N	359	259	0.5	72.1	106	*104	0.6	29.0	135	*66	0.4	18.4	86	*89	0.4	24.8	98
TODAY SHOW 1	N	1890	1206	2.2	63.8	94	329	1.9	17.4	81	390	2.3	20.6	97	487	2.4	25.8	102
TODAY SHOW 2	N	1344	920	1.7	68.5	100	335	2.0	24.9	116	285	1.7	21.2	99	300	1.5	22.3	88
$25,000 PYRAMID	C	1462	1051	1.9	71.9	105	312	1.8	21.3	99	409	2.4	28.0	131	330	1.6	22.6	89
WHEEL OF FORTUNE	N	1497	1044	1.9	69.7	102	365	2.1	24.4	114	350	2.1	23.4	109	329	1.6	22.0	87
YOUNG AND THE RESTLESS	C	1954	1278	2.4	65.4	96	371	2.2	19.0	88	420	2.5	21.5	101	486	2.4	24.9	98
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	1754	3.2	63.7	93	520	3.1	18.9	88	542	3.2	19.7	92	693	3.4	25.2	99
NBA PLAYOFF GAME -1	C	3881	2665	4.9	68.7	101	758	4.5	19.5	91	886	5.2	22.8	107	1021	5.1	26.3	104
NBC MAJOR LEAGUE PRE-GAME	N	2805	1911	3.5	68.1	100	581	3.4	20.7	96	691	4.1	24.6	115	639	3.2	22.8	90
SPORTSWORLD - SUN	N	2041	1322	2.4	64.8	95	407	2.4	19.9	93	391	2.3	19.2	90	524	2.6	25.7	101
SUNDAY MORNING	C	2555	1722	3.2	67.4	99	585	3.4	22.9	107	575	3.4	22.5	105	562	2.8	22.0	87

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES		79263	54059	100.0	68.2	100	17025	100.0	21.5	100	16946	100.0	21.4	100	20089	100.0	25.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	15844	29.3	65.1	96	4594	27.0	18.9	88	4902	28.9	20.2	94	6348	31.6	26.1	103
NETWORK AFFILIATES - LATE		17197	11704	21.7	68.1	100	3593	21.1	20.9	97	3538	20.9	20.6	96	4573	22.8	26.6	105
INDEPENDENTS - LATE		2887	1863	3.4	64.5	95	658	3.9	22.8	106	601	3.5	20.8	97	604	3.0	20.9	83
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	8079	14.9	71.5	105	2555	15.0	22.6	105	2639	15.6	23.4	109	2885	14.4	25.5	101
ABC MONDAY NIGHT MOVIE	A	4379	2929	5.4	66.9	98	938	5.5	21.4	100	816	4.8	18.6	87	1176	5.9	26.9	106
ABC SUNDAY NIGHT MOVIE	A	9910	6839	12.7	69.0	101	2129	12.5	21.5	100	2131	12.6	21.5	101	2579	12.8	26.0	103
ABC WORLD NEWS TONIGHT	A	6212	4165	7.7	67.0	98	1419	8.3	22.8	106	1265	7.5	20.4	95	1480	7.4	23.8	94
AFTERMASH	C	4575	2969	5.5	64.9	95	1052	6.2	23.0	107	805	4.8	17.6	82	1112	5.5	24.3	96
ALICE	C	6777	4453	8.2	65.7	96	1364	8.0	20.1	94	1453	8.6	21.4	100	1636	8.1	24.1	95
AMERICAN PARADE	C	4868	3095	5.7	63.6	93	910	5.3	18.7	87	976	5.8	20.0	94	1208	6.0	24.8	98
BENSON	A	7593	5034	9.3	66.3	97	1716	10.1	22.6	105	1414	8.3	18.6	87	1905	9.5	25.1	99
BLUE THUNDER	A	6036	4122	7.6	68.3	100	1476	8.7	24.5	114	1011	6.0	16.7	78	1635	8.1	27.1	107
CAGNEY & LACEY	C	7698	5301	9.8	68.9	101	1589	9.3	20.6	96	1508	8.9	19.6	92	2204	11.0	28.6	113
CBS EVENING NEWS-DEAN	C	4066	2572	4.8	63.3	93	788	4.6	19.4	90	645	3.8	15.9	74	1140	5.7	28.0	111
CBS EVENING NEWS-RATHER	C	8092	5171	9.6	63.9	94	1493	8.8	18.5	86	1542	9.1	19.1	89	2136	10.6	26.4	104
CBS SAT. NEWS-SCHIEFFER	C	4795	2822	5.2	58.9	86	804	4.7	16.8	78	846	5.0	17.6	83	1173	5.8	24.5	97
CBS SATURDAY NIGHT MOVIE	C	6034	4296	7.9	71.2	104	1421	8.3	23.5	110	1267	7.5	21.0	98	1609	8.0	26.7	105
CBS WEDNESDAY NIGHT MOVIE	C	4993	3430	6.3	68.7	101	1065	6.3	21.3	99	1014	6.0	20.3	95	1351	6.7	27.1	107
CHEERS	N	6976	4835	8.9	69.3	102	1414	8.3	20.3	94	1394	8.2	20.0	93	2028	10.1	29.1	115
DALLAS	C	13575	9608	17.8	70.8	104	2951	17.3	21.7	101	3122	18.4	23.0	108	3535	17.6	26.0	103
DIFF'RENT STROKES	N	3684	2407	4.5	65.3	96	690	4.1	18.7	87	798	4.7	21.7	101	919	4.6	24.9	98
DOUBLE TROUBLE	N	4462	3047	5.6	68.3	100	1007	5.9	22.6	105	951	5.6	21.3	100	1089	5.4	24.4	96
DUCK FACTORY	N	4810	3311	6.1	68.8	101	970	5.7	20.2	94	1013	6.0	21.1	99	1328	6.6	27.6	109
DUKES OF HAZZARD	C	5951	3984	7.4	66.9	98	1094	6.4	18.4	86	1372	8.1	23.1	108	1518	7.6	25.5	101
DYNASTY	A	11325	7945	14.7	70.2	103	2723	16.0	24.0	112	2331	13.8	20.6	96	2891	14.4	25.5	101
FACTS OF LIFE	N	4512	3040	5.6	67.4	99	870	5.1	19.3	90	985	5.8	21.8	102	1185	5.9	26.3	104
FALCON CREST	C	9215	6337	11.7	68.8	101	2217	13.0	24.1	112	1859	11.0	20.2	94	2261	11.3	24.5	97
FALL GUY	A	8604	6012	11.1	69.9	102	2296	13.5	26.7	124	1711	10.1	19.9	93	2005	10.0	23.3	92
FAMILY TIES	N	4179	2874	5.3	68.8	101	1034	6.1	24.7	115	789	4.7	18.9	88	1051	5.2	25.1	99
FANTASY ISLAND	A	4781	3286	6.1	68.7	101	1124	6.6	23.5	109	933	5.5	19.5	91	1230	6.1	25.7	102
FOULUPS,BLEEPS & BLUNDERS	A	6697	4386	8.1	65.5	96	1495	8.8	22.3	104	1189	7.0	17.8	83	1703	8.5	25.4	100
FOUR SEASONS	C	3873	2486	4.6	64.2	94	877	5.2	22.6	105	705	4.2	18.2	85	904	4.5	23.3	92
GIMME A BREAK	N	4310	2990	5.5	69.4	102	1046	6.1	24.3	113	961	5.7	22.3	104	982	4.9	22.8	90
HART TO HART	A	5751	3867	7.2	67.2	99	1159	6.8	20.2	94	1167	6.9	20.3	95	1541	7.7	26.8	106
HILL STREET BLUES	N	8568	6238	11.5	72.8	107	1917	11.3	22.4	104	1853	10.9	21.6	101	2468	12.3	28.8	114
HOTEL	A	8801	6041	11.2	68.6	101	1936	11.4	22.0	102	1800	10.6	20.5	96	2305	11.5	26.2	103
JEFFERSONS	C	6978	4471	8.3	64.1	94	1438	8.4	20.6	96	1459	8.6	20.9	98	1574	7.8	22.6	89
JENNIFER SLEPT HERE	N	3021	1998	3.7	66.1	97	435	2.6	14.4	67	722	4.3	23.9	112	840	4.2	27.8	110
KATE & ALLIE	C	6811	4520	8.4	66.4	97	1352	7.9	19.9	92	1356	8.0	19.9	93	1812	9.0	26.6	105
KNIGHT RIDER	N	5256	3833	7.1	72.9	107	1162	6.8	22.1	103	1265	7.5	24.1	113	1407	7.0	26.8	106
LOVE BOAT	A	7174	4703	8.7	65.6	96	1578	9.3	22.0	102	1473	8.7	20.5	96	1652	8.2	23.0	91
MAGNUM PI	C	10438	7238	13.4	69.3	102	2202	12.9	21.1	98	2471	14.6	23.7	111	2566	12.8	24.6	97
MAMA'S FAMILY	N	3488	2317	4.3	66.4	97	676	4.0	19.4	90	712	4.2	20.4	95	929	4.6	26.6	105
MASTER, THE	N	4127	2946	5.4	71.4	105	1012	5.9	24.5	114	857	5.1	20.8	97	1077	5.4	26.1	103
MATT HOUSTON	A	5978	4231	7.8	70.8	104	1387	8.1	23.2	108	1243	7.3	20.8	97	1600	8.0	26.8	106
NBC MONDAY NIGHT MOVIE	N	10446	7377	13.6	70.6	104	2246	13.2	21.5	100	2218	13.1	21.2	99	2913	14.5	27.9	110
NBC NIGHTLY NEWS	N	5571	3599	6.7	64.6	95	941	5.5	16.9	79	1199	7.1	21.5	101	1459	7.3	26.2	103
NBC NIGHTLY NEWS-SAT	N	3675	2258	4.2	61.4	90	646	3.8	17.6	82	640	3.8	17.4	81	972	4.8	26.4	104
NBC NIGHTLY NEWS-SUN	N	2905	1789	3.3	61.6	90	441	2.6	15.2	71	530	3.1	18.2	85	818	4.1	28.2	111
NBC SUNDAY NIGHT MOVIE	N	8352	5972	11.0	71.5	105	1860	10.9	22.3	104	1932	11.4	23.1	108	2180	10.9	26.1	103
NEWHART	C	6864	4621	8.5	67.3	99	1412	8.3	20.6	96	1404	8.3	20.5	96	1805	9.0	26.3	104
ONE DAY AT A TIME	C	3866	2636	4.9	68.2	100	792	4.7	20.5	95	915	5.4	23.7	111	930	4.6	24.1	95
PEOPLE ARE FUNNY	N	3956	2625	4.9	66.4	97	808	4.7	20.4	95	769	4.5	19.4	91	1048	5.2	26.5	105
REAL PEOPLE	N	6305	4189	7.7	66.4	97	1227	7.2	19.5	91	1244	7.3	19.7	92	1718	8.6	27.2	108
REMINGTON STEELE	N	5884	4282	7.9	72.8	107	1455	8.5	24.7	115	1271	7.5	21.6	101	1556	7.7	26.4	104
RIPLEY'S BELIEVE IT - NOT	A	5706	3825	7.1	67.0	98	1032	6.1	18.1	84	1207	7.1	21.2	99	1586	7.9	27.8	110
RIPTIDE	N	6202	4357	8.1	70.3	103	1369	8.0	22.1	103	1458	8.6	23.5	110	1530	7.6	24.7	97
SCARECROW & MRS. KING	C	6513	4365	8.1	67.0	98	1215	7.1	18.7	87	1464	8.6	22.5	105	1687	8.4	25.9	102
SIMON & SIMON	C	8593	5910	10.9	68.8	101	1726	10.1	20.1	94	2156	12.7	25.1	117	2028	10.1	23.6	93
60 MINUTES	C	13342	8602	15.9	64.5	95	2560	15.0	19.2	89	2578	15.2	19.3	90	3464	17.2	26.0	102
ST. ELSEWHERE	N	6029	4293	7.9	71.2	104	1227	7.2	20.4	95	1374	8.1	22.8	107	1692	8.4	28.1	111
THREE'S COMPANY	A	8565	5884	10.9	68.7	101	1895	11.1	22.1	103	1796	10.6	21.0	98	2193	10.9	25.6	101
T.J. HOOKER	A	7400	5172	9.6	69.9	102	1709	10.0	23.1	108	1566	9.2	21.2	99	1898	9.4	25.6	101
TONIGHT SHOW	N	2433	1723	3.2	70.8	104	576	3.4	23.7	110	496	2.9	20.4	95	650	3.2	26.7	105
TRAPPER JOHN, M.D.	C	5958	3908	7.2	65.6	96	1201	7.1	20.2	94	1210	7.1	20.3	95	1498	7.5	25.1	99
TV BLOOPERS & PRAC. JOKES	N	9086	6298	11.7	69.3	102	1856	10.9	20.4	95	1961	11.6	21.6	101	2481	12.4	27.3	108
20/20	A	8306	5523	10.2	66.5	97	1871	11.0	22.5	105	1643	9.7	19.8	93	2008	10.0	24.2	95
WEBSTER	A	6788	4612	8.5	67.9	100	1666	9.8	24.5	114	1239	7.3	18.3	85	1707	8.5	25.1	99
WORLD NEWS - SUN	A	2036	1299	2.4	63.8	94	364	2.1	17.9	83	366	2.2	18.0	84	569	2.8	27.9	110
YELLOW ROSE	N	3174	2133	3.9	67.2	99	591	3.5	18.6	87	693	4.1	21.8	102	848	4.2	26.7	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	11718	21.7	71.9	105	3824	22.5	23.5	109	3782	22.3	23.2	108	4113	20.5	25.2	100
BASKETBALL - COLLEGE GAMES		10054	7525	13.9	74.8	110	2314	13.6	23.0	107	2537	15.0	25.2	118	2674	13.3	26.6	105
BASKETBALL - PRO GAMES		8248	5956	11.0	72.2	106	2037	12.0	24.7	115	2056	12.1	24.9	117	1863	9.3	22.6	89
BOWLING		5356	3549	6.6	66.3	97	1075	6.3	20.1	93	1107	6.5	20.7	97	1368	6.8	25.5	101
BOXING		11255	8176	15.1	72.6	107	2459	14.4	21.8	102	2857	16.9	25.4	119	2860	14.2	25.4	100
FOOTBALL - COLLEGE GAMES		14647	11137	20.6	76.0	111	3250	19.1	22.2	103	3611	21.3	24.7	115	4276	21.3	29.2	115
FOOTBALL - PRO GAMES		23581	17859	33.0	75.7	111	5516	32.4	23.4	109	5524	32.6	23.4	110	6819	33.9	28.9	114
GOLF		6145	4104	7.6	66.8	98	1164	6.8	18.9	88	1196	7.1	19.5	91	1744	8.7	28.4	112
POST-SEASON COLL. FOOTBALL		12828	9414	17.4	73.4	108	2830	16.6	22.1	103	2978	17.6	23.2	109	3606	18.0	28.1	111
POST-SEASON PRO FOOTBALL		15397	11326	21.0	73.6	108	3390	19.9	22.0	103	3401	20.1	22.1	103	4536	22.6	29.5	116
TENNIS		3483	2491	4.6	71.5	105	635	3.7	18.2	85	657	3.9	18.9	88	1199	6.0	34.4	136
WRESTLING - PROFESSIONAL		6023	4974	9.2	82.6	121	1819	10.7	30.2	141	1793	10.6	29.8	139	1362	6.8	22.6	89

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	53630	100.0	60.6	100	13108	100.0	14.8	100	16895	100.0	19.1	100	23627	100.0	26.7	100
FEMALE HOMEMAKERS	80986	48386	90.2	59.7	99	11593	88.4	14.3	97	15193	89.9	18.8	98	21600	91.4	26.7	100
EMPLOYED MOTHERS	18702	13137	24.5	70.2	116	3359	25.6	18.0	121	4089	24.2	21.9	114	5689	24.1	30.4	114
18 - 24	14726	10545	19.7	71.6	118	3431	26.2	23.3	157	3348	19.8	22.7	119	3766	15.9	25.6	96
25 - 34	20202	14199	26.5	70.3	116	3422	26.1	16.9	114	4718	27.9	23.4	122	6060	25.6	30.0	112
35 - 44	14781	9829	18.3	66.5	110	2632	20.1	17.8	120	2956	17.5	20.0	105	4241	17.9	28.7	107
45 - 54	11449	6299	11.7	55.0	91	1328	10.1	11.6	78	1912	11.3	16.7	87	3060	13.0	26.7	100
55 - 64	11846	6110	11.4	51.6	85	1190	9.1	10.0	68	1696	10.0	14.3	75	3224	13.6	27.2	102
65 OR OLDER	15459	6648	12.4	43.0	71	1106	8.4	7.2	48	2265	13.4	14.7	77	3277	13.9	21.2	79
18 - 34	34928	24743	46.1	70.8	117	6852	52.3	19.6	132	8066	47.7	23.1	121	9825	41.6	28.1	105
18 - 49	55154	37675	70.2	68.3	113	10241	78.1	18.6	125	11971	70.9	21.7	114	15463	65.4	28.0	105
25 - 54	46433	30327	56.5	65.3	108	7382	56.3	15.9	107	9585	56.7	20.6	108	13361	56.5	28.8	108
35 - 49	20226	12932	24.1	63.9	105	3389	25.9	16.8	113	3905	23.1	19.3	101	5638	23.9	27.9	104
50 OR OLDER	33310	15954	29.7	47.9	79	2867	21.9	8.6	58	4924	29.1	14.8	77	8163	34.5	24.5	92
GRADUATED COLLEGE	12110	6583	12.3	54.4	90	1327	10.1	11.0	74	1727	10.2	14.3	75	3529	14.9	29.1	109
ATTENDED COLLEGE	15309	8902	16.6	58.1	96	1710	13.0	11.2	75	2613	15.5	17.1	89	4579	19.4	29.9	112
GRADUATED HIGH SCHOOL	36912	23965	44.7	64.9	107	6070	46.3	16.4	111	7760	45.9	21.0	110	10135	42.9	27.5	103
DID NOT GRADUATE HIGH SCHOOL	24134	14180	26.4	58.8	97	4001	30.5	16.6	112	4795	28.4	19.9	104	5383	22.8	22.3	84
EMPLOYED FULL-TIME	35457	22451	41.9	63.3	104	5698	43.5	16.1	108	6810	40.3	19.2	101	9943	42.1	28.0	105
EMPLOYED PART-TIME	8514	5219	9.7	61.3	101	1053	8.0	12.4	83	1547	9.2	18.2	95	2619	11.1	30.8	115
NOT EMPLOYED	44494	25959	48.4	58.3	96	6357	48.5	14.3	96	8538	50.5	19.2	100	11064	46.8	24.9	93
PROFESSIONAL/MANAGER	10811	5950	11.1	55.0	91	1052	8.0	9.7	66	1680	9.9	15.5	81	3219	13.6	29.8	111
TECH/CLERICAL/SALES	19640	12526	23.4	63.8	105	2912	22.2	14.8	100	3710	22.0	18.9	99	5904	25.0	30.1	113
PRECISION/CRAFT	1023	642	1.2	62.8	104	**117	0.9	11.4	77	**271	1.6	26.5	139	*255	1.1	24.9	93
OTHER EMPLOYED	12498	8552	15.9	68.4	113	2671	20.4	21.4	144	2696	16.0	21.6	113	3184	13.5	25.5	95
SINGLE	15995	10284	19.2	64.3	106	3138	23.9	19.6	132	2982	17.7	18.6	98	4165	17.6	26.0	97
MARRIED	51689	31796	59.3	61.5	101	7061	53.9	13.7	92	10204	60.4	19.7	103	14532	61.5	28.1	105
DIVORCED/SEPARATED/WIDOWED	20780	11549	21.5	55.6	92	2909	22.2	14.0	94	3710	22.0	17.9	93	4930	20.9	23.7	89
PARENTS	33922	24259	45.2	71.5	118	6462	49.3	19.0	129	8025	47.5	23.7	124	9772	41.4	28.8	108
WHITE	76422	45361	84.6	59.4	98	10695	81.6	14.0	94	14107	83.5	18.5	97	20559	87.0	26.9	101
BLACK	10066	6853	12.8	68.1	112	2141	16.3	21.3	144	2129	12.6	21.2	111	2583	10.9	25.7	96
OTHER	1976	1417	2.6	71.7	118	**273	2.1	13.8	93	**659	3.9	33.4	175	**485	2.1	24.5	92
NORTHEAST-CENSUS	19803	11143	20.8	56.3	93	2937	22.4	14.8	100	3149	18.6	15.9	83	5056	21.4	25.5	96
NORTH CENTRAL	22181	13505	25.2	60.9	100	2962	22.6	13.4	90	4163	24.6	18.8	98	6380	27.0	28.8	108
SOUTH	30082	19718	36.8	65.5	108	5586	42.6	18.6	125	6645	39.3	22.1	116	7486	31.7	24.9	93
WEST	16398	9265	17.3	56.5	93	1623	12.4	9.9	67	2938	17.4	17.9	94	4704	19.9	28.7	107
NORTHEAST-MKTG.	20163	11261	21.0	55.8	92	2914	22.2	14.5	98	3353	19.8	16.6	87	4993	21.1	24.8	93
EAST CENTRAL	13054	7716	14.4	59.1	98	1951	14.9	14.9	101	2238	13.2	17.1	90	3527	14.9	27.0	101
WEST CENTRAL	14993	9151	17.1	61.0	101	1809	13.8	12.1	81	2814	16.7	18.8	98	4529	19.2	30.2	113
SOUTH	25785	17446	32.5	67.7	112	5014	38.3	19.4	131	5882	34.8	22.8	119	6550	27.7	25.4	95
PACIFIC	14470	8056	15.0	55.7	92	1420	10.8	9.8	66	2608	15.4	18.0	94	4028	17.0	27.8	104
COUNTY SIZE A	36705	21095	39.3	57.5	95	5255	40.1	14.3	97	6573	38.9	17.9	94	9268	39.2	25.2	95
COUNTY SIZE B	26819	17012	31.7	63.4	105	4178	31.9	15.6	105	5715	33.8	21.3	112	7119	30.1	26.5	99
COUNTY SIZE C	13597	8442	15.7	62.1	102	2056	15.7	15.1	102	2452	14.5	18.0	94	3934	16.7	28.9	108
COUNTY SIZE D	11344	7082	13.2	62.4	103	1620	12.4	14.3	96	2156	12.8	19.0	100	3306	14.0	29.1	109
METRO CENTRAL CITY	26825	16283	30.4	60.7	100	4293	32.8	16.0	108	5374	31.8	20.0	105	6617	28.0	24.7	92
METRO SUBURBAN	39912	23819	44.4	59.7	98	5525	42.1	13.8	93	7402	43.8	18.5	97	10892	46.1	27.3	102
NON METRO	21728	13528	25.2	62.3	103	3290	25.1	15.1	102	4120	24.4	19.0	99	6118	25.9	28.2	105
TOP 5 ADI'S	20847	12178	22.7	58.4	96	2954	22.5	14.2	96	3959	23.4	19.0	99	5266	22.3	25.3	95
TOP 10 ADI'S	28719	16213	30.2	56.5	93	3994	30.5	13.9	94	5135	30.4	17.9	94	7085	30.0	24.7	92
TOP 20 ADI'S	40904	23616	44.0	57.7	95	5802	44.3	14.2	96	7118	42.1	17.4	91	10696	45.3	26.1	98
HSHLD INC. $50,000 OR MORE	7931	4312	8.0	54.4	90	831	6.3	10.5	71	1313	7.8	16.6	87	2168	9.2	27.3	102
$40,000 OR MORE	15233	8555	16.0	56.2	93	1681	12.8	11.0	74	2483	14.7	16.3	85	4392	18.6	28.8	108
$30,000 OR MORE	28333	16595	30.9	58.6	97	3389	25.9	12.0	81	5024	29.7	17.7	93	8182	34.6	28.9	108
$25,000 OR MORE	36417	21607	40.3	59.3	98	4525	34.5	12.4	84	6386	37.8	17.5	92	10695	45.3	29.4	110
$20,000 - $24,999	9943	6233	11.6	62.7	103	1329	10.1	13.4	90	1880	11.1	18.9	99	3023	12.8	30.4	114
$15,000 - $19,999	9211	5809	10.8	63.1	104	1380	10.5	15.0	101	2056	12.2	22.3	117	2373	10.0	25.8	96
$10,000 - $14,999	13477	8428	15.7	62.5	103	2710	20.7	20.1	136	2681	15.9	19.9	104	3038	12.9	22.5	84
UNDER $10,000	19418	11552	21.5	59.5	98	3164	24.1	16.3	110	3891	23.0	20.0	105	4497	19.0	23.2	87
HOUSEHOLD OF 1 PERSON	11987	5570	10.4	46.5	77	1260	9.6	10.5	71	1624	9.6	13.5	71	2686	11.4	22.4	84
2 PEOPLE	27046	14596	27.2	54.0	89	3026	23.1	11.2	76	4487	26.6	16.6	87	7083	30.0	26.2	98
3 OR 4 PEOPLE	34251	22757	42.4	66.4	110	6263	47.8	18.3	123	7202	42.6	21.0	110	9292	39.3	27.1	102
5 OR MORE PEOPLE	15180	10707	20.0	70.5	116	2559	19.5	16.9	114	3583	21.2	23.6	124	4566	19.3	30.1	113
NO CHILD IN HSHLD	49819	26402	49.2	53.0	87	5826	44.4	11.7	79	8029	47.5	16.1	84	12547	53.1	25.2	94
CHILD(REN) UNDER 2 YRS	6045	4885	9.1	80.8	133	1613	12.3	26.7	180	1450	8.6	24.0	126	1823	7.7	30.2	113
2 - 5 YEARS	15233	11306	21.1	74.2	122	3356	25.6	22.0	149	3706	21.9	24.3	127	4244	18.0	27.9	104
6 - 11 YEARS	16260	11682	21.8	71.8	119	2875	21.9	17.7	119	4010	23.7	24.7	129	4798	20.3	29.5	110
12 - 17 YEARS	19173	12938	24.1	67.5	111	3127	23.9	16.3	110	4297	25.4	22.4	117	5514	23.3	28.8	108
RESIDENCE OWNED	61371	35546	66.3	57.9	96	7955	60.7	13.0	87	10874	64.4	17.7	93	16717	70.8	27.2	102
VALUE: $50,000 OR MORE	35355	19409	36.2	54.9	91	3863	29.5	10.9	74	5453	32.3	15.4	81	10092	42.7	28.5	107
VALUE: UNDER $50,000	26016	16138	30.1	62.0	102	4092	31.2	15.7	106	5421	32.1	20.8	109	6625	28.0	25.5	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES		88464	53630	100.0	60.6	100	13108	100.0	14.8	100	16895	100.0	19.1	100	23627	100.0	26.7	100
MAGAZINES	QUINTILE 1	17988	11297	21.1	62.8	104	2856	21.8	15.9	107	3518	20.8	19.6	102	4923	20.8	27.4	102
	QUINTILE 2	19446	11592	21.6	59.6	98	2628	20.0	13.5	91	3610	21.4	18.6	97	5355	22.7	27.5	103
	QUINTILE 3	14626	8890	16.6	60.8	100	2019	15.4	13.8	93	2818	16.7	19.3	101	4054	17.2	27.7	104
	QUINTILE 4	16014	10273	19.2	64.2	106	2399	18.3	15.0	101	3322	19.7	20.7	109	4552	19.3	28.4	106
	QUINTILE 5	20389	11577	21.6	56.8	94	3206	24.5	15.7	106	3628	21.5	17.8	93	4743	20.1	23.3	87
NEWSPAPERS	QUINTILE 1	13830	7988	14.9	57.8	95	1849	14.1	13.4	90	2275	13.5	16.4	86	3864	16.4	27.9	105
	QUINTILE 2	26350	15277	28.5	58.0	96	3387	25.8	12.9	87	5103	30.2	19.4	101	6788	28.7	25.8	96
	QUINTILE 3	12415	7591	14.2	61.1	101	2029	15.5	16.3	110	2304	13.6	18.6	97	3258	13.8	26.2	98
	QUINTILE 4	21911	13791	25.7	62.9	104	3287	25.1	15.0	101	4287	25.4	19.6	102	6217	26.3	28.4	106
	QUINTILE 5	13960	8983	16.7	64.3	106	2556	19.5	18.3	124	2927	17.3	21.0	110	3501	14.8	25.1	94
OUTDOOR	QUINTILE 1	16810	10403	19.4	61.9	102	2874	21.9	17.1	115	2854	16.9	17.0	89	4675	19.8	27.8	104
	QUINTILE 2	17101	10848	20.2	63.4	105	2590	19.8	15.1	102	3483	20.6	20.4	107	4775	20.2	27.9	105
	QUINTILE 3	17579	10880	20.3	61.9	102	2299	17.5	13.1	88	3905	23.1	22.2	116	4676	19.8	26.6	100
	QUINTILE 4	18343	10836	20.2	59.1	97	2607	19.9	14.2	96	3267	19.3	17.8	93	4963	21.0	27.1	101
	QUINTILE 5	18631	10662	19.9	57.2	94	2739	20.9	14.7	99	3386	20.0	18.2	95	4538	19.2	24.4	91
RADIO-DRIVE TIME	QUINTILE 1	17390	10504	19.6	60.4	100	2635	20.1	15.2	102	3367	19.9	19.4	101	4503	19.1	25.9	97
	QUINTILE 2	16591	10636	19.8	64.1	106	2627	20.0	15.8	107	3325	19.7	20.0	105	4684	19.8	28.2	106
	QUINTILE 3	16910	10848	20.2	64.2	106	2759	21.0	16.3	110	3441	20.4	20.3	107	4648	19.7	27.5	103
	QUINTILE 4	18002	10815	20.2	60.1	99	2809	21.4	15.6	105	3199	18.9	17.8	93	4807	20.3	26.7	100
	QUINTILE 5	19572	10828	20.2	55.3	91	2279	17.4	11.6	79	3563	21.1	18.2	95	4985	21.1	25.5	95
RADIO-MID-DAY	TERCILE 1	23248	14871	27.7	64.0	106	3514	26.8	15.1	102	4668	27.6	20.1	105	6690	28.3	28.8	108
	TERCILE 2	23667	14702	27.4	62.1	102	4019	30.7	17.0	115	4421	26.2	18.7	98	6262	26.5	26.5	99
	TERCILE 3	41549	24056	44.9	57.9	96	5575	42.5	13.4	91	7806	46.2	18.8	98	10675	45.2	25.7	96
RADIO-TOTAL	QUINTILE 1	17786	11119	20.7	62.5	103	2789	21.3	15.7	106	3680	21.8	20.7	108	4649	19.7	26.1	98
	QUINTILE 2	17316	11302	21.1	65.3	108	2857	21.8	16.5	111	3329	19.7	19.2	101	5116	21.7	29.5	111
	QUINTILE 3	18428	11310	21.1	61.4	101	2986	22.8	16.2	109	3341	19.8	18.1	95	4983	21.1	27.0	101
	QUINTILE 4	17669	10310	19.2	58.4	96	2463	18.8	13.9	94	3355	19.9	19.0	99	4492	19.0	25.4	95
	QUINTILE 5	17265	9589	17.9	55.5	92	2013	15.4	11.7	79	3190	18.9	18.5	97	4386	18.6	25.4	95
TV-PRIME TIME	QUINTILE 1	17416	10423	19.4	59.8	99	2330	17.8	13.4	90	3342	19.8	19.2	100	4751	20.1	27.3	102
	QUINTILE 2	17413	10548	19.7	60.6	100	2648	20.2	15.2	103	3453	20.4	19.8	104	4447	18.8	25.5	96
	QUINTILE 3	17943	11215	20.9	62.5	103	2736	20.9	15.2	103	3136	18.6	17.5	92	5343	22.6	29.8	111
	QUINTILE 4	18442	11317	21.1	61.4	101	2880	22.0	15.6	105	3580	21.2	19.4	102	4857	20.6	26.3	99
	QUINTILE 5	17250	10128	18.9	58.7	97	2514	19.2	14.6	98	3384	20.0	19.6	103	4230	17.9	24.5	92
TV-DAYTIME	TERCILE 1	29966	18493	34.5	61.7	102	4792	36.6	16.0	108	6199	36.7	20.7	108	7502	31.8	25.0	94
	TERCILE 2	29480	18472	34.4	62.7	103	4714	36.0	16.0	108	5825	34.5	19.8	103	7934	33.6	26.9	101
	TERCILE 3	29018	16664	31.1	57.4	95	3602	27.5	12.4	84	4871	28.8	16.8	88	8191	34.7	28.2	106
TV-TOTAL	QUINTILE 1	17740	10508	19.6	59.2	98	3001	22.9	16.9	114	3192	18.9	18.0	94	4315	18.3	24.3	91
	QUINTILE 2	17674	10674	19.9	60.4	100	2252	17.2	12.7	86	3711	22.0	21.0	110	4712	19.9	26.7	100
	QUINTILE 3	17730	10662	19.9	60.1	99	2425	18.5	13.7	92	3528	20.9	19.9	104	4708	19.9	26.6	99
	QUINTILE 4	17563	11315	21.1	64.4	106	2911	22.2	16.6	112	3026	17.9	17.2	90	5379	22.8	30.6	115
	QUINTILE 5	17757	10470	19.5	59.0	97	2519	19.2	14.2	96	3438	20.3	19.4	101	4513	19.1	25.4	95
MAGAZINES-NEWSPAPERS: DUAL		23278	13623	25.4	58.5	97	3203	24.4	13.8	93	4200	24.9	18.0	94	6220	26.3	26.7	100
MAGAZINE IMPERATIVE		21634	14005	26.1	64.7	107	3482	26.6	16.1	109	4353	25.8	20.1	105	6170	26.1	28.5	107
NEWSPAPER IMPERATIVE		23455	13569	25.3	57.9	95	3040	23.2	13.0	87	4327	25.6	18.4	97	6201	26.2	26.4	99
MAGAZINES-OUTDOOR: DUAL		17482	10958	20.4	62.7	103	2658	20.3	15.2	103	3395	20.1	19.4	102	4905	20.8	28.1	105
MAGAZINE IMPERATIVE		28830	17226	32.1	59.8	99	4018	30.7	13.9	94	5645	33.4	19.6	103	7563	32.0	26.2	98
OUTDOOR IMPERATIVE		26119	16060	29.9	61.5	101	4103	31.3	15.7	106	5129	30.4	19.6	103	6827	28.9	26.1	98
MAGAZINES-RADIO: DUAL		20162	12661	23.6	62.8	104	2833	21.6	14.1	95	4155	24.6	20.6	108	5673	24.0	28.1	105
MAGAZINE IMPERATIVE		26292	15366	28.7	58.4	96	3689	28.1	14.0	95	4659	27.6	17.7	93	7018	29.7	26.7	100
RADIO IMPERATIVE		25308	16069	30.0	63.5	105	4489	34.2	17.7	120	4787	28.3	18.9	99	6792	28.7	26.8	100
MAGAZINES-TELEVISION: DUAL		17312	10548	19.7	60.9	101	2441	18.6	14.1	95	3430	20.3	19.8	104	4678	19.8	27.0	101
MAGAZINE IMPERATIVE		29099	17777	33.1	61.1	101	4181	31.9	14.4	97	5432	32.2	18.7	98	8164	34.6	28.1	105
TELEVISION IMPERATIVE		27505	16290	30.4	59.2	98	4120	31.4	15.0	101	5254	31.1	19.1	100	6916	29.3	25.1	94
NEWSPAPERS-OUTDOOR: DUAL		18628	11201	20.9	60.1	99	2621	20.0	14.1	95	3282	19.4	17.6	92	5298	22.4	28.4	106
NEWSPAPER IMPERATIVE		29178	16660	31.1	57.1	94	3847	29.3	13.2	89	5480	32.4	18.8	98	7334	31.0	25.1	94
OUTDOOR IMPERATIVE		25260	16409	30.6	65.0	107	4203	32.1	16.6	112	5359	31.7	21.2	111	6847	29.0	27.1	101
NEWSPAPERS-RADIO: DUAL		19246	11826	22.1	61.4	101	2894	22.1	15.0	101	3823	22.6	19.9	104	5109	21.6	26.5	99
NEWSPAPER IMPERATIVE		28155	15808	29.5	56.1	93	3547	27.1	12.6	85	4914	29.1	17.5	91	7346	31.1	26.1	98
RADIO IMPERATIVE		25308	16671	31.1	65.9	109	4512	34.4	17.8	120	5084	30.1	20.1	105	7074	29.9	28.0	105
NEWSPAPERS-TELEVISION: DUAL		18615	11215	20.9	60.2	99	2541	19.4	13.7	92	3599	21.3	19.3	101	5075	21.5	27.3	102
NEWSPAPER IMPERATIVE		29207	16771	31.3	57.4	95	3904	29.8	13.4	90	5130	30.4	17.6	92	7737	32.7	26.5	99
TELEVISION IMPERATIVE		25472	15684	29.2	61.6	102	4101	31.3	16.1	109	5266	31.2	20.7	108	6317	26.7	24.8	93
OUTDOOR-RADIO: DUAL		17292	11404	21.3	65.9	109	2913	22.2	16.8	114	3233	19.1	18.7	98	5258	22.3	30.4	114
OUTDOOR IMPERATIVE		26915	15932	29.7	59.2	98	3764	28.7	14.0	94	5301	31.4	19.7	103	6867	29.1	25.5	96
RADIO IMPERATIVE		28938	17759	33.1	61.4	101	4432	33.8	15.3	103	5705	33.8	19.7	103	7622	32.3	26.3	99
OUTDOOR-TELEVISION: DUAL		16112	10171	19.0	63.1	104	2465	18.8	15.3	103	3391	20.1	21.0	110	4314	18.3	26.8	100
OUTDOOR IMPERATIVE		28228	17708	33.0	62.7	103	4255	32.5	15.1	102	5443	32.2	19.3	101	8010	33.9	28.4	106
TELEVISION IMPERATIVE		30024	17513	32.7	58.3	96	4259	32.5	14.2	96	5601	33.2	18.7	98	7652	32.4	25.5	95
RADIO-TELEVISION: DUAL		17803	11555	21.5	64.9	107	3244	24.7	18.2	123	3657	21.6	20.5	108	4654	19.7	26.1	98
RADIO IMPERATIVE		28338	17749	33.1	62.6	103	4303	32.8	15.2	102	5282	31.3	18.6	98	8164	34.6	28.8	108
TELEVISION IMPERATIVE		28445	15929	29.7	56.0	92	3514	26.8	12.4	83	5376	31.8	18.9	99	7039	29.8	24.7	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CONSUMED, NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	53630	100.0	60.6	100	13108	100.0	14.8	100	16895	100.0	19.1	100	23627	100.0	26.7	100
ATLANTIC MONTHLY	415	*143	0.3	34.5	57	**16	0.1	3.8	26	**26	0.2	6.3	33	**100	0.4	24.1	90
BARRON'S	522	*299	0.6	57.3	94	**19	0.1	3.6	25	**71	0.4	13.6	71	*210	0.9	40.2	151
BETTER HOMES & GARDENS	17429	10771	20.1	61.8	102	2414	18.4	13.9	93	3332	19.7	19.1	100	5025	21.3	28.8	108
BON APPETIT	2772	1372	2.6	49.5	82	*267	2.0	9.6	65	329	1.9	11.9	62	775	3.3	28.0	105
BUSINESS WEEK	1469	863	1.6	58.7	97	*230	1.8	15.7	106	*207	1.2	14.1	74	426	1.8	29.0	109
CAR AND DRIVER	397	*194	0.4	48.9	81	**37	0.3	9.3	63	**65	0.4	16.4	86	**92	0.4	23.2	87
CBS MAGAZINE NETWORK (GROSS)	1633	1007	1.9	61.7	102	*204	1.6	12.5	84	*368	2.2	22.5	118	434	1.8	26.6	100
CHANGING TIMES	1554	790	1.5	50.8	84	*172	1.3	11.1	75	*238	1.4	15.3	80	380	1.6	24.5	92
COLONIAL HOMES	1304	804	1.5	61.7	102	*211	1.6	16.2	109	*184	1.1	14.1	74	409	1.7	31.4	117
CONDE NAST MAG. PKG. (GROSS)	17858	10848	20.2	60.7	100	3057	23.3	17.1	116	3095	18.3	17.3	91	4697	19.9	26.3	98
CONSUMERS DIGEST	1406	806	1.5	57.3	95	*207	1.6	14.7	99	*169	1.0	12.0	63	431	1.8	30.7	115
COSMOPOLITAN	8815	5852	10.9	66.4	110	1776	13.5	20.1	136	1804	10.7	20.5	107	2272	9.6	25.8	97
COUNTRY LIVING	2636	1522	2.8	57.7	95	278	2.1	10.5	71	476	2.8	18.1	95	768	3.3	29.1	109
CUISINE	1554	929	1.7	59.8	99	*155	1.2	10.0	67	*189	1.1	12.2	64	584	2.5	37.6	141
CYCLE WORLD	469	*269	0.5	57.4	95	**45	0.3	9.6	65	**110	0.7	23.5	123	**114	0.5	24.3	91
DCI:CREATIVE IDEAS FOR LIV	2631	1842	3.4	70.0	115	360	2.7	13.7	92	577	3.4	21.9	115	905	3.8	34.4	129
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4709	8.8	66.7	110	1036	7.9	14.7	99	1400	8.3	19.8	104	2273	9.6	32.2	120
DISCOVER	998	638	1.2	63.9	105	*167	1.3	16.7	113	*215	1.3	21.5	113	256	1.1	25.7	96
EBONY	4289	3107	5.8	72.4	119	940	7.2	21.9	148	1069	6.3	24.9	131	1097	4.6	25.6	96
ESQUIRE	1176	831	1.5	70.7	117	*222	1.7	18.9	127	*294	1.7	25.0	131	315	1.3	26.8	100
ESSENCE	2392	1773	3.3	74.1	122	548	4.2	22.9	155	578	3.4	24.2	127	648	2.7	27.1	101
FAMILY CIRCLE	17209	10254	19.1	59.6	98	2362	18.0	13.7	93	3203	19.0	18.6	97	4689	19.8	27.2	102
THE FAMILY HANDYMAN	1184	669	1.2	56.5	93	*131	1.0	11.1	75	*177	1.0	14.9	78	361	1.5	30.5	114
FAMILY WEEKLY	12391	7561	14.1	61.0	101	1989	15.2	16.1	108	2198	13.0	17.7	93	3374	14.3	27.2	102
FIELD & STREAM	2438	1712	3.2	70.2	116	474	3.6	19.4	131	596	3.5	24.4	128	642	2.7	26.3	99
FOOD & WINE	614	303	0.6	49.3	81	**47	0.4	7.7	52	**66	0.4	10.7	56	*190	0.8	30.9	116
FORBES	813	496	0.9	61.0	101	**83	0.6	10.2	69	**89	0.5	10.9	57	325	1.4	40.0	150
FORTUNE	1083	766	1.4	70.7	117	**167	1.3	15.4	104	*200	1.2	18.5	97	400	1.7	36.9	138
GENTLEMEN'S QUARTERLY	1197	744	1.4	62.2	103	*287	2.2	24.0	162	*144	0.9	12.0	63	312	1.3	26.1	98
GLAMOUR	6625	3859	7.2	58.2	96	1036	7.9	15.6	106	1200	7.1	18.1	95	1622	6.9	24.5	92
GOLF DIGEST	707	369	0.7	52.2	86	**68	0.5	9.6	65	**115	0.7	16.3	85	*186	0.8	26.3	99
GOLF DIGEST/TENNIS (GROSS)	1316	787	1.5	59.8	99	*155	1.2	11.8	79	*254	1.5	19.3	101	378	1.6	28.7	108
GOLF MAGAZINE	469	*192	0.4	40.9	68	**40	0.3	8.5	58	**35	0.2	7.5	39	**117	0.5	24.9	93
GOLF MAGAZINE/SKI (GROSS)	1060	508	0.9	47.9	79	*137	1.0	12.9	87	**122	0.7	11.5	60	*249	1.1	23.5	88
GOOD HOUSEKEEPING	17784	10844	20.2	61.0	101	2152	16.4	12.1	82	3422	20.3	19.2	101	5270	22.3	29.6	111
HARPER'S BAZAAR	2931	1913	3.6	65.3	108	573	4.4	19.5	132	476	2.8	16.2	85	864	3.7	29.5	110
HEALTH	2199	1345	2.5	61.2	101	*252	1.9	11.5	77	353	2.1	16.1	84	740	3.1	33.7	126
HEARST MAG CORP. BUY (GROSS)	49148	30666	57.2	62.4	103	7201	54.9	14.7	99	9310	55.1	18.9	99	14156	59.9	28.8	108
HEARST MAN POWER (GROSS)	2113	1350	2.5	63.9	105	291	2.2	13.8	93	393	2.3	18.6	97	666	2.8	31.5	118
HEARST WOMAN POWER (GROSS)	35062	21848	40.7	62.3	103	5110	39.0	14.6	98	6789	40.2	19.4	101	9949	42.1	28.4	106
HOUSE BEAUTIFUL	3865	2397	4.5	62.0	102	518	4.0	13.4	90	738	4.4	19.1	100	1141	4.8	29.5	111
INC.	315	*207	0.4	65.7	108	**27	0.2	8.6	58	**67	0.4	21.3	111	**112	0.5	35.6	133
JET	3690	2680	5.0	72.6	120	822	6.3	22.3	150	889	5.3	24.1	126	969	4.1	26.3	98
LADIES' HOME JOURNAL	12930	7789	14.5	60.2	99	1796	13.7	13.9	94	2602	15.4	20.1	105	3391	14.4	26.2	98
LHJ FAMILY GRP COMBO(GROSS)	18161	11040	20.6	60.8	100	2419	18.5	13.3	90	3518	20.8	19.4	101	5102	21.6	28.1	105
LIFE	5065	3169	5.9	62.6	103	958	7.3	18.9	128	900	5.3	17.8	93	1311	5.5	25.9	97
L.A. TIMES HOME MAGAZINE	1310	714	1.3	54.5	90	**72	0.5	5.5	37	*223	1.3	17.0	89	420	1.8	32.1	120
MADEMOISELLE	3759	2368	4.4	63.0	104	714	5.4	19.0	128	652	3.9	17.3	91	1002	4.2	26.7	100
MC CALL'S	14658	8971	16.7	61.2	101	2026	15.5	13.8	93	2834	16.8	19.3	101	4111	17.4	28.0	105
MC CALL'S/WRK MOTHER (GROSS)	15857	9846	18.4	62.1	102	2173	16.6	13.7	92	3124	18.5	19.7	103	4549	19.3	28.7	107
MECHANIX ILLUSTRATED	809	411	0.8	50.8	84	**137	1.0	16.9	114	**134	0.8	16.6	87	*139	0.6	17.2	64
METROPOLITAN HOME	1009	656	1.2	65.2	108	**117	0.9	11.6	78	*196	1.2	19.4	102	345	1.5	34.2	128
MONEY	1707	878	1.6	51.4	85	*138	1.1	8.1	55	*198	1.2	11.6	61	542	2.3	31.8	119
MOTHER EARTH NEWS	1123	771	1.4	68.7	113	**164	1.3	14.6	99	*204	1.2	18.2	95	403	1.7	35.9	134
MS.	932	627	1.2	67.3	111	*166	1.3	17.8	120	*152	0.9	16.3	85	309	1.3	33.2	124
NATIONAL ENQUIRER	11971	8237	15.4	68.8	114	2213	16.9	18.5	125	2959	17.5	24.7	129	3065	13.0	25.6	96
NATIONAL GEOGRAPHIC	10503	6029	11.2	57.4	95	1403	10.7	13.4	90	1583	9.4	15.1	79	3043	12.9	29.0	108
NATIONAL SUNDAY MAGAZINE PKG	54325	32155	60.0	59.2	98	7535	57.5	13.9	94	10025	59.3	18.5	97	14595	61.8	26.9	101
NATURAL HISTORY	626	292	0.5	46.6	77	**42	0.3	6.7	45	**65	0.4	10.4	54	*184	0.8	29.4	110
NEW WOMAN	1992	1200	2.2	60.2	99	*237	1.8	11.9	80	283	1.7	14.2	74	680	2.9	34.1	128
NEW YORK INCLUDING CUE	547	339	0.6	62.0	102	**108	0.8	19.7	133	**73	0.4	13.3	70	*158	0.7	28.9	108
THE NEW YORKER	1380	739	1.4	53.6	88	*165	1.3	12.0	81	*191	1.1	13.8	72	383	1.6	27.8	104
NEWSWEEK	6925	4023	7.5	58.1	96	773	5.9	11.2	75	1354	8.0	19.6	102	1895	8.0	27.4	102
THE N.Y. TIMES DAILY EDITION	1363	722	1.3	53.0	87	*195	1.5	14.3	97	*140	0.8	10.3	54	387	1.6	28.4	106
THE N.Y. TIMES MAGAZINE	2333	1220	2.3	52.3	86	*357	2.7	15.3	103	304	1.8	13.0	68	559	2.4	24.0	90
OMNI	872	534	1.0	61.2	101	**113	0.9	13.0	87	*173	1.0	19.8	104	248	1.0	28.4	106
ON CABLE	1298	783	1.5	60.3	100	309	2.4	23.8	161	*252	1.5	19.4	102	*222	0.9	17.1	64
1001 HOME IDEAS	3032	1906	3.6	62.9	104	371	2.8	12.2	83	564	3.3	18.6	97	972	4.1	32.1	120
ORGANIC GARDENING	1680	975	1.8	58.0	96	*213	1.6	12.7	86	*326	1.9	19.4	102	435	1.8	25.9	97
OUTDOOR LIFE	960	677	1.3	70.5	116	*157	1.2	16.4	110	*210	1.2	21.9	115	310	1.3	32.3	121
PARADE MAGAZINE	26755	15711	29.3	58.7	97	3690	28.2	13.8	93	5069	30.0	18.9	99	6952	29.4	26.0	97

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	53630	100.0	60.6	100	13108	100.0	14.8	100	16895	100.0	19.1	100	23627	100.0	26.7	100
PARENTS	4173	3059	5.7	73.3	121	785	6.0	18.8	127	882	5.2	21.1	111	1392	5.9	33.4	125
PENTHOUSE	973	723	1.3	74.3	123	*218	1.7	22.4	151	*299	1.8	30.7	161	*206	0.9	21.2	79
PEOPLE	13479	8474	15.8	62.9	104	1935	14.8	14.4	97	2775	16.4	20.6	108	3764	15.9	27.9	105
PLAYBOY	2183	1315	2.5	60.2	99	413	3.2	18.9	128	420	2.5	19.2	101	482	2.0	22.1	83
POPULAR HOT RODDING	388	*269	0.5	69.3	114	**101	0.8	26.0	176	**63	0.4	16.2	85	**105	0.4	27.1	101
POPULAR MECHANICS	1037	570	1.1	55.0	91	**111	0.8	10.7	72	**176	1.0	17.0	89	*284	1.2	27.4	103
POPULAR SCIENCE	920	471	0.9	51.2	84	**132	1.0	14.3	97	*153	0.9	16.6	87	*187	0.8	20.3	76
PREVENTION	4071	1957	3.6	48.1	79	309	2.4	7.6	51	669	4.0	16.4	86	980	4.1	24.1	90
PSYCHOLOGY TODAY	1940	1011	1.9	52.1	86	281	2.1	14.5	98	*240	1.4	12.4	65	490	2.1	25.3	95
READER'S DIGEST	24031	14210	26.5	59.1	98	3137	23.9	13.1	88	4304	25.5	17.9	94	6769	28.6	28.2	105
REDBOOK	8464	5152	9.6	60.9	100	1182	9.0	14.0	94	1563	9.3	18.5	97	2407	10.2	28.4	106
ROAD & TRACK	429	*234	0.4	54.5	90	**59	0.5	13.8	93	**72	0.4	16.8	88	**103	0.4	24.0	90
ROLLING STONE	1355	961	1.8	70.9	117	296	2.3	21.8	147	*246	1.5	18.2	95	419	1.8	30.9	116
RUNNER'S WORLD	329	*151	0.3	45.9	76	**33	0.3	10.0	68	**38	0.2	11.6	60	**80	0.3	24.3	91
SATURDAY EVENING POST	1268	742	1.4	58.5	97	*182	1.4	14.4	97	219	1.3	17.3	90	341	1.4	26.9	101
SCIENCE 84	702	362	0.7	51.6	85	**77	0.6	11.0	74	**86	0.5	12.3	64	*199	0.8	28.3	106
SCIENCE DIGEST	553	387	0.7	70.0	115	**72	0.5	13.0	88	**93	0.6	16.8	88	*222	0.9	40.1	150
SCIENTIFIC AMERICAN	615	336	0.6	54.6	90	**112	0.9	18.2	123	**66	0.4	10.7	56	*157	0.7	25.5	96
SELF	2683	1701	3.2	63.4	105	415	3.2	15.5	104	483	2.9	18.0	94	803	3.4	29.9	112
SEVENTEEN	3309	2276	4.2	68.8	113	642	4.9	19.4	131	879	5.2	26.6	139	755	3.2	22.8	85
SKI	591	316	0.6	53.5	88	**97	0.7	16.4	111	**88	0.5	14.9	78	*131	0.6	22.2	83
SMITHSONIAN	3039	1495	2.8	49.2	81	300	2.3	9.9	67	396	2.3	13.0	68	799	3.4	26.3	98
SOAP OPERA DIGEST	3683	2687	5.0	73.0	120	743	5.7	20.2	136	958	5.7	26.0	136	986	4.2	26.8	100
SOUTHERN LIVING	4434	2867	5.3	64.7	107	676	5.2	15.2	103	823	4.9	18.6	97	1368	5.8	30.9	116
SPORT	701	516	1.0	73.6	121	**105	0.8	15.0	101	*164	1.0	23.4	122	*247	1.0	35.2	132
THE SPORTING NEWS	518	*365	0.7	70.5	116	**139	1.1	26.8	181	**83	0.5	16.0	84	**143	0.6	27.6	103
SPORTS AFIELD	523	393	0.7	75.1	124	**108	0.8	20.7	139	**124	0.7	23.7	124	*160	0.7	30.6	115
SPORTS ILLUSTRATED	3325	2124	4.0	63.9	105	535	4.1	16.1	109	713	4.2	21.4	112	876	3.7	26.3	99
STAR	8567	5949	11.1	69.4	115	1635	12.5	19.1	129	2099	12.4	24.5	128	2215	9.4	25.9	97
SUNDAY	27630	16186	30.2	58.6	97	3943	30.1	14.3	96	4893	29.0	17.7	93	7350	31.1	26.6	100
SUNSET	2219	1043	1.9	47.0	78	**91	0.7	4.1	28	*202	1.2	9.1	48	751	3.2	33.8	127
TV GUIDE	24258	15817	29.5	65.2	108	4026	30.7	16.6	112	5277	31.2	21.8	114	6514	27.6	26.9	101
TENNIS	609	418	0.8	68.6	113	**87	0.7	14.3	96	**139	0.8	22.8	120	*192	0.8	31.5	118
TIME	9929	5824	10.9	58.7	97	1476	11.3	14.9	100	1684	10.0	17.0	89	2663	11.3	26.8	100
TOWN & COUNTRY	1062	692	1.3	65.2	107	*172	1.3	16.2	109	*213	1.3	20.1	105	308	1.3	29.0	109
TRAVEL & LEISURE	1051	606	1.1	57.7	95	**106	0.8	10.1	68	**98	0.6	9.3	49	402	1.7	38.2	143
TRUE STORY	3946	2871	5.4	72.8	120	907	6.9	23.0	155	1102	6.5	27.9	146	862	3.6	21.8	82
U.S.NEWS & WORLD REPORT	3782	2075	3.9	54.9	91	421	3.2	11.1	75	666	3.9	17.6	92	988	4.2	26.1	98
USA TODAY	1874	1089	2.0	58.1	96	276	2.1	14.7	99	334	2.0	17.8	93	479	2.0	25.6	96
US	2213	1588	3.0	71.8	118	381	2.9	17.2	116	530	3.1	23.9	125	678	2.9	30.6	115
VOGUE	4792	2921	5.4	61.0	101	892	6.8	18.6	126	759	4.5	15.8	83	1270	5.4	26.5	99
WALL STREET JOURNAL	2045	1190	2.2	58.2	96	*305	2.3	14.9	101	329	1.9	16.1	84	556	2.4	27.2	102
WEIGHT WATCHERS	2364	1223	2.3	51.7	85	*195	1.5	8.2	56	369	2.2	15.6	82	659	2.8	27.9	104
WOMAN'S DAY	15182	9162	17.1	60.3	100	2091	16.0	13.8	93	2880	17.0	19.0	99	4191	17.7	27.6	103
WORKING MOTHER	1198	876	1.6	73.1	121	*147	1.1	12.3	83	290	1.7	24.2	127	438	1.9	36.6	137
WORKING WOMAN	1523	959	1.8	63.0	104	*222	1.7	14.6	98	253	1.5	16.6	87	484	2.0	31.8	119
WORLD TENNIS	*183	**100	0.2	54.6	90	**9	0.1	4.9	33	**23	0.1	12.6	66	**68	0.3	37.2	139
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1725	3.2	62.1	103	433	3.3	15.6	105	469	2.8	16.9	88	824	3.5	29.7	111
BLAIR INSERTS	47909	28211	52.6	58.9	97	6415	48.9	13.4	90	8777	52.0	18.3	96	13019	55.1	27.2	102
DAILY NEWSPAPERS																	
READ ANY	56731	33405	62.3	58.9	97	7683	58.6	13.5	91	10530	62.3	18.6	97	15192	64.3	26.8	100
READ ONE	47696	28147	52.5	59.0	97	6394	48.8	13.4	90	9109	53.9	19.1	100	12645	53.5	26.5	99
READ TWO OR MORE	9034	5258	9.8	58.2	96	1289	9.8	14.3	96	1421	8.4	15.7	82	2547	10.8	28.2	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	34209	63.8	59.3	98	8135	62.1	14.1	95	10678	63.2	18.5	97	15397	65.2	26.7	100
READ ONE	50513	30210	56.3	59.8	99	7152	54.6	14.2	96	9542	56.5	18.9	99	13516	57.2	26.8	100
READ TWO OR MORE	7219	3999	7.5	55.4	91	983	7.5	13.6	92	1136	6.7	15.7	82	1880	8.0	26.0	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.47				30.98				26.53				28.45			
30 DAY REACH	78184	47797	89.1	61.1	101	11726	89.5	15.0	101	14917	88.3	19.1	100	21154	89.5	27.1	101
50 SHWG - 30 DAY AV FREQ	14.80	15.01				16.54				13.84				15.01			
30 DAY REACH	74239	45379	84.6	61.1	101	11006	84.0	14.8	100	14299	84.6	19.3	101	20075	85.0	27.0	101
25 SHWG - 30 DAY AV FREQ	8.05	8.10				8.92				7.45				8.11			
30 DAY REACH	68254	42074	78.5	61.6	102	10232	78.1	15.0	101	13277	78.6	19.5	102	18565	78.6	27.2	102
CABLE TV: HOME WIRED	35215	22052	41.1	62.6	103	5280	40.3	15.0	101	6980	41.3	19.8	104	9792	41.4	27.8	104
HOME NOT WIRED	53250	31578	58.9	59.3	98	7828	59.7	14.7	99	9915	58.7	18.6	97	13835	58.6	26.0	97
HAVE PAY CABLE	17885	11284	21.0	63.1	104	2971	22.7	16.6	112	3348	19.8	18.7	98	4965	21.0	27.8	104

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0114
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	53630	100.0	60.6	100	13108	100.0	14.8	100	16895	100.0	19.1	100	23627	100.0	26.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	29365	54.8	61.2	101	7346	56.0	15.3	103	8958	53.0	18.7	98	13060	55.3	27.2	102
10:00 AM - 3:00 PM	33674	21293	39.7	63.2	104	5543	42.3	16.5	111	6427	38.0	19.1	100	9322	39.5	27.7	104
3:00 PM - 7:00 PM	34431	21568	40.2	62.6	103	5268	40.2	15.3	103	6896	40.8	20.0	105	9404	39.8	27.3	102
7:00 PM - MIDNIGHT	17761	11229	20.9	63.2	104	2844	21.7	16.0	108	3638	21.5	20.5	107	4747	20.1	26.7	100
MIDNIGHT - 6:00 AM	10087	6239	11.6	61.9	102	1623	12.4	16.1	109	2011	11.9	19.9	104	2605	11.0	25.8	97
6:00 AM - MIDNIGHT	64318	40054	74.7	62.3	103	10066	76.8	15.7	106	12394	73.4	19.3	101	17594	74.5	27.4	102
ENTIRE DAY	65181	40474	75.5	62.1	102	10101	77.1	15.5	105	12594	74.5	19.3	101	17780	75.3	27.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	10863	20.3	62.4	103	2560	19.5	14.7	99	3217	19.0	18.5	97	5087	21.5	29.2	109
ALL NEWS	2520	1339	2.5	53.1	88	*277	2.1	11.0	74	348	2.1	13.8	72	715	3.0	28.4	106
AOR/PROGRESSIVE	4419	2922	5.4	66.1	109	706	5.4	16.0	108	944	5.6	21.4	112	1272	5.4	28.8	108
BEAUTIFUL MUSIC	6119	3429	6.4	56.0	92	899	6.9	14.7	99	929	5.5	15.2	79	1602	6.8	26.2	98
BLACK	2623	1848	3.4	70.5	116	515	3.9	19.6	133	495	2.9	18.9	99	838	3.5	31.9	120
CLASSICAL	1553	845	1.6	54.4	90	*182	1.4	11.7	79	*257	1.5	16.5	87	407	1.7	26.2	98
CHR/ROCK	11282	7765	14.5	68.8	114	2036	15.5	18.0	122	2647	15.7	23.5	123	3082	13.0	27.3	102
COUNTRY	13343	8564	16.0	64.2	106	2122	16.2	15.9	107	2802	16.6	21.0	110	3640	15.4	27.3	102
GOLDEN OLDIES	1299	965	1.8	74.3	123	311	2.4	23.9	162	345	2.0	26.6	139	310	1.3	23.9	89
MOR/NOSTALGIA	5241	3105	5.8	59.2	98	613	4.7	11.7	79	886	5.2	16.9	89	1605	6.8	30.6	115
NEWS/TALK	4165	1971	3.7	47.3	78	384	2.9	9.2	62	539	3.2	12.9	68	1048	4.4	25.2	94
RELIGIOUS	3324	1999	3.7	60.1	99	568	4.3	17.1	115	737	4.4	22.2	116	694	2.9	20.9	78
SOFT ROCK	609	390	0.7	64.0	106	**85	0.6	14.0	94	**76	0.4	12.5	65	*229	1.0	37.6	141
URBAN CONTEMPORARY	1853	1415	2.6	76.4	126	431	3.3	23.3	157	514	3.0	27.7	145	470	2.0	25.4	95
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2544	4.7	68.3	113	619	4.7	16.6	112	709	4.2	19.0	100	1216	5.1	32.7	122
ABC DIRECTION	2488	1495	2.8	60.1	99	437	3.3	17.6	119	477	2.8	19.2	100	580	2.5	23.3	87
ABC ENTERTAINMENT	5129	2857	5.3	55.7	92	807	6.2	15.7	106	826	4.9	16.1	84	1224	5.2	23.9	89
ABC FM	2498	1993	3.7	79.8	132	413	3.2	16.5	112	734	4.3	29.4	154	846	3.6	33.9	127
ABC INFORMATION	5721	3231	6.0	56.5	93	560	4.3	9.8	66	978	5.8	17.1	90	1694	7.2	29.6	111
ABC ROCK	2021	1357	2.5	67.1	111	*341	2.6	16.9	114	424	2.5	21.0	110	592	2.5	29.3	110
CBS	4756	2500	4.7	52.6	87	457	3.5	9.6	65	703	4.2	14.8	77	1340	5.7	28.2	105
MUTUAL	5272	3193	6.0	60.6	100	864	6.6	16.4	111	811	4.8	15.4	81	1518	6.4	28.8	108
NBC	4964	2745	5.1	55.3	91	656	5.0	13.2	89	795	4.7	16.0	84	1295	5.5	26.1	98
RADIORADIO	2218	1403	2.6	63.3	104	362	2.8	16.3	110	438	2.6	19.7	103	603	2.6	27.2	102
RKO ONE	2565	1772	3.3	69.1	114	569	4.3	22.2	150	573	3.4	22.3	117	630	2.7	24.6	92
RKO TWO	3640	2339	4.4	64.3	106	521	4.0	14.3	97	842	5.0	23.1	121	975	4.1	26.8	100
THE SOURCE	2467	1801	3.4	73.0	120	581	4.4	23.6	159	563	3.3	22.8	119	657	2.8	26.6	100
NON-WIRED : BLAIR	9466	6275	11.7	66.3	109	1609	12.3	17.0	115	1793	10.6	18.9	99	2874	12.2	30.4	114
INTERNET	13616	8702	16.2	63.9	105	2247	17.1	16.5	111	2836	16.8	20.8	109	3619	15.3	26.6	100
KATZ RADIO GROUP	16998	10378	19.4	61.1	101	2409	18.4	14.2	96	3194	18.9	18.8	98	4775	20.2	28.1	105
SUPERNET	11622	7419	13.8	63.8	105	1795	13.7	15.4	104	2347	13.9	20.2	106	3277	13.9	28.2	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	5440	10.1	57.7	95	1455	11.1	15.4	104	1650	9.8	17.5	92	2335	9.9	24.8	93
WKDAY 9:00 AM - 1:00 PM	13304	8210	15.3	61.7	102	2219	16.9	16.7	113	2680	15.9	20.1	105	3311	14.0	24.9	93
WKDAY 1:00 PM - 4:30 PM	17591	10897	20.3	61.9	102	2931	22.4	16.7	112	3556	21.0	20.2	106	4410	18.7	25.1	94
WKDAY 4:30 PM - 7:30 PM	24418	14314	26.7	58.6	97	3667	28.0	15.0	101	4478	26.5	18.3	96	6169	26.1	25.3	95
WKDAY 7:30 PM - 8:00 PM	34400	20543	38.3	59.7	99	4928	37.6	14.3	97	6403	37.9	18.6	97	9212	39.0	26.8	100
WKDAY 11:00 PM - 11:30 PM	26120	15790	29.4	60.5	100	3962	30.2	15.2	102	5001	29.6	19.1	100	6826	28.9	26.1	98
WKDAY 11:30 PM - 1:00 AM	8402	5329	9.9	63.4	105	1440	11.0	17.1	116	1589	9.4	18.9	99	2300	9.7	27.4	102
M-SAT 8-11 PM+SUN 7-11 PM	36828	22359	41.7	60.7	100	5375	41.0	14.6	98	7022	41.6	19.1	100	9962	42.2	27.1	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	4841	9.0	67.0	111	1350	10.3	18.7	126	1494	8.8	20.7	108	1997	8.5	27.7	104
ANOTHER WORLD N	4924	3029	5.6	61.5	101	864	6.6	17.5	118	950	5.6	19.3	101	1215	5.1	24.7	92
AS THE WORLD TURNS C	5966	3594	6.7	60.2	99	908	6.9	15.2	103	1200	7.1	20.1	105	1486	6.3	24.9	93
CAPITOL C	3672	2243	4.2	61.1	101	645	4.9	17.6	119	684	4.0	18.6	98	914	3.9	24.9	93
CBS MORN. NEWS 1 C	1590	867	1.6	54.5	90	136	1.0	8.6	58	294	1.7	18.5	97	437	1.8	27.5	103
CBS MORN. NEWS 2 C	1298	738	1.4	56.9	94	130	1.0	10.0	68	214	1.3	16.5	86	393	1.7	30.3	113
DAYS OF OUR LIVES N	6389	3997	7.5	62.6	103	1062	8.1	16.6	112	1396	8.3	21.9	114	1539	6.5	24.1	90
FACTS OF LIFE - DAYTIME N	2526	1513	2.8	59.9	99	416	3.2	16.5	111	521	3.1	20.6	108	575	2.4	22.8	85
FAMILY FEUD A	3427	2179	4.1	63.6	105	616	4.7	18.0	121	660	3.9	19.3	101	903	3.8	26.3	99
GENERAL HOSPITAL A	6870	4364	8.1	63.5	105	1155	8.8	16.8	113	1563	9.3	22.8	119	1646	7.0	24.0	90
GOOD MORNING, AMERICA-730 A	3767	2321	4.3	61.6	102	611	4.7	16.2	109	673	4.0	17.9	94	1037	4.4	27.5	103
GOOD MORNING, AMERICA-830 A	3076	1880	3.5	61.1	101	504	3.8	16.4	111	512	3.0	16.6	87	864	3.7	28.1	105
GUIDING LIGHT C	5789	3556	6.6	61.4	101	985	7.5	17.0	115	1018	6.0	17.6	92	1553	6.6	26.8	100
ONE LIFE TO LIVE A	4918	3347	6.2	68.1	112	899	6.9	18.3	123	1211	7.2	24.6	129	1237	5.2	25.2	94
PRESS YOUR LUCK C	2367	1456	2.7	61.5	101	417	3.2	17.6	119	412	2.4	17.4	91	627	2.7	26.5	99
PRICE IS RIGHT 1 C	4727	2936	5.5	62.1	102	791	6.0	16.7	113	982	5.8	20.8	109	1163	4.9	24.6	92
PRICE IS RIGHT 2 C	5511	3415	6.4	62.0	102	1015	7.7	18.4	124	1053	6.2	19.1	100	1348	5.7	24.5	92
RYAN'S HOPE A	3479	2244	4.2	64.5	106	645	4.9	18.5	125	741	4.4	21.3	112	859	3.6	24.7	92
SALE OF THE CENTURY N	2823	1665	3.1	59.0	97	374	2.9	13.2	89	603	3.6	21.4	112	688	2.9	24.4	91
SEARCH FOR TOMORROW N	2525	1594	3.0	63.1	104	494	3.8	19.6	132	492	2.9	19.5	102	608	2.6	24.1	90
TODAY SHOW 1 N	2979	1565	2.9	52.5	87	322	2.5	10.8	73	516	3.1	17.3	91	727	3.1	24.4	91
TODAY SHOW 2 N	2792	1423	2.7	51.0	84	397	3.0	14.2	96	438	2.6	15.7	82	588	2.5	21.1	79
$25,000 PYRAMID C	2899	1754	3.3	60.5	100	466	3.6	16.1	108	533	3.2	18.4	96	755	3.2	26.0	98
WHEEL OF FORTUNE N	4689	2886	5.4	61.5	102	769	5.9	16.4	111	957	5.7	20.4	107	1159	4.9	24.7	93
YOUNG AND THE RESTLESS C	6231	3967	7.4	63.7	105	1117	8.5	17.9	121	1370	8.1	22.0	115	1480	6.3	23.8	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	1149	2.1	58.3	96	227	1.7	11.5	78	397	2.3	20.1	105	525	2.2	26.6	100
NBA PLAYOFF GAME -1 C	1246	831	1.5	66.7	110	244	1.9	19.6	132	243	1.4	19.5	102	344	1.5	27.6	103
NBC MAJOR LEAGUE PRE-GAME N	1140	650	1.2	57.0	94	**92	0.7	8.1	54	*304	1.8	26.7	140	*254	1.1	22.3	83
SPORTSWORLD - SUN N	1328	843	1.6	63.5	105	*197	1.5	14.8	100	228	1.3	17.2	90	418	1.8	31.5	118
SUNDAY MORNING C	1645	918	1.7	55.8	92	179	1.4	10.9	73	287	1.7	17.4	91	453	1.9	27.5	103

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0115
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES		88464	53630	100.0	60.6	100	13108	100.0	14.8	100	16895	100.0	19.1	100	23627	100.0	26.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	15901	29.6	56.9	94	3583	27.3	12.8	86	5154	30.5	18.4	96	7165	30.3	25.6	96
NETWORK AFFILIATES - LATE		21966	13060	24.4	59.5	98	3237	24.7	14.7	99	4098	24.3	18.7	98	5725	24.2	26.1	98
INDEPENDENTS - LATE		2247	1247	2.3	55.5	92	283	2.2	12.6	85	382	2.3	17.0	89	582	2.5	25.9	97
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	7567	14.1	65.7	108	1916	14.6	16.6	112	2273	13.5	19.7	103	3379	14.3	29.3	110
ABC MONDAY NIGHT MOVIE	A	6879	4134	7.7	60.1	99	1025	7.8	14.9	101	1233	7.3	17.9	94	1875	7.9	27.3	102
ABC SUNDAY NIGHT MOVIE	A	13690	8131	15.2	59.4	98	2025	15.4	14.8	100	2431	14.4	17.8	93	3674	15.6	26.8	100
ABC WORLD NEWS TONIGHT	A	6589	3738	7.0	56.7	94	816	6.2	12.4	84	1226	7.3	18.6	97	1696	7.2	25.7	96
AFTERMASH	C	6391	3896	7.3	61.0	101	868	6.6	13.6	92	1306	7.7	20.4	107	1721	7.3	26.9	101
ALICE	C	10273	6247	11.6	60.8	100	1267	9.7	12.3	83	2243	13.3	21.8	114	2737	11.6	26.6	100
AMERICAN PARADE	C	7130	4033	7.5	56.6	93	762	5.8	10.7	72	1253	7.4	17.6	92	2018	8.5	28.3	106
BENSON	A	11665	7001	13.1	60.0	99	1630	12.4	14.0	94	2203	13.0	18.9	99	3167	13.4	27.1	102
BLUE THUNDER	A	5442	3428	6.4	63.0	104	759	5.8	13.9	94	1277	7.6	23.5	123	1393	5.9	25.6	96
CAGNEY & LACEY	C	10565	6638	12.4	62.8	104	1515	11.6	14.3	97	2277	13.5	21.6	113	2846	12.0	26.9	101
CBS EVENING NEWS-DEAN	C	3668	1927	3.6	52.5	87	392	3.0	10.7	72	578	3.4	15.8	83	957	4.1	26.1	98
CBS EVENING NEWS-RATHER	C	7561	4154	7.7	54.9	91	868	6.6	11.5	77	1124	6.7	14.9	78	2162	9.2	28.6	107
CBS SAT. NEWS-SCHIEFFER	C	3948	2075	3.9	52.6	87	404	3.1	10.2	69	644	3.8	16.3	85	1027	4.3	26.0	97
CBS SATURDAY NIGHT MOVIE	C	5966	3801	7.1	63.7	105	940	7.2	15.8	106	1186	7.0	19.9	104	1675	7.1	28.1	105
CBS WEDNESDAY NIGHT MOVIE	C	6529	3789	7.1	58.0	96	997	7.6	15.3	103	1300	7.7	19.9	104	1492	6.3	22.9	86
CHEERS	N	9842	6343	11.8	64.4	106	1392	10.6	14.1	95	1905	11.3	19.4	101	3045	12.9	30.9	116
DALLAS	C	23935	14695	27.4	61.4	101	3387	25.8	14.2	96	4742	28.1	19.8	104	6567	27.8	27.4	103
DIFF'RENT STROKES	N	7574	4549	8.5	60.1	99	1014	7.7	13.4	90	1577	9.3	20.8	109	1958	8.3	25.9	97
DOUBLE TROUBLE	N	7786	4943	9.2	63.5	105	1176	9.0	15.1	102	1596	9.4	20.5	107	2171	9.2	27.9	104
DUCK FACTORY	N	6290	3972	7.4	63.1	104	915	7.0	14.5	98	1141	6.8	18.1	95	1916	8.1	30.5	114
DUKES OF HAZZARD	C	6402	3957	7.4	61.8	102	992	7.6	15.5	105	1261	7.5	19.7	103	1704	7.2	26.6	100
DYNASTY	A	21955	14030	26.2	63.9	105	3733	28.5	17.0	115	4443	26.3	20.2	106	5854	24.8	26.7	100
FACTS OF LIFE	N	8898	5601	10.4	62.9	104	1270	9.7	14.3	96	1846	10.9	20.7	109	2484	10.5	27.9	105
FALCON CREST	C	21877	13539	25.2	61.9	102	3328	25.4	15.2	103	4324	25.6	19.8	103	5887	24.9	26.9	101
FALL GUY	A	10045	6439	12.0	64.1	106	1454	11.1	14.5	98	2141	12.7	21.3	112	2844	12.0	28.3	106
FAMILY TIES	N	8922	5810	10.8	65.1	107	1340	10.2	15.0	101	1754	10.4	19.7	103	2716	11.5	30.4	114
FANTASY ISLAND	A	8288	4811	9.0	58.0	96	1366	10.4	16.5	111	1412	8.4	17.0	89	2032	8.6	24.5	92
FOULUPS,BLEEPS & BLUNDERS	A	9891	5651	10.5	57.1	94	1433	10.9	14.5	98	1826	10.8	18.5	97	2392	10.1	24.2	91
FOUR SEASONS	C	5429	3272	6.1	60.3	99	671	5.1	12.4	83	1117	6.6	20.6	108	1484	6.3	27.3	102
GIMME A BREAK	N	9646	5995	11.2	62.2	103	1476	11.3	15.3	103	1856	11.0	19.2	101	2664	11.3	27.6	103
HART TO HART	A	9983	6012	11.2	60.2	99	1446	11.0	14.5	98	1895	11.2	19.0	99	2671	11.3	26.8	100
HILL STREET BLUES	N	9688	6059	11.3	62.5	103	1451	11.1	15.0	101	1866	11.0	19.3	101	2742	11.6	28.3	106
HOTEL	A	15435	9383	17.5	60.8	100	2303	17.6	14.9	101	3112	18.4	20.2	106	3968	16.8	25.7	96
JEFFERSONS	C	10031	6092	11.4	60.7	100	1330	10.1	13.3	89	2100	12.4	20.9	110	2662	11.3	26.5	99
JENNIFER SLEPT HERE	N	6376	3872	7.2	60.7	100	927	7.1	14.5	98	1353	8.0	21.2	111	1593	6.7	25.0	94
KATE & ALLIE	C	9951	6040	11.3	60.7	100	1313	10.0	13.2	89	2046	12.1	20.6	108	2682	11.4	27.0	101
KNIGHT RIDER	N	7908	4908	9.2	62.1	102	1113	8.5	14.1	95	1621	9.6	20.5	107	2174	9.2	27.5	103
LOVE BOAT	A	13226	7652	14.3	57.9	95	1908	14.6	14.4	97	2263	13.4	17.1	90	3481	14.7	26.3	99
MAGNUM PI	C	12105	7396	13.8	61.1	101	1714	13.1	14.2	96	2464	14.6	20.4	107	3218	13.6	26.6	100
MAMA'S FAMILY	N	6364	3805	7.1	59.8	99	742	5.7	11.7	79	1291	7.6	20.3	106	1773	7.5	27.9	104
MASTER, THE	N	3955	2535	4.7	64.1	106	577	4.4	14.6	98	852	5.0	21.5	113	1107	4.7	28.0	105
MATT HOUSTON	A	6903	4306	8.0	62.4	103	891	6.8	12.9	87	1609	9.5	23.3	122	1806	7.6	26.2	98
NBC MONDAY NIGHT MOVIE	N	13443	8501	15.9	63.2	104	2213	16.9	16.5	111	2583	15.3	19.2	101	3706	15.7	27.6	103
NBC NIGHTLY NEWS	N	5585	2986	5.6	53.5	88	701	5.3	12.6	85	996	5.9	17.8	93	1289	5.5	23.1	86
NBC NIGHTLY NEWS-SAT	N	3688	1887	3.5	51.2	84	405	3.1	11.0	74	719	4.3	19.5	102	763	3.2	20.7	77
NBC NIGHTLY NEWS-SUN	N	3310	1650	3.1	49.8	82	425	3.2	12.8	87	500	3.0	15.1	79	725	3.1	21.9	82
NBC SUNDAY NIGHT MOVIE	N	9238	6142	11.5	66.5	110	1844	14.1	20.0	135	1790	10.6	19.4	101	2508	10.6	27.1	102
NEWHART	C	9876	6183	11.5	62.6	103	1295	9.9	13.1	88	2193	13.0	22.2	116	2695	11.4	27.3	102
ONE DAY AT A TIME	C	7954	5126	9.6	64.4	106	1250	9.5	15.7	106	1719	10.2	21.6	113	2156	9.1	27.1	101
PEOPLE ARE FUNNY	N	5182	3127	5.8	60.3	100	596	4.5	11.5	78	962	5.7	18.6	97	1569	6.6	30.3	113
REAL PEOPLE	N	9674	5583	10.4	57.7	95	1314	10.0	13.6	92	1777	10.5	18.4	96	2491	10.5	25.7	96
REMINGTON STEELE	N	8511	5260	9.8	61.8	102	1356	10.3	15.9	108	1870	11.1	22.0	115	2034	8.6	23.9	89
RIPLEY'S BELIEVE IT - NOT	A	5656	3328	6.2	58.8	97	796	6.1	14.1	95	1000	5.9	17.7	93	1533	6.5	27.1	101
RIPTIDE	N	7718	5040	9.4	65.3	108	1174	9.0	15.2	103	1650	9.8	21.4	112	2216	9.4	28.7	108
SCARECROW & MRS. KING	C	11058	6790	12.7	61.4	101	1805	13.8	16.3	110	2266	13.4	20.5	107	2720	11.5	24.6	92
SIMON & SIMON	C	11615	7052	13.1	60.7	100	1679	12.8	14.5	98	2230	13.2	19.2	101	3144	13.3	27.1	101
60 MINUTES	C	14326	7956	14.8	55.5	92	1618	12.3	11.3	76	2469	14.6	17.2	90	3870	16.4	27.0	101
ST. ELSEWHERE	N	7670	4920	9.2	64.1	106	1055	8.0	13.8	93	1510	8.9	19.7	103	2355	10.0	30.7	115
THREE'S COMPANY	A	12068	7547	14.1	62.5	103	1720	13.1	14.3	96	2656	15.7	22.0	115	3171	13.4	26.3	98
T.J. HOOKER	A	9735	5899	11.0	60.6	100	1383	10.6	14.2	96	1765	10.4	18.1	95	2750	11.6	28.2	106
TONIGHT SHOW	N	2531	1517	2.8	59.9	99	397	3.0	15.7	106	396	2.3	15.6	82	723	3.1	28.6	107
TRAPPER JOHN, M.D.	C	10374	6279	11.7	60.5	100	1485	11.3	14.3	97	2093	12.4	20.2	106	2701	11.4	26.0	97
TV BLOOPERS & PRAC. JOKES	N	9795	5849	10.9	59.7	98	1390	10.6	14.2	96	1734	10.3	17.7	93	2725	11.5	27.8	104
20/20	A	10009	5880	11.0	58.7	97	1421	10.8	14.2	96	1564	9.3	15.6	82	2895	12.3	28.9	108
WEBSTER	A	11934	7287	13.6	61.1	101	1692	12.9	14.2	96	2394	14.2	20.1	105	3202	13.6	26.8	100
WORLD NEWS - SUN	A	3291	1755	3.3	53.3	88	413	3.2	12.5	85	595	3.5	18.1	95	747	3.2	22.7	85
YELLOW ROSE	N	5196	3269	6.1	62.9	104	645	4.9	12.4	84	1181	7.0	22.7	119	1443	6.1	27.8	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	5918	11.0	62.0	102	1606	12.3	16.8	113	1705	10.1	17.8	93	2607	11.0	27.3	102
BASKETBALL - COLLEGE GAMES		4414	2709	5.1	61.4	101	761	5.8	17.2	116	863	5.1	19.6	102	1085	4.6	24.6	92
BASKETBALL - PRO GAMES		3876	2402	4.5	62.0	102	646	4.9	16.7	112	742	4.4	19.1	100	1015	4.3	26.2	98
BOWLING		4056	2550	4.8	62.9	104	571	4.4	14.1	95	894	5.3	22.0	115	1085	4.6	26.8	100
BOXING		4154	2805	5.2	67.5	111	920	7.0	22.1	149	873	5.2	21.0	110	1012	4.3	24.4	91
FOOTBALL - COLLEGE GAMES		6754	4194	7.8	62.1	102	1070	8.2	15.8	107	1294	7.7	19.2	100	1830	7.7	27.1	101
FOOTBALL - PRO GAMES		12364	8316	15.5	67.3	111	2336	17.8	18.9	128	2488	14.7	20.1	105	3491	14.8	28.2	106
GOLF		3615	2063	3.8	57.1	94	*491	3.7	13.6	92	*570	3.4	15.8	83	1002	4.2	27.7	104
POST-SEASON COLL. FOOTBALL		5296	3589	6.7	67.8	112	878	6.7	16.6	112	1071	6.3	20.2	106	1640	6.9	31.0	116
POST-SEASON PRO FOOTBALL		6693	4332	8.1	64.7	107	1300	9.9	19.4	131	1368	8.1	20.4	107	1664	7.0	24.9	93
TENNIS		3281	1977	3.7	60.3	99	*357	2.7	10.9	73	*581	3.4	17.7	93	1039	4.4	31.7	119
WRESTLING - PROFESSIONAL		3672	2899	5.4	78.9	130	882	6.7	24.0	162	948	5.6	25.8	135	1070	4.5	29.1	109

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REGULAR COLA DRINKS (CARBONATED, NOT DIET) - KINDS & TYPES
(ADULTS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	78442	100.0	46.8	100	62448	100.0	37.2	100	92995	100.0	55.4	100	43045	100.0	25.7	100
MALES	79263	39015	49.7	49.2	105	32660	52.3	41.2	111	47952	51.6	60.5	109	19974	46.4	25.2	98
FEMALES	88464	39427	50.3	44.6	95	29787	47.7	33.7	90	45042	48.4	50.9	92	23071	53.6	26.1	102
18 - 24	28671	15716	20.0	54.8	117	14161	22.7	49.4	133	18985	20.4	66.2	119	9499	22.1	33.1	129
25 - 34	39536	21843	27.8	55.2	118	18309	29.3	46.3	124	26182	28.2	66.2	119	11244	26.1	28.4	111
35 - 44	28978	14278	18.2	49.3	105	12124	19.4	41.8	112	17553	18.9	60.6	109	8487	19.7	29.3	114
45 - 54	22345	9657	12.3	43.2	92	7358	11.8	32.9	88	11477	12.3	51.4	93	5341	12.4	23.9	93
55 - 64	22224	8357	10.7	37.6	80	6050	9.7	27.2	73	9825	10.6	44.2	80	4370	10.2	19.7	77
65 OR OLDER	25973	8590	11.0	33.1	71	4445	7.1	17.1	46	8972	9.6	34.5	62	4105	9.5	15.8	62
18 - 34	68207	37559	47.9	55.1	118	32470	52.0	47.6	128	45167	48.6	66.2	119	20742	48.2	30.4	118
18 - 49	108058	57028	72.7	52.8	113	48337	77.4	44.7	120	68639	73.8	63.5	115	31945	74.2	29.6	115
25 - 54	90859	45778	58.4	50.4	108	37791	60.5	41.6	112	55212	59.4	60.8	110	25072	58.2	27.6	108
35 - 49	39851	19468	24.8	48.9	104	15867	25.4	39.8	107	23472	25.2	58.9	106	11203	26.0	28.1	110
50 OR OLDER	59669	21414	27.3	35.9	77	14111	22.6	23.6	64	24356	26.2	40.8	74	11100	25.8	18.6	72
GRADUATED COLLEGE	28091	12160	15.5	43.3	93	11016	17.6	39.2	105	14764	15.9	52.6	95	6959	16.2	24.8	97
ATTENDED COLLEGE	28938	13527	17.2	46.7	100	12024	19.3	41.6	112	16341	17.6	56.5	102	7707	17.9	26.6	104
GRADUATED HIGH SCHOOL	65503	32438	41.4	49.5	106	25257	40.4	38.6	104	38642	41.6	59.0	106	17730	41.2	27.1	105
DID NOT GRADUATE HIGH SCHOOL	45195	20317	25.9	45.0	96	14151	22.7	31.3	84	23247	25.0	51.4	93	10649	24.7	23.6	92
EMPLOYED MALES	56429	28466	36.3	50.4	108	25002	40.0	44.3	119	35460	38.1	62.8	113	14540	33.8	25.8	100
EMPLOYED FEMALES	43971	19780	25.2	45.0	96	17095	27.4	38.9	104	23725	25.5	54.0	97	11556	26.8	26.3	102
EMPLOYED FULL-TIME	87773	42133	53.7	48.0	103	36999	59.2	42.2	113	52189	56.1	59.5	107	22396	52.0	25.5	99
EMPLOYED PART-TIME	12627	6112	7.8	48.4	103	5098	8.2	40.4	108	6996	7.5	55.4	100	3699	8.6	29.3	114
NOT EMPLOYED	67327	30196	38.5	44.8	96	20351	32.6	30.2	81	33809	36.4	50.2	91	16950	39.4	25.2	98
PROFESSIONAL/MANAGER	25845	10935	13.9	42.3	90	10023	16.1	38.8	104	13376	14.4	51.8	93	6357	14.8	24.6	96
TECH/CLERICAL/SALES	30895	14719	18.8	47.6	102	13425	21.5	43.5	117	18421	19.8	59.6	108	8211	19.1	26.6	104
PRECISION/CRAFT	12629	6684	8.5	52.9	113	5682	9.1	45.0	121	8122	8.7	64.3	116	3146	7.3	24.9	97
OTHER EMPLOYED	31031	15908	20.3	51.3	110	12967	20.8	41.8	112	19267	20.7	62.1	112	8381	19.5	27.0	105
SINGLE	35557	17611	22.5	49.5	106	16246	26.0	45.7	123	21548	23.2	60.6	109	10686	24.8	30.1	117
MARRIED	103585	49174	62.7	47.5	102	37792	60.5	36.5	98	57772	62.1	55.8	101	26528	61.6	25.6	100
DIVORCED/SEPARATED/WIDOWED	28585	11656	14.9	40.8	87	8409	13.5	29.4	79	13675	14.7	47.8	86	5831	13.5	20.4	79
PARENTS	59295	32523	41.5	54.8	117	26089	41.8	44.0	118	38720	41.6	65.3	118	18444	42.8	31.1	121
WHITE	146081	67903	86.6	46.5	99	52867	84.7	36.2	97	80320	86.4	55.0	99	36014	83.7	24.7	96
BLACK	17974	8843	11.3	49.2	105	7765	12.4	43.2	116	10405	11.2	57.9	104	5611	13.0	31.2	122
OTHER	3672	1695	2.2	46.2	99	1816	2.9	49.5	133	2270	2.4	61.8	111	1420	3.3	38.7	151
NORTHEAST-CENSUS	37005	17531	22.3	47.4	101	11908	19.1	32.2	86	18890	20.3	51.0	92	9970	23.2	26.9	105
NORTH CENTRAL	42642	20998	26.8	49.2	105	15121	24.2	35.5	95	24355	26.2	57.1	103	11633	27.0	27.3	106
SOUTH	56777	29776	38.0	52.4	112	20590	33.0	36.3	97	33723	36.3	59.4	107	12920	30.0	22.8	89
WEST	31303	10136	12.9	32.4	69	14829	23.7	47.4	127	16026	17.2	51.2	92	8522	19.8	27.2	106
NORTHEAST-MKTG.	38125	17481	22.3	45.9	98	12212	19.6	32.0	86	19260	20.7	50.5	91	9930	23.1	26.0	101
EAST CENTRAL	24794	13216	16.8	53.3	114	7178	11.5	29.0	78	13875	14.9	56.0	101	6541	15.2	26.4	103
WEST CENTRAL	28511	12543	16.0	44.0	94	12005	19.2	42.1	113	16411	17.6	57.6	104	7733	18.0	27.1	106
SOUTH	48953	26321	33.6	53.8	115	18433	29.5	37.7	101	29771	32.0	60.8	110	11351	26.4	23.2	90
PACIFIC	27344	8881	11.3	32.5	69	12620	20.2	46.2	124	13678	14.7	50.0	90	7490	17.4	27.4	107
COUNTY SIZE A	69301	29617	37.8	42.7	91	26374	42.2	38.1	102	36317	39.1	52.4	95	19169	44.5	27.7	108
COUNTY SIZE B	50633	25835	32.9	51.0	109	18553	29.7	36.6	98	29094	31.3	57.5	104	12843	29.8	25.4	99
COUNTY SIZE C	26259	12109	15.4	46.1	99	9773	15.6	37.2	100	14892	16.0	56.7	102	5765	13.4	22.0	86
COUNTY SIZE D	21534	10881	13.9	50.5	108	7748	12.4	36.0	97	12692	13.6	58.9	106	5268	12.2	24.5	95
METRO CENTRAL CITY	50014	22535	28.7	45.1	96	19330	31.0	38.6	104	26850	28.9	53.7	97	13437	31.2	26.9	105
METRO SUBURBAN	76832	35937	45.8	46.8	100	28361	45.4	36.9	99	42515	45.7	55.3	100	20143	46.8	26.2	102
NON METRO	40881	19970	25.5	48.8	104	14757	23.6	36.1	97	23630	25.4	57.8	104	9464	22.0	23.2	90
TOP 5 ADI'S	39550	16845	21.5	42.6	91	15115	24.2	38.2	103	20433	22.0	51.7	93	11590	26.9	29.3	114
TOP 10 ADI'S	54877	23058	29.4	42.0	90	20414	32.7	37.2	100	27958	30.1	50.9	92	14945	34.7	27.2	106
TOP 20 ADI'S	77516	33307	42.5	43.0	92	29163	46.7	37.6	101	40458	43.5	52.2	94	21180	49.2	27.3	106
HSHLD INC. $50,000 OR MORE	17257	7175	9.1	41.6	89	6485	10.4	37.6	101	8616	9.3	49.9	90	4280	9.9	24.8	97
$40,000 OR MORE	33235	14050	17.9	42.3	90	13022	20.9	39.2	105	17419	18.7	52.4	95	8498	19.7	25.6	100
$30,000 OR MORE	59693	26505	33.8	44.4	95	23792	38.1	39.9	107	32796	35.3	54.9	99	15722	36.5	26.3	103
$25,000 OR MORE	76275	34229	43.6	44.9	96	30139	48.3	39.5	106	42312	45.5	55.5	100	20167	46.9	26.4	103
$20,000 - $24,999	18607	9141	11.7	49.1	105	7530	12.1	40.5	109	10455	11.2	56.2	101	5037	11.7	27.1	105
$15,000 - $19,999	17175	8816	11.2	51.3	110	6153	9.9	35.8	96	9872	10.6	57.5	104	4608	10.7	26.8	105
$10,000 - $14,999	24569	12164	15.5	49.5	106	8714	14.0	35.5	95	14212	15.3	57.8	104	5663	13.2	23.0	90
UNDER $10,000	31101	14092	18.0	45.3	97	9912	15.9	31.9	86	16144	17.4	51.9	94	7570	17.6	24.3	95
HOUSEHOLD OF 1 PERSON	19441	6891	8.8	35.4	76	5751	9.2	29.6	79	8585	9.2	44.2	80	3827	8.9	19.7	77
2 PEOPLE	51803	21114	26.9	40.8	87	16108	25.8	31.1	84	24973	26.9	48.2	87	10451	24.3	20.2	79
3 OR 4 PEOPLE	66933	34547	44.0	51.6	110	27711	44.4	41.4	111	40612	43.7	60.7	109	19207	44.6	28.7	112
5 OR MORE PEOPLE	29550	15890	20.3	53.8	115	12878	20.6	43.6	117	18825	20.2	63.7	115	9559	22.2	32.3	126
NO CHILD IN HSHLD	96587	39461	50.3	40.9	87	31066	49.7	32.2	86	46949	50.5	48.6	88	21057	48.9	21.8	85
CHILD(REN) UNDER 2 YRS	10844	6709	8.6	61.9	132	5132	8.2	47.3	127	7449	8.0	68.7	124	4025	9.4	37.1	145
2 - 5 YEARS	26358	15223	19.4	57.8	123	11953	19.1	45.3	122	17883	19.2	67.8	122	8343	19.4	31.7	123
6 - 11 YEARS	30453	16799	21.4	55.2	118	13859	22.2	45.5	122	20173	21.7	66.2	119	9387	21.8	30.8	120
12 - 17 YEARS	36575	19436	24.8	53.1	114	15699	25.1	42.9	115	23161	24.9	63.3	114	11172	26.0	30.5	119
RESIDENCE OWNED	117770	54144	69.0	46.0	98	40718	65.2	34.6	93	63005	67.8	53.5	96	28518	66.3	24.2	94
VALUE: $50,000 OR MORE	70166	30110	38.4	42.9	92	24740	39.6	35.3	95	36309	39.0	51.7	93	17254	40.1	24.6	96
VALUE: UNDER $50,000	47604	24034	30.6	50.5	108	15978	25.6	33.6	90	26696	28.7	56.1	101	11265	26.2	23.7	92

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET) - KINDS & TYPES
(ADULTS)

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		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS		167727	78442	100.0	46.8	100	62448	100.0	37.2	100	92995	100.0	55.4	100	43045	100.0	25.7	100
MAGAZINES	QUINTILE 1	34022	16591	21.2	48.8	104	13899	22.3	40.9	110	19292	20.7	56.7	102	9924	23.1	29.2	114
	QUINTILE 2	34800	16291	20.8	46.8	100	13214	21.2	38.0	102	19484	21.0	56.0	101	8782	20.4	25.2	98
	QUINTILE 3	30514	14592	18.6	47.8	102	11408	18.3	37.4	100	17100	18.4	56.0	101	7553	17.5	24.8	96
	QUINTILE 4	33324	16186	20.6	48.6	104	12271	19.6	36.8	99	19279	20.7	57.9	104	8601	20.0	25.8	101
	QUINTILE 5	35066	14781	18.8	42.2	90	11657	18.7	33.2	89	17840	19.2	50.9	92	8185	19.0	23.3	91
NEWSPAPERS	QUINTILE 1	29107	13390	17.1	46.0	98	10333	16.5	35.5	95	15357	16.5	52.8	95	7706	17.9	26.5	103
	QUINTILE 2	49095	22454	28.6	45.7	98	18090	29.0	36.8	99	26673	28.7	54.3	98	12906	30.0	26.3	102
	QUINTILE 3	23107	10929	13.9	47.3	101	8302	13.3	35.9	96	12736	13.7	55.1	99	5730	13.3	24.8	97
	QUINTILE 4	33556	16003	20.4	47.7	102	12965	20.8	38.6	104	18849	20.3	56.2	101	8587	19.9	25.6	100
	QUINTILE 5	32863	15665	20.0	47.7	102	12759	20.4	38.8	104	19380	20.8	59.0	106	8118	18.9	24.7	96
OUTDOOR	QUINTILE 1	33431	16322	20.8	48.8	104	13232	21.2	39.6	106	19432	20.9	58.1	105	8689	20.2	26.0	101
	QUINTILE 2	33478	16328	20.8	48.8	104	13335	21.4	39.8	107	19107	20.5	57.1	103	8987	20.9	26.8	105
	QUINTILE 3	33574	15291	19.5	45.5	97	12657	20.3	37.7	101	18502	19.9	55.1	99	9097	21.1	27.1	106
	QUINTILE 4	33935	15730	20.1	46.4	99	12124	19.4	35.7	96	18819	20.2	55.5	100	8185	19.0	24.1	94
	QUINTILE 5	33310	14770	18.8	44.3	95	11100	17.8	33.3	90	17136	18.4	51.4	93	8087	18.8	24.3	95
RADIO-DRIVE TIME	QUINTILE 1	33136	15898	20.3	48.0	103	13392	21.4	40.4	109	19289	20.7	58.2	105	9175	21.3	27.7	108
	QUINTILE 2	31658	15117	19.3	47.8	102	12174	19.5	38.5	103	17940	19.3	56.7	102	7936	18.4	25.1	98
	QUINTILE 3	32541	15888	20.3	48.8	104	12916	20.7	39.7	107	18778	20.2	57.7	104	9097	21.1	28.0	109
	QUINTILE 4	34247	15977	20.4	46.7	100	12512	20.0	36.5	98	18744	20.2	54.7	99	8650	20.1	25.3	98
	QUINTILE 5	36144	15562	19.8	43.1	92	11454	18.3	31.7	85	18243	19.6	50.5	91	8187	19.0	22.7	88
RADIO-MID-DAY	TERCILE 1	45037	22531	28.7	50.0	107	17835	28.6	39.6	106	26844	28.9	59.6	108	12299	28.6	27.3	106
	TERCILE 2	44819	20866	26.6	46.6	100	16538	26.5	36.9	99	24487	26.3	54.6	99	12289	28.5	27.4	107
	TERCILE 3	77872	35045	44.7	45.0	96	28075	45.0	36.1	97	41664	44.8	53.5	96	18457	42.9	23.7	92
RADIO-TOTAL	QUINTILE 1	33763	16496	21.0	48.9	104	13567	21.7	40.2	108	19957	21.5	59.1	107	9459	22.0	28.0	109
	QUINTILE 2	33240	16524	21.1	49.7	106	13146	21.1	39.5	106	19300	20.8	58.1	105	8850	20.6	26.6	104
	QUINTILE 3	33408	15008	19.1	44.9	96	12714	20.4	38.1	102	18329	19.7	54.9	99	8940	20.8	26.8	104
	QUINTILE 4	34792	16300	20.8	46.8	100	12831	20.5	36.9	99	18786	20.2	54.0	97	8767	20.4	25.2	98
	QUINTILE 5	32524	14114	18.0	43.4	93	10191	16.3	31.3	84	16623	17.9	51.1	92	7030	16.3	21.6	84
TV-PRIME TIME	QUINTILE 1	33090	14891	19.0	45.0	96	11629	18.6	35.1	94	17689	19.0	53.5	96	8616	20.0	26.0	101
	QUINTILE 2	33357	16189	20.6	48.5	104	12279	19.7	36.8	99	18834	20.3	56.5	102	8561	19.9	25.7	100
	QUINTILE 3	33980	16962	21.6	49.9	107	12897	20.7	38.0	102	19533	21.0	57.5	104	9011	20.9	26.5	103
	QUINTILE 4	33854	15345	19.6	45.3	97	12909	20.7	38.1	102	18793	20.2	55.5	100	8862	20.6	26.2	102
	QUINTILE 5	33444	15054	19.2	45.0	96	12734	20.4	38.1	102	18146	19.5	54.3	98	7994	18.6	23.9	93
TV-DAYTIME	TERCILE 1	49121	23297	29.7	47.4	101	16760	26.8	34.1	92	26430	28.4	53.8	97	12404	28.8	25.3	98
	TERCILE 2	48823	23566	30.0	48.3	103	18839	30.2	38.6	104	27676	29.8	56.7	102	12992	30.2	26.6	104
	TERCILE 3	69782	31578	40.3	45.3	97	26849	43.0	38.5	103	38889	41.8	55.7	101	17649	41.0	25.3	99
TV-TOTAL	QUINTILE 1	33584	15384	19.6	45.8	98	11093	17.8	33.0	89	17275	18.6	51.4	93	8822	20.5	26.3	102
	QUINTILE 2	33441	15713	20.0	47.0	100	11947	19.1	35.7	96	18387	19.8	55.0	99	8193	19.0	24.5	95
	QUINTILE 3	33505	15496	19.8	46.2	99	12875	20.6	38.4	103	18625	20.0	55.6	100	8708	20.2	26.0	101
	QUINTILE 4	33466	16702	21.3	49.9	107	13224	21.2	39.5	106	19901	21.4	59.5	107	8789	20.4	26.3	102
	QUINTILE 5	33731	15147	19.3	44.9	96	13309	21.3	39.5	106	18806	20.2	55.8	101	8534	19.8	25.3	99
MAGAZINES-NEWSPAPERS: DUAL		44503	21013	26.8	47.2	101	16884	27.0	37.9	102	24584	26.4	55.2	100	11934	27.7	26.8	104
MAGAZINE IMPERATIVE		39363	19339	24.7	49.1	105	16145	25.9	41.0	110	23091	24.8	58.7	106	10335	24.0	26.3	102
NEWSPAPER IMPERATIVE		46441	20761	26.5	44.7	96	15656	25.1	33.7	91	24281	26.1	52.3	94	11553	26.8	24.9	97
MAGAZINES-OUTDOOR: DUAL		33726	16661	21.2	49.4	106	13841	22.2	41.0	110	19447	20.9	57.7	104	9336	21.7	27.7	108
MAGAZINE IMPERATIVE		52846	24620	31.4	46.6	100	19615	31.4	37.1	100	29224	31.4	55.3	100	13781	32.0	26.1	102
OUTDOOR IMPERATIVE		52140	24410	31.1	46.8	100	19625	31.4	37.6	101	29384	31.6	56.4	102	13146	30.5	25.2	98
MAGAZINES-RADIO: DUAL		37081	18013	23.0	48.6	104	15358	24.6	41.4	111	21474	23.1	57.9	104	10117	23.5	27.3	106
MAGAZINE IMPERATIVE		49747	23151	29.5	46.5	100	18296	29.3	36.8	99	26938	29.0	54.1	98	12813	29.8	25.8	100
RADIO IMPERATIVE		49208	23616	30.1	48.0	103	18417	29.5	37.4	101	28480	30.6	57.9	104	13097	30.4	26.6	104
MAGAZINES-TELEVISION: DUAL		33103	16438	21.0	49.7	106	12332	19.7	37.3	100	18112	19.5	54.7	99	9083	21.1	27.4	107
MAGAZINE IMPERATIVE		54575	25806	32.9	47.3	101	22172	35.5	40.6	109	31498	33.9	57.7	104	14260	33.1	26.1	102
TELEVISION IMPERATIVE		53249	23645	30.1	44.4	95	17891	28.6	33.6	90	28082	30.2	52.7	95	12540	29.1	23.5	92
NEWSPAPERS-OUTDOOR: DUAL		36255	17506	22.3	48.3	103	13838	22.2	38.2	103	20375	21.9	56.2	101	9498	22.1	26.2	102
NEWSPAPER IMPERATIVE		55591	24668	31.4	44.4	95	19421	31.1	34.9	94	29031	31.2	52.2	94	14479	33.6	26.0	101
OUTDOOR IMPERATIVE		48319	23419	29.9	48.5	104	19380	31.0	40.1	108	28358	30.5	58.7	106	12823	29.8	26.5	103
NEWSPAPERS-RADIO: DUAL		37242	17817	22.7	47.8	102	14614	23.4	39.2	105	21078	22.7	56.6	102	10422	24.2	28.0	109
NEWSPAPER IMPERATIVE		54423	24087	30.7	44.3	95	18646	29.9	34.3	92	28111	30.2	51.7	93	13574	31.5	24.9	97
RADIO IMPERATIVE		46650	22981	29.3	49.3	105	18808	30.1	40.3	108	27859	30.0	59.7	108	12271	28.5	26.3	102
NEWSPAPERS-TELEVISION: DUAL		35974	17145	21.9	47.7	102	12054	19.3	33.5	90	19292	20.7	53.6	97	9234	21.5	25.7	100
NEWSPAPER IMPERATIVE		56095	25372	32.3	45.2	97	21696	34.7	38.7	104	30684	33.0	54.7	99	14838	34.5	26.5	103
TELEVISION IMPERATIVE		47170	21997	28.0	46.6	100	17428	27.9	36.9	99	26004	28.0	55.1	99	11802	27.4	25.0	97
OUTDOOR-RADIO: DUAL		33748	16418	20.9	48.6	104	14211	22.8	42.1	113	20022	21.5	59.3	107	9213	21.4	27.3	106
OUTDOOR IMPERATIVE		52785	24700	31.5	46.8	100	19328	31.0	36.6	98	28783	31.0	54.5	98	13518	31.4	25.6	100
RADIO IMPERATIVE		52882	24834	31.7	47.0	100	19708	31.6	37.3	100	29585	31.8	55.9	101	14261	33.1	27.0	105
OUTDOOR-TELEVISION: DUAL		32030	15275	19.5	47.7	102	12594	20.2	39.3	106	18092	19.5	56.5	102	8916	20.7	27.8	108
OUTDOOR IMPERATIVE		54626	26502	33.8	48.5	104	21934	35.1	40.2	108	31644	34.0	57.9	104	14429	33.5	26.4	103
TELEVISION IMPERATIVE		54874	24848	31.7	45.3	97	18336	29.4	33.4	90	28570	30.7	52.1	94	13384	31.1	24.4	95
RADIO-TELEVISION: DUAL		33386	16306	20.8	48.8	104	12722	20.4	38.1	102	19028	20.5	57.0	103	9016	20.9	27.0	105
RADIO IMPERATIVE		53810	25810	32.9	48.0	103	22139	35.5	41.1	111	31627	34.0	58.8	106	14682	34.1	27.3	106
TELEVISION IMPERATIVE		54023	23792	30.3	44.0	94	17880	28.6	33.1	89	27659	29.7	51.2	92	12851	29.9	23.8	93

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REGULAR COLA DRINKS (CARBONATED, NOT DIET) - KINDS & TYPES
(ADULTS)

0118
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	78442	100.0	46.8	100	62448	100.0	37.2	100	92995	100.0	55.4	100	43045	100.0	25.7	100
ATLANTIC MONTHLY	867	261	0.3	30.1	64	260	0.4	30.0	81	381	0.4	43.9	79	*106	0.2	12.2	48
BARRON'S	1580	811	1.0	51.3	110	524	0.8	33.2	89	918	1.0	58.1	105	459	1.1	29.1	113
BETTER HOMES & GARDENS	22203	10702	13.6	48.2	103	7653	12.3	34.5	93	11784	12.7	53.1	96	6118	14.2	27.6	107
BON APPETIT	3810	1472	1.9	38.6	83	1236	2.0	32.4	87	1713	1.8	45.0	81	1015	2.4	26.6	104
BUSINESS WEEK	4663	2105	2.7	45.1	97	1823	2.9	39.1	105	2421	2.6	51.9	94	1210	2.8	25.9	101
CAR AND DRIVER	3102	1729	2.2	55.7	119	1375	2.2	44.3	119	2046	2.2	66.0	119	822	1.9	26.5	103
CBS MAGAZINE NETWORK (GROSS)	7311	3933	5.0	53.8	115	3278	5.2	44.8	120	4765	5.1	65.2	118	2144	5.0	29.3	114
CHANGING TIMES	3400	1558	2.0	45.8	98	1167	1.9	34.3	92	1774	1.9	52.2	94	883	2.1	26.0	101
COLONIAL HOMES	1796	896	1.1	49.9	107	700	1.1	39.0	105	1005	1.1	56.0	101	520	1.2	29.0	113
CONDE NAST MAG. PKG. (GROSS)	19924	9190	11.7	46.1	99	7217	11.6	36.2	97	10470	11.3	52.5	95	5456	12.7	27.4	107
CONSUMERS DIGEST	3125	1492	1.9	47.7	102	1143	1.8	36.6	98	1570	1.7	50.2	91	824	1.9	26.4	103
COSMOPOLITAN	10577	5223	6.7	49.4	106	4464	7.1	42.2	113	6177	6.6	58.4	105	3048	7.1	28.8	112
COUNTRY LIVING	3746	1992	2.5	53.2	114	1242	2.0	33.2	89	2053	2.2	54.8	99	936	2.2	25.0	97
CUISINE	2214	902	1.1	40.7	87	850	1.4	38.4	103	1084	1.2	49.0	88	564	1.3	25.5	99
CYCLE WORLD	2394	1322	1.7	55.2	118	1067	1.7	44.6	120	1624	1.7	67.8	122	751	1.7	31.4	122
DCI:CREATIVE IDEAS FOR LIV	3068	1623	2.1	52.9	113	1092	1.7	35.6	96	1811	1.9	59.0	106	904	2.1	29.5	115
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	5074	6.5	53.1	114	3389	5.4	35.5	95	5309	5.7	55.6	100	2510	5.8	26.3	102
DISCOVER	2277	1147	1.5	50.4	108	1023	1.6	44.9	121	1390	1.5	61.0	110	627	1.5	27.5	107
EBONY	7187	3832	4.9	53.3	114	3090	4.9	43.0	115	4228	4.5	58.8	106	2655	6.2	36.9	144
ESQUIRE	2560	1357	1.7	53.0	113	1007	1.6	39.3	106	1652	1.8	64.5	116	702	1.6	27.4	107
ESSENCE	3242	1756	2.2	54.2	116	1375	2.2	42.4	114	1980	2.1	61.1	110	1174	2.7	36.2	141
FAMILY CIRCLE	19639	8985	11.5	45.8	98	6468	10.4	32.9	88	10134	10.9	51.6	93	5056	11.7	25.7	100
THE FAMILY HANDYMAN	3540	1843	2.3	52.1	111	1433	2.3	40.5	109	2199	2.4	62.1	112	915	2.1	25.8	101
FAMILY WEEKLY	23924	11411	14.5	47.7	102	9104	14.6	38.1	102	13521	14.5	56.5	102	5761	13.4	24.1	94
FIELD & STREAM	9883	5187	6.6	52.5	112	4311	6.9	43.6	117	6365	6.8	64.4	116	2694	6.3	27.3	106
FOOD & WINE	1030	342	0.4	33.2	71	345	0.6	33.5	90	418	0.4	40.6	73	238	0.6	23.1	90
FORBES	2679	1224	1.6	45.7	98	900	1.4	33.6	90	1422	1.5	53.1	96	705	1.6	26.3	103
FORTUNE	2931	1559	2.0	53.2	114	1298	2.1	44.3	119	1829	2.0	62.4	113	953	2.2	32.5	127
GENTLEMEN'S QUARTERLY	3481	1850	2.4	53.1	114	1604	2.6	46.1	124	2212	2.4	63.5	115	1312	3.0	37.7	147
GLAMOUR	7163	3090	3.9	43.1	92	2531	4.1	35.3	95	3687	4.0	51.5	93	1921	4.5	26.8	104
GOLF DIGEST	2355	1156	1.5	49.1	105	899	1.4	38.2	103	1347	1.4	57.2	103	599	1.4	25.4	99
GOLF DIGEST/TENNIS (GROSS)	3610	1892	2.4	52.4	112	1502	2.4	41.6	112	2088	2.2	57.8	104	1073	2.5	29.7	116
GOLF MAGAZINE	2046	957	1.2	46.8	100	777	1.2	38.0	102	1124	1.2	54.9	99	470	1.1	23.0	90
GOLF MAGAZINE/SKI (GROSS)	3547	1667	2.1	47.0	100	1411	2.3	39.8	107	1928	2.1	54.4	98	864	2.0	24.4	95
GOOD HOUSEKEEPING	20353	9133	11.6	44.9	96	7075	11.3	34.8	93	10665	11.5	52.4	95	5551	12.9	27.3	106
HARPER'S BAZAAR	3362	1669	2.1	49.6	106	1218	2.0	36.2	97	1856	2.0	55.2	100	1127	2.6	33.5	131
HEALTH	2987	1423	1.8	47.6	102	1059	1.7	35.5	95	1426	1.5	47.7	86	949	2.2	31.8	124
HEARST MAG CORP. BUY (GROSS)	67928	33261	42.4	49.0	105	25415	40.7	37.4	100	37641	40.5	55.4	100	18849	43.8	27.7	108
HEARST MAN POWER (GROSS)	11282	6113	7.8	54.2	116	4850	7.8	43.0	115	7014	7.5	62.2	112	3024	7.0	26.8	104
HEARST WOMAN POWER (GROSS)	40514	18876	24.1	46.6	100	14826	23.7	36.6	98	21813	23.5	53.8	97	11142	25.9	27.5	107
HOUSE BEAUTIFUL	4885	2395	3.1	49.0	105	1665	2.7	34.1	92	2480	2.7	50.8	92	1410	3.3	28.9	112
INC.	1308	620	0.8	47.4	101	555	0.9	42.4	114	743	0.8	56.8	102	346	0.8	26.5	103
JET	6498	3512	4.5	54.0	116	2884	4.6	44.4	119	3840	4.1	59.1	107	2352	5.5	36.2	141
LADIES' HOME JOURNAL	14797	6773	8.6	45.8	98	5016	8.0	33.9	91	7612	8.2	51.4	93	3805	8.8	25.7	100
LHJ FAMILY GRP COMBO(GROSS)	21743	10161	13.0	46.7	100	7573	12.1	34.8	94	11107	11.9	51.1	92	6041	14.0	27.8	108
LIFE	9881	4875	6.2	49.3	105	4041	6.5	40.9	110	5683	6.1	57.5	104	2884	6.7	29.2	114
L.A. TIMES HOME MAGAZINE	2775	810	1.0	29.2	62	1347	2.2	48.5	130	1271	1.4	45.8	83	891	2.1	32.1	125
MADEMOISELLE	4219	2011	2.6	47.7	102	1383	2.2	32.8	88	2193	2.4	52.0	94	1167	2.7	27.7	108
MC CALL'S	16422	7592	9.7	46.2	99	5753	9.2	35.0	94	8608	9.3	52.4	95	4368	10.1	26.6	104
MC CALL'S/WRK MOTHER (GROSS)	17919	8440	10.8	47.1	101	6441	10.3	35.9	97	9531	10.2	53.2	96	4905	11.4	27.4	107
MECHANIX ILLUSTRATED	4433	2159	2.8	48.7	104	1864	3.0	42.0	113	2579	2.8	58.2	105	1070	2.5	24.1	94
METROPOLITAN HOME	1504	778	1.0	51.7	111	618	1.0	41.1	110	858	0.9	57.0	103	477	1.1	31.7	124
MONEY	4723	2252	2.9	47.7	102	1946	3.1	41.2	111	2657	2.9	56.3	101	1392	3.2	29.5	115
MOTHER EARTH NEWS	2325	1120	1.4	48.2	103	1056	1.7	45.4	122	1362	1.5	58.6	106	651	1.5	28.0	109
MS.	1189	554	0.7	46.6	100	513	0.8	43.1	116	626	0.7	52.6	95	410	1.0	34.5	134
NATIONAL ENQUIRER	18892	9746	12.4	51.6	110	7557	12.1	40.0	107	11445	12.3	60.6	109	5499	12.8	29.1	113
NATIONAL GEOGRAPHIC	22129	9773	12.5	44.2	94	8483	13.6	38.3	103	11851	12.7	53.6	97	5245	12.2	23.7	92
NATIONAL SUNDAY MAGAZINE PKG	103750	48180	61.4	46.4	99	38179	61.1	36.8	99	56736	61.0	54.7	99	26963	62.6	26.0	101
NATURAL HISTORY	1379	608	0.8	44.1	94	484	0.8	35.1	94	659	0.7	47.8	86	381	0.9	27.6	108
NEW WOMAN	2289	976	1.2	42.6	91	866	1.4	37.8	102	1236	1.3	54.0	97	526	1.2	23.0	90
NEW YORK INCLUDING CUE	1088	511	0.7	47.0	100	402	0.6	36.9	99	609	0.7	56.0	101	292	0.7	26.8	105
THE NEW YORKER	2459	974	1.2	39.6	85	917	1.5	37.3	100	1243	1.3	50.5	91	652	1.5	26.5	103
NEWSWEEK	16527	7658	9.8	46.3	99	6786	10.9	41.1	110	9379	10.1	56.7	102	4262	9.9	25.8	100
THE N.Y. TIMES DAILY EDITION	2739	1094	1.4	39.9	85	904	1.4	33.0	89	1305	1.4	47.6	86	656	1.5	24.0	93
THE N.Y. TIMES MAGAZINE	4443	1907	2.4	42.9	92	1452	2.3	32.7	88	2103	2.3	47.3	85	1035	2.4	23.3	91
OMNI	2799	1585	2.0	56.6	121	1394	2.2	49.8	134	1900	2.0	67.9	122	862	2.0	30.8	120
ON CABLE	2209	1191	1.5	53.9	115	766	1.2	34.7	93	1291	1.4	58.4	105	627	1.5	28.4	111
1001 HOME IDEAS	3959	1965	2.5	49.6	106	1498	2.4	37.8	102	2069	2.2	52.3	94	1287	3.0	32.5	127
ORGANIC GARDENING	3111	1421	1.8	45.7	98	981	1.6	31.5	85	1557	1.7	50.0	90	738	1.7	23.7	92
OUTDOOR LIFE	5024	2795	3.6	55.6	119	2228	3.6	44.3	119	3356	3.6	66.8	120	1416	3.3	28.2	110
PARADE MAGAZINE	51292	24026	30.6	46.8	100	18688	29.9	36.4	98	27718	29.8	54.0	97	13298	30.9	25.9	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET) - KINDS & TYPES
(ADULTS)

0119
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	78442	100.0	46.8	100	62448	100.0	37.2	100	92995	100.0	55.4	100	43045	100.0	25.7	100
PARENTS	5298	3104	4.0	58.6	125	2380	3.8	44.9	121	3362	3.6	63.5	114	2005	4.7	37.8	147
PENTHOUSE	5129	3027	3.9	59.0	126	2459	3.9	47.9	129	3600	3.9	70.2	127	1488	3.5	29.0	113
PEOPLE	21070	9964	12.7	47.3	101	8605	13.8	40.8	110	11990	12.9	56.9	103	6080	14.1	28.9	112
PLAYBOY	10562	5558	7.1	52.6	113	4759	7.6	45.1	121	6690	7.2	63.3	114	2959	6.9	28.0	109
POPULAR HOT RODDING	2498	1569	2.0	62.8	134	1049	1.7	42.0	113	1763	1.9	70.6	127	921	2.1	36.9	144
POPULAR MECHANICS	5887	3055	3.9	51.9	111	2478	4.0	42.1	113	3549	3.8	60.3	109	1661	3.9	28.2	110
POPULAR SCIENCE	4317	2059	2.6	47.7	102	1865	3.0	43.2	116	2515	2.7	58.3	105	1183	2.7	27.4	107
PREVENTION	5792	2207	2.8	38.1	81	1511	2.4	26.1	70	2355	2.5	40.7	73	1289	3.0	22.3	87
PSYCHOLOGY TODAY	3284	1489	1.9	45.3	97	1250	2.0	38.1	102	1742	1.9	53.0	96	858	2.0	26.1	102
READER'S DIGEST	40046	17897	22.8	44.7	96	14019	22.4	35.0	94	20967	22.5	52.4	94	9585	22.3	23.9	93
REDBOOK	9584	4519	5.8	47.2	101	3287	5.3	34.3	92	4972	5.3	51.9	94	2543	5.9	26.5	103
ROAD & TRACK	2590	1341	1.7	51.8	111	1142	1.8	44.1	118	1673	1.8	64.6	117	700	1.6	27.0	105
ROLLING STONE	3301	1979	2.5	59.9	128	1514	2.4	45.9	123	2319	2.5	70.2	127	938	2.2	28.4	111
RUNNER'S WORLD	1229	473	0.6	38.5	82	522	0.8	42.5	114	652	0.7	53.1	96	350	0.8	28.5	111
SATURDAY EVENING POST	2110	1009	1.3	47.8	102	823	1.3	39.0	105	1124	1.2	53.3	96	585	1.4	27.7	108
SCIENCE 84	1543	668	0.9	43.3	93	653	1.0	42.3	114	866	0.9	56.1	101	368	0.9	23.8	93
SCIENCE DIGEST	1747	991	1.3	56.7	121	851	1.4	48.7	131	1096	1.2	62.7	113	493	1.1	28.2	110
SCIENTIFIC AMERICAN	1994	1029	1.3	51.6	110	965	1.5	48.4	130	1208	1.3	60.6	109	542	1.3	27.2	106
SELF	3119	1634	2.1	52.4	112	1196	1.9	38.3	103	1778	1.9	57.0	103	851	2.0	27.3	106
SEVENTEEN	3923	1886	2.4	48.1	103	1627	2.6	41.5	111	2304	2.5	58.7	106	1171	2.7	29.8	116
SKI	1501	710	0.9	47.3	101	635	1.0	42.3	114	804	0.9	53.6	97	394	0.9	26.2	102
SMITHSONIAN	5976	2403	3.1	40.2	86	2145	3.4	35.9	96	2960	3.2	49.5	89	1502	3.5	25.1	98
SOAP OPERA DIGEST	4228	2352	3.0	55.6	119	1810	2.9	42.8	115	2625	2.8	62.1	112	1442	3.3	34.1	133
SOUTHERN LIVING	6488	3451	4.4	53.2	114	2297	3.7	35.4	95	3498	3.8	53.9	97	1606	3.7	24.8	96
SPORT	3500	1945	2.5	55.6	119	1511	2.4	43.2	116	2214	2.4	63.3	114	915	2.1	26.1	102
THE SPORTING NEWS	2456	1413	1.8	57.5	123	1071	1.7	43.6	117	1566	1.7	63.8	115	789	1.8	32.1	125
SPORTS AFIELD	3648	2068	2.6	56.7	121	1521	2.4	41.7	112	2369	2.5	64.9	117	870	2.0	23.8	93
SPORTS ILLUSTRATED	14484	7705	9.8	53.2	114	6489	10.4	44.8	120	9195	9.9	63.5	115	3954	9.2	27.3	106
STAR	12661	6675	8.5	52.7	113	4676	7.5	36.9	99	7551	8.1	59.6	108	3817	8.9	30.1	117
SUNDAY	52799	23955	30.5	45.4	97	18999	30.4	36.0	97	28464	30.6	53.9	97	14238	33.1	27.0	105
SUNSET	3513	1111	1.4	31.6	68	1361	2.2	38.7	104	1508	1.6	42.9	77	836	1.9	23.8	93
TV GUIDE	42766	21458	27.4	50.2	107	17402	27.9	40.7	109	25485	27.4	59.6	107	12142	28.2	28.4	111
TENNIS	1254	736	0.9	58.7	125	603	1.0	48.1	129	741	0.8	59.1	107	474	1.1	37.8	147
TIME	22054	10144	12.9	46.0	98	8617	13.8	39.1	105	12110	13.0	54.9	99	5888	13.7	26.7	104
TOWN & COUNTRY	1555	833	1.1	53.6	115	587	0.9	37.7	101	875	0.9	56.3	101	461	1.1	29.6	116
TRAVEL & LEISURE	2173	946	1.2	43.5	93	815	1.3	37.5	101	1134	1.2	52.2	94	582	1.4	26.8	104
TRUE STORY	4636	2430	3.1	52.4	112	1961	3.1	42.3	114	2903	3.1	62.6	113	1456	3.4	31.4	122
U.S.NEWS & WORLD REPORT	10353	4481	5.7	43.3	93	3874	6.2	37.4	101	5356	5.8	51.7	93	2437	5.7	23.5	92
USA TODAY	4994	2307	2.9	46.2	99	1928	3.1	38.6	104	2842	3.1	56.9	103	1289	3.0	25.8	101
US	3528	2010	2.6	57.0	122	1666	2.7	47.2	127	2258	2.4	64.0	115	1148	2.7	32.5	127
VOGUE	5424	2455	3.1	45.3	97	2106	3.4	38.8	104	2812	3.0	51.8	94	1518	3.5	28.0	109
WALL STREET JOURNAL	6292	2749	3.5	43.7	93	2342	3.8	37.2	100	3388	3.6	53.8	97	1473	3.4	23.4	91
WEIGHT WATCHERS	2762	1053	1.3	38.1	82	793	1.3	28.7	77	1152	1.2	41.7	75	722	1.7	26.1	102
WOMAN'S DAY	16320	7436	9.5	45.6	97	5351	8.6	32.8	88	8499	9.1	52.1	94	4412	10.2	27.0	105
WORKING MOTHER	1496	847	1.1	56.6	121	688	1.1	46.0	124	923	1.0	61.7	111	537	1.2	35.9	140
WORKING WOMAN	1851	933	1.2	50.4	108	727	1.2	39.3	105	1039	1.1	56.1	101	539	1.3	29.1	113
WORLD TENNIS	580	311	0.4	53.6	115	*242	0.4	41.7	112	338	0.4	58.3	105	*147	0.3	25.3	99
ZIFF-DAVIS MAG NETWK (GROSS)	12412	6812	8.7	54.9	117	5845	9.4	47.1	126	8076	8.7	65.1	117	3787	8.8	30.5	119
BLAIR INSERTS	91671	42437	54.1	46.3	99	33487	53.6	36.5	98	49723	53.5	54.2	98	24344	56.6	26.6	103
DAILY NEWSPAPERS																	
READ ANY	109190	50664	64.6	46.4	99	39722	63.6	36.4	98	59206	63.7	54.2	98	28224	65.6	25.8	101
READ ONE	89587	41610	53.0	46.4	99	32732	52.4	36.5	98	48913	52.6	54.6	98	23029	53.5	25.7	100
READ TWO OR MORE	19602	9055	11.5	46.2	99	6990	11.2	35.7	96	10292	11.1	52.5	95	5195	12.1	26.5	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	50892	64.9	46.4	99	40436	64.8	36.9	99	59821	64.3	54.6	98	28751	66.8	26.2	102
READ ONE	95074	44334	56.5	46.6	100	35209	56.4	37.0	99	52232	56.2	54.9	99	25085	58.3	26.4	103
READ TWO OR MORE	14588	6558	8.4	45.0	96	5227	8.4	35.8	96	7589	8.2	52.0	94	3666	8.5	25.1	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.89				29.90				29.71				29.43			
30 DAY REACH	149706	70460	89.8	47.1	101	56579	90.6	37.8	102	83827	90.1	56.0	101	38487	89.4	25.7	100
50 SHWG - 30 DAY AV FREQ	15.16	15.68				15.70				15.60				15.46			
30 DAY REACH	142406	67192	85.7	47.2	101	53910	86.3	37.9	102	79868	85.9	56.1	101	36647	85.1	25.7	100
25 SHWG - 30 DAY AV FREQ	8.23	8.49				8.44				8.42				8.30			
30 DAY REACH	131152	62090	79.2	47.3	101	50116	80.3	38.2	103	74009	79.6	56.4	102	34122	79.3	26.0	101
CABLE TV: HOME WIRED	66879	33791	43.1	50.5	108	24642	39.5	36.8	99	39070	42.0	58.4	105	17343	40.3	25.9	101
HOME NOT WIRED	100848	44650	56.9	44.3	95	37806	60.5	37.5	101	53924	58.0	53.5	96	25702	59.7	25.5	99
HAVE PAY CABLE	35024	18285	23.3	52.2	112	13539	21.7	38.7	104	21059	22.6	60.1	108	10027	23.3	28.6	112

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET) - KINDS & TYPES
(ADULTS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS	167727	78442	100.0	46.8	100	62448	100.0	37.2	100	92995	100.0	55.4	100	43045	100.0	25.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	45680	58.2	47.8	102	37274	59.7	39.0	105	54686	58.8	57.2	103	25019	58.1	26.2	102
10:00 AM - 3:00 PM	63599	30733	39.2	48.3	103	24576	39.4	38.6	104	36557	39.3	57.5	104	17452	40.5	27.4	107
3:00 PM - 7:00 PM	72097	34978	44.6	48.5	104	29039	46.5	40.3	108	41956	45.1	58.2	105	19387	45.0	26.9	105
7:00 PM - MIDNIGHT	36670	17949	22.9	48.9	105	15021	24.1	41.0	110	21441	23.1	58.5	105	10562	24.5	28.8	112
MIDNIGHT - 6:00 AM	21908	10371	13.2	47.3	101	8885	14.2	40.6	109	12790	13.8	58.4	105	5872	13.6	26.8	104
6:00 AM - MIDNIGHT	127571	61260	78.1	48.0	103	49541	79.3	38.8	104	72824	78.3	57.1	103	34084	79.2	26.7	104
ENTIRE DAY	129239	61901	78.9	47.9	102	50154	80.3	38.8	104	73667	79.2	57.0	103	34450	80.0	26.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	16316	20.8	48.0	103	13157	21.1	38.7	104	19257	20.7	56.6	102	9213	21.4	27.1	106
ALL NEWS	6062	2438	3.1	40.2	86	2279	3.6	37.6	101	3044	3.3	50.2	91	1648	3.8	27.2	106
AOR/PROGRESSIVE	11884	6059	7.7	51.0	109	5418	8.7	45.6	122	7404	8.0	62.3	112	3502	8.1	29.5	115
BEAUTIFUL MUSIC	11180	5102	6.5	45.6	98	3806	6.1	34.0	91	6022	6.5	53.9	97	2570	6.0	23.0	90
BLACK	4538	2368	3.0	52.2	112	2024	3.2	44.6	120	2972	3.2	65.5	118	1438	3.3	31.7	123
CLASSICAL	3857	1670	2.1	43.3	93	1416	2.3	36.7	99	1928	2.1	50.0	90	985	2.3	25.5	100
CHR/ROCK	21946	11774	15.0	53.6	115	9591	15.4	43.7	117	13579	14.6	61.9	112	6808	15.8	31.0	121
COUNTRY	27262	13513	17.2	49.6	106	10612	17.0	38.9	105	16259	17.5	59.6	108	6708	15.6	24.6	96
GOLDEN OLDIES	3339	1782	2.3	53.4	114	1399	2.2	41.9	113	2109	2.3	63.2	114	988	2.3	29.6	115
MOR/NOSTALGIA	10346	4623	5.9	44.7	96	3794	6.1	36.7	98	5635	6.1	54.5	98	2656	6.2	25.7	100
NEWS/TALK	8929	3444	4.4	38.6	82	2965	4.7	33.2	89	4288	4.6	48.0	87	2085	4.8	23.4	91
RELIGIOUS	5488	2521	3.2	45.9	98	1862	3.0	33.9	91	2856	3.1	52.0	94	1552	3.6	28.3	110
SOFT ROCK	1232	616	0.8	50.0	107	564	0.9	45.8	123	750	0.8	60.9	110	*340	0.8	27.6	108
URBAN CONTEMPORARY	3184	1845	2.4	57.9	124	1317	2.1	41.4	111	1962	2.1	61.6	111	1126	2.6	35.4	138
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3885	5.0	56.2	120	2929	4.7	42.4	114	4446	4.8	64.3	116	2156	5.0	31.2	122
ABC DIRECTION	5212	2418	3.1	46.4	99	1885	3.0	36.2	97	2730	2.9	52.4	94	1412	3.3	27.1	106
ABC ENTERTAINMENT	10385	4851	6.2	46.7	100	3713	5.9	35.8	96	5819	6.3	56.0	101	2255	5.2	21.7	85
ABC FM	4762	2995	3.8	62.9	134	2266	3.6	47.6	128	3317	3.6	69.7	126	1572	3.7	33.0	129
ABC INFORMATION	11339	4896	6.2	43.2	92	4212	6.7	37.1	100	5901	6.3	52.0	94	2949	6.9	26.0	101
ABC ROCK	4878	2795	3.6	57.3	123	1981	3.2	40.6	109	3168	3.4	64.9	117	1431	3.3	29.3	114
CBS	10709	4682	6.0	43.7	93	3706	5.9	34.6	93	5485	5.9	51.2	92	2623	6.1	24.5	95
MUTUAL	10251	4777	6.1	46.6	100	3794	6.1	37.0	99	5754	6.2	56.1	101	2490	5.8	24.3	95
NBC	12243	5651	7.2	46.2	99	3849	6.2	31.4	84	6540	7.0	53.4	96	2904	6.7	23.7	92
RADIORADIO	4606	2449	3.1	53.2	114	1834	2.9	39.8	107	2733	2.9	59.3	107	1442	3.3	31.3	122
RKO ONE	5148	2758	3.5	53.6	115	2146	3.4	41.7	112	3245	3.5	63.0	114	1513	3.5	29.4	115
RKO TWO	7313	3641	4.6	49.8	106	2601	4.2	35.6	96	4342	4.7	59.4	107	1916	4.5	26.2	102
THE SOURCE	5981	3254	4.1	54.4	116	2561	4.1	42.8	115	3807	4.1	63.7	115	1759	4.1	29.4	115
NON-WIRED : BLAIR	19329	9779	12.5	50.6	108	7852	12.6	40.6	109	11624	12.5	60.1	108	5150	12.0	26.6	104
INTERNET	27139	12972	16.5	47.8	102	11151	17.9	41.1	110	15546	16.7	57.3	103	8017	18.6	29.5	115
KATZ RADIO GROUP	36319	17338	22.1	47.7	102	14038	22.5	38.7	104	20585	22.1	56.7	102	9970	23.2	27.5	107
SUPERNET	22361	11095	14.1	49.6	106	8952	14.3	40.0	108	13267	14.3	59.3	107	5863	13.6	26.2	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	6685	8.5	46.0	98	4948	7.9	34.0	91	7492	8.1	51.6	93	3719	8.6	25.6	100
WKDAY 9:00 AM - 1:00 PM	18688	8785	11.2	47.0	101	6223	10.0	33.3	89	9790	10.5	52.4	94	4849	11.3	25.9	101
WKDAY 1:00 PM - 4:30 PM	24061	11251	14.3	46.8	100	7953	12.7	33.1	89	12601	13.6	52.4	94	6279	14.6	26.1	102
WKDAY 4:30 PM - 7:30 PM	44079	19987	25.5	45.3	97	15112	24.2	34.3	92	23147	24.9	52.5	95	11083	25.7	25.1	98
WKDAY 7:30 PM - 8:00 PM	61979	28491	36.3	46.0	98	21614	34.6	34.9	94	33240	35.7	53.6	97	15404	35.8	24.9	97
WKDAY 11:00 PM - 11:30 PM	49084	23119	29.5	47.1	101	18016	28.8	36.7	99	27146	29.2	55.3	100	12852	29.9	26.2	102
WKDAY 11:30 PM - 1:00 AM	16560	8108	10.3	49.0	105	6276	10.0	37.9	102	9497	10.2	57.3	103	4456	10.4	26.9	105
M-SAT 8-11 PM+SUN 7-11 PM	66967	31390	40.0	46.9	100	24374	39.0	36.4	98	36898	39.7	55.1	99	17352	40.3	25.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	4607	5.9	49.7	106	3370	5.4	36.4	98	5304	5.7	57.2	103	2667	6.2	28.8	112
ANOTHER WORLD N	6138	3036	3.9	49.5	106	1672	2.7	27.2	73	3178	3.4	51.8	93	1496	3.5	24.4	95
AS THE WORLD TURNS C	7707	3535	4.5	45.9	98	2529	4.0	32.8	88	3754	4.0	48.7	88	1927	4.5	25.0	97
CAPITOL C	4688	2200	2.8	46.9	100	1606	2.6	34.3	92	2316	2.5	49.4	89	1301	3.0	27.8	108
CBS MORN. NEWS 1 C	2792	1264	1.6	45.3	97	976	1.6	35.0	94	1479	1.6	53.0	96	670	1.6	24.0	94
CBS MORN. NEWS 2 C	2071	958	1.2	46.3	99	693	1.1	33.5	90	1091	1.2	52.7	95	497	1.2	24.0	94
DAYS OF OUR LIVES N	8018	3833	4.9	47.8	102	2418	3.9	30.2	81	4210	4.5	52.5	95	2109	4.9	26.3	102
FACTS OF LIFE - DAYTIME N	3487	1733	2.2	49.7	106	1001	1.6	28.7	77	1850	2.0	53.1	96	960	2.2	27.5	107
FAMILY FEUD A	4817	2212	2.8	45.9	98	1729	2.8	35.9	96	2677	2.9	55.6	100	1209	2.8	25.1	98
GENERAL HOSPITAL A	8333	3936	5.0	47.2	101	2693	4.3	32.3	87	4449	4.8	53.4	96	2211	5.1	26.5	103
GOOD MORNING, AMERICA-730 A	5472	2456	3.1	44.9	96	1931	3.1	35.3	95	2868	3.1	52.4	95	1425	3.3	26.0	101
GOOD MORNING, AMERICA-830 A	3965	1730	2.2	43.6	93	1362	2.2	34.4	92	1957	2.1	49.4	89	1035	2.4	26.1	102
GUIDING LIGHT C	7542	3467	4.4	46.0	98	2574	4.1	34.1	92	3750	4.0	49.7	90	1959	4.6	26.0	101
ONE LIFE TO LIVE A	6018	2877	3.7	47.8	102	2224	3.6	37.0	99	3450	3.7	57.3	103	1640	3.8	27.3	106
PRESS YOUR LUCK C	3589	1710	2.2	47.6	102	1290	2.1	35.9	97	2013	2.2	56.1	101	940	2.2	26.2	102
PRICE IS RIGHT 1 C	7418	3553	4.5	47.9	102	2575	4.1	34.7	93	4022	4.3	54.2	98	1744	4.1	23.5	92
PRICE IS RIGHT 2 C	8276	3989	5.1	48.2	103	2798	4.5	33.8	91	4414	4.7	53.3	96	2062	4.8	24.9	97
RYAN'S HOPE A	4358	2163	2.8	49.6	106	1496	2.4	34.3	92	2571	2.8	59.0	106	1236	2.9	28.4	111
SALE OF THE CENTURY N	3749	1792	2.3	47.8	102	1089	1.7	29.0	78	1924	2.1	51.3	93	883	2.1	23.6	92
SEARCH FOR TOMORROW N	2884	1473	1.9	51.1	109	825	1.3	28.6	77	1485	1.6	51.5	93	679	1.6	23.5	92
TODAY SHOW 1 N	4869	2094	2.7	43.0	92	1406	2.3	28.9	78	2313	2.5	47.5	86	1121	2.6	23.0	90
TODAY SHOW 2 N	4135	1807	2.3	43.7	93	1099	1.8	26.6	71	1881	2.0	45.5	82	989	2.3	23.9	93
$25,000 PYRAMID C	4361	2095	2.7	48.0	103	1514	2.4	34.7	93	2357	2.5	54.0	97	1045	2.4	24.0	93
WHEEL OF FORTUNE N	6187	2870	3.7	46.4	99	2002	3.2	32.4	87	3230	3.5	52.2	94	1594	3.7	25.8	100
YOUNG AND THE RESTLESS C	8186	3927	5.0	48.0	103	2744	4.4	33.5	90	4166	4.5	50.9	92	2216	5.1	27.1	105
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2079	2.7	44.0	94	1718	2.8	36.3	98	2387	2.6	50.5	91	1250	2.9	26.4	103
NBA PLAYOFF GAME -1 C	5127	2608	3.3	50.9	109	2011	3.2	39.2	105	2957	3.2	57.7	104	1494	3.5	29.1	114
NBC MAJOR LEAGUE PRE-GAME N	3945	2000	2.5	50.7	108	1342	2.1	34.0	91	2255	2.4	57.2	103	881	2.0	22.3	87
SPORTSWORLD - SUN N	3370	1501	1.9	44.5	95	1282	2.1	38.0	102	1883	2.0	55.9	101	791	1.8	23.5	91
SUNDAY MORNING C	4200	1936	2.5	46.1	99	1539	2.5	36.6	98	2339	2.5	55.7	100	844	2.0	20.1	78

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REGULAR COLA DRINKS (CARBONATED, NOT DIET) - KINDS & TYPES
(ADULTS)

0121
P-18

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CAFFEINATED A '000	CAFFEINATED B % DOWN	CAFFEINATED C % ACROSS	CAFFEINATED D INDX	CAFFEINE FREE A '000	CAFFEINE FREE B % DOWN	CAFFEINE FREE C % ACROSS	CAFFEINE FREE D INDX
TOTAL ADULTS		167727	78442	100.0	46.8	100	62448	100.0	37.2	100	92995	100.0	55.4	100	43045	100.0	25.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	23384	29.8	44.7	96	17165	27.5	32.8	88	26684	28.7	51.0	92	12588	29.2	24.1	94
NETWORK AFFILIATES - LATE		39164	18103	23.1	46.2	99	13978	22.4	35.7	96	21106	22.7	53.9	97	10101	23.5	25.8	100
INDEPENDENTS - LATE		5133	2168	2.8	42.2	90	2010	3.2	39.2	105	2663	2.9	51.9	94	1340	3.1	26.1	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	11576	14.8	50.7	108	8890	14.2	38.9	105	13604	14.6	59.6	107	6106	14.2	26.8	104
ABC MONDAY NIGHT MOVIE	A	11258	4956	6.3	44.0	94	4149	6.6	36.9	99	5990	6.4	53.2	96	2937	6.8	26.1	102
ABC SUNDAY NIGHT MOVIE	A	23600	11118	14.2	47.1	101	8522	13.6	36.1	97	12724	13.7	53.9	97	6192	14.4	26.2	102
ABC WORLD NEWS TONIGHT	A	12801	5846	7.5	45.7	98	4076	6.5	31.8	86	6740	7.2	52.7	95	3083	7.2	24.1	94
AFTERMASH	C	10966	5092	6.5	46.4	99	3779	6.1	34.5	93	5898	6.3	53.8	97	2898	6.7	26.4	103
ALICE	C	17050	7738	9.9	45.4	97	6066	9.7	35.6	96	9233	9.9	54.2	98	4223	9.8	24.8	97
AMERICAN PARADE	C	11998	5005	6.4	41.7	89	4128	6.6	34.4	92	5977	6.4	49.8	90	2829	6.6	23.6	92
BENSON	A	19258	8648	11.0	44.9	96	6675	10.7	34.7	93	10122	10.9	52.6	95	5012	11.6	26.0	101
BLUE THUNDER	A	11478	5275	6.7	46.0	98	4484	7.2	39.1	105	6497	7.0	56.6	102	2866	6.7	25.0	97
CAGNEY & LACEY	C	18263	8944	11.4	49.0	105	6994	11.2	38.3	103	10325	11.1	56.5	102	5250	12.2	28.7	112
CBS EVENING NEWS-DEAN	C	7733	3021	3.9	39.1	84	2571	4.1	33.2	89	3690	4.0	47.7	86	1859	4.3	24.0	94
CBS EVENING NEWS-RATHER	C	15653	6720	8.6	42.9	92	5378	8.6	34.4	92	7832	8.4	50.0	90	3556	8.3	22.7	89
CBS SAT. NEWS-SCHIEFFER	C	8744	3584	4.6	41.0	88	2679	4.3	30.6	82	4153	4.5	47.5	86	1586	3.7	18.1	71
CBS SATURDAY NIGHT MOVIE	C	12000	6041	7.7	50.3	108	4493	7.2	37.4	101	6942	7.5	57.8	104	3064	7.1	25.5	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	5122	6.5	44.5	95	4321	6.9	37.5	101	6139	6.6	53.3	96	2907	6.8	25.2	98
CHEERS	N	16818	8209	10.5	48.8	104	6677	10.7	39.7	107	9853	10.6	58.6	106	4930	11.5	29.3	114
DALLAS	C	37510	17874	22.8	47.7	102	12957	20.7	34.5	93	20941	22.5	55.8	101	9639	22.4	25.7	100
DIFF'RENT STROKES	N	11258	4969	6.3	44.1	94	3904	6.3	34.7	93	6022	6.5	53.5	96	2749	6.4	24.4	95
DOUBLE TROUBLE	N	12248	5836	7.4	47.6	102	4732	7.6	38.6	104	6950	7.5	56.7	102	3259	7.6	26.6	104
DUCK FACTORY	N	11100	5271	6.7	47.5	102	4316	6.9	38.9	104	6398	6.9	57.6	104	3037	7.1	27.4	107
DUKES OF HAZZARD	C	12353	5889	7.5	47.7	102	4301	6.9	34.8	94	6999	7.5	56.7	102	2650	6.2	21.5	84
DYNASTY	A	33279	15894	20.3	47.8	102	12485	20.0	37.5	101	18576	20.0	55.8	101	8983	20.9	27.0	105
FACTS OF LIFE	N	13410	6234	7.9	46.5	99	4825	7.7	36.0	97	7281	7.8	54.3	98	3551	8.2	26.5	103
FALCON CREST	C	31093	14734	18.8	47.4	101	10491	16.8	33.7	91	17102	18.4	55.0	99	8122	18.9	26.1	102
FALL GUY	A	18649	9128	11.6	48.9	105	7023	11.2	37.7	101	10813	11.6	58.0	105	4941	11.5	26.5	103
FAMILY TIES	N	13101	6562	8.4	50.1	107	4919	7.9	37.5	101	7738	8.3	59.1	107	3724	8.7	28.4	111
FANTASY ISLAND	A	13069	5785	7.4	44.3	95	4601	7.4	35.2	95	6827	7.3	52.2	94	3447	8.0	26.4	103
FOULUPS,BLEEPS & BLUNDERS	A	16588	7376	9.4	44.5	95	5708	9.1	34.4	92	8618	9.3	52.0	94	4156	9.7	25.1	98
FOUR SEASONS	C	9302	4160	5.3	44.7	96	3262	5.2	35.1	94	4913	5.3	52.8	95	2500	5.8	26.9	105
GIMME A BREAK	N	13955	6826	8.7	48.9	105	4952	7.9	35.5	95	7870	8.5	56.4	102	3696	8.6	26.5	103
HART TO HART	A	15735	7125	9.1	45.3	97	5577	8.9	35.4	95	8490	9.1	54.0	97	3860	9.0	24.5	96
HILL STREET BLUES	N	18257	8884	11.3	48.7	104	7132	11.4	39.1	105	10894	11.7	59.7	108	5004	11.6	27.4	107
HOTEL	A	24236	11078	14.1	45.7	98	8834	14.1	36.4	98	12925	13.9	53.3	96	6170	14.3	25.5	99
JEFFERSONS	C	17010	7597	9.7	44.7	95	5822	9.3	34.2	92	8884	9.6	52.2	94	4301	10.0	25.3	99
JENNIFER SLEPT HERE	N	9397	4064	5.2	43.2	92	3292	5.3	35.0	94	5150	5.5	54.8	99	2332	5.4	24.8	97
KATE & ALLIE	C	16762	7804	9.9	46.6	100	6100	9.8	36.4	98	9172	9.9	54.7	99	4347	10.1	25.9	101
KNIGHT RIDER	N	13164	6457	8.2	49.1	105	5065	8.1	38.5	103	7783	8.4	59.1	107	3390	7.9	25.8	100
LOVE BOAT	A	20400	8512	10.9	41.7	89	6711	10.7	32.9	88	10501	11.3	51.5	93	5005	11.6	24.5	96
MAGNUM PI	C	22543	10742	13.7	47.7	102	8463	13.6	37.5	101	12549	13.5	55.7	100	5748	13.4	25.5	99
MAMA'S FAMILY	N	9852	4576	5.8	46.4	99	3253	5.2	33.0	89	5193	5.6	52.7	95	2403	5.6	24.4	95
MASTER, THE	N	8082	4136	5.3	51.2	109	2978	4.8	36.8	99	4735	5.1	58.6	106	2234	5.2	27.6	108
MATT HOUSTON	A	12881	6137	7.8	47.6	102	4928	7.9	38.3	103	7511	8.1	58.3	105	3319	7.7	25.8	100
NBC MONDAY NIGHT MOVIE	N	23889	11725	14.9	49.1	105	9319	14.9	39.0	105	13823	14.9	57.9	104	6511	15.1	27.3	106
NBC NIGHTLY NEWS	N	11156	4962	6.3	44.5	95	3573	5.7	32.0	86	5539	6.0	49.7	90	2582	6.0	23.1	90
NBC NIGHTLY NEWS-SAT	N	7363	3068	3.9	41.7	89	2202	3.5	29.9	80	3483	3.7	47.3	85	1574	3.7	21.4	83
NBC NIGHTLY NEWS-SUN	N	6214	2600	3.3	41.8	89	1898	3.0	30.5	82	2937	3.2	47.3	85	1426	3.3	22.9	89
NBC SUNDAY NIGHT MOVIE	N	17590	9203	11.7	52.3	112	6955	11.1	39.5	106	10676	11.5	60.7	109	4774	11.1	27.1	106
NEWHART	C	16740	8045	10.3	48.1	103	6202	9.9	37.0	100	9312	10.0	55.6	100	4609	10.7	27.5	107
ONE DAY AT A TIME	C	11820	5645	7.2	47.8	102	4616	7.4	39.1	105	6769	7.3	57.3	103	3139	7.3	26.6	103
PEOPLE ARE FUNNY	N	9138	4315	5.5	47.2	101	3277	5.2	35.9	96	5004	5.4	54.8	99	2339	5.4	25.6	100
REAL PEOPLE	N	15979	7190	9.2	45.0	96	5098	8.2	31.9	86	8294	8.9	51.9	94	3687	8.6	23.1	90
REMINGTON STEELE	N	14395	6997	8.9	48.6	104	5373	8.6	37.3	100	8343	9.0	58.0	105	3773	8.8	26.2	102
RIPLEY'S BELIEVE IT - NOT	A	11362	4968	6.3	43.7	93	4249	6.8	37.4	100	6196	6.7	54.5	98	2899	6.7	25.5	99
RIPTIDE	N	13920	6932	8.8	49.8	106	5405	8.7	38.8	104	8128	8.7	58.4	105	3822	8.9	27.5	107
SCARECROW & MRS. KING	C	17571	7885	10.1	44.9	96	6500	10.4	37.0	99	9616	10.3	54.7	99	4585	10.7	26.1	102
SIMON & SIMON	C	20208	9372	11.9	46.4	99	7676	12.3	38.0	102	11120	12.0	55.0	99	5245	12.2	26.0	101
60 MINUTES	C	27668	11656	14.9	42.1	90	9492	15.2	34.3	92	13924	15.0	50.3	91	6797	15.8	24.6	96
ST. ELSEWHERE	N	13699	6795	8.7	49.6	106	5589	8.9	40.8	110	8021	8.6	58.6	106	4009	9.3	29.3	114
THREE'S COMPANY	A	20632	9580	12.2	46.4	99	7811	12.5	37.9	102	11360	12.2	55.1	99	5657	13.1	27.4	107
T.J. HOOKER	A	17136	8045	10.3	46.9	100	5959	9.5	34.8	93	9490	10.2	55.4	100	4258	9.9	24.8	97
TONIGHT SHOW	N	4963	2405	3.1	48.5	104	1922	3.1	38.7	104	2754	3.0	55.5	100	1328	3.1	26.8	104
TRAPPER JOHN, M.D.	C	16332	7450	9.5	45.6	98	5671	9.1	34.7	93	8921	9.6	54.6	99	3863	9.0	23.7	92
TV BLOOPERS & PRAC. JOKES	N	18881	8782	11.2	46.5	99	7018	11.2	37.2	100	10660	11.5	56.5	102	4714	11.0	25.0	97
20/20	A	18315	8385	10.7	45.8	98	6483	10.4	35.4	95	9687	10.4	52.9	95	4402	10.2	24.0	94
WEBSTER	A	18722	8516	10.9	45.5	97	6572	10.5	35.1	94	10110	10.9	54.0	97	4828	11.2	25.8	100
WORLD NEWS - SUN	A	5327	2239	2.9	42.0	90	1542	2.5	28.9	78	2458	2.6	46.1	83	1071	2.5	20.1	78
YELLOW ROSE	N	8370	3768	4.8	45.0	96	2976	4.8	35.6	95	4543	4.9	54.3	98	2036	4.7	24.3	95
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	13089	16.7	50.6	108	10699	17.1	41.4	111	15563	16.7	60.2	109	7044	16.4	27.2	106
BASKETBALL - COLLEGE GAMES		14468	7785	9.9	53.8	115	6857	11.0	47.4	127	9288	10.0	64.2	116	3925	9.1	27.1	106
BASKETBALL - PRO GAMES		12124	6109	7.8	50.4	108	5683	9.1	46.9	126	7523	8.1	62.1	112	3423	8.0	28.2	110
BOWLING		9412	4202	5.4	44.6	95	3605	5.8	38.3	103	5168	5.6	54.9	99	2778	6.5	29.5	115
BOXING		15409	8007	10.2	52.0	111	6909	11.1	44.8	120	9808	10.5	63.7	115	4389	10.2	28.5	111
FOOTBALL - COLLEGE GAMES		21400	11647	14.8	54.4	116	9811	15.7	45.8	123	13682	14.7	63.9	115	5871	13.6	27.4	107
FOOTBALL - PRO GAMES		35944	19263	24.6	53.6	115	17312	27.7	48.2	129	23521	25.3	65.4	118	10099	23.5	28.1	109
GOLF		9759	4520	5.8	46.3	99	4118	6.6	42.2	113	5501	5.9	56.4	102	2264	5.3	23.2	90
POST-SEASON COLL. FOOTBALL		18123	9768	12.5	53.9	115	8441	13.5	46.6	125	11893	12.8	65.6	118	4736	11.0	26.1	102
POST-SEASON PRO FOOTBALL		22091	11986	15.3	54.3	116	10284	16.5	46.6	125	14164	15.2	64.1	116	6249	14.5	28.3	110
TENNIS		6764	3259	4.2	48.2	103	3047	4.9	45.0	121	3907	4.2	57.8	104	1916	4.5	28.3	110
WRESTLING - PROFESSIONAL		9695	6074	7.7	62.7	134	4868	7.8	50.2	135	7059	7.6	72.8	131	2865	6.7	29.6	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

0122
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	TOTAL U.S. '000	C&C COLA A '000	C&C COLA B % DOWN	C&C COLA C % ACROSS	C&C COLA D INDX	COCA COLA A '000	COCA COLA B % DOWN	COCA COLA C % ACROSS	COCA COLA D INDX	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS	LIKE D INDX	PEPSI COLA A '000	PEPSI COLA B % DOWN	PEPSI COLA C % ACROSS	PEPSI COLA D INDX
TOTAL ADULTS	167727	5835	100.0	3.5	100	60979	100.0	36.4	100	6144	100.0	3.7	100	60746	100.0	36.2	100
MALES	79263	2941	50.4	3.7	107	31954	52.4	40.3	111	2752	44.8	3.5	95	31926	52.6	40.3	111
FEMALES	88464	2894	49.6	3.3	94	29025	47.6	32.8	90	3392	55.2	3.8	105	28819	47.4	32.6	90
18 - 24	28671	1616	27.7	5.6	162	12050	19.8	42.0	116	1360	22.1	4.7	129	12732	21.0	44.4	123
25 - 34	39536	1553	26.6	3.9	113	16685	27.4	42.2	116	1910	31.1	4.8	132	17767	29.2	44.9	124
35 - 44	28978	1030	17.7	3.6	102	11190	18.4	38.6	106	1219	19.8	4.2	115	12083	19.9	41.7	115
45 - 54	22345	732	12.5	3.3	94	7475	12.3	33.5	92	698	11.4	3.1	85	7684	12.6	34.4	95
55 - 64	22224	*381	6.5	1.7	49	6935	11.4	31.2	86	*442	7.2	2.0	54	5557	9.1	25.0	69
65 OR OLDER	25973	525	9.0	2.0	58	6644	10.9	25.6	70	515	8.4	2.0	54	4923	8.1	19.0	52
18 - 34	68207	3168	54.3	4.6	134	28735	47.1	42.1	116	3270	53.2	4.8	131	30499	50.2	44.7	123
18 - 49	108058	4544	77.9	4.2	121	44053	72.2	40.8	112	4830	78.6	4.5	122	46745	77.0	43.3	119
25 - 54	90859	3314	56.8	3.6	105	35350	58.0	38.9	107	3827	62.3	4.2	115	37534	61.8	41.3	114
35 - 49	39851	1376	23.6	3.5	99	15319	25.1	38.4	106	1560	25.4	3.9	107	16246	26.7	40.8	113
50 OR OLDER	59669	1291	22.1	2.2	62	16926	27.8	28.4	78	1315	21.4	2.2	60	14001	23.0	23.5	65
GRADUATED COLLEGE	28091	1047	17.9	3.7	107	10583	17.4	37.7	104	873	14.2	3.1	85	9531	15.7	33.9	94
ATTENDED COLLEGE	28938	1006	17.2	3.5	100	11051	18.1	38.2	105	1204	19.6	4.2	114	10747	17.7	37.1	103
GRADUATED HIGH SCHOOL	65503	2120	36.3	3.2	93	24319	39.9	37.1	102	2627	42.8	4.0	109	26163	43.1	39.9	110
DID NOT GRADUATE HIGH SCHOOL	45195	1663	28.5	3.7	106	15027	24.6	33.2	91	1440	23.4	3.2	87	14305	23.5	31.7	87
EMPLOYED MALES	56429	2095	35.9	3.7	107	23515	38.6	41.7	115	2003	32.6	3.5	97	24168	39.8	42.8	118
EMPLOYED FEMALES	43971	1515	26.0	3.4	99	15142	24.8	34.4	95	1598	26.0	3.6	99	15131	24.9	34.4	95
EMPLOYED FULL-TIME	87773	3229	55.3	3.7	106	34294	56.2	39.1	107	3071	50.0	3.5	96	34519	56.8	39.3	109
EMPLOYED PART-TIME	12627	*380	6.5	3.0	87	4362	7.2	34.5	95	*530	8.6	4.2	115	4780	7.9	37.9	105
NOT EMPLOYED	67327	2226	38.1	3.3	95	22323	36.6	33.2	91	2543	41.4	3.8	103	21447	35.3	31.9	88
PROFESSIONAL/MANAGER	25845	924	15.8	3.6	103	9563	15.7	37.0	102	726	11.8	2.8	77	8600	14.2	33.3	92
TECH/CLERICAL/SALES	30895	969	16.6	3.1	90	11951	19.6	38.7	106	1359	22.1	4.4	120	12119	20.0	39.2	108
PRECISION/CRAFT	12629	*352	6.0	2.8	80	5315	8.7	42.1	116	486	7.9	3.8	105	5525	9.1	43.7	121
OTHER EMPLOYED	31031	1365	23.4	4.4	126	11827	19.4	38.1	105	1030	16.8	3.3	91	13055	21.5	42.1	116
SINGLE	35557	1792	30.7	5.0	145	14115	23.1	39.7	109	1593	25.9	4.5	122	14307	23.6	40.2	111
MARRIED	103585	3185	54.6	3.1	88	37513	61.5	36.2	100	3920	63.8	3.8	103	37721	62.1	36.4	101
DIVORCED/SEPARATED/WIDOWED	28585	858	14.7	3.0	86	9352	15.3	32.7	90	631	10.3	2.2	60	8719	14.4	30.5	84
PARENTS	59295	2293	39.3	3.9	111	24549	40.3	41.4	114	2976	48.4	5.0	137	26912	44.3	45.4	125
WHITE	146081	4525	77.5	3.1	89	52237	85.7	35.8	98	5245	85.4	3.6	98	52676	86.7	36.1	100
BLACK	17974	1051	18.0	5.8	168	7088	11.6	39.4	108	765	12.5	4.3	116	6568	10.8	36.5	101
OTHER	3672	**260	4.5	7.1	204	1654	2.7	45.0	124	**135	2.2	3.7	100	1502	2.5	40.9	113
NORTHEAST-CENSUS	37005	2103	36.0	5.7	163	12272	20.1	33.2	91	783	12.7	2.1	58	12886	21.2	34.8	96
NORTH CENTRAL	42642	870	14.9	2.0	59	13555	22.2	31.8	87	2389	38.9	5.6	153	17673	29.1	41.4	114
SOUTH	56777	1438	24.6	2.5	73	25678	42.1	45.2	124	1039	16.9	1.8	50	19387	31.9	34.1	94
WEST	31303	1425	24.4	4.6	131	9474	15.5	30.3	83	1934	31.5	6.2	169	10800	17.8	34.5	95
NORTHEAST-MKTG.	38125	2095	35.9	5.5	158	12561	20.6	32.9	91	835	13.6	2.2	60	12767	21.0	33.5	92
EAST CENTRAL	24794	*484	8.3	2.0	56	8291	13.6	33.4	92	1268	20.6	5.1	140	10030	16.5	40.5	112
WEST CENTRAL	28511	633	10.8	2.2	64	8708	14.3	30.5	84	1464	23.8	5.1	140	11606	19.1	40.7	112
SOUTH	48953	1280	21.9	2.6	75	23364	38.3	47.7	131	887	14.4	1.8	49	17105	28.2	34.9	96
PACIFIC	27344	1344	23.0	4.9	141	8055	13.2	29.5	81	1690	27.5	6.2	169	9237	15.2	33.8	93
COUNTY SIZE A	69301	3292	56.4	4.8	137	23481	38.5	33.9	93	3028	49.3	4.4	119	23561	38.8	34.0	94
COUNTY SIZE B	50633	1429	24.5	2.8	81	20258	33.2	40.0	110	1986	32.3	3.9	107	18831	31.0	37.2	103
COUNTY SIZE C	26259	*528	9.0	2.0	58	9295	15.2	35.4	97	608	9.9	2.3	63	9984	16.4	38.0	105
COUNTY SIZE D	21534	*587	10.1	2.7	78	7946	13.0	36.9	101	523	8.5	2.4	66	8370	13.8	38.9	107
METRO CENTRAL CITY	50014	2152	36.9	4.3	124	18951	31.1	37.9	104	2059	33.5	4.1	112	17182	28.3	34.4	95
METRO SUBURBAN	76832	2653	45.5	3.5	99	27193	44.6	35.4	97	3116	50.7	4.1	111	28170	46.4	36.7	101
NON METRO	40881	1031	17.7	2.5	72	14835	24.3	36.3	100	969	15.8	2.4	65	15393	25.3	37.7	104
TOP 5 ADI'S	39550	2770	47.5	7.0	201	12899	21.2	32.6	90	1828	29.8	4.6	126	13683	22.5	34.6	96
TOP 10 ADI'S	54877	3071	52.6	5.6	161	18428	30.2	33.6	92	2375	38.7	4.3	118	17987	29.6	32.8	91
TOP 20 ADI'S	77516	3648	62.5	4.7	135	26375	43.3	34.0	94	3241	52.8	4.2	114	26064	42.9	33.6	93
HSHLD INC. $50,000 OR MORE	17257	*748	12.8	4.3	125	5861	9.6	34.0	93	*450	7.3	2.6	71	5530	9.1	32.0	88
$40,000 OR MORE	33235	1391	23.8	4.2	120	11739	19.3	35.3	97	881	14.3	2.7	72	11592	19.1	34.9	96
$30,000 OR MORE	59693	2305	39.5	3.9	111	21602	35.4	36.2	100	2372	38.6	4.0	108	21711	35.7	36.4	100
$25,000 OR MORE	76275	2852	48.9	3.7	107	28146	46.2	36.9	101	3108	50.6	4.1	111	27826	45.8	36.5	101
$20,000 - $24,999	18607	*436	7.5	2.3	67	6620	10.9	35.6	98	*493	8.0	2.6	72	7177	11.8	38.6	107
$15,000 - $19,999	17175	488	8.4	2.8	82	6446	10.6	37.5	103	607	9.9	3.5	96	6620	10.9	38.5	106
$10,000 - $14,999	24569	883	15.1	3.6	103	9088	14.9	37.0	102	795	12.9	3.2	88	9072	14.9	36.9	102
UNDER $10,000	31101	1176	20.2	3.8	109	10678	17.5	34.3	94	1141	18.6	3.7	100	10051	16.5	32.3	89
HOUSEHOLD OF 1 PERSON	19441	475	8.1	2.4	70	5955	9.8	30.6	84	483	7.9	2.5	68	5273	8.7	27.1	75
2 PEOPLE	51803	1376	23.6	2.7	76	17043	27.9	32.9	90	1341	21.8	2.6	71	15441	25.4	29.8	82
3 OR 4 PEOPLE	66933	2525	43.3	3.8	108	26180	42.9	39.1	108	2964	48.2	4.4	121	26903	44.3	40.2	111
5 OR MORE PEOPLE	29550	1461	25.0	4.9	142	11801	19.4	39.9	110	1357	22.1	4.6	125	13129	21.6	44.4	123
NO CHILD IN HSHLD	96587	2828	48.5	2.9	84	31655	51.9	32.8	90	2651	43.1	2.7	75	29118	47.9	30.1	83
CHILD(REN) UNDER 2 YRS	10844	*511	8.8	4.7	135	4764	7.8	43.9	121	601	9.8	5.5	151	5115	8.4	47.2	130
2 - 5 YEARS	26358	1023	17.5	3.9	112	10824	17.8	41.1	113	1279	20.8	4.9	132	12187	20.1	46.2	128
6 - 11 YEARS	30453	1287	22.1	4.2	121	12907	21.2	42.4	117	1646	26.8	5.4	148	13679	22.5	44.9	124
12 - 17 YEARS	36575	1685	28.9	4.6	132	14727	24.2	40.3	111	1653	26.9	4.5	123	15845	26.1	43.3	120
RESIDENCE OWNED	117770	3561	61.0	3.0	87	41610	68.2	35.3	97	3968	64.6	3.4	92	41126	67.7	34.9	96
VALUE: $50,000 OR MORE	70166	2445	41.9	3.5	100	24060	39.5	34.3	94	2543	41.4	3.6	99	23706	39.0	33.8	93
VALUE: UNDER $50,000	47604	1116	19.1	2.3	67	17550	28.8	36.9	101	1425	23.2	3.0	82	17420	28.7	36.6	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

		TOTAL U.S. '000	C&C COLA A '000	B % DOWN	C % ACROSS	D INDX	COCA COLA A '000	B % DOWN	C % ACROSS	D INDX	LIKE A '000	B % DOWN	C % ACROSS	D INDX	PEPSI COLA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5835	100.0	3.5	100	60979	100.0	36.4	100	6144	100.0	3.7	100	60746	100.0	36.2	100
MAGAZINES	QUINTILE 1	34022	1272	21.8	3.7	107	13158	21.6	38.7	106	1477	24.0	4.3	119	12572	20.7	37.0	102
	QUINTILE 2	34800	1410	24.2	4.1	116	12683	20.8	36.4	100	1251	20.4	3.6	98	12765	21.0	36.7	101
	QUINTILE 3	30514	1082	18.5	3.5	102	11208	18.4	36.7	101	1167	19.0	3.8	104	11008	18.1	36.1	100
	QUINTILE 4	33324	1017	17.4	3.1	88	12674	20.8	38.0	105	1179	19.2	3.5	97	12895	21.2	38.7	107
	QUINTILE 5	35066	1055	18.1	3.0	86	11257	18.5	32.1	88	1070	17.4	3.1	83	11506	18.9	32.8	91
NEWSPAPERS	QUINTILE 1	29107	1066	18.3	3.7	105	10580	17.4	36.3	100	961	15.6	3.3	90	10123	16.7	34.8	96
	QUINTILE 2	49095	1437	24.6	2.9	84	17176	28.2	35.0	96	1894	30.8	3.9	105	17642	29.0	35.9	99
	QUINTILE 3	23107	675	11.6	2.9	84	8444	13.8	36.5	101	845	13.8	3.7	100	8209	13.5	35.5	98
	QUINTILE 4	33556	1289	22.1	3.8	110	11687	19.2	34.8	96	1318	21.5	3.9	107	12539	20.6	37.4	103
	QUINTILE 5	32863	1369	23.5	4.2	120	13092	21.5	39.8	110	1126	18.3	3.4	94	12232	20.1	37.2	103
OUTDOOR	QUINTILE 1	33431	1251	21.4	3.7	108	12811	21.0	38.3	105	1330	21.6	4.0	109	12780	21.0	38.2	106
	QUINTILE 2	33478	1241	21.3	3.7	107	12604	20.7	37.6	104	1262	20.5	3.8	103	12570	20.7	37.5	104
	QUINTILE 3	33574	1228	21.0	3.7	105	12224	20.0	36.4	100	1277	20.8	3.8	104	12151	20.0	36.2	100
	QUINTILE 4	33935	1093	18.7	3.2	93	12343	20.2	36.4	100	1209	19.7	3.6	97	12113	19.9	35.7	99
	QUINTILE 5	33310	1023	17.5	3.1	88	10998	18.0	33.0	91	1067	17.4	3.2	87	11131	18.3	33.4	92
RADIO-DRIVE TIME	QUINTILE 1	33136	1123	19.2	3.4	97	12746	20.9	38.5	106	1349	22.0	4.1	111	12889	21.2	38.9	107
	QUINTILE 2	31658	1028	17.6	3.2	93	11620	19.1	36.7	101	1183	19.3	3.7	102	11767	19.4	37.2	103
	QUINTILE 3	32541	1321	22.6	4.1	117	12192	20.0	37.5	103	1169	19.0	3.6	98	12519	20.6	38.5	106
	QUINTILE 4	34247	1109	19.0	3.2	93	12297	20.2	35.9	99	1201	19.5	3.5	96	12349	20.3	36.1	100
	QUINTILE 5	36144	1255	21.5	3.5	100	12124	19.9	33.5	92	1243	20.2	3.4	94	11222	18.5	31.0	86
RADIO-MID-DAY	TERCILE 1	45037	1360	23.3	3.0	87	17363	28.5	38.6	106	1778	28.9	3.9	108	17843	29.4	39.6	109
	TERCILE 2	44819	1780	30.5	4.0	114	16043	26.3	35.8	98	1853	30.2	4.1	113	16229	26.7	36.2	100
	TERCILE 3	77872	2696	46.2	3.5	100	27574	45.2	35.4	97	2513	40.9	3.2	88	26673	43.9	34.3	95
RADIO-TOTAL	QUINTILE 1	33763	1110	19.0	3.3	95	13061	21.4	38.7	106	1439	23.4	4.3	116	13314	21.9	39.4	109
	QUINTILE 2	33240	1145	19.6	3.4	99	12986	21.3	39.1	107	1254	20.4	3.8	103	12484	20.6	37.6	104
	QUINTILE 3	33408	1251	21.4	3.7	108	11509	18.9	34.4	95	1248	20.3	3.7	102	12503	20.6	37.4	103
	QUINTILE 4	34792	1219	20.9	3.5	101	12165	19.9	35.0	96	1083	17.6	3.1	85	12230	20.1	35.2	97
	QUINTILE 5	32524	1110	19.0	3.4	98	11259	18.5	34.6	95	1120	18.2	3.4	94	10216	16.8	31.4	87
TV-PRIME TIME	QUINTILE 1	33090	1256	21.5	3.8	109	11128	18.2	33.6	93	1232	20.1	3.7	102	11867	19.5	35.9	99
	QUINTILE 2	33357	1079	18.5	3.2	93	12378	20.3	37.1	102	1132	18.4	3.4	93	12683	20.9	38.0	105
	QUINTILE 3	33980	1264	21.7	3.7	107	12868	21.1	37.9	104	1175	19.1	3.5	94	12714	20.9	37.4	103
	QUINTILE 4	33854	1248	21.4	3.7	106	12409	20.3	36.7	101	1444	23.5	4.3	116	11936	19.6	35.3	97
	QUINTILE 5	33444	990	17.0	3.0	85	12197	20.0	36.5	100	1161	18.9	3.5	95	11546	19.0	34.5	95
TV-DAYTIME	TERCILE 1	49121	1645	28.2	3.3	96	17010	27.9	34.6	95	1574	25.6	3.2	87	17642	29.0	35.9	99
	TERCILE 2	48823	1736	29.8	3.6	102	18113	29.7	37.1	102	2026	33.0	4.1	113	18183	29.9	37.2	103
	TERCILE 3	69782	2454	42.1	3.5	101	25856	42.4	37.1	102	2544	41.4	3.6	100	24921	41.0	35.7	99
TV-TOTAL	QUINTILE 1	33584	1320	22.6	3.9	113	11634	19.1	34.6	95	1057	17.2	3.1	86	11646	19.2	34.7	96
	QUINTILE 2	33441	1114	19.1	3.3	96	12040	19.7	36.0	99	1196	19.5	3.6	98	11922	19.6	35.7	98
	QUINTILE 3	33505	1057	18.1	3.2	91	11805	19.4	35.2	97	1207	19.6	3.6	98	12266	20.2	36.6	101
	QUINTILE 4	33466	1231	21.1	3.7	106	12904	21.2	38.6	106	1308	21.3	3.9	107	12857	21.2	38.4	106
	QUINTILE 5	33731	1113	19.1	3.3	95	12596	20.7	37.3	103	1376	22.4	4.1	111	12056	19.8	35.7	99
MAGAZINES-NEWSPAPERS: DUAL		44503	1712	29.3	3.8	111	16726	27.4	37.6	103	1869	30.4	4.2	115	16449	27.1	37.0	102
MAGAZINE IMPERATIVE		39363	1719	29.5	4.4	126	15012	24.6	38.1	105	1495	24.3	3.8	104	14708	24.2	37.4	103
NEWSPAPER IMPERATIVE		46441	1157	19.8	2.5	72	15555	25.5	33.5	92	1492	24.3	3.2	88	15734	25.9	33.9	94
MAGAZINES-OUTDOOR: DUAL		33726	1359	23.3	4.0	116	13150	21.6	39.0	107	1399	22.8	4.1	113	13004	21.4	38.6	106
MAGAZINE IMPERATIVE		52846	1916	32.8	3.6	104	19034	31.2	36.0	99	2037	33.2	3.9	105	18709	30.8	35.4	98
OUTDOOR IMPERATIVE		52140	1804	30.9	3.5	99	18932	31.0	36.3	100	1915	31.2	3.7	100	19106	31.5	36.6	101
MAGAZINES-RADIO: DUAL		37081	1425	24.4	3.8	110	14133	23.2	38.1	105	1543	25.1	4.2	114	13829	22.8	37.3	103
MAGAZINE IMPERATIVE		49747	1899	32.5	3.8	110	17950	29.4	36.1	99	1930	31.4	3.9	106	17563	28.9	35.3	97
RADIO IMPERATIVE		49208	1477	25.3	3.0	86	18339	30.1	37.3	103	1817	29.6	3.7	101	19338	31.8	39.3	109
MAGAZINES-TELEVISION: DUAL		33103	1496	25.6	4.5	130	11741	19.3	35.5	98	1366	22.2	4.1	113	12059	19.9	36.4	101
MAGAZINE IMPERATIVE		54575	1914	32.8	3.5	101	21030	34.5	38.5	106	2050	33.4	3.8	103	20219	33.3	37.0	102
TELEVISION IMPERATIVE		53249	1555	26.6	2.9	84	18475	30.3	34.7	95	1531	24.9	2.9	78	18387	30.3	34.5	95
NEWSPAPERS-OUTDOOR: DUAL		36255	1177	20.2	3.2	93	13871	22.7	38.3	105	1324	21.5	3.7	100	13454	22.1	37.1	102
NEWSPAPER IMPERATIVE		55591	1684	28.9	3.0	87	18845	30.9	33.9	93	2080	33.9	3.7	102	19041	31.3	34.3	95
OUTDOOR IMPERATIVE		48319	2044	35.0	4.2	122	18254	29.9	37.8	104	1952	31.8	4.0	110	18355	30.2	38.0	105
NEWSPAPERS-RADIO: DUAL		37242	1210	20.7	3.2	93	14090	23.1	37.8	104	1464	23.8	3.9	107	14209	23.4	38.2	105
NEWSPAPER IMPERATIVE		54423	1705	29.2	3.1	90	18380	30.1	33.8	93	1891	30.8	3.5	95	18276	30.1	33.6	93
RADIO IMPERATIVE		46650	1824	31.3	3.9	112	17861	29.3	38.3	105	1860	30.3	4.0	109	18233	30.0	39.1	108
NEWSPAPERS-TELEVISION: DUAL		35974	1253	21.5	3.5	100	12553	20.6	34.9	96	1191	19.4	3.3	90	12801	21.1	35.6	98
NEWSPAPER IMPERATIVE		56095	1620	27.8	2.9	83	20278	33.3	36.1	99	2169	35.3	3.9	106	20072	33.0	35.8	99
TELEVISION IMPERATIVE		47170	1798	30.8	3.8	110	16956	27.8	35.9	99	1743	28.4	3.7	101	17129	28.2	36.3	100
OUTDOOR-RADIO: DUAL		33748	1166	20.0	3.5	99	13228	21.7	39.2	108	1304	21.2	3.9	105	13132	21.6	38.9	107
OUTDOOR IMPERATIVE		52785	2088	35.8	4.0	114	18644	30.6	35.3	97	1960	31.9	3.7	101	19006	31.3	36.0	99
RADIO IMPERATIVE		52882	1732	29.7	3.3	94	19350	31.7	36.6	101	2081	33.9	3.9	107	19645	32.3	37.1	103
OUTDOOR-TELEVISION: DUAL		32030	1271	21.8	4.0	114	11595	19.0	36.2	100	1195	19.4	3.7	102	12172	20.0	38.0	105
OUTDOOR IMPERATIVE		54626	1981	34.0	3.6	104	21079	34.6	38.6	106	2229	36.3	4.1	111	20469	33.7	37.5	103
TELEVISION IMPERATIVE		54874	1750	30.0	3.2	92	18970	31.1	34.6	95	1814	29.5	3.3	90	18688	30.8	34.1	94
RADIO-TELEVISION: DUAL		33386	1173	20.1	3.5	101	12486	20.5	37.4	103	1226	20.0	3.7	100	12893	21.2	38.6	107
RADIO IMPERATIVE		53810	1888	32.4	3.5	101	20794	34.1	38.6	106	2250	36.6	4.2	114	20714	34.1	38.5	106
TELEVISION IMPERATIVE		54023	1916	32.8	3.5	102	18017	29.5	33.4	92	1664	27.1	3.1	84	17864	29.4	33.1	91

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

0124
P-18

	TOTAL U.S. '000	C&C COLA A '000	C&C COLA B % DOWN	C&C COLA C % ACROSS %	C&C COLA D INDX	COCA COLA A '000	COCA COLA B % DOWN	COCA COLA C % ACROSS %	COCA COLA D INDX	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS %	LIKE D INDX	PEPSI COLA A '000	PEPSI COLA B % DOWN	PEPSI COLA C % ACROSS %	PEPSI COLA D INDX
TOTAL ADULTS	167727	5835	100.0	3.5	100	60979	100.0	36.4	100	6144	100.0	3.7	100	60746	100.0	36.2	100
ATLANTIC MONTHLY	867	**34	0.6	3.9	113	274	0.4	31.6	87	**4	0.1	0.5	13	*210	0.3	24.2	67
BARRON'S	1580	**134	2.3	8.5	244	698	1.1	44.2	122	**55	0.9	3.5	95	538	0.9	34.1	94
BETTER HOMES & GARDENS	22203	841	14.4	3.8	109	7705	12.6	34.7	95	934	15.2	4.2	115	7781	12.8	35.0	97
BON APPETIT	3810	**125	2.1	3.3	94	1055	1.7	27.7	76	**99	1.6	2.6	71	972	1.6	25.5	70
BUSINESS WEEK	4663	*267	4.6	5.7	165	1759	2.9	37.7	104	*193	3.1	4.1	113	1473	2.4	31.6	87
CAR AND DRIVER	3102	**84	1.4	2.7	78	1354	2.2	43.6	120	*160	2.6	5.2	141	1317	2.2	42.5	117
CBS MAGAZINE NETWORK (GROSS)	7311	*141	2.4	1.9	55	3244	5.3	44.4	122	260	4.2	3.6	97	2761	4.5	37.8	104
CHANGING TIMES	3400	*196	3.4	5.8	166	1186	1.9	34.9	96	**157	2.6	4.6	126	1035	1.7	30.4	84
COLONIAL HOMES	1796	**53	0.9	3.0	85	762	1.2	42.4	117	**82	1.3	4.6	125	618	1.0	34.4	95
CONDE NAST MAG. PKG. (GROSS)	19924	887	15.2	4.5	128	6950	11.4	34.9	96	726	11.8	3.6	99	6232	10.3	31.3	86
CONSUMERS DIGEST	3125	**117	2.0	3.7	108	1158	1.9	37.1	102	*163	2.7	5.2	142	999	1.6	32.0	88
COSMOPOLITAN	10577	434	7.4	4.1	118	3778	6.2	35.7	98	341	5.6	3.2	88	3810	6.3	36.0	99
COUNTRY LIVING	3746	**135	2.3	3.6	104	1233	2.0	32.9	91	*179	2.9	4.8	130	1309	2.2	34.9	96
CUISINE	2214	**84	1.4	3.8	109	716	1.2	32.3	89	**119	1.9	5.4	147	615	1.0	27.8	77
CYCLE WORLD	2394	**28	0.5	1.2	34	1087	1.8	45.4	125	**66	1.1	2.8	75	883	1.5	36.9	102
DCI:CREATIVE IDEAS FOR LIV	3068	**93	1.6	3.0	87	1205	2.0	39.3	108	**144	2.3	4.7	128	1154	1.9	37.6	104
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*209	3.6	2.2	63	4191	6.9	43.9	121	*265	4.3	2.8	76	2997	4.9	31.4	87
DISCOVER	2277	**97	1.7	4.3	122	935	1.5	41.1	113	**92	1.5	4.0	110	904	1.5	39.7	110
EBONY	7187	476	8.2	6.6	190	2920	4.8	40.6	112	391	6.4	5.4	149	2706	4.5	37.7	104
ESQUIRE	2560	**125	2.1	4.9	140	1045	1.7	40.8	112	**69	1.1	2.7	74	969	1.6	37.9	105
ESSENCE	3242	*237	4.1	7.3	210	1313	2.2	40.5	111	*224	3.6	6.9	189	1155	1.9	35.6	98
FAMILY CIRCLE	19639	577	9.9	2.9	84	6432	10.5	32.8	90	767	12.5	3.9	107	6704	11.0	34.1	94
THE FAMILY HANDYMAN	3540	**151	2.6	4.3	123	1455	2.4	41.1	113	*208	3.4	5.9	160	1374	2.3	38.8	107
FAMILY WEEKLY	23924	602	10.3	2.5	72	8880	14.6	37.1	102	853	13.9	3.6	97	9041	14.9	37.8	104
FIELD & STREAM	9883	*256	4.4	2.6	74	4264	7.0	43.1	119	336	5.5	3.4	93	4164	6.9	42.1	116
FOOD & WINE	1030	**38	0.7	3.7	106	314	0.5	30.5	84	**38	0.6	3.7	101	214	0.4	20.8	57
FORBES	2679	**175	3.0	6.5	188	1018	1.7	38.0	105	**99	1.6	3.7	101	836	1.4	31.2	86
FORTUNE	2931	*262	4.5	8.9	257	1206	2.0	41.1	113	*186	3.0	6.3	173	1092	1.8	37.3	103
GENTLEMEN'S QUARTERLY	3481	*213	3.7	6.1	176	1663	2.7	47.8	131	*171	2.8	4.9	134	1366	2.2	39.2	108
GLAMOUR	7163	311	5.3	4.3	125	2440	4.0	34.1	94	317	5.2	4.4	121	2305	3.8	32.2	89
GOLF DIGEST	2355	**84	1.4	3.6	103	939	1.5	39.9	110	**112	1.8	4.8	130	836	1.4	35.5	98
GOLF DIGEST/TENNIS (GROSS)	3610	**126	2.2	3.5	100	1565	2.6	43.4	119	*155	2.5	4.3	117	1285	2.1	35.6	98
GOLF MAGAZINE	2046	**113	1.9	5.5	159	811	1.3	39.6	109	**57	0.9	2.8	76	723	1.2	35.3	98
GOLF MAGAZINE/SKI (GROSS)	3547	*180	3.1	5.1	146	1428	2.3	40.3	111	**109	1.8	3.1	84	1245	2.0	35.1	97
GOOD HOUSEKEEPING	20353	627	10.7	3.1	89	6585	10.8	32.4	89	842	13.7	4.1	113	6963	11.5	34.2	94
HARPER'S BAZAAR	3362	**194	3.3	5.8	166	1191	2.0	35.4	97	**143	2.3	4.3	116	1165	1.9	34.7	96
HEALTH	2987	*187	3.2	6.3	180	958	1.6	32.1	88	*111	1.8	3.7	101	868	1.4	29.1	80
HEARST MAG CORP. BUY (GROSS)	67928	2240	38.4	3.3	95	24250	39.8	35.7	98	2489	40.5	3.7	100	24175	39.8	35.6	98
HEARST MAN POWER (GROSS)	11282	245	4.2	2.2	62	4712	7.7	41.8	115	419	6.8	3.7	101	4803	7.9	42.6	118
HEARST WOMAN POWER (GROSS)	40514	1300	22.3	3.2	92	13439	22.0	33.2	91	1482	24.1	3.7	100	13986	23.0	34.5	95
HOUSE BEAUTIFUL	4885	*193	3.3	4.0	114	1833	3.0	37.5	103	**96	1.6	2.0	54	1486	2.4	30.4	84
INC.	1308	**69	1.2	5.3	152	610	1.0	46.6	128	**40	0.7	3.1	83	462	0.8	35.3	98
JET	6498	472	8.1	7.3	209	2602	4.3	40.0	110	337	5.5	5.2	142	2496	4.1	38.4	106
LADIES' HOME JOURNAL	14797	416	7.1	2.8	81	5053	8.3	34.1	94	563	9.2	3.8	104	4971	8.2	33.6	93
LHJ FAMILY GRP COMBO(GROSS)	21743	777	13.3	3.6	103	7256	11.9	33.4	92	890	14.5	4.1	112	7271	12.0	33.4	92
LIFE	9881	449	7.7	4.5	131	3938	6.5	39.9	110	460	7.5	4.7	127	3734	6.1	37.8	104
L.A. TIMES HOME MAGAZINE	2775	*225	3.9	8.1	233	957	1.6	34.5	95	*240	3.9	8.6	236	950	1.6	34.2	95
MADEMOISELLE	4219	*186	3.2	4.4	127	1465	2.4	34.7	96	**152	2.5	3.6	98	1278	2.1	30.3	84
MC CALL'S	16422	469	8.0	2.9	82	5977	9.8	36.4	100	680	11.1	4.1	113	5122	8.4	31.2	86
MC CALL'S/WRK MOTHER (GROSS)	17919	552	9.5	3.1	89	6679	11.0	37.3	103	720	11.7	4.0	110	5656	9.3	31.6	87
MECHANIX ILLUSTRATED	4433	**119	2.0	2.7	77	1667	2.7	37.6	103	*154	2.5	3.5	95	1773	2.9	40.0	110
METROPOLITAN HOME	1504	**91	1.6	6.1	174	628	1.0	41.8	115	**93	1.5	6.2	169	450	0.7	29.9	83
MONEY	4723	*150	2.6	3.2	91	1938	3.2	41.0	113	*188	3.1	4.0	109	1556	2.6	32.9	91
MOTHER EARTH NEWS	2325	**27	0.5	1.2	33	933	1.5	40.1	110	**145	2.4	6.2	170	761	1.3	32.7	90
MS.	1189	**28	0.5	2.4	68	479	0.8	40.3	111	**61	1.0	5.1	140	297	0.5	25.0	69
NATIONAL ENQUIRER	18892	787	13.5	4.2	120	7260	11.9	38.4	106	676	11.0	3.6	98	7253	11.9	38.4	106
NATIONAL GEOGRAPHIC	22129	594	10.2	2.7	77	8187	13.4	37.0	102	786	12.8	3.6	97	7785	12.8	35.2	97
NATIONAL SUNDAY MAGAZINE PKG	103750	3207	55.0	3.1	89	37078	60.8	35.7	98	4070	66.2	3.9	107	37327	61.4	36.0	99
NATURAL HISTORY	1379	**54	0.9	3.9	113	501	0.8	36.3	100	**62	1.0	4.5	123	320	0.5	23.2	64
NEW WOMAN	2289	**57	1.0	2.5	72	688	1.1	30.1	83	**53	0.9	2.3	63	723	1.2	31.6	87
NEW YORK INCLUDING CUE	1088	**108	1.9	9.9	285	509	0.8	46.8	129	**12	0.2	1.1	30	345	0.6	31.7	88
THE NEW YORKER	2459	**162	2.8	6.6	189	926	1.5	37.7	104	**63	1.0	2.6	70	717	1.2	29.2	81
NEWSWEEK	16527	716	12.3	4.3	125	6471	10.6	39.2	108	678	11.0	4.1	112	5968	9.8	36.1	100
THE N.Y. TIMES DAILY EDITION	2739	*235	4.0	8.6	247	831	1.4	30.3	83	**39	0.6	1.4	39	818	1.3	29.9	82
THE N.Y. TIMES MAGAZINE	4443	359	6.2	8.1	232	1504	2.5	33.9	93	**51	0.8	1.1	31	1349	2.2	30.4	84
OMNI	2799	**102	1.7	3.6	105	1423	2.3	50.8	140	**130	2.1	4.6	127	1255	2.1	44.8	124
ON CABLE	2209	**45	0.8	2.0	59	809	1.3	36.6	101	**141	2.3	6.4	174	807	1.3	36.5	101
1001 HOME IDEAS	3959	*174	3.0	4.4	126	1245	2.0	31.4	86	*216	3.5	5.5	149	1432	2.4	36.2	100
ORGANIC GARDENING	3111	**91	1.6	2.9	84	1135	1.9	36.5	100	**37	0.6	1.2	32	942	1.6	30.3	84
OUTDOOR LIFE	5024	*169	2.9	3.4	97	2096	3.4	41.7	115	*145	2.4	2.9	79	2252	3.7	44.8	124
PARADE MAGAZINE	51292	1665	28.5	3.2	93	17902	29.4	34.9	96	1885	30.7	3.7	100	18037	29.7	35.2	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	C&C COLA A '000	C&C COLA B % ACROSS DOWN	C&C COLA C % ACROSS %	C&C COLA D INDX	COCA COLA A '000	COCA COLA B % ACROSS DOWN	COCA COLA C % ACROSS %	COCA COLA D INDX	LIKE A '000	LIKE B % ACROSS DOWN	LIKE C % ACROSS %	LIKE D INDX	PEPSI COLA A '000	PEPSI COLA B % ACROSS DOWN	PEPSI COLA C % ACROSS %	PEPSI COLA D INDX
TOTAL ADULTS	167727	5835	100.0	3.5	100	60979	100.0	36.4	100	6144	100.0	3.7	100	60746	100.0	36.2	100
PARENTS	5298	*269	4.6	5.1	146	2334	3.8	44.1	121	274	4.5	5.2	141	2221	3.7	41.9	116
PENTHOUSE	5129	276	4.7	5.4	155	2516	4.1	49.1	135	*237	3.9	4.6	126	2250	3.7	43.9	121
PEOPLE	21070	847	14.5	4.0	116	7829	12.8	37.2	102	894	14.6	4.2	116	7966	13.1	37.8	104
PLAYBOY	10562	621	10.6	5.9	169	4432	7.3	42.0	115	496	8.1	4.7	128	4402	7.2	41.7	115
POPULAR HOT RODDING	2498	**120	2.1	4.8	138	896	1.5	35.9	99	**173	2.8	6.9	189	1133	1.9	45.4	125
POPULAR MECHANICS	5887	*147	2.5	2.5	72	2421	4.0	41.1	113	272	4.4	4.6	126	2445	4.0	41.5	115
POPULAR SCIENCE	4317	**126	2.2	2.9	84	1783	2.9	41.3	114	*184	3.0	4.3	116	1705	2.8	39.5	109
PREVENTION	5792	*232	4.0	4.0	115	1684	2.8	29.1	80	**101	1.6	1.7	48	1373	2.3	23.7	65
PSYCHOLOGY TODAY	3284	**98	1.7	3.0	86	1216	2.0	37.0	102	**131	2.1	4.0	109	1151	1.9	35.0	97
READER'S DIGEST	40046	1131	19.4	2.8	81	14407	23.6	36.0	99	1494	24.3	3.7	102	13393	22.0	33.4	92
REDBOOK	9584	*240	4.1	2.5	72	3075	5.0	32.1	88	299	4.9	3.1	85	3214	5.3	33.5	93
ROAD & TRACK	2590	**55	0.9	2.1	61	1160	1.9	44.8	123	**94	1.5	3.6	99	1013	1.7	39.1	108
ROLLING STONE	3302	**102	1.7	3.1	89	1681	2.8	50.9	140	*151	2.5	4.6	125	1611	2.7	48.8	135
RUNNER'S WORLD	1229	**39	0.7	3.2	91	574	0.9	46.7	128	**101	1.6	8.2	224	336	0.6	27.3	75
SATURDAY EVENING POST	2110	**43	0.7	2.0	59	805	1.3	38.2	105	**86	1.4	4.1	111	742	1.2	35.2	97
SCIENCE 84	1543	**44	0.8	2.9	82	659	1.1	42.7	117	**55	0.9	3.6	97	583	1.0	37.8	104
SCIENCE DIGEST	1747	**28	0.5	1.6	46	765	1.3	43.8	120	**52	0.8	3.0	81	775	1.3	44.4	122
SCIENTIFIC AMERICAN	1994	**77	1.3	3.9	111	988	1.6	49.5	136	**127	2.1	6.4	174	733	1.2	36.8	101
SELF	3119	**123	2.1	3.9	113	1119	1.8	35.9	99	**69	1.1	2.2	60	984	1.6	31.5	87
SEVENTEEN	3923	*219	3.8	5.6	160	1519	2.5	38.7	107	**193	3.1	4.9	134	1397	2.3	35.6	98
SKI	1501	**67	1.1	4.5	128	617	1.0	41.1	113	**53	0.9	3.5	96	522	0.9	34.8	96
SMITHSONIAN	5976	*146	2.5	2.4	70	2268	3.7	38.0	104	317	5.2	5.3	145	1775	2.9	29.7	82
SOAP OPERA DIGEST	4228	*194	3.3	4.6	132	1699	2.8	40.2	111	*246	4.0	5.8	159	1693	2.8	40.0	111
SOUTHERN LIVING	6488	**117	2.0	1.8	52	2985	4.9	46.0	127	**121	2.0	1.9	51	1842	3.0	28.4	78
SPORT	3500	*149	2.6	4.3	122	1634	2.7	46.7	128	*184	3.0	5.3	144	1347	2.2	38.5	106
THE SPORTING NEWS	2456	**119	2.0	4.8	139	1143	1.9	46.5	128	*211	3.4	8.6	235	946	1.6	38.5	106
SPORTS AFIELD	3648	**70	1.2	1.9	55	1526	2.5	41.8	115	*95	1.5	2.6	71	1584	2.6	43.4	120
SPORTS ILLUSTRATED	14484	641	11.0	4.4	127	6492	10.6	44.8	123	595	9.7	4.1	112	6050	10.0	41.8	115
STAR	12661	586	10.0	4.6	133	4945	8.1	39.1	107	486	7.9	3.8	105	4964	8.2	39.2	108
SUNDAY	52799	1686	28.9	3.2	92	18462	30.3	35.0	96	2115	34.4	4.0	109	18443	30.4	34.9	96
SUNSET	3513	**92	1.6	2.6	75	1002	1.6	28.5	78	*191	3.1	5.4	148	900	1.5	25.6	71
TV GUIDE	42766	1955	33.5	4.6	131	16685	27.4	39.0	107	1797	29.2	4.2	115	16474	27.1	38.5	106
TENNIS	1254	**42	0.7	3.3	96	626	1.0	49.9	137	**44	0.7	3.5	96	449	0.7	35.8	99
TIME	22054	859	14.7	3.9	112	8495	13.9	38.5	106	624	10.2	2.8	77	7711	12.7	35.0	97
TOWN & COUNTRY	1555	**83	1.4	5.3	153	668	1.1	43.0	118	**37	0.6	2.4	65	489	0.8	31.4	87
TRAVEL & LEISURE	2173	**124	2.1	5.7	164	827	1.4	38.1	105	**83	1.4	3.8	104	696	1.1	32.0	88
TRUE STORY	4636	**125	2.1	2.7	78	2068	3.4	44.6	123	*196	3.2	4.2	115	1763	2.9	38.0	105
U.S.NEWS & WORLD REPORT	10353	*227	3.9	2.2	63	3731	6.1	36.0	99	309	5.0	3.0	81	3580	5.9	34.6	95
USA TODAY	4994	*180	3.1	3.6	104	1908	3.1	38.2	105	*206	3.4	4.1	113	1763	2.9	35.3	97
US	3528	**86	1.5	2.4	70	1571	2.6	44.5	122	**111	1.8	3.1	86	1437	2.4	40.7	112
VOGUE	5424	*267	4.6	4.9	141	1926	3.2	35.5	98	*189	3.1	3.5	95	1665	2.7	30.7	85
WALL STREET JOURNAL	6292	*202	3.5	3.2	92	2416	4.0	38.4	106	237	3.9	3.8	103	2065	3.4	32.8	91
WEIGHT WATCHERS	2762	**98	1.7	3.5	102	802	1.3	29.0	80	**38	0.6	1.4	38	729	1.2	26.4	73
WOMAN'S DAY	16320	569	9.8	3.5	100	5384	8.8	33.0	91	772	12.6	4.7	129	5466	9.0	33.5	92
WORKING MOTHER	1496	**83	1.4	5.5	159	702	1.2	46.9	129	**40	0.7	2.7	73	534	0.9	35.7	99
WORKING WOMAN	1851	**119	2.0	6.4	185	737	1.2	39.8	110	**96	1.6	5.2	142	593	1.0	32.0	88
WORLD TENNIS	580	**9	0.2	1.6	45	*229	0.4	39.5	109	**29	0.5	5.0	136	*157	0.3	27.1	75
ZIFF-DAVIS MAG NETWK (GROSS)	12412	412	7.1	3.3	95	5625	9.2	45.3	125	653	10.6	5.3	144	5017	8.3	40.4	112
BLAIR INSERTS	91671	3005	51.5	3.3	94	32733	53.7	35.7	98	3701	60.2	4.0	110	32775	54.0	35.8	99
DAILY NEWSPAPERS																	
READ ANY	109190	3527	60.4	3.2	93	38803	63.6	35.5	98	3968	64.6	3.6	99	39242	64.6	35.9	99
READ ONE	89587	2845	48.8	3.2	91	31495	51.6	35.2	97	3360	54.7	3.8	102	32635	53.7	36.4	101
READ TWO OR MORE	19602	682	11.7	3.5	100	7308	12.0	37.3	103	608	9.9	3.1	85	6607	10.9	33.7	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3522	60.4	3.2	92	39112	64.1	35.7	98	4185	68.1	3.8	104	39425	64.9	36.0	99
READ ONE	95074	2924	50.1	3.1	88	33866	55.5	35.6	98	3658	59.5	3.8	105	34520	56.8	36.3	100
READ TWO OR MORE	14588	598	10.2	4.1	118	5246	8.6	36.0	99	527	8.6	3.6	99	4905	8.1	33.6	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.04				29.67				29.75				29.82			
30 DAY REACH	149706	5311	91.0	3.5	102	55204	90.5	36.9	101	5510	89.7	3.7	100	54702	90.1	36.5	101
50 SHWG - 30 DAY AV FREQ	15.16	15.86				15.58				15.62				15.66			
30 DAY REACH	142406	5029	86.2	3.5	102	52567	86.2	36.9	102	5236	85.2	3.7	100	52129	85.8	36.6	101
25 SHWG - 30 DAY AV FREQ	8.23	8.43				8.40				8.30				8.44			
30 DAY REACH	131152	4696	80.5	3.6	103	48663	79.8	37.1	102	4929	80.2	3.8	103	48372	79.6	36.9	102
CABLE TV: HOME WIRED	66879	2061	35.3	3.1	89	25679	42.1	38.4	106	2305	37.5	3.4	94	25773	42.4	38.5	106
HOME NOT WIRED	100848	3774	64.7	3.7	108	35300	57.9	35.0	96	3839	62.5	3.8	104	34973	57.6	34.7	96
HAVE PAY CABLE	35024	1308	22.4	3.7	107	13970	22.9	39.9	110	1310	21.3	3.7	102	13890	22.9	39.7	110

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	C&C COLA A '000	C&C COLA B % DOWN	C&C COLA C % ACROSS	C&C COLA D INDX	COCA COLA A '000	COCA COLA B % DOWN	COCA COLA C % ACROSS	COCA COLA D INDX	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS	LIKE D INDX	PEPSI COLA A '000	PEPSI COLA B % DOWN	PEPSI COLA C % ACROSS	PEPSI COLA D INDX
TOTAL ADULTS	167727	5835	100.0	3.5	100	60979	100.0	36.4	100	6144	100.0	3.7	100	60746	100.0	36.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3126	53.6	3.3	94	35714	58.6	37.3	103	3346	54.5	3.5	96	36004	59.3	37.7	104
10:00 AM - 3:00 PM	63599	2093	35.9	3.3	95	23693	38.9	37.3	102	2600	42.3	4.1	112	24288	40.0	38.2	105
3:00 PM - 7:00 PM	72097	2561	43.9	3.6	102	27319	44.8	37.9	104	2930	47.7	4.1	111	28381	46.7	39.4	109
7:00 PM - MIDNIGHT	36670	1439	24.7	3.9	113	14186	23.3	38.7	106	1511	24.6	4.1	112	14295	23.5	39.0	108
MIDNIGHT - 6:00 AM	21908	747	12.8	3.4	98	8215	13.5	37.5	103	903	14.7	4.1	113	8584	14.1	39.2	108
6:00 AM - MIDNIGHT	127571	4419	75.7	3.5	100	47366	77.7	37.1	102	4885	79.5	3.8	105	48300	79.5	37.9	105
ENTIRE DAY	129239	4453	76.3	3.4	99	47882	78.5	37.0	102	4934	80.3	3.8	104	48908	80.5	37.8	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1025	17.6	3.0	87	12299	20.2	36.2	99	1254	20.4	3.7	101	13273	21.8	39.0	108
ALL NEWS	6062	381	6.5	6.3	181	2082	3.4	34.3	94	247	4.0	4.1	111	2007	3.3	33.1	91
AOR/PROGRESSIVE	11884	538	9.2	4.5	130	5024	8.2	42.3	116	564	9.2	4.7	130	5141	8.5	43.3	119
BEAUTIFUL MUSIC	11180	272	4.7	2.4	70	4183	6.9	37.4	103	362	5.9	3.2	88	3804	6.3	34.0	94
BLACK	4538	*208	3.6	4.6	132	2070	3.4	45.6	125	*263	4.3	5.8	158	1786	2.9	39.4	109
CLASSICAL	3857	**81	1.4	2.1	60	1321	2.2	34.2	94	*134	2.2	3.5	95	1415	2.3	36.7	101
CHR/ROCK	21946	1001	17.2	4.6	131	8825	14.5	40.2	111	960	15.6	4.4	119	9466	15.6	43.1	119
COUNTRY	27262	630	10.8	2.3	66	10743	17.6	39.4	108	880	14.3	3.2	88	10481	17.3	38.4	106
GOLDEN OLDIES	3339	*153	2.6	4.6	132	1326	2.2	39.7	109	**79	1.3	2.4	65	1376	2.3	41.2	114
MOR/NOSTALGIA	10346	383	6.6	3.7	106	3317	5.4	32.1	88	367	6.0	3.5	97	3683	6.1	35.6	98
NEWS/TALK	8929	356	6.1	4.0	115	2380	3.9	26.7	73	356	5.8	4.0	109	2701	4.4	30.2	84
RELIGIOUS	5488	*206	3.5	3.8	108	1908	3.1	34.8	96	373	6.1	6.8	186	1721	2.8	31.4	87
SOFT ROCK	1232	**44	0.8	3.6	103	463	0.8	37.6	103	**8	0.1	0.6	18	597	1.0	48.5	134
URBAN CONTEMPORARY	3184	254	4.4	8.0	229	1228	2.0	38.6	106	*123	2.0	3.9	105	1225	2.0	38.5	106
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	231	4.0	3.3	96	2814	4.6	40.7	112	295	4.8	4.3	117	3208	5.3	46.4	128
ABC DIRECTION	5212	225	3.9	4.3	124	1724	2.8	33.1	91	221	3.6	4.2	116	1823	3.0	35.0	97
ABC ENTERTAINMENT	10385	224	3.8	2.2	62	3856	6.3	37.1	102	278	4.5	2.7	73	3901	6.4	37.6	104
ABC FM	4762	*223	3.8	4.7	135	2318	3.8	48.7	134	*232	3.8	4.9	133	2259	3.7	47.4	131
ABC INFORMATION	11339	346	5.9	3.1	88	3750	6.1	33.1	91	477	7.8	4.2	115	3754	6.2	33.1	91
ABC ROCK	4878	234	4.0	4.8	138	1961	3.2	40.2	111	*152	2.5	3.1	85	2273	3.7	46.6	129
CBS	10709	264	4.5	2.5	71	3555	5.8	33.2	91	364	5.9	3.4	93	3677	6.1	34.3	95
MUTUAL	10251	309	5.3	3.0	87	3549	5.8	34.6	95	390	6.3	3.8	104	3654	6.0	35.6	98
NBC	12243	440	7.5	3.6	103	3934	6.5	32.1	88	418	6.8	3.4	93	4509	7.4	36.8	102
RADIORADIO	4606	*273	4.7	5.9	170	1680	2.8	36.5	100	*252	4.1	5.5	149	1711	2.8	37.1	103
RKO ONE	5148	*202	3.5	3.9	113	2211	3.6	42.9	118	*214	3.5	4.2	113	2121	3.5	41.2	114
RKO TWO	7313	*222	3.8	3.0	87	2732	4.5	37.4	103	363	5.9	5.0	136	2531	4.2	34.6	96
THE SOURCE	5981	*293	5.0	4.9	141	2515	4.1	42.0	116	*284	4.6	4.7	130	2461	4.1	41.1	114
NON-WIRED : BLAIR	19329	759	13.0	3.9	113	7604	12.5	39.3	108	536	8.7	2.8	76	7969	13.1	41.2	114
INTERNET	27139	1082	18.5	4.0	115	9894	16.2	36.5	100	1119	18.2	4.1	113	10338	17.0	38.1	105
KATZ RADIO GROUP	36319	1344	23.0	3.7	106	13051	21.4	35.9	99	1580	25.7	4.4	119	14103	23.2	38.8	107
SUPERNET	22361	708	12.1	3.2	91	8627	14.1	38.6	106	873	14.2	3.9	107	8461	13.9	37.8	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	482	8.3	3.3	95	5330	8.7	36.7	101	465	7.6	3.2	87	4799	7.9	33.0	91
MKDAY 9:00 AM - 1:00 PM	18688	620	10.6	3.3	95	6326	10.4	33.9	93	656	10.7	3.5	96	6522	10.7	34.9	96
MKDAY 1:00 PM - 4:30 PM	24061	839	14.4	3.5	100	8220	13.5	34.2	94	810	13.2	3.4	92	8398	13.8	34.9	96
MKDAY 4:30 PM - 7:30 PM	44079	1643	28.2	3.7	107	15048	24.7	34.1	94	1533	25.0	3.5	95	15138	24.9	34.3	95
MKDAY 7:30 PM - 8:00 PM	61979	2229	38.2	3.6	103	21734	35.6	35.1	96	2231	36.3	3.6	98	21517	35.4	34.7	96
MKDAY 11:00 PM - 11:30 PM	49084	1733	29.7	3.5	101	17907	29.4	36.5	100	1795	29.2	3.7	100	17745	29.2	36.2	100
MKDAY 11:30 PM - 1:00 AM	16560	610	10.5	3.7	106	6201	10.2	37.4	103	707	11.5	4.3	117	6187	10.2	37.4	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	2391	41.0	3.6	103	23905	39.2	35.7	98	2459	40.0	3.7	100	24464	40.3	36.5	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	430	7.4	4.6	133	3015	4.9	32.5	89	402	6.5	4.3	118	3575	5.9	38.6	106
ANOTHER WORLD N	6138	*95	1.6	1.5	44	2130	3.5	34.7	95	130	2.1	2.1	58	2159	3.6	35.2	97
AS THE WORLD TURNS C	7707	264	4.5	3.4	98	2725	4.5	35.4	97	165	2.7	2.1	58	2476	4.1	32.1	89
CAPITOL C	4688	194	3.3	4.1	119	1627	2.7	34.7	95	*131	2.1	2.8	76	1696	2.8	36.2	100
CBS MORN. NEWS 1 C	2792	**81	1.4	2.9	83	1002	1.6	35.9	99	*75	1.2	2.7	73	997	1.6	35.7	99
CBS MORN. NEWS 2 C	2071	**83	1.4	4.0	115	705	1.2	34.0	94	*51	0.8	2.5	67	660	1.1	31.9	88
DAYS OF OUR LIVES N	8018	238	4.1	3.0	85	2879	4.7	35.9	99	218	3.5	2.7	74	2811	4.6	35.1	97
FACTS OF LIFE - DAYTIME N	3487	108	1.9	3.1	89	1026	1.7	29.4	81	96	1.6	2.8	75	1333	2.2	38.2	106
FAMILY FEUD A	4817	166	2.8	3.4	99	1629	2.7	33.8	93	172	2.8	3.6	97	1717	2.8	35.6	98
GENERAL HOSPITAL A	8333	386	6.6	4.6	133	2629	4.3	31.5	87	304	4.9	3.6	100	3041	5.0	36.5	101
GOOD MORNING, AMERICA-730 A	5472	237	4.1	4.3	124	1980	3.2	36.2	100	200	3.3	3.7	100	1831	3.0	33.5	92
GOOD MORNING, AMERICA-830 A	3965	156	2.7	3.9	113	1390	2.3	35.1	96	148	2.4	3.7	102	1167	1.9	29.4	81
GUIDING LIGHT C	7542	275	4.7	3.6	105	2726	4.5	36.1	99	196	3.2	2.6	71	2525	4.2	33.5	92
ONE LIFE TO LIVE A	6018	210	3.6	3.5	100	1981	3.2	32.9	91	274	4.5	4.6	124	2318	3.8	38.5	106
PRESS YOUR LUCK C	3589	*109	1.9	3.0	87	1177	1.9	32.8	90	121	2.0	3.4	92	1385	2.3	38.6	107
PRICE IS RIGHT 1 C	7418	225	3.9	3.0	87	2663	4.4	35.9	99	206	3.4	2.8	76	2590	4.3	34.9	96
PRICE IS RIGHT 2 C	8276	228	3.9	2.8	79	2937	4.8	35.5	98	293	4.8	3.5	97	2928	4.8	35.4	98
RYAN'S HOPE A	4358	217	3.7	5.0	143	1388	2.3	31.8	88	176	2.9	4.0	110	1764	2.9	40.5	112
SALE OF THE CENTURY N	3749	*111	1.9	3.0	85	1109	1.8	29.6	81	99	1.6	2.6	72	1363	2.2	36.4	100
SEARCH FOR TOMORROW N	2884	*73	1.3	2.5	73	1039	1.7	36.0	99	**48	0.8	1.7	45	959	1.6	33.3	92
TODAY SHOW 1 N	4869	*125	2.1	2.6	74	1671	2.7	34.3	94	134	2.2	2.8	75	1422	2.3	29.2	81
TODAY SHOW 2 N	4135	*93	1.6	2.2	65	1494	2.5	36.1	99	120	2.0	2.9	79	1125	1.9	27.2	75
$25,000 PYRAMID C	4361	175	3.0	4.0	115	1498	2.5	34.3	94	137	2.2	3.1	86	1643	2.7	37.7	104
WHEEL OF FORTUNE N	6187	201	3.4	3.2	93	2139	3.5	34.6	95	199	3.2	3.2	88	2237	3.7	36.2	100
YOUNG AND THE RESTLESS C	8186	277	4.7	3.4	97	2974	4.9	36.3	100	240	3.9	2.9	80	2597	4.3	31.7	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	157	2.7	3.3	95	1698	2.8	35.9	99	155	2.5	3.3	90	1522	2.5	32.2	89
NBA PLAYOFF GAME -1 C	5127	238	4.1	4.6	133	1948	3.2	38.0	105	150	2.4	2.9	80	2089	3.4	40.7	113
NBC MAJOR LEAGUE PRE-GAME N	3945	**101	1.7	2.6	74	1394	2.3	35.3	97	*173	2.8	4.4	120	1524	2.5	38.6	107
SPORTSWORLD - SUN N	3370	**68	1.2	2.0	58	1250	2.0	37.1	102	*116	1.9	3.4	94	1309	2.2	38.8	107
SUNDAY MORNING C	4200	*118	2.0	2.8	81	1606	2.6	38.2	105	*106	1.7	2.5	69	1576	2.6	37.5	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

0127
P-18

		TOTAL U.S. '000	C&C COLA A '000	C&C COLA B % DOWN	C&C COLA C % ACROSS	C&C COLA D INDX	COCA COLA A '000	COCA COLA B % DOWN	COCA COLA C % ACROSS	COCA COLA D INDX	LIKE A '000	LIKE B % DOWN	LIKE C % ACROSS	LIKE D INDX	PEPSI COLA A '000	PEPSI COLA B % DOWN	PEPSI COLA C % ACROSS	PEPSI COLA D INDX
TOTAL ADULTS		167727	5835	100.0	3.5	100	60979	100.0	36.4	100	6144	100.0	3.7	100	60746	100.0	36.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1611	27.6	3.1	89	18054	29.6	34.5	95	1733	28.2	3.3	90	16837	27.7	32.2	89
NETWORK AFFILIATES - LATE		39164	1265	21.7	3.2	93	13854	22.7	35.4	97	1380	22.5	3.5	96	13776	22.7	35.2	97
INDEPENDENTS - LATE		5133	292	5.0	5.7	164	1769	2.9	34.5	95	238	3.9	4.6	127	1692	2.8	33.0	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	863	14.8	3.8	109	8582	14.1	37.6	103	893	14.5	3.9	107	8763	14.4	38.4	106
ABC MONDAY NIGHT MOVIE	A	11258	277	4.7	2.5	71	3990	6.5	35.4	97	426	6.9	3.8	103	4089	6.7	36.3	100
ABC SUNDAY NIGHT MOVIE	A	23600	876	15.0	3.7	107	8340	13.7	35.3	97	829	13.5	3.5	96	8491	14.0	36.0	99
ABC WORLD NEWS TONIGHT	A	12801	432	7.4	3.4	97	4525	7.4	35.3	97	455	7.4	3.6	97	4116	6.8	32.2	89
AFTERMASH	C	10966	*262	4.5	2.4	69	4019	6.6	36.6	101	434	7.1	4.0	108	3846	6.3	35.1	97
ALICE	C	17050	536	9.2	3.1	90	6116	10.0	35.9	99	508	8.3	3.0	81	6186	10.2	36.3	100
AMERICAN PARADE	C	11998	360	6.2	3.0	86	4144	6.8	34.5	95	301	4.9	2.5	68	3689	6.1	30.7	85
BENSON	A	19258	658	11.3	3.4	98	6151	10.1	31.9	88	831	13.5	4.3	118	6708	11.0	34.8	96
BLUE THUNDER	A	11478	376	6.4	3.3	94	4104	6.7	35.8	98	483	7.9	4.2	115	4397	7.2	38.3	106
CAGNEY & LACEY	C	18263	577	9.9	3.2	91	6768	11.1	37.1	102	825	13.4	4.5	123	7050	11.6	38.6	107
CBS EVENING NEWS-DEAN	C	7733	*251	4.3	3.2	93	2335	3.8	30.2	83	279	4.5	3.6	98	2575	4.2	33.3	92
CBS EVENING NEWS-RATHER	C	15653	476	8.2	3.0	87	5191	8.5	33.2	91	411	6.7	2.6	72	5177	8.5	33.1	91
CBS SAT. NEWS-SCHIEFFER	C	8744	201	3.4	2.3	66	2719	4.5	31.1	86	235	3.8	2.7	73	2724	4.5	31.2	86
CBS SATURDAY NIGHT MOVIE	C	12000	375	6.4	3.1	90	4488	7.4	37.4	103	485	7.9	4.0	110	4764	7.8	39.7	110
CBS WEDNESDAY NIGHT MOVIE	C	11522	319	5.5	2.8	80	4110	6.7	35.7	98	341	5.6	3.0	81	4114	6.8	35.7	99
CHEERS	N	16818	682	11.7	4.1	117	6039	9.9	35.9	99	738	12.0	4.4	120	6446	10.6	38.3	106
DALLAS	C	37510	1053	18.0	2.8	81	13686	22.4	36.5	100	1273	20.7	3.4	93	13139	21.6	35.0	97
DIFF'RENT STROKES	N	11258	368	6.3	3.3	94	3626	5.9	32.2	89	367	6.0	3.3	89	3930	6.5	34.9	96
DOUBLE TROUBLE	N	12248	375	6.4	3.1	88	4321	7.1	35.3	97	559	9.1	4.6	125	4892	8.1	39.9	110
DUCK FACTORY	N	11100	405	6.9	3.6	105	3914	6.4	35.3	97	534	8.7	4.8	131	4264	7.0	38.4	106
DUKES OF HAZZARD	C	12353	277	4.7	2.2	64	4502	7.4	36.4	100	322	5.2	2.6	71	4659	7.7	37.7	104
DYNASTY	A	33279	1131	19.4	3.4	98	11556	19.0	34.7	96	1149	18.7	3.5	94	12434	20.5	37.4	103
FACTS OF LIFE	N	13410	430	7.4	3.2	92	4641	7.6	34.6	95	618	10.1	4.6	126	5022	8.3	37.4	103
FALCON CREST	C	31093	823	14.1	2.6	76	11287	18.5	36.3	100	1038	16.9	3.3	91	11012	18.1	35.4	98
FALL GUY	A	18649	538	9.2	2.9	83	6761	11.1	36.3	100	709	11.5	3.8	104	7336	12.1	39.3	109
FAMILY TIES	N	13101	473	8.1	3.6	104	4679	7.7	35.7	98	591	9.6	4.5	123	4979	8.2	38.0	105
FANTASY ISLAND	A	13069	541	9.3	4.1	119	4358	7.1	33.3	92	503	8.2	3.8	105	4478	7.4	34.3	95
FOULUPS,BLEEPS & BLUNDERS	A	16588	595	10.2	3.6	103	5607	9.2	33.8	93	505	8.2	3.0	83	5911	9.7	35.6	98
FOUR SEASONS	C	9302	*248	4.3	2.7	77	3324	5.5	35.7	98	469	7.6	5.0	138	3230	5.3	34.7	96
GIMME A BREAK	N	13955	482	8.3	3.5	99	5089	8.3	36.5	100	632	10.3	4.5	124	4885	8.0	35.0	97
HART TO HART	A	15735	411	7.0	2.6	75	5321	8.7	33.8	93	509	8.3	3.2	88	5306	8.7	33.7	93
HILL STREET BLUES	N	18257	664	11.4	3.6	105	6903	11.3	37.8	104	700	11.4	3.8	105	7280	12.0	39.9	110
HOTEL	A	24236	786	13.5	3.2	93	8428	13.8	34.8	96	768	12.5	3.2	87	8321	13.7	34.3	95
JEFFERSONS	C	17010	516	8.8	3.0	87	6070	10.0	35.7	98	506	8.2	3.0	81	6070	10.0	35.7	99
JENNIFER SLEPT HERE	N	9397	*247	4.2	2.6	76	2916	4.8	31.0	85	301	4.9	3.2	87	3549	5.8	37.8	104
KATE & ALLIE	C	16762	587	10.1	3.5	101	5985	9.8	35.7	98	743	12.1	4.4	121	6189	10.2	36.9	102
KNIGHT RIDER	N	13164	528	9.0	4.0	115	4924	8.1	37.4	103	412	6.7	3.1	85	5330	8.8	40.5	112
LOVE BOAT	A	20400	768	13.2	3.8	108	6658	10.9	32.6	90	770	12.5	3.8	103	6824	11.2	33.5	92
MAGNUM PI	C	22543	722	12.4	3.2	92	8355	13.7	37.1	102	777	12.6	3.4	94	8359	13.8	37.1	102
MAMA'S FAMILY	N	9852	344	5.9	3.5	100	3474	5.7	35.3	97	270	4.4	2.7	75	3248	5.3	33.0	91
MASTER, THE	N	8082	262	4.5	3.2	93	3139	5.1	38.8	107	218	3.5	2.7	74	3261	5.4	40.3	111
MATT HOUSTON	A	12881	551	9.4	4.3	123	4487	7.4	34.8	96	427	6.9	3.3	90	4986	8.2	38.7	107
NBC MONDAY NIGHT MOVIE	N	23889	905	15.5	3.8	109	8373	13.7	35.0	96	898	14.6	3.8	103	9357	15.4	39.2	108
NBC NIGHTLY NEWS	N	11156	234	4.0	2.1	60	3872	6.3	34.7	95	271	4.4	2.4	66	3668	6.0	32.9	91
NBC NIGHTLY NEWS-SAT	N	7363	*209	3.6	2.8	82	2464	4.0	33.5	92	*203	3.3	2.8	75	2283	3.8	31.0	86
NBC NIGHTLY NEWS-SUN	N	6214	*140	2.4	2.3	65	2147	3.5	34.6	95	*191	3.1	3.1	84	1975	3.3	31.8	88
NBC SUNDAY NIGHT MOVIE	N	17590	820	14.1	4.7	134	6493	10.6	36.9	102	627	10.2	3.6	97	7383	12.2	42.0	116
NEWHART	C	16740	586	10.0	3.5	101	6134	10.1	36.6	101	793	12.9	4.7	129	6408	10.5	38.3	106
ONE DAY AT A TIME	C	11820	386	6.6	3.3	94	4348	7.1	36.8	101	396	6.4	3.4	91	4356	7.2	36.9	102
PEOPLE ARE FUNNY	N	9138	348	6.0	3.8	109	3248	5.3	35.5	98	323	5.3	3.5	96	3163	5.2	34.6	96
REAL PEOPLE	N	15979	433	7.4	2.7	78	5772	9.5	36.1	99	466	7.6	2.9	80	5472	9.0	34.2	95
REMINGTON STEELE	N	14395	523	9.0	3.6	104	5165	8.5	35.9	99	555	9.0	3.9	105	5890	9.7	40.9	113
RIPLEY'S BELIEVE IT - NOT	A	11362	312	5.3	2.7	79	4086	6.7	36.0	99	452	7.4	4.0	109	4180	6.9	36.8	102
RIPTIDE	N	13920	535	9.2	3.8	110	5363	8.8	38.5	106	534	8.7	3.8	105	5612	9.2	40.3	111
SCARECROW & MRS. KING	C	17571	622	10.7	3.5	102	6263	10.3	35.6	98	643	10.5	3.7	100	6137	10.1	34.9	96
SIMON & SIMON	C	20208	600	10.3	3.0	85	7233	11.9	35.8	98	757	12.3	3.7	102	7606	12.5	37.6	104
60 MINUTES	C	27668	879	15.1	3.2	91	9535	15.6	34.5	95	847	13.8	3.1	84	8964	14.8	32.4	89
ST. ELSEWHERE	N	13699	492	8.4	3.6	103	5285	8.7	38.6	106	778	12.7	5.7	155	5414	8.9	39.5	109
THREE'S COMPANY	A	20632	685	11.7	3.3	95	6790	11.1	32.9	91	886	14.4	4.3	117	7639	12.6	37.0	102
T.J. HOOKER	A	17136	482	8.3	2.8	81	6228	10.2	36.3	100	676	11.0	3.9	108	5889	9.7	34.4	95
TONIGHT SHOW	N	4963	171	2.9	3.4	99	1843	3.0	37.1	102	189	3.1	3.8	104	1739	2.9	35.0	97
TRAPPER JOHN, M.D.	C	16332	557	9.5	3.4	98	5927	9.7	36.3	100	512	8.3	3.1	86	5827	9.6	35.7	99
TV BLOOPERS & PRAC. JOKES	N	18881	556	9.5	2.9	85	6937	11.4	36.7	101	661	10.8	3.5	96	7132	11.7	37.8	104
20/20	A	18315	486	8.3	2.7	76	6397	10.5	34.9	96	594	9.7	3.2	89	6118	10.1	33.4	92
WEBSTER	A	18722	594	10.2	3.2	91	6090	10.0	32.5	89	794	12.9	4.2	116	6727	11.1	35.9	99
WORLD NEWS - SUN	A	5327	*223	3.8	4.2	120	1811	3.0	34.0	94	*84	1.4	1.6	43	1481	2.4	27.8	77
YELLOW ROSE	N	8370	274	4.7	3.3	94	3036	5.0	36.3	100	267	4.3	3.2	87	2822	4.6	33.7	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	868	14.9	3.4	96	10483	17.2	40.5	112	1302	21.2	5.0	137	10631	17.5	41.1	114
BASKETBALL - COLLEGE GAMES		14468	*481	8.2	3.3	96	6770	11.1	46.8	129	669	10.9	4.6	126	6795	11.2	47.0	130
BASKETBALL - PRO GAMES		12124	*408	7.0	3.4	97	5215	8.6	43.0	118	611	9.9	5.0	138	5217	8.6	43.0	119
BOWLING		9412	*281	4.8	3.0	86	3391	5.6	36.0	99	*396	6.4	4.2	115	3554	5.9	37.8	104
BOXING		15409	564	9.7	3.7	105	6150	10.1	39.9	110	697	11.3	4.5	123	6663	11.0	43.2	119
FOOTBALL - COLLEGE GAMES		21400	542	9.3	2.5	73	9977	16.4	46.6	128	875	14.2	4.1	112	9140	15.0	42.7	118
FOOTBALL - PRO GAMES		35944	965	16.5	2.7	77	16463	27.0	45.8	126	1467	23.9	4.1	111	15993	26.3	44.5	123
GOLF		9759	**190	3.3	1.9	56	3926	6.4	40.2	111	*331	5.4	3.4	93	3542	5.8	36.3	100
POST-SEASON COLL. FOOTBALL		18123	584	10.0	3.2	93	8248	13.5	45.5	125	741	12.1	4.1	112	8038	13.2	44.4	122
POST-SEASON PRO FOOTBALL		22091	486	8.3	2.2	63	10288	16.9	46.6	128	998	16.2	4.5	123	9644	15.9	43.7	121
TENNIS		6764	**216	3.7	3.2	92	3010	4.9	44.5	122	**291	4.7	4.3	117	2651	4.4	39.2	108
WRESTLING - PROFESSIONAL		9695	*496	8.5	5.1	147	4498	7.4	46.4	128	*441	7.2	4.5	124	4667	7.7	48.1	133

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S.	PEPSI FREE A	B % DOWN	C % ACROSS	D INDX	R.C. 100 A	B % DOWN	C % ACROSS	D INDX	SHASTA COLA A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX
	'000	'000		%	INDX	'000		%	INDX	'000		%	INDX	'000		%	INDX
TOTAL ADULTS	167727	15598	100.0	9.3	100	6717	100.0	4.0	100	8324	100.0	5.0	100				
MALES	79263	6832	43.8	8.6	93	3335	49.7	4.2	105	4099	49.2	5.2	104				
FEMALES	88464	8770	56.2	9.9	107	3381	50.3	3.8	95	4224	50.7	4.8	96				
18 - 24	28671	3357	21.5	11.7	126	1476	22.0	5.1	129	1657	19.9	5.8	116				
25 - 34	39536	4189	26.9	10.6	114	1955	29.1	4.9	123	2407	28.9	6.1	123				
35 - 44	28978	3522	22.6	12.2	131	1348	20.1	4.7	116	1588	19.1	5.5	110				
45 - 54	22345	1857	11.9	8.3	89	823	12.3	3.7	92	994	11.9	4.4	90				
55 - 64	22224	1499	9.6	6.7	73	*629	9.4	2.8	71	929	11.2	4.2	84				
65 OR OLDER	25973	1174	7.5	4.5	49	486	7.2	1.9	47	749	9.0	2.9	58				
18 - 34	68207	7546	48.4	11.1	119	3430	51.1	5.0	126	4063	48.8	6.0	120				
18 - 49	108058	12073	77.4	11.2	120	5145	76.6	4.8	119	6208	74.6	5.7	116				
25 - 54	90859	9568	61.3	10.5	113	4126	61.4	4.5	113	4989	59.9	5.5	111				
35 - 49	39851	4527	29.0	11.4	122	1714	25.5	4.3	107	2144	25.8	5.4	108				
50 OR OLDER	59669	3525	22.6	5.9	64	1572	23.4	2.6	66	2116	25.4	3.5	71				
GRADUATED COLLEGE	28091	2533	16.2	9.0	97	1036	15.4	3.7	92	1015	12.2	3.6	73				
ATTENDED COLLEGE	28435	2847	18.3	9.8	106	1246	18.5	4.3	108	1374	16.5	4.7	96				
GRADUATED HIGH SCHOOL	65503	6647	42.6	10.1	109	2694	40.1	4.1	103	3444	41.4	5.3	106				
DID NOT GRADUATE HIGH SCHOOL	45195	3571	22.9	7.9	85	1741	25.9	3.9	96	2492	29.9	5.5	111				
EMPLOYED MALES	56429	5259	33.7	9.3	100	2418	36.0	4.3	107	3000	36.0	5.3	107				
EMPLOYED FEMALES	43971	4619	29.6	10.5	113	1725	25.7	3.9	98	2181	26.2	5.0	100				
EMPLOYED FULL-TIME	87773	8350	53.5	9.5	102	3642	54.2	4.1	104	4496	54.0	5.1	103				
EMPLOYED PART-TIME	12627	1528	9.8	12.1	130	*501	7.5	4.0	99	684	8.2	5.4	109				
NOT EMPLOYED	67327	5720	36.7	8.5	91	2574	38.3	3.8	95	3143	37.8	4.7	94				
PROFESSIONAL/MANAGER	25845	2218	14.2	8.6	92	993	14.8	3.8	96	976	11.7	3.8	76				
TECH/CLERICAL/SALES	30895	3192	20.5	10.3	111	1394	20.8	4.5	113	1638	19.7	5.3	107				
PRECISION/CRAFT	12629	1308	8.4	10.4	111	*506	7.5	4.0	100	689	8.3	5.5	110				
OTHER EMPLOYED	31031	3160	20.3	10.2	110	1251	18.6	4.0	101	1879	22.6	6.1	122				
SINGLE	35557	3505	22.5	9.9	106	1974	29.4	5.6	139	2148	25.8	6.0	122				
MARRIED	103585	10202	65.4	9.8	106	3799	56.6	3.7	92	5045	60.6	4.9	98				
DIVORCED/SEPARATED/WIDOWED	28585	1892	12.1	6.6	71	943	14.0	3.3	82	1131	13.6	4.0	80				
PARENTS	59295	7438	47.7	12.5	135	2727	40.6	4.6	115	3627	43.6	6.1	123				
WHITE	146081	13603	87.2	9.3	100	5683	84.6	3.9	97	6360	76.4	4.4	88				
BLACK	17974	1651	10.6	9.2	99	864	12.9	4.8	120	1684	20.2	9.4	189				
OTHER	3672	**344	2.2	9.4	101	**169	2.5	4.6	115	**280	3.4	7.6	154				
NORTHEAST-CENSUS	37005	3713	23.8	10.0	108	1093	16.3	3.0	74	711	8.5	1.9	39				
NORTH CENTRAL	42642	4986	32.0	11.7	126	1901	28.3	4.5	111	1747	21.0	4.1	83				
SOUTH	56777	4131	26.5	7.3	78	2434	36.2	4.3	107	2800	33.6	4.9	99				
WEST	31303	2768	17.7	8.8	95	1289	19.2	4.1	103	3065	36.8	9.8	197				
NORTHEAST-MKTG.	38125	3351	21.5	8.8	95	1171	17.4	3.1	77	786	9.4	2.1	42				
EAST CENTRAL	24794	3093	19.8	12.5	134	872	13.0	3.5	88	561	6.7	2.3	46				
WEST CENTRAL	28511	2974	19.1	10.4	112	1426	21.2	5.0	125	1588	19.1	5.6	112				
SOUTH	48953	3758	24.1	7.7	83	2117	31.5	4.3	108	2681	32.2	5.5	110				
PACIFIC	27344	2423	15.5	8.9	95	1131	16.8	4.1	103	2707	32.5	9.9	199				
COUNTY SIZE A	69301	6255	40.1	9.0	97	3207	47.7	4.6	116	3407	40.9	4.9	99				
COUNTY SIZE B	50633	4804	30.8	9.5	102	1914	28.5	3.8	94	2559	30.7	5.1	102				
COUNTY SIZE C	26259	2453	15.7	9.3	100	801	11.9	3.1	76	1343	16.1	5.1	103				
COUNTY SIZE D	21534	2087	13.4	9.7	104	794	11.8	3.7	92	1015	12.2	4.7	95				
METRO CENTRAL CITY	50014	4525	29.0	9.0	97	2143	31.9	4.3	107	3013	36.2	6.0	121				
METRO SUBURBAN	76832	7551	48.4	9.8	106	3081	45.9	4.0	100	3121	37.5	4.1	82				
NON METRO	40881	3522	22.6	8.6	93	1492	22.2	3.6	91	2189	26.3	5.4	108				
TOP 5 ADI'S	39550	3486	22.3	8.8	95	1986	29.6	5.0	125	1867	22.4	4.7	95				
TOP 10 ADI'S	54877	4490	28.8	8.2	88	2259	33.6	4.1	103	2279	27.4	4.2	84				
TOP 20 ADI'S	77516	6807	43.6	8.8	94	3409	50.8	4.4	110	3637	43.7	4.7	95				
HSHLD INC. $50,000 OR MORE	17257	1280	8.2	7.4	80	*659	9.8	3.8	95	*666	8.0	3.9	78				
$40,000 OR MORE	33235	2866	18.4	8.6	93	1205	17.9	3.6	91	1340	16.1	4.0	81				
$30,000 OR MORE	59693	5584	35.8	9.4	101	2457	36.6	4.1	103	2620	31.5	4.4	88				
$25,000 OR MORE	76275	7571	48.5	9.9	107	3136	46.7	4.1	103	3328	40.0	4.4	88				
$20,000 - $24,999	18607	2046	13.1	11.0	118	736	11.0	4.0	99	930	11.2	5.0	101				
$15,000 - $19,999	17175	1592	10.2	9.3	100	721	10.7	4.2	105	924	11.1	5.4	108				
$10,000 - $14,999	24569	2071	13.3	8.4	91	769	11.4	3.1	78	1469	17.6	6.0	120				
UNDER $10,000	31101	2318	14.9	7.5	80	1356	20.2	4.4	109	1672	20.1	5.4	108				
HOUSEHOLD OF 1 PERSON	19441	1070	6.9	5.5	59	578	8.6	3.0	74	598	7.2	3.1	62				
2 PEOPLE	51803	3590	23.0	6.9	75	1432	21.3	2.8	69	2072	24.9	4.0	81				
3 OR 4 PEOPLE	66933	7565	48.5	11.3	122	3298	49.1	4.9	123	3716	44.6	5.6	112				
5 OR MORE PEOPLE	29550	3374	21.6	11.4	123	1409	21.0	4.8	119	1937	23.3	6.6	132				
NO CHILD IN HSHLD	96587	6956	44.6	7.2	77	3299	49.1	3.4	85	4057	48.7	4.2	85				
CHILD(REN) UNDER 2 YRS	10844	1596	10.2	14.7	158	*491	7.3	4.5	113	791	9.5	7.3	147				
2 - 5 YEARS	26358	3256	20.9	12.4	133	1147	17.1	4.4	109	1776	21.3	6.7	136				
6 - 11 YEARS	30453	3292	21.1	10.8	116	1812	27.0	6.0	149	1938	23.3	6.4	128				
12 - 17 YEARS	36575	4528	29.0	12.4	133	1778	26.5	4.9	121	2141	25.7	5.9	118				
RESIDENCE OWNED	117770	10180	65.3	8.6	93	4539	67.6	3.9	96	5332	64.1	4.5	91				
VALUE: $50,000 OR MORE	70166	5808	37.2	8.3	89	2791	41.6	4.0	99	3294	39.6	4.7	95				
VALUE: UNDER $50,000	47604	4372	28.0	9.2	99	1748	26.0	3.7	92	2038	24.5	4.3	86				

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	PEPSI FREE A '000	PEPSI FREE B % DOWN	PEPSI FREE C % ACROSS	PEPSI FREE D INDX	R.C. 100 A '000	R.C. 100 B % DOWN	R.C. 100 C % ACROSS	R.C. 100 D INDX	SHASTA COLA A '000	SHASTA COLA B % DOWN	SHASTA COLA C % ACROSS	SHASTA COLA D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	15598	100.0	9.3	100	6717	100.0	4.0	100	8324	100.0	5.0	100				
MAGAZINES	QUINTILE 1	34022	4021	25.8	11.8	127	1507	22.4	4.4	111	1758	21.1	5.2	104				
	QUINTILE 2	34800	3156	20.2	9.1	98	1540	22.9	4.4	111	1720	20.7	4.9	100				
	QUINTILE 3	30514	2789	17.9	9.1	98	1071	15.9	3.5	88	1452	17.4	4.8	96				
	QUINTILE 4	33324	3347	21.5	10.0	108	1285	19.1	3.9	96	1785	21.4	5.4	108				
	QUINTILE 5	35066	2284	14.6	6.5	70	1315	19.6	3.8	94	1609	19.3	4.6	92				
NEWSPAPERS	QUINTILE 1	29107	2790	17.9	9.6	103	1101	16.4	3.8	94	1118	13.4	3.8	77				
	QUINTILE 2	49095	4931	31.6	10.0	108	1944	28.9	4.0	99	2365	28.4	4.8	97				
	QUINTILE 3	23107	1965	12.6	8.5	91	885	13.2	3.8	96	1034	12.4	4.5	90				
	QUINTILE 4	33556	3247	20.8	9.7	104	1261	18.8	3.8	94	1578	19.0	4.7	95				
	QUINTILE 5	32863	2666	17.1	8.1	87	1527	22.7	4.6	116	2229	26.8	6.8	137				
OUTDOOR	QUINTILE 1	33431	3196	20.5	9.6	103	1452	21.6	4.3	108	1719	20.7	5.1	104				
	QUINTILE 2	33478	3315	21.3	9.9	106	1655	24.6	4.9	123	1802	21.6	5.4	108				
	QUINTILE 3	33574	3333	21.4	9.9	107	1357	20.2	4.0	101	1891	22.7	5.6	113				
	QUINTILE 4	33935	2958	19.0	8.7	94	1191	17.7	3.5	88	1390	16.7	4.1	83				
	QUINTILE 5	33310	2796	17.9	8.4	90	1062	15.8	3.2	80	1522	18.3	4.6	92				
RADIO-DRIVE TIME	QUINTILE 1	33136	3158	20.2	9.5	102	1532	22.8	4.6	115	1854	22.3	5.6	113				
	QUINTILE 2	31658	3066	19.7	9.7	104	1305	19.4	4.1	103	1779	21.4	5.6	113				
	QUINTILE 3	32541	3221	20.7	9.9	106	1280	19.1	3.9	98	1624	19.5	5.0	101				
	QUINTILE 4	34247	3376	21.6	9.9	106	1520	22.6	4.4	111	1475	17.7	4.3	87				
	QUINTILE 5	36144	2777	17.8	7.7	83	1080	16.1	3.0	75	1592	19.1	4.4	89				
RADIO-MID-DAY	TERCILE 1	45037	4675	30.0	10.4	112	1813	27.0	4.0	101	2412	29.0	5.4	108				
	TERCILE 2	44819	4519	29.0	10.1	108	2044	30.4	4.6	114	2188	26.3	4.9	98				
	TERCILE 3	77872	6404	41.1	8.2	88	2860	42.6	3.7	92	3724	44.7	4.8	96				
RADIO-TOTAL	QUINTILE 1	33763	3255	20.9	9.6	104	1480	22.0	4.4	109	1891	22.7	5.6	113				
	QUINTILE 2	33240	3346	21.5	10.1	108	1428	21.3	4.3	107	1837	22.1	5.5	111				
	QUINTILE 3	33408	3327	21.3	10.0	107	1398	20.8	4.2	104	1444	17.3	4.3	87				
	QUINTILE 4	34792	3378	21.7	9.7	104	1365	20.3	3.9	98	1693	20.3	4.9	98				
	QUINTILE 5	32524	2293	14.7	7.1	76	1046	15.6	3.2	80	1459	17.5	4.5	90				
TV-PRIME TIME	QUINTILE 1	33090	3093	19.8	9.3	101	1555	23.2	4.7	117	1271	15.3	3.8	77				
	QUINTILE 2	33357	3274	21.0	9.8	106	1166	17.4	3.5	87	1526	18.3	4.6	92				
	QUINTILE 3	33980	3309	21.2	9.7	105	1389	20.7	4.1	102	2075	24.9	6.1	123				
	QUINTILE 4	33854	3108	19.9	9.2	99	1242	18.5	3.7	92	1736	20.9	5.1	103				
	QUINTILE 5	33444	2814	18.0	8.4	90	1365	20.3	4.1	102	1716	20.6	5.1	103				
TV-DAYTIME	TERCILE 1	49121	4722	30.3	9.6	103	1761	26.2	3.6	90	2308	27.7	4.7	95				
	TERCILE 2	48823	4958	31.8	10.2	109	2215	33.0	4.5	113	2398	28.8	4.9	99				
	TERCILE 3	69782	5919	37.9	8.5	91	2741	40.8	3.9	98	3618	43.5	5.2	104				
TV-TOTAL	QUINTILE 1	33584	3054	19.6	9.1	98	1468	21.9	4.4	109	1560	18.7	4.6	94				
	QUINTILE 2	33441	3154	20.2	9.4	101	1258	18.7	3.8	94	1609	19.3	4.8	97				
	QUINTILE 3	33505	3321	21.3	9.9	107	1212	18.0	3.6	90	1536	18.5	4.6	92				
	QUINTILE 4	33466	3085	19.8	9.2	99	1362	20.3	4.1	102	1617	19.4	4.8	97				
	QUINTILE 5	33731	2985	19.1	8.8	95	1418	21.1	4.2	105	2002	24.1	5.9	120				
MAGAZINES-NEWSPAPERS: DUAL		44503	4489	28.8	10.1	108	1976	29.4	4.4	111	2059	24.7	4.6	93				
MAGAZINE IMPERATIVE		39363	3992	25.6	10.1	109	1615	24.0	4.1	102	2297	27.6	5.8	118				
NEWSPAPER IMPERATIVE		46441	4198	26.9	9.0	97	1591	23.7	3.4	86	1953	23.5	4.2	85				
MAGAZINES-OUTDOOR: DUAL		33726	3526	22.6	10.5	112	1662	24.7	4.9	123	1701	20.4	5.0	102				
MAGAZINE IMPERATIVE		52846	5227	33.5	9.9	106	1934	28.8	3.7	91	2651	31.8	5.0	101				
OUTDOOR IMPERATIVE		52140	4704	30.2	9.0	97	2181	32.5	4.2	104	2689	32.3	5.2	104				
MAGAZINES-RADIO: DUAL		37081	3807	24.4	10.3	110	1746	26.0	4.7	118	2202	26.5	5.9	120				
MAGAZINE IMPERATIVE		49747	4872	31.2	9.8	105	1979	29.5	4.0	99	2223	26.7	4.5	90				
RADIO IMPERATIVE		49208	4550	29.2	9.2	99	1886	28.1	3.8	96	2368	28.4	4.8	97				
MAGAZINES-TELEVISION: DUAL		33103	3558	22.8	10.7	116	1634	24.3	4.9	123	1519	18.2	4.6	92				
MAGAZINE IMPERATIVE		54575	5420	34.7	9.9	107	2014	30.0	3.7	92	2718	32.7	5.0	100				
TELEVISION IMPERATIVE		53249	4303	27.6	8.1	87	1790	26.6	3.4	84	2540	30.5	4.8	96				
NEWSPAPERS-OUTDOOR: DUAL		36255	3618	23.2	10.0	107	1556	23.2	4.3	107	1682	20.2	4.6	93				
NEWSPAPER IMPERATIVE		55591	5284	33.9	9.5	102	1944	28.9	3.5	87	2329	28.0	4.2	84				
OUTDOOR IMPERATIVE		48319	4565	29.3	9.4	102	2266	33.7	4.7	117	2865	34.4	5.9	119				
NEWSPAPERS-RADIO: DUAL		37242	3780	24.2	10.1	109	1592	23.7	4.3	107	1852	22.2	5.0	100				
NEWSPAPER IMPERATIVE		54423	5177	33.2	9.5	102	1993	29.7	3.7	91	2167	26.0	4.0	80				
RADIO IMPERATIVE		46650	4319	27.7	9.3	100	1966	29.3	4.2	105	2685	32.3	5.8	116				
NEWSPAPERS-TELEVISION: DUAL		35974	3165	20.3	8.8	95	1528	22.7	4.2	106	1525	18.3	4.2	85				
NEWSPAPER IMPERATIVE		56095	5666	36.3	10.1	109	2080	31.0	3.7	93	2556	30.7	4.6	92				
TELEVISION IMPERATIVE		47170	4410	28.3	9.3	101	1838	27.4	3.9	97	2502	30.1	5.3	107				
OUTDOOR-RADIO: DUAL		33748	3503	22.5	10.4	112	1521	22.6	4.5	113	2091	25.1	6.2	125				
OUTDOOR IMPERATIVE		52785	4897	31.4	9.3	100	2229	33.2	4.2	105	2541	30.5	4.8	97				
RADIO IMPERATIVE		52882	5107	32.7	9.7	104	2137	31.8	4.0	101	2391	28.7	4.5	91				
OUTDOOR-TELEVISION: DUAL		32030	3172	20.3	9.9	106	1595	23.7	5.0	124	1552	18.6	4.8	98				
OUTDOOR IMPERATIVE		54626	5330	34.2	9.8	105	2407	35.8	4.4	110	3054	36.7	5.6	113				
TELEVISION IMPERATIVE		54874	5019	32.2	9.1	98	1855	27.6	3.4	84	2536	30.5	4.6	93				
RADIO-TELEVISION: DUAL		33386	3492	22.4	10.5	112	1450	21.6	4.3	108	1603	19.3	4.8	97				
RADIO IMPERATIVE		53810	5126	32.9	9.5	102	2308	34.4	4.3	107	2934	35.2	5.5	110				
TELEVISION IMPERATIVE		54023	4686	30.0	8.7	93	1983	29.5	3.7	92	2457	29.5	4.5	92				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	PEPSI FREE A '000	B % DOWN	C ACROSS %	D INDX	R.C. 100 A '000	B % DOWN	C ACROSS %	D INDX	SHASTA COLA A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	15598	100.0	9.3	100	6717	100.0	4.0	100	8324	100.0	5.0	100				
ATLANTIC MONTHLY	867	**37	0.2	4.3	46	**9	0.1	1.0	26	**8	0.1	0.9	19				
BARRON'S	1580	**124	0.8	7.8	84	**72	1.1	4.6	114	**40	0.5	2.5	51				
BETTER HOMES & GARDENS	22203	2427	15.6	10.9	118	954	14.2	4.3	107	1027	12.3	4.6	93				
BON APPETIT	3810	419	2.7	11.0	118	**143	2.1	3.8	94	*225	2.7	5.9	119				
BUSINESS WEEK	4663	444	2.8	9.5	102	*262	3.9	5.6	140	*206	2.5	4.4	89				
CAR AND DRIVER	3102	*262	1.7	8.4	91	**193	2.9	6.2	155	**146	1.8	4.7	95				
CBS MAGAZINE NETWORK (GROSS)	7311	841	5.4	11.5	124	359	5.3	4.9	123	333	4.0	4.6	92				
CHANGING TIMES	3400	*256	1.6	7.5	81	*231	3.4	6.8	170	**117	1.4	3.4	69				
COLONIAL HOMES	1796	*171	1.1	9.5	102	**62	0.9	3.5	86	**139	1.7	7.7	156				
CONDE NAST MAG. PKG. (GROSS)	19924	1999	12.8	10.0	108	867	12.9	4.4	109	1027	12.3	5.2	104				
CONSUMERS DIGEST	3125	315	2.0	10.1	108	**139	2.1	4.4	111	**116	1.4	3.7	75				
COSMOPOLITAN	10577	1202	7.7	11.4	122	479	7.1	4.5	113	621	7.5	5.9	118				
COUNTRY LIVING	3746	412	2.6	11.0	118	**161	2.4	4.3	107	**174	2.1	4.6	94				
CUISINE	2214	*223	1.4	10.1	108	**55	0.8	2.5	62	**142	1.7	6.4	129				
CYCLE WORLD	2394	*327	2.1	13.7	147	**167	2.5	7.0	174	**101	1.2	4.2	85				
DCI:CREATIVE IDEAS FOR LIV	3068	382	2.4	12.5	134	**154	2.3	5.0	125	*228	2.7	7.4	150				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1059	6.8	11.1	119	487	7.3	5.1	127	424	5.1	4.4	89				
DISCOVER	2277	*252	1.6	11.1	119	**74	1.1	3.2	81	**138	1.7	6.1	122				
EBONY	7187	848	5.4	11.8	127	574	8.5	8.0	199	708	8.5	9.9	198				
ESQUIRE	2560	*182	1.2	7.1	76	**117	1.7	4.6	114	**122	1.5	4.8	96				
ESSENCE	3242	371	2.4	11.4	123	*206	3.1	6.4	159	270	3.2	8.3	168				
FAMILY CIRCLE	19639	2189	14.0	11.1	120	772	11.5	3.9	98	787	9.5	4.0	81				
THE FAMILY HANDYMAN	3540	324	2.1	9.2	98	*216	3.2	6.1	152	*175	2.1	4.9	100				
FAMILY WEEKLY	23924	2535	16.3	10.6	114	708	10.5	3.0	74	1051	12.6	4.4	89				
FIELD & STREAM	9883	1183	7.6	12.0	129	440	6.6	4.5	111	564	6.8	5.7	115				
FOOD & WINE	1030	**109	0.7	10.6	114	**13	0.2	1.3	32	**52	0.6	5.0	102				
FORBES	2679	*251	1.6	9.4	101	**155	2.3	5.8	144	**96	1.2	3.6	72				
FORTUNE	2931	301	1.9	10.3	110	**201	3.0	6.9	171	*166	2.0	5.7	114				
GENTLEMEN'S QUARTERLY	3481	406	2.6	11.7	125	*318	4.7	9.1	228	*265	3.2	7.6	153				
GLAMOUR	7163	811	5.2	11.3	122	*336	5.0	4.7	117	*337	4.0	4.7	95				
GOLF DIGEST	2355	*185	1.2	7.9	84	**103	1.5	4.4	109	**128	1.5	5.4	110				
GOLF DIGEST/TENNIS (GROSS)	3610	324	2.1	9.0	97	*211	3.1	5.8	146	*178	2.1	4.9	99				
GOLF MAGAZINE	2046	*166	1.1	8.1	87	**78	1.2	3.8	95	**124	1.5	6.1	122				
GOLF MAGAZINE/SKI (GROSS)	3547	342	2.2	9.6	104	**113	1.7	3.2	80	*224	2.7	6.3	127				
GOOD HOUSEKEEPING	20353	2383	15.3	11.7	126	826	12.3	4.1	101	844	10.1	4.1	84				
HARPER'S BAZAAR	3362	298	1.9	8.9	95	**132	2.0	3.9	98	**231	2.8	6.9	138				
HEALTH	2987	282	1.8	9.4	102	*199	3.0	6.7	166	**128	1.5	4.3	86				
HEARST MAG CORP. BUY (GROSS)	67928	7480	48.0	11.0	118	2871	42.7	4.2	106	3339	40.1	4.9	99				
HEARST MAN POWER (GROSS)	11282	1076	6.9	9.5	103	535	8.0	4.7	118	597	7.2	5.3	107				
HEARST WOMAN POWER (GROSS)	40514	4736	30.4	11.7	126	1613	24.0	4.0	99	1768	21.2	4.4	88				
HOUSE BEAUTIFUL	4885	523	3.4	10.7	115	*254	3.8	5.2	130	*215	2.6	4.4	89				
INC.	1308	*135	0.9	10.3	111	**67	1.0	5.1	128	**30	0.4	2.3	46				
JET	6498	686	4.4	10.6	114	511	7.6	7.9	196	605	7.3	9.3	188				
LADIES' HOME JOURNAL	14797	1630	10.5	11.0	118	593	8.8	4.0	100	753	9.0	5.1	103				
LHJ FAMILY GRP COMBO(GROSS)	21743	2436	15.6	11.2	120	939	14.0	4.3	108	1005	12.1	4.6	93				
LIFE	9881	975	6.3	9.9	106	581	8.6	5.9	147	624	7.5	6.3	127				
L.A. TIMES HOME MAGAZINE	2775	*226	1.4	8.1	88	*110	1.6	4.0	99	*211	2.5	7.6	153				
MADEMOISELLE	4219	404	2.6	9.6	103	*187	2.8	4.4	111	*228	2.7	5.4	109				
MC CALL'S	16422	1706	10.9	10.4	112	651	9.7	4.0	99	767	9.2	4.7	94				
MC CALL'S/WRK MOTHER (GROSS)	17919	1935	12.4	10.8	116	744	11.1	4.2	104	857	10.3	4.8	96				
MECHANIX ILLUSTRATED	4433	415	2.7	9.4	101	*195	2.9	4.4	110	*193	2.3	4.4	88				
METROPOLITAN HOME	1504	*155	1.0	10.3	111	**67	1.0	4.5	111	**111	1.3	7.4	149				
MONEY	4723	423	2.7	9.0	96	*219	3.3	4.6	116	*196	2.4	4.1	84				
MOTHER EARTH NEWS	2325	*261	1.7	11.2	121	**101	1.5	4.3	108	**204	2.5	8.8	177				
MS.	1189	*154	1.0	13.0	139	**68	1.0	5.7	143	**71	0.9	6.0	120				
NATIONAL ENQUIRER	18892	2173	13.9	11.5	124	1034	15.4	5.5	137	1094	13.1	5.8	117				
NATIONAL GEOGRAPHIC	22129	2017	12.9	9.1	98	748	11.1	3.4	84	1010	12.1	4.6	92				
NATIONAL SUNDAY MAGAZINE PKG	103750	10028	64.3	9.7	104	4015	59.8	3.9	97	4572	54.9	4.4	89				
NATURAL HISTORY	1379	*152	1.0	11.0	119	**80	1.2	5.8	145	**104	1.2	7.5	152				
NEW WOMAN	2289	*234	1.5	10.2	110	**124	1.8	5.4	135	**52	0.6	2.3	46				
NEW YORK INCLUDING CUE	1088	*127	0.8	11.7	126	**69	1.0	6.3	158	**47	0.6	4.3	87				
THE NEW YORKER	2459	263	1.7	10.7	115	**106	1.6	4.3	108	**98	1.2	4.0	80				
NEWSWEEK	16527	1417	9.1	8.6	92	776	11.6	4.7	117	719	8.6	4.4	88				
THE N.Y. TIMES DAILY EDITION	2739	296	1.9	10.8	116	**80	1.2	2.9	73	**54	0.6	2.0	40				
THE N.Y. TIMES MAGAZINE	4443	381	2.4	8.6	92	*127	1.9	2.9	71	**44	0.5	1.0	20				
OMNI	2799	*312	2.0	11.1	120	**159	2.4	5.7	142	**157	1.9	5.6	113				
ON CABLE	2209	306	2.0	13.9	149	**107	1.6	4.8	121	**136	1.6	6.2	124				
1001 HOME IDEAS	3959	524	3.4	13.2	142	*146	2.2	3.7	92	**124	1.5	3.1	63				
ORGANIC GARDENING	3111	*272	1.7	8.7	94	**112	1.7	3.6	90	*196	2.4	6.3	127				
OUTDOOR LIFE	5024	583	3.7	11.6	125	*248	3.7	4.9	123	*293	3.5	5.8	118				
PARADE MAGAZINE	51292	5027	32.2	9.8	105	1778	26.5	3.5	87	2042	24.5	4.0	80				

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	PEPSI FREE A '000	PEPSI FREE B % DOWN	PEPSI FREE C % ACROSS	PEPSI FREE D INDX	R.C. 100 A '000	R.C. 100 B % DOWN	R.C. 100 C % ACROSS	R.C. 100 D INDX	SHASTA COLA A '000	SHASTA COLA B % DOWN	SHASTA COLA C % ACROSS	SHASTA COLA D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	15598	100.0	9.3	100	6717	100.0	4.0	100	8324	100.0	5.0	100				
PARENTS	5298	877	5.6	16.6	178	284	4.2	5.4	134	407	4.9	7.7	155				
PENTHOUSE	5129	396	2.5	7.7	83	427	6.4	8.3	208	370	4.4	7.2	145				
PEOPLE	21070	2315	14.8	11.0	118	1066	15.9	5.1	126	1045	12.6	5.0	100				
PLAYBOY	10562	995	6.4	9.4	101	546	8.1	5.2	129	695	8.3	6.6	133				
POPULAR HOT RODDING	2498	*357	2.3	14.3	154	**222	3.3	8.9	222	**165	2.0	6.6	133				
POPULAR MECHANICS	5887	609	3.9	10.3	111	*308	4.6	5.2	131	*312	3.7	5.3	107				
POPULAR SCIENCE	4317	402	2.6	9.3	100	*176	2.6	4.1	102	*215	2.6	5.0	100				
PREVENTION	5792	502	3.2	8.7	93	**150	2.2	2.6	65	*298	3.6	5.1	104				
PSYCHOLOGY TODAY	3284	352	2.3	10.7	115	**105	1.6	3.2	80	**94	1.1	2.9	58				
READER'S DIGEST	40046	3811	24.4	9.5	102	1318	19.6	3.3	82	1908	22.9	4.8	96				
REDBOOK	9584	1151	7.4	12.0	129	308	4.6	3.2	80	*304	3.7	3.2	64				
ROAD & TRACK	2590	*245	1.6	9.5	102	**56	0.8	2.2	54	**99	1.2	3.8	77				
ROLLING STONE	3302	422	2.7	12.8	137	**96	1.4	2.9	73	*142	1.7	4.3	87				
RUNNER'S WORLD	1229	**108	0.7	8.8	94	**53	0.8	4.3	108	**65	0.8	5.3	107				
SATURDAY EVENING POST	2110	*196	1.3	9.3	100	**134	2.0	6.4	159	*130	1.6	6.2	124				
SCIENCE 84	1543	*146	0.9	9.5	102	**50	0.7	3.2	81	**78	0.9	5.1	102				
SCIENCE DIGEST	1747	*119	0.8	6.8	73	**59	0.9	3.4	84	**56	0.7	3.2	65				
SCIENTIFIC AMERICAN	1994	*149	1.0	7.5	80	**69	1.0	3.5	86	**107	1.3	5.4	108				
SELF	3119	269	1.7	8.6	93	**131	2.0	4.2	105	**149	1.8	4.8	96				
SEVENTEEN	3923	438	2.8	11.2	120	**178	2.6	4.5	113	*291	3.5	7.4	149				
SKI	1501	*176	1.1	11.7	126	**36	0.5	2.4	60	**100	1.2	6.7	134				
SMITHSONIAN	5976	534	3.4	8.9	96	*213	3.2	3.6	89	*323	3.9	5.4	109				
SOAP OPERA DIGEST	4228	497	3.2	11.8	126	*231	3.4	5.5	136	*189	2.3	4.5	90				
SOUTHERN LIVING	6488	677	4.3	10.4	112	*333	5.0	5.1	128	*197	2.4	3.0	61				
SPORT	3500	331	2.1	9.5	102	*141	2.1	4.0	101	*284	3.4	8.1	164				
THE SPORTING NEWS	2456	280	1.8	11.4	123	**93	1.4	3.8	95	*192	2.3	7.8	158				
SPORTS AFIELD	3648	348	2.2	9.5	103	*168	2.5	4.6	115	*229	2.8	6.3	126				
SPORTS ILLUSTRATED	14484	1256	8.1	8.7	93	643	9.6	4.4	111	750	9.0	5.2	104				
STAR	12661	1472	9.4	11.6	125	613	9.1	4.8	121	630	7.6	5.0	100				
SUNDAY	52799	5073	32.5	9.6	103	2303	34.3	4.4	109	2103	25.3	4.0	80				
SUNSET	3513	*385	2.5	11.0	118	**99	1.5	2.8	70	*254	3.1	7.2	146				
TV GUIDE	42766	4605	29.5	10.8	116	1927	28.7	4.5	113	2508	30.1	5.9	118				
TENNIS	1254	*140	0.9	11.2	120	**108	1.6	8.6	215	**50	0.6	4.0	80				
TIME	22054	2107	13.5	9.6	103	1112	16.6	5.0	126	919	11.0	4.2	84				
TOWN & COUNTRY	1555	**178	1.1	11.4	123	**75	1.1	4.8	120	**135	1.6	8.7	175				
TRAVEL & LEISURE	2173	*229	1.5	10.5	113	**123	1.8	5.7	141	**122	1.5	5.6	113				
TRUE STORY	4636	598	3.8	12.9	139	*279	4.2	6.0	150	*289	3.5	6.2	126				
U.S.NEWS & WORLD REPORT	10353	884	5.7	8.5	92	512	7.6	4.9	123	505	6.1	4.9	98				
USA TODAY	4994	462	3.0	9.3	99	*186	2.8	3.7	93	*189	2.3	3.8	76				
US	3528	498	3.2	14.1	152	*224	3.3	6.3	159	*132	1.6	3.7	75				
VOGUE	5424	514	3.3	9.5	102	*213	3.2	3.9	98	*314	3.8	5.8	117				
WALL STREET JOURNAL	6292	555	3.6	8.8	95	*235	3.5	3.7	93	*185	2.2	2.9	59				
WEIGHT WATCHERS	2762	329	2.1	11.9	128	**54	0.8	2.0	49	**58	0.7	2.1	42				
WOMAN'S DAY	16320	1835	11.8	11.2	121	682	10.2	4.2	104	664	8.0	4.1	82				
WORKING MOTHER	1496	*229	1.5	15.3	165	**93	1.4	6.2	155	**89	1.1	5.9	120				
WORKING WOMAN	1851	*205	1.3	11.1	119	**63	0.9	3.4	85	**113	1.4	6.1	123				
WORLD TENNIS	580	**78	0.5	13.4	145	**12	0.2	2.1	52	**48	0.6	8.3	167				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1458	9.3	11.7	126	754	11.2	6.1	152	737	8.9	5.9	120				
BLAIR INSERTS	91671	8794	56.4	9.6	103	3653	54.4	4.0	100	4043	48.6	4.4	89				
DAILY NEWSPAPERS																	
READ ANY	109190	10301	66.0	9.4	101	4198	62.5	3.8	96	4978	59.8	4.6	92				
READ ONE	89587	8352	53.5	9.3	100	3509	52.2	3.9	98	4293	51.6	4.8	97				
READ TWO OR MORE	19602	1949	12.5	9.9	107	689	10.3	3.5	88	685	8.2	3.5	70				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10781	69.1	9.8	106	4295	63.9	3.9	98	4945	59.4	4.5	91				
READ ONE	95074	9445	60.6	9.9	107	3682	54.8	3.9	97	4383	52.7	4.6	93				
READ TWO OR MORE	14588	1336	8.6	9.2	98	613	9.1	4.2	105	562	6.8	3.9	78				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.86				31.55				29.43							
30 DAY REACH	149706	13970	89.6	9.3	100	5972	88.9	4.0	100	7485	89.9	5.0	101				
50 SHWG - 30 DAY AV FREQ	15.16	15.55				16.26				15.39							
30 DAY REACH	142406	13425	86.1	9.4	101	5803	86.4	4.1	102	7176	86.2	5.0	102				
25 SHWG - 30 DAY AV FREQ	8.23	8.33				8.56				8.35							
30 DAY REACH	131152	12517	80.2	9.5	103	5530	82.3	4.2	105	6603	79.3	5.0	101				
CABLE TV: HOME WIRED	66879	6858	44.0	10.3	110	2343	34.9	3.5	87	3117	37.4	4.7	94				
HOME NOT WIRED	100848	8740	56.0	8.7	93	4374	65.1	4.3	108	5206	62.5	5.2	104				
HAVE PAY CABLE	35024	3818	24.5	10.9	117	1665	24.8	4.8	119	1630	19.6	4.7	94				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	PEPSI FREE A '000	B % DOWN	C % ACROSS	D INDX	R.C. 100 A '000	B % DOWN	C % ACROSS	D INDX	SHASTA COLA A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	15598	100.0	9.3	100	6717	100.0	4.0	100	8324	100.0	5.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8957	57.4	9.4	101	4226	62.9	4.4	110	4680	56.2	4.9	99				
10:00 AM - 3:00 PM	63599	6538	41.9	10.3	111	2634	39.2	4.1	103	3153	37.9	5.0	100				
3:00 PM - 7:00 PM	72097	7240	46.4	10.0	108	3083	45.9	4.3	107	3820	45.9	5.3	107				
7:00 PM - MIDNIGHT	36670	3686	23.6	10.1	108	1551	23.1	4.2	106	1988	23.9	5.4	109				
MIDNIGHT - 6:00 AM	21908	2054	13.2	9.4	101	1042	15.5	4.8	119	1318	15.8	6.0	121				
6:00 AM - MIDNIGHT	127571	12494	80.1	9.8	105	5371	80.0	4.2	105	6418	77.1	5.0	101				
ENTIRE DAY	129239	12619	80.9	9.8	105	5412	80.6	4.2	105	6482	77.9	5.0	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3560	22.8	10.5	113	1226	18.3	3.6	90	1612	19.4	4.7	96				
ALL NEWS	6062	384	2.5	6.3	68	*205	3.1	3.4	84	262	3.1	4.3	87				
AOR/PROGRESSIVE	11884	1327	8.5	11.2	120	497	7.4	4.2	104	598	7.2	5.0	101				
BEAUTIFUL MUSIC	11180	869	5.6	7.8	84	369	5.5	3.3	82	549	6.6	4.9	99				
BLACK	4538	572	3.7	12.6	136	*268	4.0	5.9	147	484	5.8	10.7	215				
CLASSICAL	3857	365	2.3	9.5	102	*146	2.2	3.8	95	*169	2.0	4.4	88				
CHR/ROCK	21946	2609	16.7	11.9	128	1102	16.4	5.0	125	1172	14.1	5.3	108				
COUNTRY	27262	2688	17.2	9.9	106	1285	19.1	4.7	118	1304	15.7	4.8	96				
GOLDEN OLDIES	3339	293	1.9	8.8	94	*152	2.3	4.6	114	**141	1.7	4.2	85				
MOR/NOSTALGIA	10346	867	5.6	8.4	90	519	7.7	5.0	125	444	5.3	4.3	86				
NEWS/TALK	8929	659	4.2	7.4	79	394	5.9	4.4	110	445	5.3	5.0	100				
RELIGIOUS	5488	517	3.3	9.4	101	*208	3.1	3.8	95	*289	3.5	5.3	106				
SOFT ROCK	1232	**62	0.4	5.0	54	**60	0.9	4.9	122	**128	1.5	10.4	209				
URBAN CONTEMPORARY	3184	287	1.8	9.0	97	*129	1.9	4.1	101	*245	2.9	7.7	155				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	721	4.6	10.4	112	*311	4.6	4.5	112	*359	4.3	5.2	105				
ABC DIRECTION	5212	517	3.3	9.9	107	*173	2.6	3.3	83	*276	3.3	5.3	107				
ABC ENTERTAINMENT	10385	966	6.2	9.3	100	381	5.7	3.7	92	403	4.8	3.9	78				
ABC FM	4762	594	3.8	12.5	134	*311	4.6	6.5	163	355	4.3	7.5	150				
ABC INFORMATION	11339	932	6.0	8.2	88	439	6.5	3.9	97	638	7.7	5.6	113				
ABC ROCK	4878	669	4.3	13.7	147	*247	3.7	5.1	126	*193	2.3	4.0	80				
CBS	10709	879	5.6	8.2	88	382	5.7	3.6	89	493	5.9	4.6	93				
MUTUAL	10251	807	5.2	7.9	85	484	7.2	4.7	118	552	6.6	5.4	109				
NBC	12243	1048	6.7	8.6	92	482	7.2	3.9	98	551	6.6	4.5	91				
RADIORADIO	4606	607	3.9	13.2	142	*150	2.2	3.3	81	*180	2.2	3.9	79				
RKO ONE	5148	690	4.4	13.4	144	*215	3.2	4.2	104	382	4.6	7.4	150				
RKO TWO	7313	658	4.2	9.0	97	327	4.9	4.5	112	344	4.1	4.7	95				
THE SOURCE	5981	697	4.5	11.7	125	*273	4.1	4.6	114	*250	3.0	4.2	84				
NON-WIRED : BLAIR	19329	1740	11.2	9.0	97	873	13.0	4.5	113	1077	12.9	5.6	112				
INTERNET	27139	2853	18.3	10.5	113	1227	18.3	4.5	113	1668	20.0	6.1	124				
KATZ RADIO GROUP	36319	3463	22.2	9.5	103	1754	26.1	4.8	121	1902	22.8	5.2	106				
SUPERNET	22361	2296	14.7	10.3	110	920	13.7	4.1	103	1210	14.5	5.4	109				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1316	8.4	9.1	97	641	9.5	4.4	110	717	8.6	4.9	99				
WKDAY 9:00 AM - 1:00 PM	18688	1871	12.0	10.0	108	696	10.4	3.7	93	882	10.6	4.7	95				
WKDAY 1:00 PM - 4:30 PM	24061	2385	15.3	9.9	107	867	12.9	3.6	90	1117	13.4	4.6	94				
WKDAY 4:30 PM - 7:30 PM	44079	4037	25.9	9.2	98	1671	24.9	3.8	95	2190	26.3	5.0	100				
WKDAY 7:30 PM - 8:00 PM	61979	5454	35.0	8.8	95	2343	34.9	3.8	94	2822	33.9	4.6	92				
WKDAY 11:00 PM - 11:30 PM	49084	4521	29.0	9.2	99	2251	33.5	4.6	115	2202	26.5	4.5	90				
WKDAY 11:30 PM - 1:00 AM	16560	1623	10.4	9.8	105	718	10.7	4.3	108	723	8.7	4.4	88				
M-SAT 8-11 PM+SUN 7-11 PM	66967	6313	40.5	9.4	101	2746	40.9	4.1	102	3094	37.2	4.6	93				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	882	5.7	9.5	102	293	4.4	3.2	79	452	5.4	4.9	98				
ANOTHER WORLD N	6138	598	3.8	9.7	105	223	3.3	3.6	91	262	3.1	4.3	86				
AS THE WORLD TURNS C	7707	730	4.7	9.5	102	261	3.9	3.4	85	334	4.0	4.3	87				
CAPITOL C	4688	513	3.3	10.9	118	209	3.1	4.5	111	257	3.1	5.5	110				
CBS MORN. NEWS 1 C	2792	214	1.4	7.7	82	*66	1.0	2.4	59	*96	1.2	3.4	69				
CBS MORN. NEWS 2 C	2071	130	0.8	6.3	67	**40	0.6	1.9	48	*99	1.2	4.8	96				
DAYS OF OUR LIVES N	8018	926	5.9	11.5	124	378	5.6	4.7	118	292	3.5	3.6	73				
FACTS OF LIFE - DAYTIME N	3487	414	2.7	11.9	128	167	2.5	4.8	120	110	1.3	3.2	64				
FAMILY FEUD A	4817	436	2.8	9.1	97	199	3.0	4.1	103	186	2.2	3.9	78				
GENERAL HOSPITAL A	8333	831	5.3	10.0	107	272	4.0	3.3	82	353	4.2	4.2	85				
GOOD MORNING, AMERICA-730 A	5472	442	2.8	8.1	87	271	4.0	5.0	124	335	4.0	6.1	123				
GOOD MORNING, AMERICA-830 A	3965	320	2.1	8.1	87	179	2.7	4.5	113	187	2.2	4.7	95				
GUIDING LIGHT C	7542	735	4.7	9.7	105	287	4.3	3.8	95	336	4.0	4.5	90				
ONE LIFE TO LIVE A	6018	529	3.4	8.8	95	146	2.2	2.4	61	295	3.5	4.9	99				
PRESS YOUR LUCK C	3589	350	2.2	9.8	105	*94	1.4	2.6	65	176	2.1	4.9	99				
PRICE IS RIGHT 1 C	7418	669	4.3	9.0	97	203	3.0	2.7	68	328	3.9	4.4	89				
PRICE IS RIGHT 2 C	8276	749	4.8	9.1	97	253	3.8	3.1	76	350	4.2	4.2	85				
RYAN'S HOPE A	4358	443	2.8	10.2	109	191	2.8	4.4	109	205	2.5	4.7	95				
SALE OF THE CENTURY N	3749	374	2.4	10.0	107	*106	1.6	2.8	71	135	1.6	3.6	73				
SEARCH FOR TOMORROW N	2884	260	1.7	9.0	97	*87	1.3	3.0	75	*84	1.0	2.9	59				
TODAY SHOW 1 N	4869	463	3.0	9.5	102	144	2.1	3.0	74	194	2.3	4.0	80				
TODAY SHOW 2 N	4135	368	2.4	8.9	96	184	2.7	4.4	111	101	1.2	2.4	49				
$25,000 PYRAMID C	4361	364	2.3	8.3	90	*99	1.5	2.3	57	187	2.2	4.3	86				
WHEEL OF FORTUNE N	6187	639	4.1	10.3	111	180	2.7	2.9	73	336	4.0	5.4	109				
YOUNG AND THE RESTLESS C	8186	812	5.2	9.9	107	301	4.6	3.8	94	356	4.3	4.3	88				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	468	3.0	9.9	106	265	3.9	5.6	140	*198	2.4	4.2	84				
NBA PLAYOFF GAME -1 C	5127	569	3.6	11.1	119	261	3.9	5.1	127	338	4.1	6.6	133				
NBC MAJOR LEAGUE PRE-GAME N	3945	*182	1.2	4.6	50	**119	1.8	3.0	75	*165	2.0	4.2	84				
SPORTSWORLD - SUN N	3370	295	1.9	8.8	94	*136	2.0	4.0	101	*171	2.1	5.1	102				
SUNDAY MORNING C	4200	271	1.7	6.5	69	*178	2.6	4.2	106	*153	1.8	3.6	73				

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REGULAR COLA DRINKS (CARBONATED, NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	PEPSI FREE A '000	PEPSI FREE B % DOWN	PEPSI FREE C % ACROSS	PEPSI FREE D INDX	R.C. 100 A '000	R.C. 100 B % DOWN	R.C. 100 C % ACROSS	R.C. 100 D INDX	SHASTA COLA A '000	SHASTA COLA B % DOWN	SHASTA COLA C % ACROSS	SHASTA COLA D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	15598	100.0	9.3	100	6717	100.0	4.0	100	8324	100.0	5.0	100				
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4465	28.6	8.5	92	1939	28.9	3.7	93	2411	29.0	4.6	93				
NETWORK AFFILIATES - LATE		39164	3653	23.4	9.3	100	1815	27.0	4.6	116	1673	20.1	4.3	86				
INDEPENDENTS - LATE		5133	385	2.5	7.5	81	247	3.7	4.8	120	253	3.0	4.9	99				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2480	15.9	10.9	117	902	13.4	4.0	99	1071	12.9	4.7	95				
ABC MONDAY NIGHT MOVIE	A	11258	1104	7.1	9.8	105	493	7.3	4.4	109	575	6.9	5.1	103				
ABC SUNDAY NIGHT MOVIE	A	23600	2266	14.5	9.6	103	1059	15.8	4.5	112	1288	15.5	5.5	110				
ABC WORLD NEWS TONIGHT	A	12801	1092	7.0	8.5	92	458	6.8	3.6	89	584	7.0	4.6	92				
AFTERMASH	C	10966	1155	7.4	10.5	113	420	6.3	3.8	96	529	6.4	4.8	97				
ALICE	C	17050	1531	9.8	9.0	97	616	9.2	3.6	90	724	8.7	4.2	86				
AMERICAN PARADE	C	11998	870	5.6	7.3	78	355	5.3	3.0	74	583	7.0	4.9	98				
BENSON	A	19258	1936	12.4	10.0	108	705	10.5	3.7	91	787	9.5	4.1	82				
BLUE THUNDER	A	11478	1080	6.9	9.4	101	417	6.2	3.6	91	552	6.6	4.8	97				
CAGNEY & LACEY	C	18263	2022	13.0	11.1	119	821	12.2	4.5	112	929	11.2	5.1	102				
CBS EVENING NEWS-DEAN	C	7733	623	4.0	8.1	87	*250	3.7	3.2	81	248	3.0	3.2	65				
CBS EVENING NEWS-RATHER	C	15653	1384	8.9	8.8	95	571	8.5	3.6	91	701	8.4	4.5	90				
CBS SAT. NEWS-SCHIEFFER	C	8744	563	3.6	6.4	69	218	3.2	2.5	62	393	4.7	4.5	91				
CBS SATURDAY NIGHT MOVIE	C	12000	1144	7.3	9.5	103	413	6.1	3.4	86	647	7.8	5.4	109				
CBS WEDNESDAY NIGHT MOVIE	C	11522	1031	6.6	8.9	96	476	7.1	4.1	103	633	7.6	5.5	111				
CHEERS	N	16818	1794	11.5	10.7	115	674	10.0	4.0	100	664	8.0	3.9	80				
DALLAS	C	37510	3697	23.7	9.9	106	1546	23.0	4.1	103	1814	21.8	4.8	97				
DIFF'RENT STROKES	N	11258	1111	7.1	9.9	106	353	5.3	3.1	78	446	5.4	4.0	80				
DOUBLE TROUBLE	N	12248	1339	8.6	10.9	118	563	8.4	4.6	115	519	6.2	4.2	85				
DUCK FACTORY	N	11100	1123	7.2	10.1	109	471	7.0	4.2	106	469	5.6	4.2	85				
DUKES OF HAZZARD	C	12353	929	6.0	7.5	81	339	5.0	2.7	69	464	5.6	3.8	76				
DYNASTY	A	33279	3155	20.2	9.5	102	1301	19.4	3.9	98	1571	18.9	4.7	95				
FACTS OF LIFE	N	13410	1506	9.7	11.2	121	493	7.3	3.7	92	589	7.1	4.4	89				
FALCON CREST	C	31093	3124	20.0	10.0	108	1325	19.7	4.3	106	1402	16.8	4.5	91				
FALL GUY	A	18649	1907	12.2	10.2	110	677	10.1	3.6	91	783	9.4	4.2	85				
FAMILY TIES	N	13101	1556	10.0	11.9	128	495	7.4	3.8	94	524	6.3	4.0	81				
FANTASY ISLAND	A	13069	1261	8.1	9.6	104	484	7.2	3.7	92	489	5.9	3.7	75				
FOULUPS,BLEEPS & BLUNDERS	A	16588	1578	10.1	9.5	102	715	10.6	4.3	108	780	9.4	4.7	95				
FOUR SEASONS	C	9302	980	6.3	10.5	113	*340	5.1	3.7	91	471	5.7	5.1	102				
GIMME A BREAK	N	13955	1422	9.1	10.2	110	533	7.9	3.8	95	564	6.8	4.0	81				
HART TO HART	A	15735	1447	9.3	9.2	99	532	7.9	3.4	84	587	7.1	3.7	75				
HILL STREET BLUES	N	18257	1900	12.2	10.4	112	888	13.2	4.9	121	814	9.8	4.5	90				
HOTEL	A	24236	2113	13.5	8.7	94	1065	15.9	4.4	110	1013	12.2	4.2	84				
JEFFERSONS	C	17010	1556	10.0	9.1	98	678	10.1	4.0	100	773	9.3	4.5	92				
JENNIFER SLEPT HERE	N	9397	907	5.8	9.7	104	271	4.0	2.9	72	388	4.7	4.1	83				
KATE & ALLIE	C	16762	1835	11.8	10.9	118	673	10.0	4.0	100	716	8.6	4.3	86				
KNIGHT RIDER	N	13164	1304	8.4	9.9	107	586	8.7	4.5	111	556	6.7	4.2	85				
LOVE BOAT	A	20400	1769	11.3	8.7	93	721	10.7	3.5	88	841	10.1	4.1	83				
MAGNUM PI	C	22543	2055	13.2	9.1	98	975	14.5	4.3	108	1200	14.4	5.3	107				
MAMA'S FAMILY	N	9852	904	5.8	9.2	99	333	5.0	3.4	84	376	4.5	3.8	77				
MASTER, THE	N	8082	815	5.2	10.1	108	309	4.6	3.8	95	438	5.3	5.4	109				
MATT HOUSTON	A	12881	1105	7.1	8.6	92	573	8.5	4.4	111	566	6.8	4.4	89				
NBC MONDAY NIGHT MOVIE	N	23889	2503	16.0	10.5	113	1024	15.2	4.3	107	1186	14.2	5.0	100				
NBC NIGHTLY NEWS	N	11156	921	5.9	8.3	89	408	6.1	3.7	91	602	7.2	5.4	109				
NBC NIGHTLY NEWS-SAT	N	7363	611	3.9	8.3	89	*200	3.0	2.7	68	380	4.6	5.2	104				
NBC NIGHTLY NEWS-SUN	N	6214	476	3.1	7.7	82	*176	2.6	2.8	71	*262	3.1	4.2	85				
NBC SUNDAY NIGHT MOVIE	N	17590	1813	11.6	10.3	111	793	11.8	4.5	113	802	9.6	4.6	92				
NEWHART	C	16740	1801	11.5	10.8	116	594	8.8	3.5	89	824	9.9	4.9	99				
ONE DAY AT A TIME	C	11820	1143	7.3	9.7	104	448	6.7	3.8	95	573	6.9	4.8	98				
PEOPLE ARE FUNNY	N	9138	913	5.9	10.0	107	300	4.5	3.3	82	421	5.1	4.6	93				
REAL PEOPLE	N	15979	1481	9.5	9.3	100	516	7.7	3.2	81	651	7.8	4.1	82				
REMINGTON STEELE	N	14395	1527	9.8	10.6	114	568	8.5	3.9	99	670	8.0	4.7	94				
RIPLEY'S BELIEVE IT - NOT	A	11362	944	6.1	8.3	89	461	6.9	4.1	101	521	6.3	4.6	92				
RIPTIDE	N	13920	1403	9.0	10.1	108	682	10.2	4.9	122	532	6.4	3.8	77				
SCARECROW & MRS. KING	C	17571	1662	10.7	9.5	102	815	12.1	4.6	116	875	10.5	5.0	100				
SIMON & SIMON	C	20208	1840	11.8	9.1	98	813	12.1	4.0	100	1092	13.1	5.4	109				
60 MINUTES	C	27668	2346	15.0	8.5	91	991	14.8	3.6	89	1375	16.5	5.0	100				
ST. ELSEWHERE	N	13699	1664	10.7	12.1	131	640	9.5	4.7	117	603	7.2	4.4	89				
THREE'S COMPANY	A	20632	2228	14.3	10.8	116	899	13.4	4.4	109	1106	13.3	5.4	108				
T.J. HOOKER	A	17136	1442	9.2	8.4	90	729	10.9	4.3	106	818	9.8	4.8	96				
TONIGHT SHOW	N	4963	572	3.7	11.5	124	185	2.8	3.7	93	216	2.6	4.4	88				
TRAPPER JOHN, M.D.	C	16332	1472	9.4	9.0	97	672	10.0	4.1	103	738	8.9	4.5	91				
TV BLOOPERS & PRAC. JOKES	N	18881	1995	12.8	10.6	114	669	10.0	3.5	88	838	10.1	4.4	89				
20/20	A	18315	1481	9.5	8.1	87	775	11.5	4.2	106	813	9.8	4.4	89				
WEBSTER	A	18722	1970	12.6	10.5	113	598	8.9	3.2	80	713	8.6	3.8	77				
WORLD NEWS - SUN	A	5327	355	2.3	6.7	72	*136	2.0	2.6	64	*200	2.4	3.8	76				
YELLOW ROSE	N	8370	741	4.8	8.9	95	294	4.4	3.5	88	382	4.6	4.6	92				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2452	15.7	9.5	102	1111	16.5	4.3	107	1294	15.5	5.0	101				
BASKETBALL - COLLEGE GAMES		14468	1519	9.7	10.5	113	745	11.1	5.1	129	865	10.4	6.0	120				
BASKETBALL - PRO GAMES		12124	1272	8.2	10.5	113	613	9.1	5.1	126	945	11.4	7.8	157				
BOWLING		9412	1229	7.9	13.1	140	*449	6.7	4.8	119	*379	4.6	4.0	81				
BOXING		15409	1393	8.9	9.0	97	926	13.8	6.0	150	984	11.8	6.4	129				
FOOTBALL - COLLEGE GAMES		21400	1898	12.2	8.9	95	1091	16.2	5.1	127	1352	16.2	6.3	127				
FOOTBALL - PRO GAMES		35944	3454	22.1	9.6	103	1542	23.0	4.3	107	2201	26.4	6.1	123				
GOLF		9759	549	3.5	5.6	60	*392	5.8	4.0	100	*440	5.3	4.5	91				
POST-SEASON COLL. FOOTBALL		18123	1655	10.6	9.1	98	869	12.9	4.8	120	1243	14.9	6.9	138				
POST-SEASON PRO FOOTBALL		22091	1975	12.7	8.9	96	1013	15.1	4.6	115	1191	14.3	5.4	109				
TENNIS		6764	675	4.3	10.0	107	**242	3.6	3.6	89	*428	5.1	6.3	128				
WRESTLING - PROFESSIONAL		9695	1114	7.1	11.5	124	*446	6.6	4.6	115	784	9.4	8.1	163				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS

BASE = ADULTS (167727)

	'000	%	UNWEIGHTED
3A. DO YOU YOURSELF DRINK THEM?			
YES	52039	31.0	5817
NO	115688	69.0	13293

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
3B. WHAT KINDS DO YOU DRINK?									
BOTTLED	32464	19.4	19665	11.7	9581	5.7	3218	1.9	3594
CANNED	29593	17.6	16795	10.0	7603	4.5	5195	3.1	3296
DO NOT KNOW	2780	1.7							311
3C. WHICH (NON-COLA) DIET TYPES DO YOU DRINK?									
LEMON/LIME	31078	18.5	8917	5.3	11774	7.0	10388	6.2	3448
ORANGE	13219	7.9	2258	1.3	7358	4.4	3603	2.1	1414
OTHER FRUIT	13424	8.0	1256	.7	3918	2.3	8251	4.9	1370
GINGER ALE	14090	8.4	2645	1.6	7651	4.6	3795	2.3	1664
ROOT BEER	19967	11.9	3569	2.1	10685	6.4	5713	3.4	2232
TONIC	4182	2.5	674	.4	2100	1.3	1408	.8	525
BITTER LEMON	1195	.7	47	*	864	.5	284	.2	155
OTHER (CHOCOLATE, CREAM, ETC.)	6092	3.6	1440	.9	3062	1.8	1590	.9	675
DO NOT KNOW	1462	.9							170
3D. WHICH BRANDS DO YOU DRINK?									
A & W DIET ROOT BEER	10641	6.3	1938	1.2	6290	3.8	2413	1.4	1175
BARRELHEAD DIET ROOT BEER	1578	.9	263	.2	947	.6	368	.2	192
CANADA DRY LOW CALORIE GINGER ALE	6109	3.6	1251	.7	3440	2.1	1418	.8	712
CANADA DRY LOW CALORIE TONIC	1453	.9	369	.2	797	.5	287	.2	187
OTHER CANADA DRY LOW CALORIE	977	.6	209	.1	637	.4	130	.1	128
DAD'S ROOT BEER-SUGAR FREE	2905	1.7	349	.2	1562	.9	995	.6	315
DIET FAYGO	3744	2.2	673	.4	2275	1.4	796	.5	447
DIET HOFFMAN	431	.3	26	*	271	.2	134	.1	51
DIET MOUNTAIN DEW	2127	1.3	252	.2	1390	.8	485	.3	252
DIET RITE	1839	1.1	244	.1	1151	.7	445	.3	228
DIET SEVEN-UP	21346	12.7	6549	3.9	12083	7.2	2715	1.6	2353
DIET SHASTA-SUGAR FREE	5108	3.0	796	.5	3124	1.9	1188	.7	545
DIET SPRITE-SUGAR FREE	5605	3.3	900	.5	3553	2.1	1152	.7	615
DIET SQUIRT	2311	1.4	257	.2	1225	.7	829	.5	240
DIET SUNKIST ORANGE SODA	5769	3.4	711	.4	3143	1.9	1915	1.1	605
DIET VERNORS	1184	.7	137	.1	681	.4	367	.2	147
DR. PEPPER-SUGAR FREE	7767	4.6	1304	.8	4382	2.6	2080	1.2	790
FRESCA	5057	3.0	561	.3	2541	1.5	1955	1.2	544
HIRES SUGAR FREE ROOT BEER	2048	1.2	169	.1	1225	.7	653	.4	237
MR. PIBB SUGAR FREE	1161	.7	117	.1	809	.5	235	.1	121
SUGAR-FREE RAMBLIN' ROOT BEER	589	.4	72	*	306	.2	212	.1	66
TAB (NON-COLA)	4360	2.6	497	.3	2694	1.6	1169	.7	478
WEIGHT WATCHERS	606	.4	91	.1	359	.2	157	.1	77
WELCH'S GRAPE SODA	2611	1.6	379	.2	1292	.8	940	.6	270
OTHER BRANDS	8651	5.2	4350	2.6	2684	1.6	1617	1.0	913
DO NOT KNOW	2468	1.5							301

		'000	%	UNWEIGHTED
3E. ABOUT HOW MANY GLASSES OF NON-COLA DIET, SUGAR FREE, OR LOW CALORIE CARBONATED SOFT DRINKS DID YOU DRINK IN THE LAST 7 DAYS?				
14 OR MORE	H	2493	1.5	289
11 - 13	H	679	.4	103
8 - 10	H	2277	1.4	290
7	H	2918	1.7	333
5 - 6	H	4377	2.6	481
3 - 4	M	10372	6.2	1192
2	M	10699	6.4	1158
1	L	8628	5.1	903
NONE	L	9596	5.7	1068

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(ADULTS)

0136
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	52039	100.0	31.0	100	12744	100.0	7.6	100	21071	100.0	12.6	100	18224	100.0	10.9	100
MALES	79263	21748	41.8	27.4	88	5772	45.3	7.3	96	8492	40.3	10.7	85	7483	41.1	9.4	87
FEMALES	88464	30291	58.2	34.2	110	6971	54.7	7.9	104	12579	59.7	14.2	113	10741	58.9	12.1	112
18 - 24	28671	8748	16.8	30.5	98	2241	17.6	7.8	103	3225	15.3	11.2	90	3282	18.0	11.4	105
25 - 34	39536	12732	24.5	32.2	104	2884	22.6	7.3	96	4885	23.2	12.4	98	4963	27.2	12.6	116
35 - 44	28978	9511	18.3	32.8	106	2428	19.1	8.4	110	3591	17.0	12.4	99	3491	19.2	12.0	111
45 - 54	22345	7385	14.2	33.0	107	1725	13.5	7.7	102	3477	16.5	15.6	124	2183	12.0	9.8	90
55 - 64	22224	7203	13.8	32.4	104	1711	13.4	7.7	101	3169	15.0	14.3	114	2323	12.7	10.5	96
65 OR OLDER	25973	6460	12.4	24.9	80	1754	13.8	6.8	89	2725	12.9	10.5	84	1981	10.9	7.6	70
18 - 34	68207	21480	41.3	31.5	102	5125	40.2	7.5	99	8110	38.5	11.9	95	8245	45.2	12.1	111
18 - 49	108058	34536	66.4	32.0	103	8492	66.6	7.9	103	13301	63.1	12.3	98	12743	69.9	11.8	109
25 - 54	90859	29628	56.9	32.6	105	7037	55.2	7.7	102	11953	56.7	13.2	105	10638	58.4	11.7	108
35 - 49	39851	13056	25.1	32.8	106	3368	26.4	8.5	111	5191	24.6	13.0	104	4498	24.7	11.3	104
50 OR OLDER	59669	17502	33.6	29.3	95	4251	33.4	7.1	94	7770	36.9	13.0	104	5481	30.1	9.2	85
GRADUATED COLLEGE	28091	10330	19.9	36.8	119	2325	18.2	8.3	109	3933	18.7	14.0	111	4072	22.3	14.5	133
ATTENDED COLLEGE	28938	10801	20.8	37.3	120	2330	18.3	8.1	106	4020	19.1	13.9	111	4451	24.4	15.4	142
GRADUATED HIGH SCHOOL	65503	19619	37.7	30.0	97	4807	37.7	7.3	97	8031	38.1	12.3	98	6781	37.2	10.4	95
DID NOT GRADUATE HIGH SCHOOL	45195	11288	21.7	25.0	81	3281	25.7	7.3	96	5088	24.1	11.3	90	2919	16.0	6.5	59
EMPLOYED MALES	56429	15777	30.3	28.0	90	4251	33.4	7.5	99	6027	28.6	10.7	85	5499	30.2	9.7	90
EMPLOYED FEMALES	43971	16473	31.7	37.5	121	3533	27.7	8.0	106	6765	32.1	15.4	122	6176	33.9	14.0	129
EMPLOYED FULL-TIME	87773	28116	54.0	32.0	103	6899	54.1	7.9	103	11210	53.2	12.8	102	10008	54.9	11.4	105
EMPLOYED PART-TIME	12627	4134	7.9	32.7	106	885	6.9	7.0	92	1582	7.5	12.5	100	1667	9.1	13.2	122
NOT EMPLOYED	67327	19788	38.0	29.4	95	4960	38.9	7.4	97	8279	39.3	12.3	98	6550	35.9	9.7	90
PROFESSIONAL/MANAGER	25845	9498	18.3	36.7	118	2237	17.6	8.7	114	3547	16.8	13.7	109	3714	20.4	14.4	132
TECH/CLERICAL/SALES	30895	11008	21.2	35.6	115	2577	20.2	8.3	110	4062	19.3	13.1	105	4369	24.0	14.1	130
PRECISION/CRAFT	12629	3419	6.6	27.1	87	884	6.9	7.0	92	1377	6.5	10.9	87	1159	6.4	9.2	84
OTHER EMPLOYED	31031	8326	16.0	26.8	86	2086	16.4	6.7	88	3807	18.1	12.3	98	2433	13.4	7.8	72
SINGLE	35557	11067	21.3	31.1	100	2829	22.2	8.0	105	4181	19.8	11.8	94	4058	22.3	11.4	105
MARRIED	103585	32575	62.6	31.4	101	7585	59.5	7.3	96	13435	63.8	13.0	103	11555	63.4	11.2	103
DIVORCED/SEPARATED/WIDOWED	28585	8396	16.1	29.4	95	2330	18.3	8.2	107	3455	16.4	12.1	96	2611	14.3	9.1	84
PARENTS	59295	18922	36.4	31.9	103	4440	34.8	7.5	99	7356	34.9	12.4	99	7126	39.1	12.0	111
WHITE	146081	45797	88.0	31.4	101	10896	85.5	7.5	98	18491	87.8	12.7	101	16410	90.0	11.2	103
BLACK	17974	5061	9.7	28.2	91	1593	12.5	8.9	117	1989	9.4	11.1	88	1479	8.1	8.2	76
OTHER	3672	1180	2.3	32.1	104	**254	2.0	6.9	91	*592	2.8	16.1	128	**335	1.8	9.1	84
NORTHEAST-CENSUS	37005	11481	22.1	31.0	100	3273	25.7	8.8	116	4694	22.3	12.7	101	3513	19.3	9.5	87
NORTH CENTRAL	42642	13745	26.4	32.2	104	2836	22.3	6.7	88	5536	26.3	13.0	103	5373	29.5	12.6	116
SOUTH	56777	15185	29.2	26.7	86	4455	35.0	7.8	103	6189	29.4	10.9	87	4542	24.9	8.0	74
WEST	31303	11628	22.3	37.1	120	2179	17.1	7.0	92	4653	22.1	14.9	118	4796	26.3	15.3	141
NORTHEAST-MKTG.	38125	11751	22.6	30.8	99	3455	27.1	9.1	119	4928	23.4	12.9	103	3368	18.5	8.8	81
EAST CENTRAL	24794	8013	15.4	32.3	104	1558	12.2	6.3	83	3394	16.1	13.7	109	3062	16.8	12.3	114
WEST CENTRAL	28511	9100	17.5	31.9	103	1912	15.0	6.7	88	3440	16.3	12.1	96	3749	20.6	13.1	121
SOUTH	48953	12977	24.9	26.5	85	3975	31.2	8.1	107	5133	24.4	10.5	83	3869	21.2	7.9	73
PACIFIC	27344	10197	19.6	37.3	120	1843	14.5	6.7	89	4177	19.8	15.3	122	4177	22.9	15.3	141
COUNTY SIZE A	69301	22967	44.1	33.1	107	6079	47.7	8.8	115	9119	43.3	13.2	105	7769	42.6	11.2	103
COUNTY SIZE B	50633	15736	30.2	31.1	100	3912	30.7	7.7	102	6310	29.9	12.5	99	5514	30.3	10.9	100
COUNTY SIZE C	26259	7811	15.0	29.7	96	1507	11.8	5.7	76	3576	17.0	13.6	108	2728	15.0	10.4	96
COUNTY SIZE D	21534	5525	10.6	25.7	83	1246	9.8	5.8	76	2066	9.8	9.6	76	2213	12.1	10.3	95
METRO CENTRAL CITY	50014	16331	31.4	32.7	105	4813	37.8	9.6	127	6002	28.5	12.0	96	5516	30.3	11.0	102
METRO SUBURBAN	76832	24894	47.8	32.4	104	5671	44.5	7.4	97	10537	50.0	13.7	109	8686	47.7	11.3	104
NON METRO	40881	10814	20.8	26.5	85	2259	17.7	5.5	73	4532	21.5	11.1	88	4022	22.1	9.8	91
TOP 5 ADI'S	39550	13461	25.9	34.0	110	3577	28.1	9.0	119	5500	26.1	13.9	111	4385	24.1	11.1	102
TOP 10 ADI'S	54877	18115	34.8	33.0	106	5036	39.5	9.2	121	7324	34.8	13.3	106	5754	31.6	10.5	97
TOP 20 ADI'S	77516	25630	49.3	33.1	107	6513	51.1	8.4	111	10034	47.6	12.9	103	9083	49.8	11.7	108
HSHLD INC. $50,000 OR MORE	17257	6519	12.5	37.8	122	1661	13.0	9.6	127	2406	11.4	13.9	111	2452	13.5	14.2	131
$40,000 OR MORE	33235	12384	23.8	37.3	120	3224	25.3	9.7	128	4742	22.5	14.3	114	4418	24.2	13.3	122
$30,000 OR MORE	59693	21389	41.1	35.8	115	5411	42.5	9.1	119	8063	38.3	13.5	108	7915	43.4	13.3	122
$25,000 OR MORE	76275	26704	51.3	35.0	113	6493	50.9	8.5	112	10267	48.7	13.5	107	9943	54.6	13.0	120
$20,000 - $24,999	18607	5613	10.8	30.2	97	1208	9.5	6.5	85	2664	12.6	14.3	114	1741	9.6	9.4	86
$15,000 - $19,999	17175	5104	9.8	29.7	96	946	7.4	5.5	72	2134	10.1	12.4	99	2024	11.1	11.8	108
$10,000 - $14,999	24569	7140	13.7	29.1	94	1968	15.4	8.0	105	3031	14.4	12.3	98	2142	11.8	8.7	80
UNDER $10,000	31101	7479	14.4	24.0	78	2128	16.7	6.8	90	2975	14.1	9.6	76	2375	13.0	7.6	70
HOUSEHOLD OF 1 PERSON	19441	5627	10.8	28.9	93	1502	11.8	7.7	102	2201	10.4	11.3	90	1923	10.6	9.9	91
2 PEOPLE	51803	15577	29.9	30.1	97	3643	28.6	7.0	93	6928	32.9	13.4	106	5006	27.5	9.7	89
3 OR 4 PEOPLE	66933	21073	40.5	31.5	101	5131	40.3	7.7	101	8314	39.5	12.4	99	7628	41.9	11.4	105
5 OR MORE PEOPLE	29550	9762	18.8	33.0	106	2467	19.4	8.3	110	3628	17.2	12.3	98	3666	20.1	12.4	114
NO CHILD IN HSHLD	96587	29365	56.4	30.4	98	7230	56.7	7.5	99	12364	58.7	12.8	102	9771	53.6	10.1	93
CHILD(REN) UNDER 2 YRS	10844	3419	6.6	31.5	102	753	5.9	6.9	91	1145	5.4	10.6	84	1521	8.3	14.0	129
2 - 5 YEARS	26358	7921	15.2	30.1	97	1796	14.1	6.8	90	2962	14.1	11.2	89	3163	17.4	12.0	110
6 - 11 YEARS	30453	9872	19.0	32.4	104	2216	17.4	7.3	96	4188	19.9	13.8	109	3468	19.0	11.4	105
12 - 17 YEARS	36575	11699	22.5	32.0	103	3162	24.8	8.6	114	4491	21.3	12.3	98	4047	22.2	11.1	102
RESIDENCE OWNED	117770	37608	72.3	31.9	103	8649	67.9	7.3	97	15352	72.9	13.0	104	13607	74.7	11.6	106
VALUE: $50,000 OR MORE	70166	24045	46.2	34.3	110	5677	44.5	8.1	106	9645	45.8	13.7	109	8722	47.9	12.4	114
VALUE: UNDER $50,000	47604	13564	26.1	28.5	92	2972	23.3	6.2	82	5707	27.1	12.0	95	4885	26.8	10.3	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(ADULTS)

0137
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	52039	100.0	31.0	100	12744	100.0	7.6	100	21071	100.0	12.6	100	18224	100.0	10.9	100
MAGAZINES	QUINTILE 1	34022	13126	25.2	38.6	124	2929	23.0	8.6	113	5535	26.3	16.3	130	4662	25.6	13.7	126
	QUINTILE 2	34800	12280	23.6	35.3	114	3357	26.3	9.6	127	4654	22.1	13.4	106	4269	23.4	12.3	113
	QUINTILE 3	30514	9089	17.5	29.8	96	2253	17.7	7.4	97	3523	16.7	11.5	92	3313	18.2	10.9	100
	QUINTILE 4	33324	9326	17.9	28.0	90	2311	18.1	6.9	91	3562	16.9	10.7	85	3454	19.0	10.4	95
	QUINTILE 5	35066	8218	15.8	23.4	76	1893	14.9	5.4	71	3797	18.0	10.8	86	2528	13.9	7.2	66
NEWSPAPERS	QUINTILE 1	29107	10872	20.9	37.4	120	2593	20.3	8.9	117	4434	21.0	15.2	121	3845	21.1	13.2	122
	QUINTILE 2	49095	16096	30.9	32.8	106	3947	31.0	8.0	106	6469	30.7	13.2	105	5681	31.2	11.6	106
	QUINTILE 3	23107	7463	14.3	32.3	104	1705	13.4	7.4	97	3376	16.0	14.6	116	2382	13.1	10.3	95
	QUINTILE 4	33556	9701	18.6	28.9	93	2336	18.3	7.0	92	3675	17.4	11.0	87	3690	20.2	11.0	101
	QUINTILE 5	32863	7906	15.2	24.1	78	2163	17.0	6.6	87	3118	14.8	9.5	76	2626	14.4	8.0	74
OUTDOOR	QUINTILE 1	33431	10426	20.0	31.2	101	2695	21.1	8.1	106	3957	18.8	11.8	94	3774	20.7	11.3	104
	QUINTILE 2	33478	10927	21.0	32.6	105	2406	18.9	7.2	95	4807	22.8	14.4	114	3714	20.4	11.1	102
	QUINTILE 3	33574	10423	20.0	31.0	100	2694	21.1	8.0	106	4235	20.1	12.6	100	3495	19.2	10.4	96
	QUINTILE 4	33935	10902	20.9	32.1	104	2663	20.9	7.8	103	4107	19.5	12.1	96	4133	22.7	12.2	112
	QUINTILE 5	33310	9360	18.0	28.1	91	2286	17.9	6.9	90	3967	18.8	11.9	95	3108	17.1	9.3	86
RADIO-DRIVE TIME	QUINTILE 1	33136	10530	20.2	31.8	102	2888	22.7	8.7	115	4331	20.6	13.1	104	3312	18.2	10.0	92
	QUINTILE 2	31658	9783	18.8	30.9	100	2308	18.1	7.3	96	3721	17.7	11.8	94	3754	20.6	11.9	109
	QUINTILE 3	32541	10465	20.1	32.2	104	2530	19.9	7.8	102	4225	20.1	13.0	103	3711	20.4	11.4	105
	QUINTILE 4	34247	10580	20.3	30.9	100	2607	20.5	7.6	100	4377	20.8	12.8	102	3597	19.7	10.5	97
	QUINTILE 5	36144	10679	20.5	29.5	95	2411	18.9	6.7	88	4418	21.0	12.2	97	3851	21.1	10.7	98
RADIO-MID-DAY	TERCILE 1	45037	14330	27.5	31.8	103	3796	29.8	8.4	111	5794	27.5	12.9	102	4741	26.0	10.5	97
	TERCILE 2	44819	14226	27.3	31.7	102	3300	25.9	7.4	97	5767	27.4	12.9	102	5160	28.3	11.5	106
	TERCILE 3	77872	23482	45.1	30.2	97	5648	44.3	7.3	95	9511	45.1	12.2	97	8323	45.7	10.7	98
RADIO-TOTAL	QUINTILE 1	33763	10749	20.7	31.8	103	2896	22.7	8.6	113	4553	21.6	13.5	107	3301	18.1	9.8	90
	QUINTILE 2	33240	10617	20.4	31.9	103	2619	20.6	7.9	104	4093	19.4	12.3	98	3905	21.4	11.7	108
	QUINTILE 3	33408	10772	20.7	32.2	104	2416	19.0	7.2	95	4293	20.4	12.9	102	4064	22.3	12.2	112
	QUINTILE 4	34792	10720	20.6	30.8	99	2616	20.5	7.5	99	4321	20.5	12.4	99	3783	20.8	10.9	100
	QUINTILE 5	32524	9181	17.6	28.2	91	2198	17.2	6.8	89	3812	18.1	11.7	93	3171	17.4	9.7	90
TV-PRIME TIME	QUINTILE 1	33090	10351	19.9	31.3	101	2829	22.2	8.5	113	4195	19.9	12.7	101	3327	18.3	10.1	93
	QUINTILE 2	33357	10728	20.6	32.2	104	2424	19.0	7.3	96	4694	22.3	14.1	112	3610	19.8	10.8	100
	QUINTILE 3	33980	10748	20.7	31.6	102	2560	20.1	7.5	99	4150	19.7	12.2	97	4038	22.2	11.9	109
	QUINTILE 4	33854	10381	19.9	30.7	99	2743	21.5	8.1	107	4113	19.5	12.1	97	3526	19.3	10.4	96
	QUINTILE 5	33444	9830	18.9	29.4	95	2188	17.2	6.5	86	3919	18.6	11.7	93	3723	20.4	11.1	102
TV-DAYTIME	TERCILE 1	49121	15118	29.1	30.8	99	3656	28.7	7.4	98	6455	30.6	13.1	105	5007	27.5	10.2	94
	TERCILE 2	48823	14941	28.7	30.6	99	3754	29.5	7.7	101	5893	28.0	12.1	96	5295	29.1	10.8	100
	TERCILE 3	69782	21979	42.2	31.5	102	5333	41.8	7.6	101	8724	41.4	12.5	100	7923	43.5	11.4	104
TV-TOTAL	QUINTILE 1	33584	10298	19.8	30.7	99	2560	20.1	7.6	100	4330	20.5	12.9	103	3408	18.7	10.1	93
	QUINTILE 2	33441	10475	20.1	31.3	101	2849	22.4	8.5	112	4364	20.7	13.0	104	3262	17.9	9.8	90
	QUINTILE 3	33505	10562	20.3	31.5	102	2595	20.4	7.7	102	4158	19.7	12.4	99	3809	20.9	11.4	105
	QUINTILE 4	33466	10438	20.1	31.2	101	2380	18.7	7.1	94	4306	20.4	12.9	102	3752	20.6	11.2	103
	QUINTILE 5	33731	10267	19.7	30.4	98	2359	18.5	7.0	92	3914	18.6	11.6	92	3994	21.9	11.8	109
MAGAZINES-NEWSPAPERS: DUAL		44503	17227	33.1	38.7	125	4241	33.3	9.5	125	7007	33.3	15.7	125	5980	32.8	13.4	124
MAGAZINE IMPERATIVE		39363	12654	24.3	32.1	104	3147	24.7	8.0	105	4942	23.5	12.6	100	4565	25.0	11.6	107
NEWSPAPER IMPERATIVE		46441	13356	25.7	28.8	93	3098	24.3	6.7	88	5541	26.3	11.9	95	4717	25.9	10.2	93
MAGAZINES-OUTDOOR: DUAL		33726	12227	23.5	36.3	117	3043	23.9	9.0	119	4928	23.4	14.6	116	4256	23.4	12.6	116
MAGAZINE IMPERATIVE		52846	18617	35.8	35.2	114	4762	37.4	9.0	119	7311	34.7	13.8	110	6543	35.9	12.4	114
OUTDOOR IMPERATIVE		52140	14211	27.3	27.3	88	3424	26.9	6.6	86	5815	27.6	11.2	89	4971	27.3	9.5	88
MAGAZINES-RADIO: DUAL		37081	13133	25.2	35.4	114	3257	25.6	8.8	116	5418	25.7	14.6	116	4458	24.5	12.0	111
MAGAZINE IMPERATIVE		49747	17526	33.7	35.2	114	4221	33.1	8.5	112	6860	32.6	13.8	110	6445	35.4	13.0	119
RADIO IMPERATIVE		49208	13545	26.0	27.5	89	3453	27.1	7.0	92	5428	25.8	11.0	88	4663	25.6	9.5	87
MAGAZINES-TELEVISION: DUAL		33103	11739	22.6	35.5	114	3122	24.5	9.4	124	4583	21.8	13.8	110	4034	22.1	12.2	112
MAGAZINE IMPERATIVE		54575	19119	36.7	35.0	113	4406	34.6	8.1	106	7638	36.2	14.0	111	7075	38.8	13.0	119
TELEVISION IMPERATIVE		53249	14515	27.9	27.3	88	3712	29.1	7.0	92	6097	28.9	11.4	91	4706	25.8	8.8	81
NEWSPAPERS-OUTDOOR: DUAL		36255	12788	24.6	35.3	114	2910	22.8	8.0	106	5440	25.8	15.0	119	4438	24.4	12.2	113
NEWSPAPER IMPERATIVE		55591	18607	35.8	33.5	108	4678	36.7	8.4	111	7410	35.2	13.3	106	6519	35.8	11.7	108
OUTDOOR IMPERATIVE		48319	13644	26.2	28.2	91	3518	27.6	7.3	96	5378	25.5	11.1	89	4748	26.1	9.8	90
NEWSPAPERS-RADIO: DUAL		37242	13262	25.5	35.6	115	3529	27.7	9.5	125	5559	26.4	14.9	119	4174	22.9	11.2	103
NEWSPAPER IMPERATIVE		54423	18235	35.0	33.5	108	4093	32.1	7.5	99	7338	34.8	13.5	107	6804	37.3	12.5	115
RADIO IMPERATIVE		46650	13046	25.1	28.0	90	3163	24.8	6.8	89	5216	24.8	11.2	89	4668	25.6	10.0	92
NEWSPAPERS-TELEVISION: DUAL		35974	11924	22.9	33.1	107	2984	23.4	8.3	109	4988	23.7	13.9	110	3952	21.7	11.0	101
NEWSPAPER IMPERATIVE		56095	19585	37.6	34.9	113	4580	35.9	8.2	107	7833	37.2	14.0	111	7172	39.4	12.8	118
TELEVISION IMPERATIVE		47170	13316	25.6	28.2	91	3632	28.5	7.7	101	5563	26.4	11.8	94	4122	22.6	8.7	80
OUTDOOR-RADIO: DUAL		33748	10791	20.7	32.0	103	2550	20.0	7.6	99	4434	21.0	13.1	105	3807	20.9	11.3	104
OUTDOOR IMPERATIVE		52785	16692	32.1	31.6	102	4099	32.2	7.8	102	6879	32.6	13.0	104	5714	31.4	10.8	100
RADIO IMPERATIVE		52882	16723	32.1	31.6	102	4353	34.2	8.2	108	6564	31.2	12.4	99	5806	31.9	11.0	101
OUTDOOR-TELEVISION: DUAL		32030	9816	18.9	30.6	99	2563	20.1	8.0	105	4183	19.9	13.1	104	3070	16.8	9.6	88
OUTDOOR IMPERATIVE		54626	17650	33.9	32.3	104	4060	31.9	7.4	98	6954	33.0	12.7	101	6636	36.4	12.1	112
TELEVISION IMPERATIVE		54874	17022	32.7	31.0	100	4288	33.6	7.8	103	6844	32.5	12.5	99	5890	32.3	10.7	99
RADIO-TELEVISION: DUAL		33386	10616	20.4	31.8	102	2705	21.2	8.1	107	4443	21.1	13.3	106	3469	19.0	10.4	96
RADIO IMPERATIVE		53810	17278	33.2	32.1	103	4122	32.3	7.7	101	6887	32.7	12.8	102	6269	34.4	11.7	107
TELEVISION IMPERATIVE		54023	16471	31.7	30.5	98	4170	32.7	7.7	102	6753	32.0	12.5	100	5549	30.4	10.3	95

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(ADULTS)

0138
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	52039	100.0	31.0	100	12744	100.0	7.6	100	21071	100.0	12.6	100	18224	100.0	10.9	100
ATLANTIC MONTHLY	867	281	0.5	32.4	104	**72	0.6	8.3	109	*120	0.6	13.8	110	**89	0.5	10.3	94
BARRON'S	1580	709	1.4	44.9	145	*233	1.8	14.7	194	356	1.7	22.5	179	*120	0.7	7.6	70
BETTER HOMES & GARDENS	22203	8170	15.7	36.8	119	1735	13.6	7.8	103	3169	15.0	14.3	114	3267	17.9	14.7	135
BON APPETIT	3810	1623	3.1	42.6	137	363	2.8	9.5	125	755	3.6	19.8	158	505	2.8	13.3	122
BUSINESS WEEK	4663	1692	3.3	36.3	117	468	3.7	10.0	132	635	3.0	13.6	108	588	3.2	12.6	116
CAR AND DRIVER	3102	847	1.6	27.3	88	*293	2.3	9.4	124	*220	1.0	7.1	56	334	1.8	10.8	99
CBS MAGAZINE NETWORK (GROSS)	7311	2657	5.1	36.3	117	714	5.6	9.8	129	1061	5.0	14.5	116	881	4.8	12.1	111
CHANGING TIMES	3400	1392	2.7	40.9	132	380	3.0	11.2	147	560	2.7	16.5	131	453	2.5	13.3	123
COLONIAL HOMES	1796	627	1.2	34.9	113	*167	1.3	9.3	122	317	1.5	17.7	140	*143	0.8	8.0	73
CONDE NAST MAG. PKG. (GROSS)	19924	8690	16.7	43.6	141	2059	16.2	10.3	136	3644	17.3	18.3	146	2988	16.4	15.0	138
CONSUMERS DIGEST	3125	1176	2.3	37.6	121	338	2.7	10.8	142	465	2.2	14.9	118	372	2.0	11.9	110
COSMOPOLITAN	10577	4149	8.0	39.2	126	982	7.7	9.3	122	1561	7.4	14.8	117	1606	8.8	15.2	140
COUNTRY LIVING	3746	1417	2.7	37.8	122	291	2.3	7.8	102	613	2.9	16.4	130	513	2.8	13.7	126
CUISINE	2214	826	1.6	37.3	120	*192	1.5	8.7	114	246	1.2	11.1	88	389	2.1	17.6	162
CYCLE WORLD	2394	824	1.6	34.4	111	*222	1.7	9.3	122	361	1.7	15.1	120	*241	1.3	10.1	93
DCI:CREATIVE IDEAS FOR LIV	3068	1102	2.1	35.9	116	*254	2.0	8.3	109	432	2.1	14.1	112	415	2.3	13.5	124
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3459	6.6	36.2	117	799	6.3	8.4	110	1480	7.0	15.5	123	1180	6.5	12.3	114
DISCOVER	2277	834	1.6	36.6	118	280	2.2	12.3	162	282	1.3	12.4	99	*272	1.5	11.9	110
EBONY	7187	2386	4.6	33.2	107	767	6.0	10.7	140	891	4.2	12.4	99	728	4.0	10.1	93
ESQUIRE	2560	1044	2.0	40.8	131	314	2.5	12.3	161	425	2.0	16.6	132	305	1.7	11.9	110
ESSENCE	3242	1219	2.3	37.6	121	316	2.5	9.7	128	454	2.2	14.0	111	449	2.5	13.8	127
FAMILY CIRCLE	19639	7917	15.2	40.3	130	1753	13.8	8.9	117	3550	16.8	18.1	144	2613	14.3	13.3	122
THE FAMILY HANDYMAN	3540	1177	2.3	33.2	107	387	3.0	10.9	144	425	2.0	12.0	96	365	2.0	10.3	95
FAMILY WEEKLY	23924	7812	15.0	32.7	105	1627	12.8	6.8	90	3163	15.0	13.2	105	3022	16.6	12.6	116
FIELD & STREAM	9883	3272	6.3	33.1	107	925	7.3	9.4	123	1345	6.4	13.6	108	1002	5.5	10.1	93
FOOD & WINE	1030	404	0.8	39.2	126	*117	0.9	11.4	150	*142	0.7	13.8	110	*145	0.8	14.1	130
FORBES	2679	990	1.9	37.0	119	314	2.5	11.7	154	335	1.6	12.5	100	342	1.9	12.8	117
FORTUNE	2931	1333	2.6	45.5	147	364	2.9	12.4	163	488	2.3	16.6	133	481	2.6	16.4	151
GENTLEMEN'S QUARTERLY	3481	1315	2.5	37.8	122	*331	2.6	9.5	125	403	1.9	11.6	92	580	3.2	16.7	153
GLAMOUR	7163	3209	6.2	44.8	144	830	6.5	11.6	153	1375	6.5	19.2	153	1004	5.5	14.0	129
GOLF DIGEST	2355	803	1.5	34.1	110	306	2.4	13.0	171	334	1.6	14.2	113	*164	0.9	7.0	64
GOLF DIGEST/TENNIS (GROSS)	3610	1272	2.4	35.2	114	425	3.3	11.8	155	531	2.5	14.7	117	317	1.7	8.8	81
GOLF MAGAZINE	2046	690	1.3	33.7	109	*232	1.8	11.3	149	298	1.4	14.6	116	*160	0.9	7.8	72
GOLF MAGAZINE/SKI (GROSS)	3547	1188	2.3	33.5	108	348	2.7	9.8	129	442	2.1	12.5	99	398	2.2	11.2	103
GOOD HOUSEKEEPING	20353	8205	15.8	40.3	130	1575	12.4	7.7	102	3496	16.6	17.2	137	3134	17.2	15.4	142
HARPER'S BAZAAR	3362	1501	2.9	44.6	144	265	2.1	7.9	104	661	3.1	19.7	157	576	3.2	17.1	158
HEALTH	2987	1202	2.3	40.2	130	*172	1.3	5.8	76	690	3.3	23.1	184	340	1.9	11.4	105
HEARST MAG CORP. BUY (GROSS)	67928	26411	50.8	38.9	125	6041	47.4	8.9	117	10938	51.9	16.1	128	9432	51.8	13.9	128
HEARST MAN POWER (GROSS)	11282	3789	7.3	33.6	108	1146	9.0	10.2	134	1449	6.9	12.8	102	1194	6.6	10.6	97
HEARST WOMAN POWER (GROSS)	40514	16091	30.9	39.7	128	3379	26.5	8.3	110	6799	32.3	16.8	134	5913	32.4	14.6	134
HOUSE BEAUTIFUL	4885	1897	3.6	38.8	125	477	3.7	9.8	129	740	3.5	15.1	121	680	3.7	13.9	128
INC.	1308	582	1.1	44.5	143	*217	1.7	16.6	218	*175	0.8	13.4	106	*190	1.0	14.5	134
JET	6498	1972	3.8	30.3	98	632	5.0	9.7	128	735	3.5	11.3	90	605	3.3	9.3	86
LADIES' HOME JOURNAL	14797	5924	11.4	40.0	129	1290	10.1	8.7	115	2656	12.6	17.9	143	1978	10.9	13.4	123
LHJ FAMILY GRP COMBO(GROSS)	21743	8722	16.8	40.1	129	1764	13.8	8.1	107	4179	19.8	19.2	153	2779	15.2	12.8	118
LIFE	9881	3599	6.9	36.4	117	975	7.7	9.9	130	1391	6.6	14.1	112	1233	6.8	12.5	115
L.A. TIMES HOME MAGAZINE	2775	1194	2.3	43.0	139	*251	2.0	9.0	119	434	2.1	15.6	124	509	2.8	18.3	169
MADEMOISELLE	4219	1837	3.5	43.5	140	314	2.5	7.4	98	865	4.1	20.5	163	658	3.6	15.6	144
MC CALL'S	16422	6473	12.4	39.4	127	1541	12.1	9.4	124	2722	12.9	16.6	132	2210	12.1	13.5	124
MC CALL'S/WRK MOTHER (GROSS)	17919	7158	13.8	39.9	129	1677	13.2	9.4	123	3027	14.4	16.9	134	2453	13.5	13.7	126
MECHANIX ILLUSTRATED	4433	1601	3.1	36.1	116	483	3.8	10.9	143	770	3.7	17.4	138	348	1.9	7.9	72
METROPOLITAN HOME	1504	558	1.1	37.1	120	**84	0.7	5.6	74	251	1.2	16.7	133	223	1.2	14.8	136
MONEY	4723	1969	3.8	41.7	134	441	3.5	9.3	123	891	4.2	18.9	150	637	3.5	13.5	124
MOTHER EARTH NEWS	2325	890	1.7	38.3	123	*136	1.1	5.8	77	423	2.0	18.2	145	*331	1.8	14.2	131
MS.	1189	448	0.9	37.7	121	*101	0.8	8.5	112	*202	1.0	17.0	135	*145	0.8	12.2	112
NATIONAL ENQUIRER	18892	6109	11.7	32.3	104	1505	11.8	8.0	105	2603	12.4	13.8	110	2001	11.0	10.6	97
NATIONAL GEOGRAPHIC	22129	8150	15.7	36.8	119	1799	14.1	8.1	107	3412	16.2	15.4	123	2939	16.1	13.3	122
NATIONAL SUNDAY MAGAZINE PKG	103750	35102	67.5	33.8	109	8674	68.1	8.4	110	14063	66.7	13.6	108	12365	67.9	11.9	110
NATURAL HISTORY	1379	563	1.1	40.8	132	*196	1.5	14.2	187	258	1.2	18.7	149	*109	0.6	7.9	73
NEW WOMAN	2289	821	1.6	35.9	116	*150	1.2	6.6	86	352	1.7	15.4	122	319	1.8	13.9	128
NEW YORK INCLUDING CUE	1088	457	0.9	42.0	135	*154	1.2	14.2	186	*189	0.9	17.4	138	*114	0.6	10.5	96
THE NEW YORKER	2459	957	1.8	38.9	125	234	1.8	9.5	125	375	1.8	15.3	121	348	1.9	14.2	130
NEWSWEEK	16527	5861	11.3	35.5	114	1413	11.1	8.5	113	2394	11.4	14.5	115	2053	11.3	12.4	114
THE N.Y. TIMES DAILY EDITION	2739	1009	1.9	36.8	119	313	2.5	11.4	150	403	1.9	14.7	117	293	1.6	10.7	98
THE N.Y. TIMES MAGAZINE	4443	1562	3.0	35.2	113	454	3.6	10.2	134	650	3.1	14.6	116	458	2.5	10.3	95
OMNI	2799	961	1.8	34.3	111	*242	1.9	8.6	114	445	2.1	15.9	127	274	1.5	9.8	90
ON CABLE	2209	749	1.4	33.9	109	*191	1.5	8.6	114	318	1.5	14.4	115	*240	1.3	10.9	100
1001 HOME IDEAS	3959	1596	3.1	40.3	130	302	2.4	7.6	100	834	4.0	21.1	168	460	2.5	11.6	107
ORGANIC GARDENING	3111	1076	2.1	34.6	111	*204	1.6	6.6	86	488	2.3	15.7	125	384	2.1	12.3	114
OUTDOOR LIFE	5024	1415	2.7	28.2	91	438	3.4	8.7	115	487	2.3	9.7	77	490	2.7	9.8	90
PARADE MAGAZINE	51292	17824	34.3	34.8	112	4539	35.6	8.8	116	7050	33.5	13.7	109	6235	34.2	12.2	112

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(ADULTS)

0139
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	52039	100.0	31.0	100	12744	100.0	7.6	100	21071	100.0	12.6	100	18224	100.0	10.9	100
PARENTS	5298	1985	3.8	37.5	121	340	2.7	6.4	84	785	3.7	14.8	118	861	4.7	16.3	150
PENTHOUSE	5129	1659	3.2	32.3	104	489	3.8	9.5	125	562	2.7	11.0	87	608	3.3	11.9	109
PEOPLE	21070	8152	15.7	38.7	125	2052	16.1	9.7	128	3159	15.0	15.0	119	2941	16.1	14.0	128
PLAYBOY	10562	3412	6.6	32.3	104	837	6.6	7.9	104	1267	6.0	12.0	95	1308	7.2	12.4	114
POPULAR HOT RODDING	2498	768	1.5	30.7	99	*264	2.1	10.6	139	*241	1.1	9.6	77	*263	1.4	10.5	97
POPULAR MECHANICS	5887	2048	3.9	34.8	112	619	4.9	10.5	138	858	4.1	14.6	116	571	3.1	9.7	89
POPULAR SCIENCE	4317	1558	3.0	36.1	116	431	3.4	10.0	131	607	2.9	14.1	112	521	2.9	12.1	111
PREVENTION	5792	2234	4.3	38.6	124	396	3.1	6.8	90	910	4.3	15.7	125	928	5.1	16.0	147
PSYCHOLOGY TODAY	3284	1357	2.6	41.3	133	342	2.7	10.4	137	574	2.7	17.5	139	441	2.4	13.4	124
READER'S DIGEST	40046	14021	26.9	35.0	113	3112	24.4	7.8	102	5701	27.1	14.2	113	5209	28.6	13.0	120
REDBOOK	9584	3737	7.2	39.0	126	821	6.4	8.6	113	1743	8.3	18.2	145	1173	6.4	12.2	113
ROAD & TRACK	2590	970	1.9	37.5	121	*285	2.2	11.0	145	*307	1.5	11.9	94	378	2.1	14.6	134
ROLLING STONE	3302	1228	2.4	37.2	120	255	2.0	7.7	102	473	2.2	14.3	114	500	2.7	15.1	139
RUNNER'S WORLD	1229	576	1.1	46.9	151	**83	0.7	6.8	89	*181	0.9	14.7	117	*312	1.7	25.4	234
SATURDAY EVENING POST	2110	750	1.4	35.5	115	*214	1.7	10.1	133	254	1.2	12.0	96	282	1.5	13.4	123
SCIENCE 84	1543	562	1.1	36.4	117	*116	0.9	7.5	99	*249	1.2	16.1	128	*197	1.1	12.8	118
SCIENCE DIGEST	1747	610	1.2	34.9	113	*146	1.1	8.4	110	*141	0.7	8.1	64	323	1.8	18.5	170
SCIENTIFIC AMERICAN	1994	737	1.4	37.0	119	*213	1.7	10.7	141	235	1.1	11.8	94	*289	1.6	14.5	133
SELF	3119	1305	2.5	41.8	135	292	2.3	9.4	123	571	2.7	18.3	146	441	2.4	14.1	130
SEVENTEEN	3923	1475	2.8	37.6	121	361	2.8	9.2	121	567	2.7	14.5	115	547	3.0	13.9	128
SKI	1501	498	1.0	33.2	107	*116	0.9	7.7	102	*144	0.7	9.6	76	*238	1.3	15.9	146
SMITHSONIAN	5976	2106	4.0	35.2	114	517	4.1	8.7	114	737	3.5	12.3	98	853	4.7	14.3	131
SOAP OPERA DIGEST	4228	1478	2.8	35.0	113	324	2.5	7.7	101	648	3.1	15.3	122	507	2.8	12.0	110
SOUTHERN LIVING	6488	2357	4.5	36.3	117	544	4.3	8.4	110	1048	5.0	16.2	129	765	4.2	11.8	109
SPORT	3500	1272	2.4	36.3	117	338	2.7	9.7	127	515	2.4	14.7	117	419	2.3	12.0	110
THE SPORTING NEWS	2456	909	1.7	37.0	119	*261	2.0	10.6	140	332	1.6	13.5	108	316	1.7	12.9	118
SPORTS AFIELD	3648	1131	2.2	31.0	100	381	3.0	10.4	137	450	2.1	12.3	98	301	1.7	8.3	76
SPORTS ILLUSTRATED	14484	4738	9.1	32.7	105	1484	11.6	10.2	135	1775	8.4	12.3	98	1479	8.1	10.2	94
STAR	12661	4260	8.2	33.6	108	1043	8.2	8.2	108	1855	8.8	14.7	117	1362	7.5	10.8	99
SUNDAY	52799	18008	34.6	34.1	110	4801	37.7	9.1	120	7051	33.5	13.4	106	6156	33.8	11.7	107
SUNSET	3513	1633	3.1	46.5	150	*172	1.3	4.9	64	584	2.8	16.6	132	877	4.8	25.0	230
TV GUIDE	42766	13913	26.7	32.5	105	3615	28.4	8.5	111	5684	27.0	13.3	106	4615	25.3	10.8	99
TENNIS	1254	469	0.9	37.4	121	**119	0.9	9.5	125	*197	0.9	15.7	125	*153	0.8	12.2	112
TIME	22054	7943	15.3	36.0	116	1966	15.4	8.9	117	3156	15.0	14.3	114	2822	15.5	12.8	118
TOWN & COUNTRY	1555	744	1.4	47.8	154	*173	1.4	11.1	146	*290	1.4	18.6	148	*280	1.5	18.0	166
TRAVEL & LEISURE	2173	803	1.5	37.0	119	*222	1.7	10.2	134	258	1.2	11.9	95	324	1.8	14.9	137
TRUE STORY	4636	1402	2.7	30.2	97	423	3.3	9.1	120	477	2.3	10.3	82	502	2.8	10.8	100
U.S.NEWS & WORLD REPORT	10353	3653	7.0	35.3	114	962	7.5	9.3	122	1425	6.8	13.8	110	1266	6.9	12.2	113
USA TODAY	4994	1954	3.8	39.1	126	508	4.0	10.2	134	825	3.9	16.5	131	621	3.4	12.4	114
US	3528	1373	2.6	38.9	125	365	2.9	10.3	136	505	2.4	14.3	114	503	2.8	14.3	131
VOGUE	5424	2339	4.5	43.1	139	622	4.9	11.5	151	833	4.0	15.4	122	884	4.9	16.3	150
WALL STREET JOURNAL	6292	2300	4.4	36.6	118	593	4.7	9.4	124	820	3.9	13.0	104	886	4.9	14.1	130
WEIGHT WATCHERS	2762	1290	2.5	46.7	151	333	2.6	12.1	159	496	2.4	18.0	143	462	2.5	16.7	154
WOMAN'S DAY	16320	6546	12.6	40.1	129	1446	11.3	8.9	117	2960	14.0	18.1	144	2141	11.7	13.1	121
WORKING MOTHER	1496	685	1.3	45.8	148	**136	1.1	9.1	120	305	1.4	20.4	162	*243	1.3	16.2	149
WORKING WOMAN	1851	1000	1.9	54.0	174	*162	1.3	8.8	115	446	2.1	24.1	192	392	2.2	21.2	195
WORLD TENNIS	580	*223	0.4	38.4	124	**88	0.7	15.2	200	**66	0.3	11.4	91	**69	0.4	11.9	109
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3911	7.5	31.5	102	1145	9.0	9.2	121	1300	6.2	10.5	83	1465	8.0	11.8	109
BLAIR INSERTS	91671	31241	60.0	34.1	110	7791	61.1	8.5	112	12611	59.9	13.8	110	10839	59.5	11.8	109
DAILY NEWSPAPERS																	
READ ANY	109190	36297	69.7	33.2	107	8590	67.4	7.9	104	14961	71.0	13.7	109	12746	69.9	11.7	107
READ ONE	89587	29446	56.6	32.9	106	6985	54.8	7.8	103	12126	57.5	13.5	108	10335	56.7	11.5	106
READ TWO OR MORE	19602	6851	13.2	35.0	113	1605	12.6	8.2	108	2836	13.5	14.5	115	2411	13.2	12.3	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	36854	70.8	33.6	108	8969	70.4	8.2	108	14876	70.6	13.6	108	13008	71.4	11.9	109
READ ONE	95074	31067	59.7	32.7	105	7603	59.7	8.0	105	12635	60.0	13.3	106	10829	59.4	11.4	105
READ TWO OR MORE	14588	5787	11.1	39.7	128	1367	10.7	9.4	123	2242	10.6	15.4	122	2179	12.0	14.9	137
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.99				28.99				28.65				29.38			
30 DAY REACH	149706	46948	90.2	31.4	101	11484	90.1	7.7	101	18966	90.0	12.7	101	16498	90.5	11.0	101
50 SHWG - 30 DAY AV FREQ	15.16	15.20				15.18				15.07				15.36			
30 DAY REACH	142406	44791	86.1	31.5	101	10993	86.3	7.7	102	18006	85.5	12.6	101	15793	86.7	11.1	102
25 SHWG - 30 DAY AV FREQ	8.23	8.19				8.13				8.15				8.29			
30 DAY REACH	131152	41537	79.8	31.7	102	10280	80.7	7.8	103	16655	79.0	12.7	101	14602	80.1	11.1	102
CABLE TV: HOME WIRED	66879	21436	41.2	32.1	103	5547	43.5	8.3	109	8924	42.4	13.3	106	6965	38.2	10.4	96
HOME NOT WIRED	100848	30603	58.8	30.3	98	7197	56.5	7.1	94	12147	57.6	12.0	96	11259	61.8	11.2	103
HAVE PAY CABLE	35024	12079	23.2	34.5	111	3368	26.4	9.6	127	4915	23.3	14.0	112	3795	20.8	10.8	100

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(ADULTS)

0140
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	52039	100.0	31.0	100	12744	100.0	7.6	100	21071	100.0	12.6	100	18224	100.0	10.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	30257	58.1	31.6	102	7478	58.7	7.8	103	12316	58.4	12.9	103	10464	57.4	10.9	101
10:00 AM - 3:00 PM	63599	20175	38.8	31.7	102	5062	39.7	8.0	105	8117	38.5	12.8	102	6996	38.4	11.0	101
3:00 PM - 7:00 PM	72097	23229	44.6	32.2	104	5916	46.4	8.2	108	9173	43.5	12.7	101	8141	44.7	11.3	104
7:00 PM - MIDNIGHT	36670	11766	22.6	32.1	103	3042	23.9	8.3	109	4625	21.9	12.6	100	4099	22.5	11.2	103
MIDNIGHT - 6:00 AM	21908	7102	13.6	32.4	104	1850	14.5	8.4	111	2910	13.8	13.3	106	2341	12.8	10.7	98
6:00 AM - MIDNIGHT	127571	40222	77.3	31.5	102	9796	76.9	7.7	101	16226	77.0	12.7	101	14200	77.9	11.1	102
ENTIRE DAY	129239	40808	78.4	31.6	102	9947	78.1	7.7	101	16508	78.3	12.8	102	14353	78.8	11.1	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	11241	21.6	33.1	107	2713	21.3	8.0	105	4650	22.1	13.7	109	3877	21.3	11.4	105
ALL NEWS	6062	2046	3.9	33.8	109	500	3.9	8.2	109	930	4.4	15.3	122	617	3.4	10.2	94
AOR/PROGRESSIVE	11884	3532	6.8	29.7	96	967	7.6	8.1	107	1379	6.5	11.6	92	1186	6.5	10.0	92
BEAUTIFUL MUSIC	11180	3914	7.5	35.0	113	909	7.1	8.1	107	1601	7.6	14.3	114	1404	7.7	12.6	116
BLACK	4538	1419	2.7	31.3	101	407	3.2	9.0	118	495	2.3	10.9	87	516	2.8	11.4	105
CLASSICAL	3857	1341	2.6	34.8	112	327	2.6	8.5	112	498	2.4	12.9	103	516	2.8	13.4	123
CHR/ROCK	21946	7358	14.1	33.5	108	1698	13.3	7.7	102	2874	13.6	13.1	104	2786	15.3	12.7	117
COUNTRY	27262	7972	15.3	29.2	94	1743	13.7	6.4	84	3259	15.5	12.0	95	2971	16.3	10.9	100
GOLDEN OLDIES	3339	1077	2.1	32.3	104	337	2.6	10.1	133	486	2.3	14.6	116	254	1.4	7.6	70
MOR/NOSTALGIA	10346	3489	6.7	33.7	109	894	7.0	8.6	114	1412	6.7	13.6	109	1183	6.5	11.4	105
NEWS/TALK	8929	3139	6.0	35.2	113	761	6.0	8.5	112	1313	6.2	14.7	117	1064	5.8	11.9	110
RELIGIOUS	5488	1618	3.1	29.5	95	442	3.5	8.1	106	710	3.4	12.9	103	465	2.6	8.5	78
SOFT ROCK	1232	256	0.5	20.8	67	**71	0.6	5.8	76	*117	0.6	9.5	76	**69	0.4	5.6	52
URBAN CONTEMPORARY	3184	932	1.8	29.3	94	313	2.5	9.8	129	357	1.7	11.2	89	*261	1.4	8.2	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2323	4.5	33.6	108	504	4.0	7.3	96	1048	5.0	15.2	121	771	4.2	11.2	103
ABC DIRECTION	5212	1630	3.1	31.3	101	374	2.9	7.2	94	666	3.2	12.8	102	590	3.2	11.3	104
ABC ENTERTAINMENT	10385	2967	5.7	28.6	92	687	5.4	6.6	87	1150	5.5	11.1	88	1130	6.2	10.9	100
ABC FM	4762	1412	2.7	29.7	96	324	2.5	6.8	90	461	2.2	9.7	77	627	3.4	13.2	121
ABC INFORMATION	11339	4083	7.8	36.0	116	955	7.5	8.4	111	1787	8.5	15.8	125	1341	7.4	11.8	109
ABC ROCK	4878	1450	2.8	29.7	96	471	3.7	9.7	127	521	2.5	10.7	85	458	2.5	9.4	86
CBS	10709	3523	6.8	32.9	106	940	7.4	8.8	116	1416	6.7	13.2	105	1166	6.4	10.9	100
MUTUAL	10251	3297	6.3	32.2	104	677	5.3	6.6	87	1373	6.5	13.4	107	1248	6.8	12.2	112
NBC	12243	3838	7.4	31.3	101	926	7.3	7.6	100	1713	8.1	14.0	111	1199	6.6	9.8	90
RADIORADIO	4606	1372	2.6	29.8	96	326	2.6	7.1	93	543	2.6	11.8	94	504	2.8	10.9	101
RKO ONE	5148	1749	3.4	34.0	110	436	3.4	8.5	111	710	3.4	13.8	110	603	3.3	11.7	108
RKO TWO	7313	2108	4.1	28.8	93	413	3.2	5.6	74	893	4.2	12.2	97	802	4.4	11.0	101
THE SOURCE	5981	1918	3.7	32.1	103	506	4.0	8.5	111	793	3.8	13.3	106	619	3.4	10.3	95
NON-WIRED : BLAIR	19329	6062	11.6	31.4	101	1450	11.4	7.5	99	2487	11.8	12.9	102	2124	11.7	11.0	101
INTERNET	27139	8641	16.6	31.8	103	2172	17.0	8.0	105	3464	16.4	12.8	102	3006	16.5	11.1	102
KATZ RADIO GROUP	36319	12039	23.1	33.1	107	2770	21.7	7.6	100	5170	24.5	14.2	113	4099	22.5	11.3	104
SUPERNET	22361	7387	14.2	33.0	106	1945	15.3	8.7	114	2930	13.9	13.1	104	2513	13.8	11.2	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4705	9.0	32.4	104	1079	8.5	7.4	98	2019	9.6	13.9	111	1607	8.8	11.1	102
WKDAY 9:00 AM - 1:00 PM	18688	5827	11.2	31.2	100	1428	11.2	7.6	101	2529	12.0	13.5	108	1870	10.3	10.0	92
WKDAY 1:00 PM - 4:30 PM	24061	7603	14.6	31.6	102	1857	14.6	7.7	102	3335	15.8	13.9	110	2410	13.2	10.0	92
WKDAY 4:30 PM - 7:30 PM	44079	13686	26.3	31.0	100	3267	25.6	7.4	98	5907	28.0	13.4	107	4512	24.8	10.2	94
WKDAY 7:30 PM - 8:00 PM	61979	19119	36.7	30.8	99	4763	37.4	7.7	101	7868	37.3	12.7	101	6489	35.6	10.5	96
WKDAY 11:00 PM - 11:30 PM	49084	15410	29.6	31.4	101	3865	30.3	7.9	104	6339	30.1	12.9	103	5205	28.6	10.6	98
WKDAY 11:30 PM - 1:00 AM	16560	5134	9.9	31.0	100	1302	10.2	7.9	103	2110	10.0	12.7	101	1722	9.4	10.4	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	21231	40.8	31.7	102	5320	41.7	7.9	105	8731	41.4	13.0	104	7180	39.4	10.7	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	3093	5.9	33.4	108	808	6.3	8.7	115	1234	5.9	13.3	106	1051	5.8	11.3	104
ANOTHER WORLD N	6138	1999	3.8	32.6	105	447	3.5	7.3	96	842	4.0	13.7	109	711	3.9	11.6	107
AS THE WORLD TURNS C	7707	2332	4.5	30.3	98	535	4.2	6.9	91	1084	5.1	14.1	112	714	3.9	9.3	85
CAPITOL C	4688	1517	2.9	32.4	104	360	2.8	7.7	101	772	3.7	16.5	131	386	2.1	8.2	76
CBS MORN. NEWS 1 C	2792	886	1.7	31.7	102	230	1.8	8.2	108	347	1.6	12.4	99	309	1.7	11.1	102
CBS MORN. NEWS 2 C	2071	667	1.3	32.2	104	171	1.3	8.3	109	286	1.4	13.8	110	210	1.2	10.1	93
DAYS OF OUR LIVES N	8018	2568	4.9	32.0	103	602	4.7	7.5	99	1110	5.3	13.8	110	856	4.7	10.7	98
FACTS OF LIFE - DAYTIME N	3487	1084	2.1	31.1	100	276	2.2	7.9	104	432	2.1	12.4	99	375	2.1	10.8	99
FAMILY FEUD A	4817	1492	2.9	31.0	100	342	2.7	7.1	93	629	3.0	13.1	104	520	2.9	10.8	99
GENERAL HOSPITAL A	8333	2712	5.2	32.5	105	642	5.0	7.7	101	1077	5.1	12.9	103	993	5.4	11.9	110
GOOD MORNING, AMERICA-730 A	5472	1806	3.5	33.0	106	316	2.5	5.8	76	848	4.0	15.5	123	642	3.5	11.7	108
GOOD MORNING, AMERICA-830 A	3965	1378	2.6	34.8	112	284	2.2	7.2	94	618	2.9	15.6	124	476	2.6	12.0	110
GUIDING LIGHT C	7542	2399	4.6	31.8	103	594	4.7	7.9	104	1204	5.7	16.0	127	601	3.3	8.0	73
ONE LIFE TO LIVE A	6018	1911	3.7	31.8	102	466	3.7	7.7	102	794	3.8	13.2	105	650	3.6	10.8	99
PRESS YOUR LUCK C	3589	998	1.9	27.8	90	282	2.2	7.9	103	402	1.9	11.2	89	313	1.7	8.7	80
PRICE IS RIGHT 1 C	7418	2109	4.1	28.4	92	564	4.4	7.6	100	987	4.7	13.3	106	558	3.1	7.5	69
PRICE IS RIGHT 2 C	8276	2477	4.8	29.9	96	597	4.7	7.2	95	1166	5.5	14.1	112	715	3.9	8.6	80
RYAN'S HOPE A	4358	1478	2.8	33.9	109	401	3.1	9.2	121	581	2.8	13.3	106	495	2.7	11.4	105
SALE OF THE CENTURY N	3749	1197	2.3	31.9	103	303	2.4	8.1	106	497	2.4	13.3	106	397	2.2	10.6	97
SEARCH FOR TOMORROW N	2884	884	1.7	30.7	99	151	1.2	5.2	69	487	2.3	16.9	134	247	1.4	8.6	79
TODAY SHOW 1 N	4869	1589	3.1	32.6	105	346	2.7	7.1	94	734	3.5	15.1	120	509	2.8	10.5	96
TODAY SHOW 2 N	4135	1180	2.3	28.5	92	240	1.9	5.8	76	520	2.5	12.6	100	420	2.3	10.2	93
$25,000 PYRAMID C	4361	1235	2.4	28.3	91	301	2.4	6.9	91	519	2.5	11.9	95	415	2.3	9.5	88
WHEEL OF FORTUNE N	6187	1948	3.7	31.5	101	408	3.2	6.6	87	971	4.6	15.7	125	569	3.1	9.2	85
YOUNG AND THE RESTLESS C	8186	2455	4.7	30.0	97	613	4.8	7.5	99	1071	5.1	13.1	104	771	4.2	9.4	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1534	2.9	32.5	105	406	3.2	8.6	113	663	3.1	14.0	112	464	2.5	9.8	90
NBA PLAYOFF GAME -1 C	5127	1678	3.2	32.7	105	494	3.9	9.6	127	731	3.5	14.3	113	453	2.5	8.8	81
NBC MAJOR LEAGUE PRE-GAME N	3945	1248	2.4	31.6	102	252	2.0	6.4	84	519	2.5	13.2	105	477	2.6	12.1	111
SPORTSWORLD - SUN N	3370	980	1.9	29.1	94	256	2.0	7.6	100	434	2.1	12.9	103	290	1.6	8.6	79
SUNDAY MORNING C	4200	1422	2.7	33.9	109	431	3.4	10.3	135	649	3.1	15.5	123	341	1.9	8.1	75

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(ADULTS)

0141
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	52039	100.0	31.0	100	12744	100.0	7.6	100	21071	100.0	12.6	100	18224	100.0	10.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	16186	31.1	31.0	100	3734	29.3	7.1	94	6942	32.9	13.3	106	5511	30.2	10.5	97
NETWORK AFFILIATES - LATE		39164	12542	24.1	32.0	103	3051	23.9	7.8	103	5285	25.1	13.5	107	4207	23.1	10.7	99
INDEPENDENTS - LATE		5133	1672	3.2	32.6	105	468	3.7	9.1	120	669	3.2	13.0	104	534	2.9	10.4	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6938	13.3	30.4	98	1646	12.9	7.2	95	2978	14.1	13.0	104	2314	12.7	10.1	93
ABC MONDAY NIGHT MOVIE	A	11258	3695	7.1	32.8	106	923	7.2	8.2	108	1462	6.9	13.0	103	1310	7.2	11.6	107
ABC SUNDAY NIGHT MOVIE	A	23600	7438	14.3	31.5	102	1995	15.7	8.5	111	2978	14.1	12.6	100	2465	13.5	10.4	96
ABC WORLD NEWS TONIGHT	A	12801	4006	7.7	31.3	101	855	6.7	6.7	88	1805	8.6	14.1	112	1346	7.4	10.5	97
AFTERMASH	C	10966	3553	6.8	32.4	104	857	6.7	7.8	103	1450	6.9	13.2	105	1246	6.8	11.4	105
ALICE	C	17050	5401	10.4	31.7	102	1282	10.1	7.5	99	2372	11.3	13.9	111	1747	9.6	10.2	94
AMERICAN PARADE	C	11998	3637	7.0	30.3	98	972	7.6	8.1	107	1514	7.2	12.6	100	1151	6.3	9.6	88
BENSON	A	19258	5905	11.3	30.7	99	1485	11.7	7.7	101	2220	10.5	11.5	92	2200	12.1	11.4	105
BLUE THUNDER	A	11478	3367	6.5	29.3	95	853	6.7	7.4	98	1333	6.3	11.6	92	1181	6.5	10.3	95
CAGNEY & LACEY	C	18263	5664	10.9	31.0	100	1265	9.9	6.9	91	2506	11.9	13.7	109	1893	10.4	10.4	95
CBS EVENING NEWS-DEAN	C	7733	2374	4.6	30.7	99	477	3.7	6.2	81	1094	5.2	14.1	113	802	4.4	10.4	95
CBS EVENING NEWS-RATHER	C	15653	4830	9.3	30.9	99	1171	9.2	7.5	98	2068	9.8	13.2	105	1591	8.7	10.2	94
CBS SAT. NEWS-SCHIEFFER	C	8744	2489	4.8	28.5	92	542	4.3	6.2	82	1079	5.1	12.3	98	868	4.8	9.9	91
CBS SATURDAY NIGHT MOVIE	C	12000	3879	7.5	32.3	104	1000	7.8	8.3	110	1555	7.4	13.0	103	1324	7.3	11.0	102
CBS WEDNESDAY NIGHT MOVIE	C	11522	3581	6.9	31.1	100	860	6.7	7.5	98	1452	6.9	12.6	100	1269	7.0	11.0	101
CHEERS	N	16818	5893	11.3	35.0	113	1250	9.8	7.4	98	2496	11.8	14.8	118	2148	11.8	12.8	118
DALLAS	C	37510	11956	23.0	31.9	103	2780	21.8	7.4	98	5170	24.5	13.8	110	4006	22.0	10.7	98
DIFF'RENT STROKES	N	11258	3774	7.3	33.5	108	935	7.3	8.3	109	1603	7.6	14.2	113	1236	6.8	11.0	101
DOUBLE TROUBLE	N	12248	3656	7.0	29.8	96	874	6.9	7.1	94	1476	7.0	12.1	96	1306	7.2	10.7	98
DUCK FACTORY	N	11100	3796	7.3	34.2	110	830	6.5	7.5	98	1529	7.3	13.8	110	1437	7.9	12.9	119
DUKES OF HAZZARD	C	12353	3576	6.9	28.9	93	987	7.7	8.0	105	1405	6.7	11.4	91	1184	6.5	9.6	88
DYNASTY	A	33279	10294	19.8	30.9	100	2706	21.2	8.1	107	4326	20.5	13.0	103	3262	17.9	9.8	90
FACTS OF LIFE	N	13410	4124	7.9	30.8	99	959	7.5	7.2	94	1668	7.9	12.4	99	1496	8.2	11.2	103
FALCON CREST	C	31093	9934	19.1	31.9	103	2425	19.0	7.8	103	4240	20.1	13.6	109	3269	17.9	10.5	97
FALL GUY	A	18649	5669	10.9	30.4	98	1398	11.0	7.5	99	2291	10.9	12.3	98	1980	10.9	10.6	98
FAMILY TIES	N	13101	4433	8.5	33.8	109	963	7.6	7.4	97	1918	9.1	14.6	117	1552	8.5	11.8	109
FANTASY ISLAND	A	13069	4241	8.1	32.5	105	1150	9.0	8.8	116	1649	7.8	12.6	100	1442	7.9	11.0	102
FOULUPS,BLEEPS & BLUNDERS	A	16588	5283	10.2	31.8	103	1429	11.2	8.6	113	2074	9.8	12.5	100	1781	9.8	10.7	99
FOUR SEASONS	C	9302	3149	6.1	33.9	109	798	6.3	8.6	113	1201	5.7	12.9	103	1150	6.3	12.4	114
GIMME A BREAK	N	13955	4560	8.8	32.7	105	1008	7.9	7.2	95	2027	9.6	14.5	116	1526	8.4	10.9	101
HART TO HART	A	15735	4862	9.3	30.9	100	1242	9.7	7.9	104	1968	9.3	12.5	100	1652	9.1	10.5	97
HILL STREET BLUES	N	18257	5979	11.5	32.7	106	1412	11.1	7.7	102	2567	12.2	14.1	112	2000	11.0	11.0	101
HOTEL	A	24236	7220	13.9	29.8	96	1794	14.1	7.4	97	3155	15.0	13.0	104	2271	12.5	9.4	86
JEFFERSONS	C	17010	5270	10.1	31.0	100	1292	10.1	7.6	100	2272	10.8	13.4	106	1706	9.4	10.0	92
JENNIFER SLEPT HERE	N	9397	3038	5.8	32.3	104	718	5.6	7.6	101	1318	6.3	14.0	112	1002	5.5	10.7	98
KATE & ALLIE	C	16762	5128	9.9	30.6	99	1204	9.4	7.2	95	2143	10.2	12.8	102	1781	9.8	10.6	98
KNIGHT RIDER	N	13164	4275	8.2	32.5	105	1062	8.3	8.1	106	1705	8.1	13.0	103	1509	8.3	11.5	106
LOVE BOAT	A	20400	6783	13.0	33.3	107	1597	12.5	7.8	103	2877	13.7	14.1	112	2309	12.7	11.3	104
MAGNUM PI	C	22543	6944	13.3	30.8	99	1577	12.4	7.0	92	3048	14.5	13.5	108	2319	12.7	10.3	95
MAMA'S FAMILY	N	9852	3168	6.1	32.2	104	813	6.4	8.3	109	1335	6.3	13.6	108	1021	5.6	10.4	95
MASTER, THE	N	8082	2461	4.7	30.5	98	589	4.6	7.3	96	1119	5.3	13.8	110	753	4.1	9.3	86
MATT HOUSTON	A	12881	4223	8.1	32.8	106	1095	8.6	8.5	112	1772	8.4	13.8	110	1355	7.4	10.5	97
NBC MONDAY NIGHT MOVIE	N	23889	7643	14.7	32.0	103	1883	14.8	7.9	104	3154	15.0	13.2	105	2606	14.3	10.9	100
NBC NIGHTLY NEWS	N	11156	3209	6.2	28.8	93	685	5.4	6.1	81	1456	6.9	13.1	104	1069	5.9	9.6	88
NBC NIGHTLY NEWS-SAT	N	7363	2372	4.6	32.2	104	638	5.0	8.7	114	990	4.7	13.4	107	744	4.1	10.1	93
NBC NIGHTLY NEWS-SUN	N	6214	1934	3.7	31.1	100	405	3.2	6.5	86	804	3.8	12.9	103	725	4.0	11.7	107
NBC SUNDAY NIGHT MOVIE	N	17590	5875	11.3	33.4	108	1444	11.3	8.2	108	2288	10.9	13.0	104	2143	11.8	12.2	112
NEWHART	C	16740	5330	10.2	31.8	103	1198	9.4	7.2	94	2287	10.9	13.7	109	1846	10.1	11.0	101
ONE DAY AT A TIME	C	11820	3806	7.3	32.2	104	877	6.9	7.4	98	1627	7.7	13.8	110	1302	7.1	11.0	101
PEOPLE ARE FUNNY	N	9138	2808	5.4	30.7	99	692	5.4	7.6	100	1197	5.7	13.1	104	919	5.0	10.1	93
REAL PEOPLE	N	15979	4766	9.2	29.8	96	1126	8.8	7.0	93	2025	9.6	12.7	101	1615	8.9	10.1	93
REMINGTON STEELE	N	14395	4370	8.4	30.4	98	1194	9.4	8.3	109	1640	7.8	11.4	91	1536	8.4	10.7	98
RIPLEY'S BELIEVE IT - NOT	A	11362	3776	7.3	33.2	107	881	6.9	7.8	102	1586	7.5	14.0	111	1309	7.2	11.5	106
RIPTIDE	N	13920	4405	8.5	31.6	102	1040	8.2	7.5	98	1831	8.7	13.2	105	1535	8.4	11.0	101
SCARECROW & MRS. KING	C	17571	5688	10.9	32.4	104	1253	9.8	7.1	94	2282	10.8	13.0	103	2154	11.8	12.3	113
SIMON & SIMON	C	20208	5946	11.4	29.4	95	1354	10.6	6.7	88	2658	12.6	13.2	105	1933	10.6	9.6	88
60 MINUTES	C	27668	8972	17.2	32.4	105	1930	15.1	7.0	92	4073	19.3	14.7	117	2969	16.3	10.7	99
ST. ELSEWHERE	N	13699	4602	8.8	33.6	108	1053	8.3	7.7	101	1793	8.5	13.1	104	1756	9.6	12.8	118
THREE'S COMPANY	A	20632	6199	11.9	30.0	97	1586	12.4	7.7	101	2345	11.1	11.4	90	2268	12.4	11.0	101
T.J. HOOKER	A	17136	5371	10.3	31.3	101	1172	9.2	6.8	90	2315	11.0	13.5	108	1884	10.3	11.0	101
TONIGHT SHOW	N	4963	1527	2.9	30.8	99	419	3.3	8.4	111	586	2.8	11.8	94	523	2.9	10.5	97
TRAPPER JOHN, M.D.	C	16332	5176	9.9	31.7	102	1268	9.9	7.8	102	2242	10.6	13.7	109	1666	9.1	10.2	94
TV BLOOPERS & PRAC. JOKES	N	18881	5696	10.9	30.2	97	1161	9.1	6.1	81	2550	12.1	13.5	108	1985	10.9	10.5	97
20/20	A	18315	5841	11.2	31.9	103	1387	10.9	7.6	100	2675	12.7	14.6	116	1780	9.8	9.7	89
WEBSTER	A	18722	5837	11.2	31.2	100	1517	11.9	8.1	107	2140	10.2	11.4	91	2180	12.0	11.6	107
WORLD NEWS - SUN	A	5327	1669	3.2	31.3	101	390	3.1	7.3	96	764	3.6	14.3	114	514	2.8	9.6	89
YELLOW ROSE	N	8370	2711	5.2	32.4	104	731	5.7	8.7	115	1019	4.8	12.2	97	961	5.3	11.5	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	8721	16.8	33.7	109	2045	16.0	7.9	104	3333	15.8	12.9	103	3343	18.3	12.9	119
BASKETBALL - COLLEGE GAMES		14468	5192	10.0	35.9	116	1143	9.0	7.9	104	1981	9.4	13.7	109	2068	11.3	14.3	132
BASKETBALL - PRO GAMES		12124	4090	7.9	33.7	109	1122	8.8	9.3	122	1481	7.0	12.2	97	1486	8.2	12.3	113
BOWLING		9412	3239	6.2	34.4	111	795	6.2	8.4	111	1503	7.1	16.0	127	941	5.2	10.0	92
BOXING		15409	4595	8.8	29.8	96	1218	9.6	7.9	104	1960	9.3	12.7	101	1417	7.8	9.2	85
FOOTBALL - COLLEGE GAMES		21400	7337	14.1	34.3	111	1748	13.7	8.2	108	3191	15.1	14.9	119	2399	13.2	11.2	103
FOOTBALL - PRO GAMES		35944	11988	23.0	33.4	107	2914	22.9	8.1	107	4799	22.8	13.4	106	4274	23.5	11.9	109
GOLF		9759	3548	6.8	36.4	117	882	6.9	9.0	119	1662	7.9	17.0	136	1004	5.5	10.3	95
POST-SEASON COLL. FOOTBALL		18123	6074	11.7	33.5	108	1387	10.9	7.7	101	2646	12.6	14.6	116	2041	11.2	11.3	104
POST-SEASON PRO FOOTBALL		22091	7676	14.8	34.7	112	1932	15.2	8.7	115	3303	15.7	15.0	119	2441	13.4	11.0	102
TENNIS		6764	2906	5.6	43.0	138	642	5.0	9.5	125	1209	5.7	17.9	142	1054	5.8	15.6	143
WRESTLING - PROFESSIONAL		9695	2612	5.0	26.9	87	970	7.6	10.0	132	1058	5.0	10.9	87	584	3.2	6.0	55

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(MALES)

0142
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	21748	100.0	27.4	100	5772	100.0	7.3	100	8492	100.0	10.7	100	7483	100.0	9.4	100
HOUSEHOLD HEADS	66405	18414	84.7	27.7	101	4719	81.8	7.1	98	7413	87.3	11.2	104	6283	84.0	9.5	100
18 - 24	13945	3572	16.4	25.6	93	1054	18.3	7.6	104	1231	14.5	8.8	82	1287	17.2	9.2	98
25 - 34	19334	5080	23.4	26.3	96	1203	20.8	6.2	85	1922	22.6	9.9	93	1955	26.1	10.1	107
35 - 44	14196	4300	19.8	30.3	110	1218	21.1	8.6	118	1508	17.8	10.6	99	1573	21.0	11.1	117
45 - 54	10896	3231	14.9	29.7	108	925	16.0	8.5	117	1366	16.1	12.5	117	940	12.6	8.6	91
55 - 64	10378	3186	14.6	30.7	112	754	13.1	7.3	100	1479	17.4	14.3	133	954	12.7	9.2	97
65 OR OLDER	10514	2379	10.9	22.6	82	620	10.7	5.9	81	986	11.6	9.4	88	774	10.3	7.4	78
18 - 34	33279	8652	39.8	26.0	95	2256	39.1	6.8	93	3153	37.1	9.5	88	3242	43.3	9.7	103
18 - 49	52904	14518	66.8	27.4	100	3927	68.0	7.4	102	5377	63.3	10.2	95	5214	69.7	9.9	104
25 - 54	44426	12611	58.0	28.4	103	3345	58.0	7.5	103	4796	56.5	10.8	101	4469	59.7	10.1	107
35 - 49	19625	5866	27.0	29.9	109	1671	29.0	8.5	117	2223	26.2	11.3	106	1972	26.4	10.0	106
50 OR OLDER	26359	7230	33.2	27.4	100	1845	32.0	7.0	96	3115	36.7	11.8	110	2269	30.3	8.6	91
GRADUATED COLLEGE	15982	5156	23.7	32.3	118	1313	22.7	8.2	113	1866	22.0	11.7	109	1977	26.4	12.4	131
ATTENDED COLLEGE	13629	4168	19.2	30.6	111	952	16.5	7.0	96	1474	17.4	10.8	101	1743	23.3	12.8	135
GRADUATED HIGH SCHOOL	28591	7461	34.3	26.1	95	1934	33.5	6.8	93	3022	35.6	10.6	99	2505	33.5	8.8	93
DID NOT GRADUATE HIGH SCHOOL	21061	4962	22.8	23.6	86	1574	27.3	7.5	103	2130	25.1	10.1	94	1259	16.8	6.0	63
EMPLOYED FULL-TIME	52316	14809	68.1	28.3	103	3932	68.1	7.5	103	5734	67.5	11.0	102	5144	68.7	9.8	104
EMPLOYED PART-TIME	4113	968	4.5	23.5	86	*320	5.5	7.8	107	*293	3.5	7.1	66	*355	4.7	8.6	91
NOT EMPLOYED	22834	5970	27.5	26.1	95	1521	26.4	6.7	91	2465	29.0	10.8	101	1985	26.5	8.7	92
PROFESSIONAL/MANAGER	15034	4749	21.8	31.6	115	1318	22.8	8.8	120	1563	18.4	10.4	97	1869	25.0	12.4	132
TECH/CLERICAL/SALES	11255	3239	14.9	28.8	105	830	14.4	7.4	101	1148	13.5	10.2	95	1260	16.8	11.2	119
PRECISION/CRAFT	11607	3111	14.3	26.8	98	814	14.1	7.0	96	1239	14.6	10.7	100	1059	14.2	9.1	97
OTHER EMPLOYED	18534	4678	21.5	25.2	92	1290	22.3	7.0	96	2078	24.5	11.2	105	1311	17.5	7.1	75
SINGLE	19562	4979	22.9	25.5	93	1379	23.9	7.0	97	1887	22.2	9.6	90	1713	22.9	8.8	93
MARRIED	51896	14804	68.1	28.5	104	3803	65.9	7.3	101	5799	68.3	11.2	104	5201	69.5	10.0	106
DIVORCED/SEPARATED/WIDOWED	7804	1965	9.0	25.2	92	590	10.2	7.6	104	805	9.5	10.3	96	570	7.6	7.3	77
PARENTS	25372	7419	34.1	29.2	107	1932	33.5	7.6	105	2770	32.6	10.9	102	2717	36.3	10.7	113
WHITE	69658	19229	88.4	27.6	101	4966	86.0	7.1	98	7467	87.9	10.7	100	6796	90.8	9.8	103
BLACK	7909	1958	9.0	24.8	90	701	12.1	8.9	122	693	8.2	8.8	82	564	7.5	7.1	76
OTHER	1696	*561	2.6	33.1	121	**106	1.8	6.3	86	**332	3.9	19.6	183	**124	1.7	7.3	77
NORTHEAST-CENSUS	17202	4619	21.2	26.9	98	1434	24.8	8.3	114	1899	22.4	11.0	103	1285	17.2	7.5	79
NORTH CENTRAL	20461	5505	25.3	26.9	98	1331	23.1	6.5	89	2197	25.9	10.7	100	1976	26.4	9.7	102
SOUTH	26695	6391	29.4	23.9	87	1967	34.1	7.4	101	2379	28.0	8.9	83	2045	27.3	7.7	81
WEST	14906	5234	24.1	35.1	128	1040	18.0	7.0	96	2017	23.8	13.5	126	2177	29.1	14.6	155
NORTHEAST-MKTG.	17962	4837	22.2	26.9	98	1481	25.7	8.2	113	2008	23.6	11.2	104	1348	18.0	7.5	79
EAST CENTRAL	11741	3206	14.7	27.3	100	726	12.6	6.2	85	1291	15.2	11.0	103	1189	15.9	10.1	107
WEST CENTRAL	13518	3565	16.4	26.4	96	908	15.7	6.7	92	1397	16.5	10.3	96	1260	16.8	9.3	99
SOUTH	23168	5574	25.6	24.1	88	1788	31.0	7.7	106	2033	23.9	8.8	82	1753	23.4	7.6	80
PACIFIC	12874	4566	21.0	35.5	129	869	15.1	6.8	93	1763	20.8	13.7	128	1933	25.8	15.0	159
COUNTY SIZE A	32596	9549	43.9	29.3	107	2592	44.9	8.0	109	3580	42.2	11.0	103	3377	45.1	10.4	110
COUNTY SIZE B	23814	6534	30.0	27.4	100	1870	32.4	7.9	108	2536	29.9	10.6	99	2127	28.4	8.9	95
COUNTY SIZE C	12663	3515	16.2	27.8	101	806	14.0	6.4	87	1530	18.0	12.1	113	1179	15.8	9.3	99
COUNTY SIZE D	10190	2150	9.9	21.1	77	*504	8.7	4.9	68	846	10.0	8.3	77	800	10.7	7.9	83
METRO CENTRAL CITY	23190	6884	31.7	29.7	108	2251	39.0	9.7	133	2294	27.0	9.9	92	2339	31.3	10.1	107
METRO SUBURBAN	36920	10242	47.1	27.7	101	2407	41.7	6.5	90	4269	50.3	11.6	108	3566	47.7	9.7	102
NON METRO	19152	4621	21.2	24.1	88	1114	19.3	5.8	80	1929	22.7	10.1	94	1578	21.1	8.2	87
TOP 5 ADI'S	18703	5757	26.5	30.8	112	1667	28.9	8.9	122	2241	26.4	12.0	112	1849	24.7	9.9	105
TOP 10 ADI'S	26158	7718	35.5	29.5	108	2331	40.4	8.9	122	2896	34.1	11.1	103	2491	33.3	9.5	101
TOP 20 ADI'S	36612	10634	48.9	29.0	106	2852	49.4	7.8	107	4054	47.7	11.1	103	3728	49.8	10.2	108
HSHLD INC. $50,000 OR MORE	9326	2850	13.1	30.6	111	784	13.6	8.4	115	896	10.6	9.6	90	1170	15.6	12.5	133
$40,000 OR MORE	18002	5641	25.9	31.3	114	1538	26.6	8.5	117	2178	25.6	12.1	113	1925	25.7	10.7	113
$30,000 OR MORE	31361	9768	44.9	31.1	114	2671	46.3	8.5	117	3638	42.8	11.6	108	3459	46.2	11.0	117
$25,000 OR MORE	39858	12063	55.5	30.3	110	3171	54.9	8.0	109	4597	54.1	11.5	108	4296	57.4	10.8	114
$20,000 - $24,999	8664	2253	10.4	26.0	95	*592	10.3	6.8	94	971	11.4	11.2	105	690	9.2	8.0	84
$15,000 - $19,999	7964	2028	9.3	25.5	93	*385	6.7	4.8	66	911	10.7	11.4	107	731	9.8	9.2	97
$10,000 - $14,999	11093	2856	13.1	25.7	94	811	14.1	7.3	100	1119	13.2	10.1	94	925	12.4	8.3	88
UNDER $10,000	11683	2549	11.7	21.8	80	814	14.1	7.0	96	894	10.5	7.7	71	842	11.3	7.2	76
HOUSEHOLD OF 1 PERSON	7453	1815	8.3	24.4	89	546	9.5	7.3	101	706	8.3	9.5	88	563	7.5	7.6	80
2 PEOPLE	24757	6260	28.8	25.3	92	1564	27.1	6.3	87	2680	31.6	10.8	101	2017	27.0	8.1	86
3 OR 4 PEOPLE	32682	9234	42.5	28.3	103	2269	39.3	6.9	95	3526	41.5	10.8	101	3439	46.0	10.5	111
5 OR MORE PEOPLE	14370	4439	20.4	30.9	113	1393	24.1	9.7	133	1581	18.6	11.0	103	1465	19.6	10.2	108
NO CHILD IN HSHLD	46768	12182	56.0	26.0	95	3219	55.8	6.9	95	5003	58.9	10.7	100	3960	52.9	8.5	90
CHILD(REN) UNDER 2 YRS	4799	1359	6.2	28.3	103	*323	5.6	6.7	92	*429	5.1	8.9	83	608	8.1	12.7	134
2 - 5 YEARS	11125	3128	14.4	28.1	102	695	12.0	6.2	86	1207	14.2	10.8	101	1227	16.4	11.0	117
6 - 11 YEARS	14193	4496	20.7	31.7	115	1099	19.0	7.7	106	1758	20.7	12.4	116	1640	21.9	11.6	122
12 - 17 YEARS	17402	4965	22.8	28.5	104	1569	27.2	9.0	124	1749	20.6	10.1	94	1646	22.0	9.5	100
RESIDENCE OWNED	56398	15822	72.8	28.1	102	3861	66.9	6.8	94	6305	74.2	11.2	104	5657	75.6	10.0	106
VALUE: $50,000 OR MORE	34811	10379	47.7	29.8	109	2698	46.7	7.8	106	3985	46.9	11.4	107	3697	49.4	10.6	112
VALUE: UNDER $50,000	21587	5443	25.0	25.2	92	1164	20.2	5.4	74	2320	27.3	10.7	100	1959	26.2	9.1	96

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(MALES)

0143
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	21748	100.0	27.4	100	5772	100.0	7.3	100	8492	100.0	10.7	100	7483	100.0	9.4	100
MAGAZINES	QUINTILE 1	16033	5288	24.3	33.0	120	1505	26.1	9.4	129	1823	21.5	11.4	106	1960	26.2	12.2	129
	QUINTILE 2	15354	4656	21.4	30.3	111	1331	23.1	8.7	119	1825	21.5	11.9	111	1500	20.0	9.8	103
	QUINTILE 3	15888	3900	17.9	24.5	89	983	17.0	6.2	85	1478	17.4	9.3	87	1439	19.2	9.1	96
	QUINTILE 4	17310	4520	20.8	26.1	95	1154	20.0	6.7	92	1833	21.6	10.6	99	1534	20.5	8.9	94
	QUINTILE 5	14677	3384	15.6	23.1	84	799	13.8	5.4	75	1533	18.1	10.4	97	1052	14.1	7.2	76
NEWSPAPERS	QUINTILE 1	15277	5002	23.0	32.7	119	1309	22.7	8.6	118	2013	23.7	13.2	123	1679	22.4	11.0	116
	QUINTILE 2	22745	6385	29.4	28.1	102	1605	27.8	7.1	97	2486	29.3	10.9	102	2295	30.7	10.1	107
	QUINTILE 3	10692	2894	13.3	27.1	99	725	12.6	6.8	93	1260	14.8	11.8	110	909	12.1	8.5	90
	QUINTILE 4	11646	3000	13.8	25.8	94	678	11.7	5.8	80	1152	13.6	9.9	92	1171	15.6	10.1	107
	QUINTILE 5	18903	4466	20.5	23.6	86	1456	25.2	7.7	106	1581	18.6	8.4	78	1429	19.1	7.6	80
OUTDOOR	QUINTILE 1	16620	4458	20.5	26.8	98	1263	21.9	7.6	104	1626	19.1	9.8	91	1570	21.0	9.4	100
	QUINTILE 2	16377	4663	21.4	28.5	104	1177	20.4	7.2	99	2069	24.4	12.6	118	1417	18.9	8.7	92
	QUINTILE 3	15995	4490	20.6	28.1	102	1252	21.7	7.8	107	1730	20.4	10.8	101	1508	20.2	9.4	100
	QUINTILE 4	15592	4289	19.7	27.5	100	1207	20.9	7.7	106	1422	16.7	9.1	85	1661	22.2	10.7	113
	QUINTILE 5	14679	3848	17.7	26.2	96	874	15.1	6.0	82	1646	19.4	11.2	105	1328	17.7	9.0	96
RADIO-DRIVE TIME	QUINTILE 1	15746	4128	19.0	26.2	96	1222	21.2	7.8	107	1498	17.6	9.5	89	1408	18.8	8.9	95
	QUINTILE 2	15067	4189	19.3	27.8	101	1051	18.2	7.0	96	1531	18.0	10.2	95	1607	21.5	10.7	113
	QUINTILE 3	15631	4575	21.0	29.3	107	1147	19.9	7.3	101	1856	21.9	11.9	111	1572	21.0	10.1	107
	QUINTILE 4	16245	4563	21.0	28.1	102	1309	22.7	8.1	111	1897	22.3	11.7	109	1357	18.1	8.4	88
	QUINTILE 5	16573	4292	19.7	25.9	94	1044	18.1	6.3	87	1710	20.1	10.3	96	1539	20.6	9.3	98
RADIO-MID-DAY	TERCILE 1	21788	6092	28.0	28.0	102	1808	31.3	8.3	114	2184	25.7	10.0	94	2100	28.1	9.6	102
	TERCILE 2	21151	5751	26.4	27.2	99	1398	24.2	6.6	91	2386	28.1	11.3	105	1967	26.3	9.3	99
	TERCILE 3	36323	9905	45.5	27.3	99	2567	44.5	7.1	97	3922	46.2	10.8	101	3417	45.7	9.4	100
RADIO-TOTAL	QUINTILE 1	15977	4385	20.2	27.4	100	1264	21.9	7.9	109	1608	18.9	10.1	94	1514	20.2	9.5	100
	QUINTILE 2	15923	4622	21.3	29.0	106	1265	21.9	7.9	109	1693	19.9	10.6	99	1664	22.2	10.5	111
	QUINTILE 3	14980	4219	19.4	28.2	103	882	15.3	5.9	81	1901	22.4	12.7	118	1435	19.2	9.6	101
	QUINTILE 4	17123	4556	20.9	26.6	97	1280	22.2	7.5	103	1786	21.0	10.4	97	1490	19.9	8.7	92
	QUINTILE 5	15260	3966	18.2	26.0	95	1081	18.7	7.1	97	1505	17.7	9.9	92	1381	18.5	9.0	96
TV-PRIME TIME	QUINTILE 1	15674	4367	20.1	27.9	102	1265	21.9	8.1	111	1708	20.1	10.9	102	1394	18.6	8.9	94
	QUINTILE 2	15944	4437	20.4	27.8	101	1036	17.9	6.5	89	1758	20.7	11.0	103	1643	22.0	10.3	109
	QUINTILE 3	16037	4538	20.9	28.3	103	1227	21.3	7.7	105	1761	20.7	11.0	102	1549	20.7	9.7	102
	QUINTILE 4	15412	4246	19.5	27.5	100	1137	19.7	7.4	101	1636	19.3	10.6	99	1473	19.7	9.6	101
	QUINTILE 5	16194	4160	19.1	25.7	94	1107	19.2	6.8	94	1628	19.2	10.1	94	1425	19.0	8.8	93
TV-DAYTIME	TERCILE 1	19156	5276	24.3	27.5	100	1271	22.0	6.6	91	2156	25.4	11.3	105	1849	24.7	9.7	102
	TERCILE 2	19343	4938	22.7	25.5	93	1436	24.9	7.4	102	1850	21.8	9.6	89	1651	22.1	8.5	90
	TERCILE 3	40764	11534	53.0	28.3	103	3065	53.1	7.5	103	4485	52.8	11.0	103	3984	53.2	9.8	104
TV-TOTAL	QUINTILE 1	15844	4533	20.8	28.6	104	1202	20.8	7.6	104	1746	20.6	11.0	103	1584	21.2	10.0	106
	QUINTILE 2	15767	4343	20.0	27.5	100	1174	20.3	7.4	102	1814	21.4	11.5	107	1355	18.1	8.6	91
	QUINTILE 3	15775	4446	20.4	28.2	103	1200	20.8	7.6	104	1721	20.3	10.9	102	1525	20.4	9.7	102
	QUINTILE 4	15903	4217	19.4	26.5	97	1172	20.3	7.4	101	1556	18.3	9.8	91	1490	19.9	9.4	99
	QUINTILE 5	15974	4209	19.4	26.3	96	1024	17.7	6.4	88	1655	19.5	10.4	97	1530	20.4	9.6	101
MAGAZINES-NEWSPAPERS: DUAL		21225	6902	31.7	32.5	119	1934	33.5	9.1	125	2523	29.7	11.9	111	2446	32.7	11.5	122
MAGAZINE IMPERATIVE		17728	4777	22.0	26.9	98	1404	24.3	7.9	109	1751	20.6	9.9	92	1622	21.7	9.1	97
NEWSPAPER IMPERATIVE		22987	6036	27.8	26.3	96	1309	22.7	5.7	78	2647	31.2	11.5	107	2080	27.8	9.0	96
MAGAZINES-OUTDOOR: DUAL		16244	4838	22.2	29.8	109	1341	23.2	8.3	113	1801	21.2	11.1	103	1697	22.7	10.4	111
MAGAZINE IMPERATIVE		24016	7477	34.4	31.1	113	2155	37.3	9.0	123	2667	31.4	11.1	104	2654	35.5	11.1	117
OUTDOOR IMPERATIVE		26020	6572	30.2	25.3	92	1695	29.4	6.5	89	2778	32.7	10.7	100	2099	28.1	8.1	85
MAGAZINES-RADIO: DUAL		16918	5176	23.8	30.6	112	1383	24.0	8.2	112	1972	23.2	11.7	109	1822	24.3	10.8	114
MAGAZINE IMPERATIVE		23456	6964	32.0	29.7	108	1988	34.4	8.5	116	2589	30.5	11.0	103	2386	31.9	10.2	108
RADIO IMPERATIVE		23900	6080	28.0	25.4	93	1570	27.2	6.6	90	2444	28.8	10.2	95	2067	27.6	8.6	92
MAGAZINES-TELEVISION: DUAL		15791	4900	22.5	31.0	113	1514	26.2	9.6	132	1585	18.7	10.0	94	1800	24.1	11.4	121
MAGAZINE IMPERATIVE		25476	7330	33.7	28.8	105	1993	34.5	7.8	107	2788	32.8	10.9	102	2549	34.1	10.0	106
TELEVISION IMPERATIVE		25744	6554	30.1	25.5	93	1606	27.8	6.2	86	2941	34.6	11.4	107	2007	26.8	7.8	83
NEWSPAPERS-OUTDOOR: DUAL		17628	5292	24.3	30.0	109	1350	23.4	7.7	105	2136	25.2	12.1	113	1806	24.1	10.2	109
NEWSPAPER IMPERATIVE		26414	7758	35.7	29.4	107	1965	34.0	7.4	102	2999	35.3	11.4	106	2793	37.3	10.6	112
OUTDOOR IMPERATIVE		23059	5737	26.4	24.9	91	1695	29.4	7.4	101	2249	26.5	9.8	91	1794	24.0	7.8	82
NEWSPAPERS-RADIO: DUAL		17996	5664	26.0	31.5	115	1548	26.8	8.6	118	2135	25.1	11.9	111	1980	26.5	11.0	117
NEWSPAPER IMPERATIVE		26269	7550	34.7	28.7	105	1814	31.4	6.9	95	3130	36.9	11.9	111	2606	34.8	9.9	105
RADIO IMPERATIVE		21342	5296	24.4	24.8	90	1408	24.4	6.6	91	2087	24.6	9.8	91	1801	24.1	8.4	89
NEWSPAPERS-TELEVISION: DUAL		17359	5049	23.2	29.1	106	1381	23.9	8.0	109	1959	23.1	11.3	105	1709	22.8	9.8	104
NEWSPAPER IMPERATIVE		26889	8037	37.0	29.9	109	2043	35.4	7.6	104	3208	37.8	11.9	111	2786	37.2	10.4	110
TELEVISION IMPERATIVE		21698	5767	26.5	26.6	97	1617	28.0	7.5	102	2376	28.0	11.0	102	1774	23.7	8.2	87
OUTDOOR-RADIO: DUAL		16456	4652	21.4	28.3	103	1191	20.6	7.2	99	1805	21.3	11.0	102	1657	22.1	10.1	107
OUTDOOR IMPERATIVE		25870	7239	33.3	28.0	102	1930	33.4	7.5	102	3026	35.6	11.7	109	2283	30.5	8.8	93
RADIO IMPERATIVE		23943	6673	30.7	27.9	102	1845	32.0	7.7	106	2488	29.3	10.4	97	2340	31.3	9.8	104
OUTDOOR-TELEVISION: DUAL		15918	4292	19.7	27.0	98	1237	21.4	7.8	107	1733	20.4	10.9	102	1322	17.7	8.3	88
OUTDOOR IMPERATIVE		26398	7284	33.5	27.6	101	1865	32.3	7.1	97	2877	33.9	10.9	102	2541	34.0	9.6	102
TELEVISION IMPERATIVE		24851	7094	32.6	28.5	104	1818	31.5	7.3	100	2714	32.0	10.9	102	2563	34.3	10.3	109
RADIO-TELEVISION: DUAL		15584	4413	20.3	28.3	103	1173	20.3	7.5	103	1791	21.1	11.5	107	1449	19.4	9.3	98
RADIO IMPERATIVE		25472	7131	32.8	28.0	102	1829	31.7	7.2	99	2656	31.3	10.4	97	2646	35.4	10.4	110
TELEVISION IMPERATIVE		25578	7122	32.7	27.8	101	1883	32.6	7.4	101	2851	33.6	11.1	104	2388	31.9	9.3	99

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(MALES)

0144
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	21748	100.0	27.4	100	5772	100.0	7.3	100	8492	100.0	10.7	100	7483	100.0	9.4	100
ATLANTIC MONTHLY	452	*111	0.5	24.6	90	**11	0.2	2.4	33	**43	0.5	9.5	89	**57	0.8	12.6	134
BARRON'S	1058	377	1.7	35.6	130	**152	2.6	14.4	197	*146	1.7	13.8	129	*79	1.1	7.5	79
BETTER HOMES & GARDENS	4773	1524	7.0	31.9	116	396	6.9	8.3	114	460	5.4	9.6	90	668	8.9	14.0	148
BON APPETIT	1037	416	1.9	40.1	146	**104	1.8	10.0	138	*145	1.7	14.0	131	*167	2.2	16.1	171
BUSINESS WEEK	3193	1041	4.8	32.6	119	328	5.7	10.3	141	375	4.4	11.7	110	338	4.5	10.6	112
CAR AND DRIVER	2705	715	3.3	26.4	96	*237	4.1	8.8	120	*193	2.3	7.1	67	285	3.8	10.5	112
CBS MAGAZINE NETWORK (GROSS)	5678	1942	8.9	34.2	125	624	10.8	11.0	151	628	7.4	11.1	103	689	9.2	12.1	129
CHANGING TIMES	1847	641	2.9	34.7	126	*183	3.2	9.9	136	248	2.9	13.4	125	*209	2.8	11.3	120
COLONIAL HOMES	492	*166	0.8	33.7	123	**66	1.1	13.4	184	**54	0.6	11.0	102	**46	0.6	9.3	99
CONDE NAST MAG. PKG. (GROSS)	2066	675	3.1	32.7	119	*210	3.6	10.2	140	*157	1.8	7.6	71	*308	4.1	14.9	158
CONSUMERS DIGEST	1719	555	2.6	32.3	118	*229	4.0	13.3	183	*167	2.0	9.7	91	*159	2.1	9.2	98
COSMOPOLITAN	1762	540	2.5	30.6	112	**89	1.5	5.1	69	*109	1.3	6.2	58	*342	4.6	19.4	206
COUNTRY LIVING	1110	288	1.3	25.9	95	**72	1.2	6.5	89	**88	1.0	7.9	74	**128	1.7	11.5	122
CUISINE	660	217	1.0	32.9	120	**64	1.1	9.7	133	**42	0.5	6.4	59	**111	1.5	16.8	178
CYCLE WORLD	1924	617	2.8	32.1	117	*191	3.3	9.9	136	*239	2.8	12.4	116	*187	2.5	9.7	103
DCI:CREATIVE IDEAS FOR LIV	437	*156	0.7	35.7	130	**42	0.7	9.6	132	**42	0.5	9.6	90	**72	1.0	16.5	175
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	733	3.4	29.4	107	*167	2.9	6.7	92	310	3.7	12.4	116	256	3.4	10.3	109
DISCOVER	1279	396	1.8	31.0	113	*167	2.9	13.1	179	**77	0.9	6.0	56	**153	2.0	12.0	127
EBONY	2898	914	4.2	31.5	115	341	5.9	11.8	162	259	3.0	8.9	83	313	4.2	10.8	114
ESQUIRE	1384	542	2.5	39.2	143	**163	2.8	11.8	162	*188	2.2	13.6	127	*191	2.6	13.8	146
ESSENCE	850	315	1.4	37.1	135	**120	2.1	14.1	194	**122	1.4	14.4	134	**73	1.0	8.6	91
FAMILY CIRCLE	2430	798	3.7	32.8	120	*181	3.1	7.4	102	245	2.9	10.1	94	372	5.0	15.3	162
THE FAMILY HANDYMAN	2356	679	3.1	28.8	105	*235	4.1	10.0	137	*220	2.6	9.3	87	*224	3.0	9.5	101
FAMILY WEEKLY	11533	3246	14.9	28.1	103	710	12.3	6.2	85	1285	15.1	11.1	104	1251	16.7	10.8	115
FIELD & STREAM	7444	2295	10.6	30.8	112	705	12.2	9.5	130	871	10.3	11.7	109	718	9.6	9.6	102
FOOD & WINE	416	*126	0.6	30.3	110	**56	1.0	13.5	185	**21	0.2	5.0	47	**50	0.7	12.0	127
FORBES	1865	644	3.0	34.5	126	*231	4.0	12.4	170	190	2.2	10.2	95	222	3.0	11.9	126
FORTUNE	1849	761	3.5	41.2	150	229	4.0	12.4	170	192	2.3	10.4	97	340	4.5	18.4	195
GENTLEMEN'S QUARTERLY	2284	645	3.0	28.2	103	*162	2.8	7.1	97	*219	2.6	9.6	89	*264	3.5	11.6	122
GLAMOUR	538	*179	0.8	33.3	121	**45	0.8	8.4	115	**27	0.3	5.0	47	**107	1.4	19.9	211
GOLF DIGEST	1649	486	2.2	29.5	107	*209	3.6	12.7	174	*154	1.8	9.3	87	*124	1.7	7.5	80
GOLF DIGEST/TENNIS (GROSS)	2294	740	3.4	32.3	118	286	5.0	12.5	171	249	2.9	10.9	101	206	2.8	9.0	95
GOLF MAGAZINE	1577	430	2.0	27.3	99	**123	2.1	7.8	107	*178	2.1	11.3	105	*129	1.7	8.2	87
GOLF MAGAZINE/SKI (GROSS)	2487	693	3.2	27.9	102	*203	3.5	8.2	112	260	3.1	10.5	98	*229	3.1	9.2	98
GOOD HOUSEKEEPING	2569	809	3.7	31.5	115	*181	3.1	7.0	97	269	3.2	10.5	98	360	4.8	14.0	148
HARPER'S BAZAAR	431	**133	0.6	30.9	112	**26	0.5	6.0	83	**17	0.2	3.9	37	**89	1.2	20.6	219
HEALTH	788	*234	1.1	29.7	108	**62	1.1	7.9	108	**112	1.3	14.2	133	**60	0.8	7.6	81
HEARST MAG CORP. BUY (GROSS)	18781	5884	27.1	31.3	114	1839	31.9	9.8	134	1760	20.7	9.4	87	2285	30.5	12.2	129
HEARST MAN POWER (GROSS)	9169	2820	13.0	30.8	112	973	16.9	10.6	146	924	10.9	10.1	94	923	12.3	10.1	107
HEARST WOMAN POWER (GROSS)	5452	1612	7.4	29.6	108	357	6.2	6.5	90	461	5.4	8.5	79	793	10.6	14.5	154
HOUSE BEAUTIFUL	1020	368	1.7	36.1	131	*167	2.9	16.4	225	**91	1.1	8.9	83	**110	1.5	10.8	114
INC.	993	420	1.9	42.3	154	**182	3.2	18.3	252	**80	0.9	8.1	75	*157	2.1	15.8	167
JET	2808	745	3.4	26.5	97	*258	4.5	9.2	126	236	2.8	8.4	78	251	3.4	8.9	95
LADIES' HOME JOURNAL	1868	629	2.9	33.7	123	**194	3.4	10.4	143	*191	2.2	10.2	95	*244	3.3	13.1	138
LHJ FAMILY GRP COMBO(GROSS)	3582	1163	5.3	32.5	118	347	6.0	9.7	133	449	5.3	12.5	117	368	4.9	10.3	109
LIFE	4817	1501	6.9	31.2	114	456	7.9	9.5	130	552	6.5	11.5	107	494	6.6	10.3	109
L.A. TIMES HOME MAGAZINE	1465	650	3.0	44.4	162	**160	2.8	10.9	150	164	1.9	11.2	104	326	4.4	22.3	236
MADEMOISELLE	460	**109	0.5	23.7	86	**5	0.1	1.1	15	**21	0.2	4.6	43	**83	1.1	18.0	191
MC CALL'S	1764	582	2.7	33.0	120	**133	2.3	7.5	104	*207	2.4	11.7	110	*242	3.2	13.7	145
MC CALL'S/WRK MOTHER (GROSS)	2062	753	3.5	36.5	133	**177	3.1	8.6	118	236	2.8	11.4	107	341	4.6	16.5	175
MECHANIX ILLUSTRATED	3625	1277	5.9	35.2	128	428	7.4	11.8	162	576	6.8	15.9	148	274	3.7	7.6	80
METROPOLITAN HOME	495	*162	0.7	32.7	119	**42	0.7	8.5	117	**32	0.4	6.5	60	**88	1.2	17.8	188
MONEY	3017	1121	5.2	37.2	135	312	5.4	10.3	142	410	4.8	13.6	127	399	5.3	13.2	140
MOTHER EARTH NEWS	1203	405	1.9	33.7	123	**99	1.7	8.2	113	*210	2.5	17.5	163	**96	1.3	8.0	85
MS.	*257	**70	0.3	27.2	99	**20	0.3	7.8	107	**24	0.3	9.3	87	**26	0.3	10.1	107
NATIONAL ENQUIRER	6921	2041	9.4	29.5	107	613	10.6	8.9	122	848	10.0	12.3	114	579	7.7	8.4	89
NATIONAL GEOGRAPHIC	11626	3767	17.3	32.4	118	913	15.8	7.9	108	1509	17.8	13.0	121	1345	18.0	11.6	123
NATIONAL SUNDAY MAGAZINE PKG	49424	14405	66.2	29.1	106	3686	63.9	7.5	102	5638	66.4	11.4	106	5081	67.9	10.3	109
NATURAL HISTORY	753	*235	1.1	31.2	114	**111	1.9	14.7	202	**81	1.0	10.8	100	**43	0.6	5.7	60
NEW WOMAN	*296	**75	0.3	25.3	92	**13	0.2	4.4	60	**25	0.3	8.4	79	**37	0.5	12.5	132
NEW YORK INCLUDING CUE	541	169	0.8	31.2	114	**53	0.9	9.8	135	**42	0.5	7.8	72	*74	1.0	13.7	145
THE NEW YORKER	1078	418	1.9	38.8	141	*108	1.9	10.0	138	*170	2.0	15.8	147	*140	1.9	13.0	138
NEWSWEEK	9602	2972	13.7	31.0	113	864	15.0	9.0	124	1103	13.0	11.5	107	1005	13.4	10.5	111
THE N.Y. TIMES DAILY EDITION	1376	435	2.0	31.6	115	*134	2.3	9.7	134	173	2.0	12.6	117	*127	1.7	9.2	98
THE N.Y. TIMES MAGAZINE	2110	673	3.1	31.9	116	217	3.8	10.3	141	226	2.7	10.7	100	230	3.1	10.9	115
OMNI	1927	641	2.9	33.3	121	*178	3.1	9.2	127	*275	3.2	14.3	133	*188	2.5	9.8	103
ON CABLE	911	*244	1.1	26.8	98	**89	1.5	9.8	134	**79	0.9	8.7	81	**76	1.0	8.3	88
1001 HOME IDEAS	927	301	1.4	32.5	118	**92	1.6	9.9	136	*146	1.7	15.7	147	**63	0.8	6.8	72
ORGANIC GARDENING	1430	411	1.9	28.7	105	**101	1.7	7.1	97	*179	2.1	12.5	117	*130	1.7	9.1	96
OUTDOOR LIFE	4064	1116	5.1	27.5	100	404	7.0	9.9	137	331	3.9	8.1	76	382	5.1	9.4	100
PARADE MAGAZINE	24538	7504	34.5	30.6	111	1963	34.0	8.0	110	2970	35.0	12.1	113	2571	34.4	10.5	111

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	21748	100.0	27.4	100	5772	100.0	7.3	100	8492	100.0	10.7	100	7483	100.0	9.4	100
PARENTS	1126	430	2.0	38.2	139	**125	2.2	11.1	152	**100	1.2	8.9	83	*206	2.8	18.3	194
PENTHOUSE	4157	1340	6.2	32.2	117	391	6.8	9.4	129	473	5.6	11.4	106	476	6.4	11.5	121
PEOPLE	7591	2483	11.4	32.7	119	665	11.5	8.8	120	842	9.9	11.1	104	977	13.1	12.9	136
PLAYBOY	8379	2641	12.1	31.5	115	687	11.9	8.2	113	909	10.7	10.8	101	1045	14.0	12.5	132
POPULAR HOT RODDING	2110	628	2.9	29.8	108	*243	4.2	11.5	158	*194	2.3	9.2	86	**191	2.6	9.1	96
POPULAR MECHANICS	4850	1578	7.3	32.5	119	545	9.4	11.2	154	557	6.6	11.5	107	476	6.4	9.8	104
POPULAR SCIENCE	3397	1213	5.6	35.7	130	*309	5.4	9.1	125	453	5.3	13.3	124	451	6.0	13.3	141
PREVENTION	1720	529	2.4	30.8	112	**89	1.5	5.2	71	*181	2.1	10.5	98	*259	3.5	15.1	160
PSYCHOLOGY TODAY	1344	496	2.3	36.9	135	**152	2.6	11.3	155	*199	2.3	14.8	138	**145	1.9	10.8	114
READER'S DIGEST	16016	4895	22.5	30.6	111	1362	23.6	8.5	117	1751	20.6	10.9	102	1783	23.8	11.1	118
REDBOOK	1121	263	1.2	23.5	86	**88	1.5	7.9	108	**83	1.0	7.4	69	**92	1.2	8.2	87
ROAD & TRACK	2161	783	3.6	36.2	132	*270	4.7	12.5	172	*219	2.6	10.1	95	295	3.9	13.7	145
ROLLING STONE	1948	623	2.9	32.0	117	*142	2.5	7.3	100	*253	3.0	13.0	121	*227	3.0	11.7	123
RUNNER'S WORLD	899	409	1.9	45.5	166	**69	1.2	7.7	105	**97	1.1	10.8	101	**243	3.2	27.0	286
SATURDAY EVENING POST	841	*225	1.0	26.8	98	**66	1.1	7.8	108	**49	0.6	5.8	54	**110	1.5	13.1	139
SCIENCE 84	841	*213	1.0	25.3	92	**60	1.0	7.1	98	**30	0.4	3.6	33	**123	1.6	14.6	155
SCIENCE DIGEST	1194	322	1.5	27.0	98	**93	1.6	7.8	107	**42	0.5	3.5	33	*187	2.5	15.7	166
SCIENTIFIC AMERICAN	1379	518	2.4	37.6	137	*136	2.4	9.9	135	*157	1.8	11.4	106	*226	3.0	16.4	174
SELF	436	*174	0.8	39.9	145	**93	1.6	21.3	293	**34	0.4	7.8	73	**48	0.6	11.0	117
SEVENTEEN	614	**172	0.8	28.0	102	**31	0.5	5.0	69	**47	0.6	7.7	71	**94	1.3	15.3	162
SKI	910	263	1.2	28.9	105	**81	1.4	8.9	122	**82	1.0	9.0	84	**100	1.3	11.0	116
SMITHSONIAN	2937	865	4.0	29.5	107	262	4.5	8.9	123	259	3.0	8.8	82	345	4.6	11.7	124
SOAP OPERA DIGEST	545	*152	0.7	27.9	102	**46	0.8	8.4	116	**56	0.7	10.3	96	**50	0.7	9.2	97
SOUTHERN LIVING	2054	578	2.7	28.1	103	**125	2.2	6.1	84	*268	3.2	13.0	122	*184	2.5	9.0	95
SPORT	2799	918	4.2	32.8	120	*299	5.2	10.7	147	329	3.9	11.8	110	290	3.9	10.4	110
THE SPORTING NEWS	1938	635	2.9	32.8	119	*190	3.3	9.8	135	*283	3.3	14.6	136	*162	2.2	8.4	89
SPORTS AFIELD	3125	920	4.2	29.4	107	335	5.8	10.7	147	325	3.8	10.4	97	*260	3.5	8.3	88
SPORTS ILLUSTRATED	11159	3370	15.5	30.2	110	1067	18.5	9.6	131	1248	14.7	11.2	104	1055	14.1	9.5	100
STAR	4095	1174	5.4	28.7	104	392	6.8	9.6	131	411	4.8	10.0	94	370	4.9	9.0	96
SUNDAY	25169	7253	33.4	28.8	105	2057	35.6	8.2	112	2823	33.2	11.2	105	2373	31.7	9.4	100
SUNSET	1294	564	2.6	43.6	159	**54	0.9	4.2	57	**120	1.4	9.3	87	*390	5.2	30.1	319
TV GUIDE	18508	5287	24.3	28.6	104	1561	27.0	8.4	116	2103	24.8	11.4	106	1623	21.7	8.8	93
TENNIS	645	*254	1.2	39.4	144	**77	1.3	11.9	164	**95	1.1	14.7	137	**82	1.1	12.7	135
TIME	12124	3772	17.3	31.1	113	948	16.4	7.8	107	1384	16.3	11.4	107	1439	19.2	11.9	126
TOWN & COUNTRY	493	*235	1.1	47.7	174	**67	1.2	13.6	187	**74	0.9	15.0	140	**94	1.3	19.1	202
TRAVEL & LEISURE	1122	329	1.5	29.3	107	**119	2.1	10.6	146	**80	0.9	7.1	67	*130	1.7	11.6	123
TRUE STORY	690	*279	1.3	40.4	147	**100	1.7	14.5	199	**45	0.5	6.5	61	**134	1.8	19.4	206
U.S.NEWS & WORLD REPORT	6571	1993	9.2	30.3	111	553	9.6	8.4	116	704	8.3	10.7	100	735	9.8	11.2	118
USA TODAY	3120	1061	4.9	34.0	124	300	5.2	9.6	132	419	4.9	13.4	125	341	4.6	10.9	116
US	1315	377	1.7	28.7	104	**135	2.3	10.3	141	*120	1.4	9.1	85	**122	1.6	9.3	98
VOGUE	632	*213	1.0	33.7	123	**68	1.2	10.8	148	**75	0.9	11.9	111	**70	0.9	11.1	117
WALL STREET JOURNAL	4247	1444	6.6	34.0	124	440	7.6	10.4	142	508	6.0	12.0	112	496	6.6	11.7	124
WEIGHT WATCHERS	398	*173	0.8	43.5	158	**64	1.1	16.1	221	**61	0.7	15.3	143	**48	0.6	12.1	128
WOMAN'S DAY	1139	314	1.4	27.6	100	**82	1.4	7.2	99	*112	1.3	9.8	92	**120	1.6	10.5	112
WORKING MOTHER	*298	**171	0.8	57.4	209	**44	0.8	14.8	203	**29	0.3	9.7	91	**98	1.3	32.9	348
WORKING WOMAN	327	**117	0.5	35.8	130	**45	0.8	13.8	189	**23	0.3	7.0	66	**49	0.7	15.0	159
WORLD TENNIS	397	*166	0.8	41.8	152	**77	1.3	19.4	266	**37	0.4	9.3	87	**53	0.7	13.4	141
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2801	12.9	29.1	106	902	15.6	9.4	129	870	10.2	9.0	84	1029	13.8	10.7	113
BLAIR INSERTS	43762	12818	58.9	29.3	107	3260	56.5	7.4	102	5052	59.5	11.5	108	4507	60.2	10.3	109
DAILY NEWSPAPERS																	
READ ANY	52459	15267	70.2	29.1	106	3863	66.9	7.4	101	6170	72.7	11.8	110	5235	70.0	10.0	106
READ ONE	41891	12000	55.2	28.6	104	3061	53.0	7.3	100	4820	56.8	11.5	107	4120	55.1	9.8	104
READ TWO OR MORE	10568	3267	15.0	30.9	113	802	13.9	7.6	104	1350	15.9	12.8	119	1116	14.9	10.6	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	15072	69.3	29.0	106	3760	65.1	7.2	99	5976	70.4	11.5	107	5336	71.3	10.3	109
READ ONE	44561	12542	57.7	28.1	103	3031	52.5	6.8	93	5069	59.7	11.4	106	4441	59.3	10.0	106
READ TWO OR MORE	7368	2530	11.6	34.3	125	729	12.6	9.9	136	907	10.7	12.3	115	895	12.0	12.1	129
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.66				28.48				30.04				30.15			
30 DAY REACH	71522	19759	90.9	27.6	101	5288	91.6	7.4	102	7702	90.7	10.8	101	6769	90.5	9.5	100
50 SHWG - 30 DAY AV FREQ	15.55	15.56				14.62				16.04				15.78			
30 DAY REACH	68168	18820	86.5	27.6	101	5146	89.2	7.5	104	7210	84.9	10.6	99	6464	86.4	9.5	100
25 SHWG - 30 DAY AV FREQ	8.43	8.41				7.85				8.65				8.60			
30 DAY REACH	62898	17381	79.9	27.6	101	4808	83.3	7.6	105	6672	78.6	10.6	99	5902	78.9	9.4	99
CABLE TV: HOME WIRED	31664	9152	42.1	28.9	105	2493	43.2	7.9	108	3755	44.2	11.9	111	2904	38.8	9.2	97
HOME NOT WIRED	47599	12596	57.9	26.5	96	3279	56.8	6.9	95	4737	55.8	10.0	93	4580	61.2	9.6	102
HAVE PAY CABLE	17139	5132	23.6	29.9	109	1593	27.6	9.3	128	2051	24.2	12.0	112	1488	19.9	8.7	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	21748	100.0	27.4	100	5772	100.0	7.3	100	8492	100.0	10.7	100	7483	100.0	9.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	13279	61.1	27.9	102	3643	63.1	7.6	105	5060	59.6	10.6	99	4576	61.2	9.6	102
10:00 AM - 3:00 PM	29926	8214	37.8	27.4	100	2264	39.2	7.6	104	3069	36.1	10.3	96	2881	38.5	9.6	102
3:00 PM - 7:00 PM	37666	10701	49.2	28.4	104	2931	50.8	7.8	107	4116	48.5	10.9	102	3655	48.8	9.7	103
7:00 PM - MIDNIGHT	18909	5481	25.2	29.0	106	1534	26.6	8.1	111	2126	25.0	11.2	105	1822	24.3	9.6	102
MIDNIGHT - 6:00 AM	11822	3416	15.7	28.9	105	978	16.9	8.3	114	1412	16.6	11.9	111	1026	13.7	8.7	92
6:00 AM - MIDNIGHT	63254	17581	80.8	27.8	101	4654	80.6	7.4	101	6866	80.9	10.9	101	6061	81.0	9.6	101
ENTIRE DAY	64057	17808	81.9	27.8	101	4726	81.9	7.4	101	6971	82.1	10.9	102	6111	81.7	9.5	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	4830	22.2	29.1	106	1298	22.5	7.8	107	2010	23.7	12.1	113	1521	20.3	9.2	97
ALL NEWS	3542	1092	5.0	30.8	112	337	5.8	9.5	131	422	5.0	11.9	111	333	4.5	9.4	100
AOR/PROGRESSIVE	7465	1983	9.1	26.6	97	493	8.5	6.6	91	802	9.4	10.7	100	688	9.2	9.2	98
BEAUTIFUL MUSIC	5061	1569	7.2	31.0	113	382	6.6	7.5	104	536	6.3	10.6	99	651	8.7	12.9	136
BLACK	1914	657	3.0	34.3	125	*210	3.6	11.0	151	**165	1.9	8.6	80	*282	3.8	14.7	156
CLASSICAL	2304	721	3.3	31.3	114	*207	3.6	9.0	123	259	3.0	11.2	105	254	3.4	11.0	117
CHR/ROCK	10663	3021	13.9	28.3	103	855	14.8	8.0	110	1151	13.6	10.8	101	1015	13.6	9.5	101
COUNTRY	13919	3583	16.5	25.7	94	802	13.9	5.8	79	1392	16.4	10.0	93	1388	18.5	10.0	106
GOLDEN OLDIES	2040	577	2.7	28.3	103	*202	3.5	9.9	136	*258	3.0	12.6	118	*118	1.6	5.8	61
MOR/NOSTALGIA	5105	1565	7.2	30.7	112	481	8.3	9.4	129	641	7.5	12.6	117	444	5.9	8.7	92
NEWS/TALK	4764	1391	6.4	29.2	106	361	6.3	7.6	104	509	6.0	10.7	100	520	6.9	10.9	116
RELIGIOUS	2164	540	2.5	25.0	91	*213	3.7	9.8	135	*176	2.1	8.1	76	*152	2.0	7.0	74
SOFT ROCK	623	*111	0.5	17.8	65	**40	0.7	6.4	88	**47	0.6	7.5	70	**24	0.3	3.9	41
URBAN CONTEMPORARY	1331	319	1.5	24.0	87	**86	1.5	6.5	89	*119	1.4	8.9	83	**114	1.5	8.6	91
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	923	4.2	29.0	106	*199	3.4	6.2	86	436	5.1	13.7	128	*288	3.8	9.0	96
ABC DIRECTION	2724	804	3.7	29.5	108	226	3.9	8.3	114	273	3.2	10.0	94	306	4.1	11.2	119
ABC ENTERTAINMENT	5256	1407	6.5	26.8	98	360	6.2	6.8	94	506	6.0	9.6	90	541	7.2	10.3	109
ABC FM	2263	642	3.0	28.4	103	**209	3.6	9.2	127	*176	2.1	7.8	73	*258	3.4	11.4	121
ABC INFORMATION	5618	1708	7.9	30.4	111	378	6.5	6.7	92	829	9.8	14.8	138	501	6.7	8.9	94
ABC ROCK	2857	722	3.3	25.3	92	257	4.5	9.0	124	*239	2.8	8.4	78	*225	3.0	7.9	83
CBS	5953	1719	7.9	28.9	105	604	10.5	10.1	139	628	7.4	10.5	98	487	6.5	8.2	87
MUTUAL	4979	1371	6.3	27.5	100	332	5.8	6.7	92	493	5.8	9.9	92	546	7.3	11.0	116
NBC	7279	1916	8.8	26.3	96	580	10.0	8.0	109	759	8.9	10.4	97	577	7.7	7.9	84
RADIORADIO	2389	627	2.9	26.2	96	173	3.0	7.2	99	259	3.0	10.8	101	*195	2.6	8.2	86
RKO ONE	2583	806	3.7	31.2	114	*248	4.3	9.6	132	343	4.0	13.3	124	*215	2.9	8.3	88
RKO TWO	3674	991	4.6	27.0	98	*222	3.8	6.0	83	403	4.7	11.0	102	366	4.9	10.0	106
THE SOURCE	3514	996	4.6	28.3	103	*275	4.8	7.8	107	449	5.3	12.8	119	*272	3.6	7.7	82
NON-WIRED : BLAIR	9864	2700	12.4	27.4	100	686	11.9	7.0	96	1138	13.4	11.5	108	876	11.7	8.9	94
INTERNET	13522	3795	17.4	28.1	102	1060	18.4	7.8	108	1471	17.3	10.9	102	1265	16.9	9.4	99
KATZ RADIO GROUP	19321	5451	25.1	28.2	103	1375	23.8	7.1	98	2209	26.0	11.4	107	1868	25.0	9.7	102
SUPERNET	10739	3173	14.6	29.5	108	840	14.6	7.8	107	1193	14.0	11.1	104	1140	15.2	10.6	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1428	6.6	28.0	102	383	6.6	7.5	103	558	6.6	10.9	102	487	6.5	9.5	101
WKDAY 9:00 AM - 1:00 PM	5383	1474	6.8	27.4	100	382	6.6	7.1	97	575	6.8	10.7	100	517	6.9	9.6	102
WKDAY 1:00 PM - 4:30 PM	6469	1792	8.2	27.7	101	469	8.1	7.2	100	761	9.0	11.8	110	562	7.5	8.7	92
WKDAY 4:30 PM - 7:30 PM	19661	5525	25.4	28.1	102	1417	24.5	7.2	99	2229	26.2	11.3	106	1879	25.1	9.6	101
WKDAY 7:30 PM - 8:00 PM	27579	7582	34.9	27.5	100	2081	36.1	7.5	104	2881	33.9	10.4	98	2620	35.0	9.5	101
WKDAY 11:00 PM - 11:30 PM	22964	6595	30.3	28.7	105	1849	32.0	8.1	111	2694	31.7	11.7	109	2053	27.4	8.9	95
WKDAY 11:30 PM - 1:00 AM	8158	2331	10.7	28.6	104	664	11.5	8.1	112	947	11.2	11.6	108	721	9.6	8.8	94
M-SAT 8-11 PM+SUN 7-11 PM	30140	8414	38.7	27.9	102	2279	39.5	7.6	104	3297	38.8	10.9	102	2838	37.9	9.4	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	520	2.4	25.4	93	*113	2.0	5.5	76	197	2.3	9.6	90	210	2.8	10.3	109
ANOTHER WORLD N	1214	262	1.2	21.6	79	*66	1.1	5.4	75	*88	1.0	7.2	68	*107	1.4	8.8	93
AS THE WORLD TURNS C	1740	488	2.2	28.0	102	*115	2.0	6.6	91	291	3.4	16.7	156	*82	1.1	4.7	50
CAPITOL C	1016	363	1.7	35.7	130	**85	1.5	8.4	115	*240	2.8	23.6	220	**37	0.5	3.6	39
CBS MORN. NEWS 1 C	1203	366	1.7	30.4	111	*126	2.2	10.5	144	*122	1.4	10.1	95	*118	1.6	9.8	104
CBS MORN. NEWS 2 C	773	266	1.2	34.4	125	*83	1.4	10.7	147	*126	1.5	16.3	152	**57	0.8	7.4	78
DAYS OF OUR LIVES N	1629	355	1.6	21.8	79	*93	1.6	5.7	78	149	1.8	9.1	85	*112	1.5	6.9	73
FACTS OF LIFE - DAYTIME N	961	280	1.3	29.1	106	**98	1.7	10.2	140	*99	1.2	10.3	96	*83	1.1	8.6	91
FAMILY FEUD A	1390	369	1.7	26.5	97	*113	2.0	8.1	112	138	1.6	9.9	93	*118	1.6	8.5	90
GENERAL HOSPITAL A	1463	457	2.1	31.2	114	117	2.0	8.0	110	135	1.6	9.2	86	206	2.8	14.1	149
GOOD MORNING, AMERICA-730 A	1705	456	2.1	26.7	97	*93	1.6	5.5	75	218	2.6	12.8	119	144	1.9	8.4	89
GOOD MORNING, AMERICA-830 A	889	242	1.1	27.2	99	*74	1.3	8.3	114	109	1.3	12.3	114	*60	0.8	6.7	71
GUIDING LIGHT C	1754	517	2.4	29.5	107	*114	2.0	6.5	89	335	3.9	19.1	178	*68	0.9	3.9	41
ONE LIFE TO LIVE A	1100	306	1.4	27.8	101	*66	1.1	6.0	82	*125	1.5	11.4	106	*115	1.5	10.5	111
PRESS YOUR LUCK C	1222	302	1.4	24.7	90	*75	1.3	6.1	84	*134	1.6	11.0	102	*93	1.2	7.6	81
PRICE IS RIGHT 1 C	2692	687	3.2	25.5	93	164	2.8	6.1	84	284	3.3	10.5	98	239	3.2	8.9	94
PRICE IS RIGHT 2 C	2764	726	3.3	26.3	96	113	2.0	4.1	56	312	3.7	11.3	105	302	4.0	10.9	116
RYAN'S HOPE A	880	205	0.9	23.3	85	**42	0.7	4.8	66	*100	1.2	11.4	106	**62	0.8	7.0	75
SALE OF THE CENTURY N	926	249	1.1	26.9	98	*46	0.8	5.0	68	*81	1.0	8.7	82	*123	1.6	13.3	141
SEARCH FOR TOMORROW N	359	*72	0.3	20.1	73	**20	0.3	5.6	77	**30	0.4	8.4	78	**23	0.3	6.4	68
TODAY SHOW 1 N	1890	539	2.5	28.5	104	145	2.5	7.7	105	217	2.6	11.5	107	178	2.4	9.4	100
TODAY SHOW 2 N	1344	385	1.8	28.6	104	*84	1.5	6.3	86	165	1.9	12.3	115	*135	1.8	10.0	106
$25,000 PYRAMID C	1462	415	1.9	28.4	103	*90	1.6	6.2	85	*146	1.7	10.0	93	178	2.4	12.2	129
WHEEL OF FORTUNE N	1497	420	1.9	28.1	102	*67	1.2	4.5	61	198	2.3	13.2	123	*155	2.1	10.4	110
YOUNG AND THE RESTLESS C	1954	556	2.6	28.5	104	*144	2.5	7.4	101	298	3.5	15.3	142	*114	1.5	5.8	62
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	852	3.9	30.9	113	266	4.6	9.7	133	324	3.8	11.8	110	262	3.5	9.5	101
NBA PLAYOFF GAME -1 C	3881	1142	5.3	29.4	107	324	5.6	8.3	115	501	5.9	12.9	120	317	4.2	8.2	87
NBC MAJOR LEAGUE PRE-GAME N	2805	936	4.3	33.4	122	*199	3.4	7.1	97	382	4.5	13.6	127	356	4.8	12.7	134
SPORTSWORLD - SUN N	2041	561	2.6	27.5	100	159	2.8	7.8	107	266	3.1	13.0	122	*136	1.8	6.7	71
SUNDAY MORNING C	2555	804	3.7	31.5	115	268	4.6	10.5	144	370	4.4	14.5	135	167	2.2	6.5	69

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(MALES)

0147
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	21748	100.0	27.4	100	5772	100.0	7.3	100	8492	100.0	10.7	100	7483	100.0	9.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	6892	31.7	28.3	103	1729	30.0	7.1	98	2759	32.5	11.3	106	2405	32.1	9.9	105
NETWORK AFFILIATES - LATE		17197	5019	23.1	29.2	106	1356	23.5	7.9	108	2101	24.7	12.2	114	1562	20.9	9.1	96
INDEPENDENTS - LATE		2887	786	3.6	27.2	99	202	3.5	7.0	96	322	3.8	11.2	104	262	3.5	9.1	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	3042	14.0	26.9	98	730	12.6	6.5	89	1267	14.9	11.2	105	1045	14.0	9.2	98
ABC MONDAY NIGHT MOVIE	A	4379	1382	6.4	31.6	115	368	6.4	8.4	115	467	5.5	10.7	100	547	7.3	12.5	132
ABC SUNDAY NIGHT MOVIE	A	9910	2743	12.6	27.7	101	791	13.7	8.0	110	1050	12.4	10.6	99	903	12.1	9.1	97
ABC WORLD NEWS TONIGHT	A	6212	1826	8.4	29.4	107	475	8.2	7.6	105	740	8.7	11.9	111	611	8.2	9.8	104
AFTERMASH	C	4575	1412	6.5	30.9	112	440	7.6	9.6	132	424	5.0	9.3	87	548	7.3	12.0	127
ALICE	C	6777	1892	8.7	27.9	102	488	8.5	7.2	99	807	9.5	11.9	111	597	8.0	8.8	93
AMERICAN PARADE	C	4868	1322	6.1	27.2	99	436	7.6	9.0	123	523	6.2	10.7	100	363	4.9	7.5	79
BENSON	A	7593	1968	9.0	25.9	94	631	10.9	8.3	114	580	6.8	7.6	71	756	10.1	10.0	105
BLUE THUNDER	A	6036	1575	7.2	26.1	95	429	7.4	7.1	98	565	6.7	9.4	87	581	7.8	9.6	102
CAGNEY & LACEY	C	7698	2178	10.0	28.3	103	523	9.1	6.8	93	991	11.7	12.9	120	664	8.9	8.6	91
CBS EVENING NEWS-DEAN	C	4066	1131	5.2	27.8	101	*205	3.6	5.0	69	492	5.8	12.1	113	434	5.8	10.7	113
CBS EVENING NEWS-RATHER	C	8092	2109	9.7	26.1	95	557	9.7	6.9	95	866	10.2	10.7	100	685	9.2	8.5	90
CBS SAT. NEWS-SCHIEFFER	C	4795	1180	5.4	24.6	90	276	4.8	5.8	79	490	5.8	10.2	95	414	5.5	8.6	91
CBS SATURDAY NIGHT MOVIE	C	6034	1801	8.3	29.8	109	512	8.9	8.5	117	694	8.2	11.5	107	594	7.9	9.8	104
CBS WEDNESDAY NIGHT MOVIE	C	4993	1469	6.8	29.4	107	351	6.1	7.0	97	638	7.5	12.8	119	480	6.4	9.6	102
CHEERS	N	6976	2211	10.2	31.7	116	557	9.7	8.0	110	907	10.7	13.0	121	747	10.0	10.7	113
DALLAS	C	13575	3289	15.1	24.2	88	867	15.0	6.4	88	1380	16.3	10.2	95	1042	13.9	7.7	81
DIFF'RENT STROKES	N	3684	1047	4.8	28.4	104	304	5.3	8.3	113	378	4.5	10.3	96	364	4.9	9.9	105
DOUBLE TROUBLE	N	4462	1311	6.0	29.4	107	408	7.1	9.1	126	455	5.4	10.2	95	448	6.0	10.0	106
DUCK FACTORY	N	4810	1487	6.8	30.9	113	377	6.5	7.8	108	581	6.8	12.1	113	529	7.1	11.0	116
DUKES OF HAZZARD	C	5951	1410	6.5	23.7	86	341	5.9	5.7	79	576	6.8	9.7	90	493	6.6	8.3	88
DYNASTY	A	11325	3039	14.0	26.8	98	889	15.4	7.8	108	1188	14.0	10.5	98	962	12.9	8.5	90
FACTS OF LIFE	N	4512	1152	5.3	25.5	93	346	6.0	7.7	105	392	4.6	8.7	81	414	5.5	9.2	97
FALCON CREST	C	9215	2558	11.8	27.8	101	805	13.9	8.7	120	1080	12.7	11.7	109	673	9.0	7.3	77
FALL GUY	A	8604	2437	11.2	28.3	103	689	11.9	8.0	110	924	10.9	10.7	100	825	11.0	9.6	102
FAMILY TIES	N	4179	1321	6.1	31.6	115	363	6.3	8.7	119	553	6.5	13.2	124	405	5.4	9.7	103
FANTASY ISLAND	A	4781	1452	6.7	30.4	111	444	7.7	9.3	128	571	6.7	11.9	111	436	5.8	9.1	97
FOULUPS,BLEEPS & BLUNDERS	A	6697	2035	9.4	30.4	111	523	9.1	7.8	107	728	8.6	10.9	101	785	10.5	11.7	124
FOUR SEASONS	C	3873	1175	5.4	30.3	111	*368	6.4	9.5	130	323	3.8	8.3	78	484	6.5	12.5	132
GIMME A BREAK	N	4310	1335	6.1	31.0	113	342	5.9	7.9	109	561	6.6	13.0	121	432	5.8	10.0	106
HART TO HART	A	5751	1545	7.1	26.9	98	495	8.6	8.6	118	475	5.6	8.3	77	575	7.7	10.0	106
HILL STREET BLUES	N	8568	2403	11.0	28.0	102	544	9.4	6.3	87	1012	11.9	11.8	110	848	11.3	9.9	105
HOTEL	A	8801	2339	10.8	26.6	97	662	11.5	7.5	103	882	10.4	10.0	94	794	10.6	9.0	96
JEFFERSONS	C	6978	1943	8.9	27.8	101	506	8.8	7.3	100	790	9.3	11.3	106	647	8.6	9.3	98
JENNIFER SLEPT HERE	N	3021	764	3.5	25.3	92	*184	3.2	6.1	84	285	3.4	9.4	88	295	3.9	9.8	103
KATE & ALLIE	C	6811	1860	8.6	27.3	100	505	8.7	7.4	102	740	8.7	10.9	101	615	8.2	9.0	96
KNIGHT RIDER	N	5256	1611	7.4	30.7	112	500	8.7	9.5	131	625	7.4	11.9	111	486	6.5	9.2	98
LOVE BOAT	A	7174	2051	9.4	28.6	104	629	10.9	8.8	120	756	8.9	10.5	98	666	8.9	9.3	98
MAGNUM PI	C	10438	2914	13.4	27.9	102	697	12.1	6.7	92	1149	13.5	11.0	103	1068	14.3	10.2	108
MAMA'S FAMILY	N	3488	845	3.9	24.2	88	*223	3.9	6.4	88	342	4.0	9.8	92	280	3.7	8.0	85
MASTER, THE	N	4127	1161	5.3	28.1	103	257	4.5	6.2	86	540	6.4	13.1	122	364	4.9	8.8	93
MATT HOUSTON	A	5978	1691	7.8	28.3	103	478	8.3	8.0	110	666	7.8	11.1	104	547	7.3	9.2	97
NBC MONDAY NIGHT MOVIE	N	10446	2963	13.6	28.4	103	812	14.1	7.8	107	1196	14.1	11.4	107	955	12.8	9.1	97
NBC NIGHTLY NEWS	N	5571	1459	6.7	26.2	95	341	5.9	6.1	84	622	7.3	11.2	104	497	6.6	8.9	94
NBC NIGHTLY NEWS-SAT	N	3675	1057	4.9	28.8	105	313	5.4	8.5	117	437	5.1	11.9	111	307	4.1	8.4	88
NBC NIGHTLY NEWS-SUN	N	2905	839	3.9	28.9	105	210	3.6	7.2	99	263	3.1	9.1	85	366	4.9	12.6	133
NBC SUNDAY NIGHT MOVIE	N	8352	2671	12.3	32.0	117	731	12.7	8.8	120	1058	12.5	12.7	118	882	11.8	10.6	112
NEWHART	C	6864	1905	8.8	27.8	101	523	9.1	7.6	105	780	9.2	11.4	106	601	8.0	8.8	93
ONE DAY AT A TIME	C	3866	1071	4.9	27.7	101	232	4.0	6.0	82	467	5.5	12.1	113	372	5.0	9.6	102
PEOPLE ARE FUNNY	N	3956	974	4.5	24.6	90	*253	4.4	6.4	88	385	4.5	9.7	91	336	4.5	8.5	90
REAL PEOPLE	N	6305	1670	7.7	26.5	97	418	7.2	6.6	91	716	8.4	11.4	106	536	7.2	8.5	90
REMINGTON STEELE	N	5884	1469	6.8	25.0	91	426	7.4	7.2	99	583	6.9	9.9	92	459	6.1	7.8	83
RIPLEY'S BELIEVE IT - NOT	A	5706	1695	7.8	29.7	108	423	7.3	7.4	102	640	7.5	11.2	105	633	8.5	11.1	118
RIPTIDE	N	6202	1672	7.7	27.0	98	362	6.3	5.8	80	695	8.2	11.2	105	615	8.2	9.9	105
SCARECROW & MRS. KING	C	6513	1900	8.7	29.2	106	507	8.8	7.8	107	651	7.7	10.0	93	742	9.9	11.4	121
SIMON & SIMON	C	8593	2215	10.2	25.8	94	455	7.9	5.3	73	954	11.2	11.1	104	806	10.8	9.4	99
60 MINUTES	C	13342	4054	18.6	30.4	111	977	16.9	7.3	101	1722	20.3	12.9	120	1356	18.1	10.2	108
ST. ELSEWHERE	N	6029	1786	8.2	29.6	108	510	8.8	8.5	116	557	6.6	9.2	86	719	9.6	11.9	126
THREE'S COMPANY	A	8565	2280	10.5	26.6	97	638	11.1	7.4	102	779	9.2	9.1	85	863	11.5	10.1	107
T.J. HOOKER	A	7400	2127	9.8	28.7	105	510	8.8	6.9	95	858	10.1	11.6	108	759	10.1	10.3	109
TONIGHT SHOW	N	2433	684	3.1	28.1	102	231	4.0	9.5	130	256	3.0	10.5	98	197	2.6	8.1	86
TRAPPER JOHN, M.D.	C	5958	1681	7.7	28.2	103	445	7.7	7.5	103	679	8.0	11.4	106	557	7.4	9.3	99
TV BLOOPERS & PRAC. JOKES	N	9086	2356	10.8	25.9	95	518	9.0	5.7	78	909	10.7	10.0	93	930	12.4	10.2	108
20/20	A	8306	2446	11.2	29.4	107	745	12.9	9.0	123	1054	12.4	12.7	118	647	8.6	7.8	83
WEBSTER	A	6788	1820	8.4	26.8	98	645	11.2	9.5	130	502	5.9	7.4	69	673	9.0	9.9	105
WORLD NEWS - SUN	A	2036	537	2.5	26.4	96	*190	3.3	9.3	128	*188	2.2	9.2	86	*160	2.1	7.9	83
YELLOW ROSE	N	3174	887	4.1	27.9	102	*240	4.2	7.6	104	329	3.9	10.4	97	318	4.2	10.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	4756	21.9	29.2	106	1299	22.5	8.0	109	1747	20.6	10.7	100	1711	22.9	10.5	111
BASKETBALL - COLLEGE GAMES		10054	3129	14.4	31.1	113	634	11.0	6.3	87	1094	12.9	10.9	102	1402	18.7	13.9	148
BASKETBALL - PRO GAMES		8248	2386	11.0	28.9	105	720	12.5	8.7	120	790	9.3	9.6	89	876	11.7	10.6	112
BOWLING		5356	1690	7.8	31.6	115	*412	7.1	7.7	106	755	8.9	14.1	132	523	7.0	9.8	103
BOXING		11255	3204	14.7	28.5	104	759	13.1	6.7	93	1388	16.3	12.3	115	1058	14.1	9.4	100
FOOTBALL - COLLEGE GAMES		14647	4620	21.2	31.5	115	1164	20.2	7.9	109	1963	23.1	13.4	125	1494	20.0	10.2	108
FOOTBALL - PRO GAMES		23581	7215	33.2	30.6	112	1753	30.4	7.4	102	2971	35.0	12.6	118	2491	33.3	10.6	112
GOLF		6145	1900	8.7	30.9	113	*470	8.1	7.6	105	926	10.9	15.1	141	504	6.7	8.2	87
POST-SEASON COLL. FOOTBALL		12828	3940	18.1	30.7	112	1039	18.0	8.1	111	1576	18.6	12.3	115	1324	17.7	10.3	109
POST-SEASON PRO FOOTBALL		15397	5046	23.2	32.8	119	1279	22.2	8.3	114	2219	26.1	14.4	135	1548	20.7	10.1	106
TENNIS		3483	1497	6.9	43.0	157	*305	5.3	8.8	120	657	7.7	18.9	176	535	7.1	15.4	163
WRESTLING - PROFESSIONAL		6023	1484	6.8	24.6	90	530	9.2	8.8	121	582	6.9	9.7	90	*372	5.0	6.2	65

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(FEMALES)

0148
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	30291	100.0	34.2	100	6971	100.0	7.9	100	12579	100.0	14.2	100	10741	100.0	12.1	100
FEMALE HOMEMAKERS	80986	27577	91.0	34.1	99	6482	93.0	8.0	102	11515	91.5	14.2	100	9580	89.2	11.8	97
EMPLOYED MOTHERS	18702	6565	21.7	35.1	103	1386	19.9	7.4	94	2602	20.7	13.9	98	2577	24.0	13.8	113
18 - 24	14726	5177	17.1	35.2	103	1187	17.0	8.1	102	1994	15.9	13.5	95	1995	18.6	13.5	112
25 - 34	20202	7651	25.3	37.9	111	1681	24.1	8.3	106	2962	23.5	14.7	103	3008	28.0	14.9	123
35 - 44	14781	5211	17.2	35.3	103	1210	17.4	8.2	104	2083	16.6	14.1	99	1918	17.9	13.0	107
45 - 54	11449	4155	13.7	36.3	106	801	11.5	7.0	89	2111	16.8	18.4	130	1243	11.6	10.9	89
55 - 64	11846	4017	13.3	33.9	99	958	13.7	8.1	103	1690	13.4	14.3	100	1369	12.7	11.6	95
65 OR OLDER	15459	4081	13.5	26.4	77	1135	16.3	7.3	93	1739	13.8	11.2	79	1207	11.2	7.8	64
18 - 34	34928	12828	42.3	36.7	107	2868	41.1	8.2	104	4957	39.4	14.2	100	5003	46.6	14.3	118
18 - 49	55154	20018	66.1	36.3	106	4565	65.5	8.3	105	7924	63.0	14.4	101	7529	70.1	13.7	112
25 - 54	46433	17017	56.2	36.6	107	3692	53.0	8.0	101	7156	56.9	15.4	108	6169	57.4	13.3	109
35 - 49	20226	7190	23.7	35.5	104	1697	24.3	8.4	106	2968	23.6	14.7	103	2526	23.5	12.5	103
50 OR OLDER	33310	10273	33.9	30.8	90	2406	34.5	7.2	92	4655	37.0	14.0	98	3212	29.9	9.6	79
GRADUATED COLLEGE	12110	5174	17.1	42.7	125	1012	14.5	8.4	106	2067	16.4	17.1	120	2095	19.5	17.3	142
ATTENDED COLLEGE	15309	6633	21.9	43.3	127	1378	19.8	9.0	114	2546	20.2	16.6	117	2709	25.2	17.7	146
GRADUATED HIGH SCHOOL	36912	12159	40.1	32.9	96	2873	41.2	7.8	99	5009	39.8	13.6	95	4277	39.8	11.6	95
DID NOT GRADUATE HIGH SCHOOL	24134	6326	20.9	26.2	77	1708	24.5	7.1	90	2958	23.5	12.3	86	1660	15.5	6.9	57
EMPLOYED FULL-TIME	35457	13307	43.9	37.5	110	2968	42.6	8.4	106	5476	43.5	15.4	109	4864	45.3	13.7	113
EMPLOYED PART-TIME	8514	3166	10.5	37.2	109	565	8.1	6.6	84	1289	10.2	15.1	106	1312	12.2	15.4	127
NOT EMPLOYED	44494	13818	45.6	31.1	91	3439	49.3	7.7	98	5814	46.2	13.1	92	4565	42.5	10.3	85
PROFESSIONAL/MANAGER	10811	4749	15.7	43.9	128	920	13.2	8.5	108	1984	15.8	18.4	129	1845	17.2	17.1	141
TECH/CLERICAL/SALES	19640	7769	25.6	39.6	116	1747	25.1	8.9	113	2913	23.2	14.8	104	3108	28.9	15.8	130
PRECISION/CRAFT	1023	*308	1.0	30.1	88	**70	1.0	6.8	87	**138	1.1	13.5	95	**100	0.9	9.8	81
OTHER EMPLOYED	12498	3648	12.0	29.2	85	796	11.4	6.4	81	1729	13.7	13.8	97	1122	10.4	9.0	74
SINGLE	15995	6088	20.1	38.1	111	1449	20.8	9.1	115	2294	18.2	14.3	101	2345	21.8	14.7	121
MARRIED	51689	17772	58.7	34.4	100	3782	54.3	7.3	93	7636	60.7	14.8	104	6354	59.2	12.3	101
DIVORCED/SEPARATED/WIDOWED	20780	6431	21.2	30.9	90	1740	25.0	8.4	106	2650	21.1	12.8	90	2042	19.0	9.8	81
PARENTS	33922	11503	38.0	33.9	99	2508	36.0	7.4	94	4586	36.5	13.5	95	4409	41.0	13.0	107
WHITE	76422	26569	87.7	34.8	102	5930	85.1	7.8	98	11024	87.6	14.4	101	9614	89.5	12.6	104
BLACK	10066	3103	10.2	30.8	90	893	12.8	8.9	113	1295	10.3	12.9	90	915	8.5	9.1	75
OTHER	1976	*619	2.0	31.3	91	**148	2.1	7.5	95	**260	2.1	13.2	93	**211	2.0	10.7	88
NORTHEAST-CENSUS	19803	6862	22.7	34.7	101	1839	26.4	9.3	118	2795	22.2	14.1	99	2228	20.7	11.3	93
NORTH CENTRAL	22181	8240	27.2	37.1	108	1505	21.6	6.8	86	3339	26.5	15.1	106	3397	31.6	15.3	126
SOUTH	30082	8794	29.0	29.2	85	2488	35.7	8.3	105	3810	30.3	12.7	89	2497	23.2	8.3	68
WEST	16398	6395	21.1	39.0	114	1139	16.3	6.9	88	2636	21.0	16.1	113	2620	24.4	16.0	132
NORTHEAST-MKTG.	20163	6914	22.8	34.3	100	1974	28.3	9.8	124	2920	23.2	14.5	102	2020	18.8	10.0	83
EAST CENTRAL	13054	4807	15.9	36.8	108	833	11.9	6.4	81	2102	16.7	16.1	113	1872	17.4	14.3	118
WEST CENTRAL	14993	5535	18.3	36.9	108	1003	14.4	6.7	85	2043	16.2	13.6	96	2489	23.2	16.6	137
SOUTH	25785	7403	24.4	28.7	84	2187	31.4	8.5	108	3100	24.6	12.0	85	2115	19.7	8.2	68
PACIFIC	14470	5632	18.6	38.9	114	974	14.0	6.7	85	2414	19.2	16.7	117	2244	20.9	15.5	128
COUNTY SIZE A	36705	13419	44.3	36.6	107	3487	50.0	9.5	121	5540	44.0	15.1	106	4392	40.9	12.0	99
COUNTY SIZE B	26819	9202	30.4	34.3	100	2042	29.3	7.6	97	3774	30.0	14.1	99	3387	31.5	12.6	104
COUNTY SIZE C	13597	4295	14.2	31.6	92	701	10.1	5.2	65	2046	16.3	15.0	106	1549	14.4	11.4	94
COUNTY SIZE D	11344	3375	11.1	29.8	87	742	10.6	6.5	83	1220	9.7	10.8	76	1413	13.2	12.5	103
METRO CENTRAL CITY	26825	9447	31.2	35.2	103	2562	36.8	9.6	121	3708	29.5	13.8	97	3177	29.6	11.8	98
METRO SUBURBAN	39912	14652	48.4	36.7	107	3264	46.8	8.2	104	6268	49.8	15.7	110	5120	47.7	12.8	106
NON METRO	21728	6192	20.4	28.5	83	1145	16.4	5.3	67	2604	20.7	12.0	84	2444	22.8	11.2	93
TOP 5 ADI'S	20847	7705	25.4	37.0	108	1910	27.4	9.2	116	3259	25.9	15.6	110	2536	23.6	12.2	100
TOP 10 ADI'S	28719	10397	34.3	36.2	106	2706	38.8	9.4	120	4428	35.2	15.4	108	3263	30.4	11.4	94
TOP 20 ADI'S	40904	14996	49.5	36.7	107	3662	52.5	9.0	114	5979	47.5	14.6	103	5355	49.9	13.1	108
HSHLD INC. $50,000 OR MORE	7931	3669	12.1	46.3	135	877	12.6	11.1	140	1510	12.0	19.0	134	1282	11.9	16.2	133
$40,000 OR MORE	15233	6743	22.3	44.3	129	1686	24.2	11.1	140	2564	20.4	16.8	118	2494	23.2	16.4	135
$30,000 OR MORE	28333	11622	38.4	41.0	120	2741	39.3	9.7	123	4425	35.2	15.6	110	4456	41.5	15.7	130
$25,000 OR MORE	36417	14640	48.3	40.2	117	3323	47.7	9.1	116	5670	45.1	15.6	109	5648	52.6	15.5	128
$20,000 - $24,999	9943	3360	11.1	33.8	99	616	8.8	6.2	79	1693	13.5	17.0	120	1051	9.8	10.6	87
$15,000 - $19,999	9211	3077	10.2	33.4	98	561	8.0	6.1	77	1223	9.7	13.3	93	1292	12.0	14.0	116
$10,000 - $14,999	13477	4284	14.1	31.8	93	1157	16.6	8.6	109	1911	15.2	14.2	100	1216	11.3	9.0	74
UNDER $10,000	19418	4930	16.3	25.4	74	1314	18.8	6.8	86	2082	16.6	10.7	75	1534	14.3	7.9	65
HOUSEHOLD OF 1 PERSON	11987	3812	12.6	31.8	93	956	13.7	8.0	101	1495	11.9	12.5	88	1360	12.7	11.3	93
2 PEOPLE	27046	9317	30.8	34.4	101	2079	29.8	7.7	98	4248	33.8	15.7	110	2990	27.8	11.1	91
3 OR 4 PEOPLE	34251	11840	39.1	34.6	101	2861	41.0	8.4	106	4788	38.1	14.0	98	4190	39.0	12.2	101
5 OR MORE PEOPLE	15180	5323	17.6	35.1	102	1074	15.4	7.1	90	2047	16.3	13.5	95	2201	20.5	14.5	119
NO CHILD IN HSHLD	49819	17183	56.7	34.5	101	4011	57.5	8.1	102	7361	58.5	14.8	104	5812	54.1	11.7	96
CHILD(REN) UNDER 2 YRS	6045	2060	6.8	34.1	100	*430	6.2	7.1	90	717	5.7	11.9	83	913	8.5	15.1	124
2 - 5 YEARS	15233	4793	15.8	31.5	92	1101	15.8	7.2	92	1755	14.0	11.5	81	1936	18.0	12.7	105
6 - 11 YEARS	16260	5376	17.7	33.1	97	1118	16.0	6.9	87	2431	19.3	15.0	105	1828	17.0	11.2	93
12 - 17 YEARS	19173	6735	22.2	35.1	103	1593	22.9	8.3	105	2741	21.8	14.3	101	2400	22.3	12.5	103
RESIDENCE OWNED	61371	21786	71.9	35.5	104	4788	68.7	7.8	99	9048	71.9	14.7	104	7950	74.0	13.0	107
VALUE: $50,000 OR MORE	35355	13665	45.1	38.7	113	2980	42.7	8.4	107	5661	45.0	16.0	113	5025	46.8	14.2	117
VALUE: UNDER $50,000	26016	8121	26.8	31.2	91	1808	25.9	6.9	88	3387	26.9	13.0	92	2925	27.2	11.2	93

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(FEMALES)

0149
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	30291	100.0	34.2	100	6971	100.0	7.9	100	12579	100.0	14.2	100	10741	100.0	12.1	100
MAGAZINES	QUINTILE 1	17988	7838	25.9	43.6	127	1424	20.4	7.9	100	3712	29.5	20.6	145	2702	25.2	15.0	124
	QUINTILE 2	19446	7624	25.2	39.2	115	2026	29.1	10.4	132	2829	22.5	14.5	102	2769	25.8	14.2	117
	QUINTILE 3	14626	5190	17.1	35.5	104	1270	18.2	8.7	110	2046	16.3	14.0	98	1874	17.4	12.8	106
	QUINTILE 4	16014	4806	15.9	30.0	88	1157	16.6	7.2	92	1729	13.7	10.8	76	1920	17.9	12.0	99
	QUINTILE 5	20389	4834	16.0	23.7	69	1094	15.7	5.4	68	2264	18.0	11.1	78	1476	13.7	7.2	60
NEWSPAPERS	QUINTILE 1	13830	5871	19.4	42.5	124	1284	18.4	9.3	118	2420	19.2	17.5	123	2167	20.2	15.7	129
	QUINTILE 2	26350	9711	32.1	36.9	108	2342	33.6	8.9	113	3983	31.7	15.1	106	3386	31.5	12.9	106
	QUINTILE 3	12415	4569	15.1	36.8	107	980	14.1	7.9	100	2116	16.8	17.0	120	1473	13.7	11.9	98
	QUINTILE 4	21911	6700	22.1	30.6	89	1659	23.8	7.6	96	2523	20.1	11.5	81	2519	23.5	11.5	95
	QUINTILE 5	13960	3440	11.4	24.6	72	707	10.1	5.1	64	1537	12.2	11.0	77	1196	11.1	8.6	71
OUTDOOR	QUINTILE 1	16810	5967	19.7	35.5	104	1432	20.5	8.5	108	2331	18.5	13.9	98	2205	20.5	13.1	108
	QUINTILE 2	17101	6264	20.7	36.6	107	1229	17.6	7.2	91	2738	21.8	16.0	113	2297	21.4	13.4	111
	QUINTILE 3	17579	5934	19.6	33.8	99	1442	20.7	8.2	104	2504	19.9	14.2	100	1987	18.5	11.3	93
	QUINTILE 4	18343	6613	21.8	36.1	105	1456	20.9	7.9	101	2685	21.3	14.6	103	2472	23.0	13.5	111
	QUINTILE 5	18631	5513	18.2	29.6	86	1412	20.3	7.6	96	2321	18.5	12.5	88	1780	16.6	9.6	79
RADIO-DRIVE TIME	QUINTILE 1	17390	6403	21.1	36.8	108	1666	23.9	9.6	122	2833	22.5	16.3	115	1904	17.7	10.9	90
	QUINTILE 2	16591	5594	18.5	33.7	98	1258	18.0	7.6	96	2190	17.4	13.2	93	2146	20.0	12.9	107
	QUINTILE 3	16910	5890	19.4	34.8	102	1383	19.8	8.2	104	2369	18.8	14.0	99	2138	19.9	12.6	104
	QUINTILE 4	18002	6017	19.9	33.4	98	1298	18.6	7.2	92	2479	19.7	13.8	97	2240	20.9	12.4	102
	QUINTILE 5	19572	6388	21.1	32.6	95	1367	19.6	7.0	89	2708	21.5	13.8	97	2312	21.5	11.8	97
RADIO-MID-DAY	TERCILE 1	23248	8238	27.2	35.4	103	1988	28.5	8.6	109	3610	28.7	15.5	109	2641	24.6	11.4	94
	TERCILE 2	23667	8476	28.0	35.8	105	1902	27.3	8.0	102	3381	26.9	14.3	100	3193	29.7	13.5	111
	TERCILE 3	41549	13577	44.8	32.7	95	3082	44.2	7.4	94	5589	44.4	13.5	95	4907	45.7	11.8	97
RADIO-TOTAL	QUINTILE 1	17786	6364	21.0	35.8	104	1632	23.4	9.2	116	2945	23.4	16.6	116	1787	16.6	10.0	83
	QUINTILE 2	17316	5995	19.8	34.6	101	1354	19.4	7.8	99	2400	19.1	13.9	97	2241	20.9	12.9	107
	QUINTILE 3	18428	6553	21.6	35.6	104	1534	22.0	8.3	106	2392	19.0	13.0	91	2628	24.5	14.3	117
	QUINTILE 4	17669	6165	20.4	34.9	102	1336	19.2	7.6	96	2535	20.2	14.3	101	2294	21.4	13.0	107
	QUINTILE 5	17265	5214	17.2	30.2	88	1117	16.0	6.5	82	2308	18.3	13.4	94	1790	16.7	10.4	85
TV-PRIME TIME	QUINTILE 1	17416	5984	19.8	34.4	100	1564	22.4	9.0	114	2487	19.8	14.3	100	1933	18.0	11.1	91
	QUINTILE 2	17413	6292	20.8	36.1	106	1388	19.9	8.0	101	2936	23.3	16.9	119	1968	18.3	11.3	93
	QUINTILE 3	17943	6211	20.5	34.6	101	1333	19.1	7.4	94	2389	19.0	13.3	94	2489	23.2	13.9	114
	QUINTILE 4	18442	6135	20.3	33.3	97	1606	23.0	8.7	111	2477	19.7	13.4	94	2053	19.1	11.1	92
	QUINTILE 5	17250	5670	18.7	32.9	96	1081	15.5	6.3	80	2291	18.2	13.3	93	2298	21.4	13.3	110
TV-DAYTIME	TERCILE 1	29966	9842	32.5	32.8	96	2385	34.2	8.0	101	4299	34.2	14.3	101	3158	29.4	10.5	87
	TERCILE 2	29480	10004	33.0	33.9	99	2318	33.3	7.9	100	4042	32.1	13.7	96	3644	33.9	12.4	102
	TERCILE 3	29018	10445	34.5	36.0	105	2268	32.5	7.8	99	4238	33.7	14.6	103	3939	36.7	13.6	112
TV-TOTAL	QUINTILE 1	17740	5765	19.0	32.5	95	1358	19.5	7.7	97	2584	20.5	14.6	102	1824	17.0	10.3	85
	QUINTILE 2	17674	6132	20.2	34.7	101	1675	24.0	9.5	120	2550	20.3	14.4	101	1908	17.8	10.8	89
	QUINTILE 3	17730	6116	20.2	34.5	101	1395	20.0	7.9	100	2437	19.4	13.7	97	2284	21.3	12.9	106
	QUINTILE 4	17563	6220	20.5	35.4	103	1209	17.3	6.9	87	2750	21.9	15.7	110	2262	21.1	12.9	106
	QUINTILE 5	17757	6058	20.0	34.1	100	1335	19.2	7.5	95	2259	18.0	12.7	89	2463	22.9	13.9	114
MAGAZINES-NEWSPAPERS: DUAL		23278	10325	34.1	44.4	130	2307	33.1	9.9	126	4484	35.6	19.3	135	3534	32.9	15.2	125
MAGAZINE IMPERATIVE		21634	7877	26.0	36.4	106	1743	25.0	8.1	102	3191	25.4	14.7	104	2943	27.4	13.6	112
NEWSPAPER IMPERATIVE		23455	7320	24.2	31.2	91	1789	25.7	7.6	97	2895	23.0	12.3	87	2637	24.6	11.2	93
MAGAZINES-OUTDOOR: DUAL		17482	7389	24.4	42.3	123	1703	24.4	9.7	124	3127	24.9	17.9	126	2559	23.8	14.6	121
MAGAZINE IMPERATIVE		28830	11140	36.8	38.6	113	2607	37.4	9.0	115	4644	36.9	16.1	113	3889	36.2	13.5	111
OUTDOOR IMPERATIVE		26119	7639	25.2	29.2	85	1730	24.8	6.6	84	3037	24.1	11.6	82	2872	26.7	11.0	91
MAGAZINES-RADIO: DUAL		20162	7957	26.3	39.5	115	1874	26.9	9.3	118	3446	27.4	17.1	120	2637	24.6	13.1	108
MAGAZINE IMPERATIVE		26292	10563	34.9	40.2	117	2233	32.0	8.5	108	4271	34.0	16.2	114	4059	37.8	15.4	127
RADIO IMPERATIVE		25308	7465	24.6	29.5	86	1884	27.0	7.4	94	2984	23.7	11.8	83	2597	24.2	10.3	85
MAGAZINES-TELEVISION: DUAL		17312	6840	22.6	39.5	115	1608	23.1	9.3	118	2998	23.8	17.3	122	2234	20.8	12.9	106
MAGAZINE IMPERATIVE		29099	11790	38.9	40.5	118	2414	34.6	8.3	105	4850	38.6	16.7	117	4526	42.1	15.6	128
TELEVISION IMPERATIVE		27505	7961	26.3	28.9	85	2107	30.2	7.7	97	3155	25.1	11.5	81	2699	25.1	9.8	81
NEWSPAPERS-OUTDOOR: DUAL		18628	7496	24.7	40.2	118	1560	22.4	8.4	106	3304	26.3	17.7	125	2633	24.5	14.1	116
NEWSPAPER IMPERATIVE		29178	10849	35.8	37.2	109	2713	38.9	9.3	118	4411	35.1	15.1	106	3725	34.7	12.8	105
OUTDOOR IMPERATIVE		25260	7907	26.1	31.3	91	1823	26.2	7.2	92	3130	24.9	12.4	87	2954	27.5	11.7	96
NEWSPAPERS-RADIO: DUAL		19246	7599	25.1	39.5	115	1981	28.4	10.3	131	3424	27.2	17.8	125	2194	20.4	11.4	94
NEWSPAPER IMPERATIVE		28155	10685	35.3	38.0	111	2279	32.7	8.1	103	4208	33.5	14.9	105	4198	39.1	14.9	123
RADIO IMPERATIVE		25308	7750	25.6	30.6	89	1755	25.2	6.9	88	3129	24.9	12.4	87	2867	26.7	11.3	93
NEWSPAPERS-TELEVISION: DUAL		18615	6874	22.7	36.9	108	1603	23.0	8.6	109	3028	24.1	16.3	114	2243	20.9	12.0	99
NEWSPAPER IMPERATIVE		29207	11548	38.1	39.5	115	2537	36.4	8.7	110	4625	36.8	15.8	111	4387	40.8	15.0	124
TELEVISION IMPERATIVE		25472	7549	24.9	29.6	87	2015	28.9	7.9	100	3187	25.3	12.5	88	2348	21.9	9.2	76
OUTDOOR-RADIO: DUAL		17292	6138	20.3	35.5	104	1359	19.5	7.9	100	2629	20.9	15.2	107	2151	20.0	12.4	102
OUTDOOR IMPERATIVE		26915	9453	31.2	35.1	103	2169	31.1	8.1	102	3853	30.6	14.3	101	3431	31.9	12.7	105
RADIO IMPERATIVE		28938	10050	33.2	34.7	101	2508	36.0	8.7	110	4076	32.4	14.1	99	3466	32.3	12.0	99
OUTDOOR-TELEVISION: DUAL		16112	5524	18.2	34.3	100	1326	19.0	8.2	104	2451	19.5	15.2	107	1748	16.3	10.8	89
OUTDOOR IMPERATIVE		28228	10367	34.2	36.7	107	2195	31.5	7.8	99	4077	32.4	14.4	102	4094	38.1	14.5	119
TELEVISION IMPERATIVE		30024	9928	32.8	33.1	97	2470	35.4	8.2	104	4130	32.8	13.8	97	3328	31.0	11.1	91
RADIO-TELEVISION: DUAL		17803	6204	20.5	34.8	102	1532	22.0	8.6	109	2652	21.1	14.9	105	2020	18.8	11.3	93
RADIO IMPERATIVE		28338	10147	33.5	35.8	105	2293	32.9	8.1	103	4230	33.6	14.9	105	3623	33.7	12.8	105
TELEVISION IMPERATIVE		28445	9350	30.9	32.9	96	2287	32.8	8.0	102	3902	31.0	13.7	96	3161	29.4	11.1	92

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(FEMALES)

0150
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	30291	100.0	34.2	100	6971	100.0	7.9	100	12579	100.0	14.2	100	10741	100.0	12.1	100
ATLANTIC MONTHLY	415	*170	0.6	41.0	120	**61	0.9	14.7	187	**78	0.6	18.8	132	**32	0.3	7.7	64
BARRON'S	522	*332	1.1	63.6	186	**81	1.2	15.5	197	*210	1.7	40.2	283	**42	0.4	8.0	66
BETTER HOMES & GARDENS	17429	6647	21.9	38.1	111	1339	19.2	7.7	97	2709	21.5	15.5	109	2599	24.2	14.9	123
BON APPETIT	2772	1207	4.0	43.5	127	*259	3.7	9.3	119	610	4.8	22.0	155	338	3.1	12.2	100
BUSINESS WEEK	1469	651	2.1	44.3	129	*140	2.0	9.5	121	*260	2.1	17.7	124	*251	2.3	17.1	141
CAR AND DRIVER	397	**132	0.4	33.2	97	**56	0.8	14.1	179	**27	0.2	6.8	48	**49	0.5	12.3	102
CBS MAGAZINE NETWORK (GROSS)	1633	715	2.4	43.8	128	**90	1.3	5.5	70	433	3.4	26.5	186	*191	1.8	11.7	96
CHANGING TIMES	1554	751	2.5	48.3	141	*196	2.8	12.6	160	311	2.5	20.0	141	*243	2.3	15.6	129
COLONIAL HOMES	1304	461	1.5	35.4	103	**101	1.4	7.7	98	*263	2.1	20.2	142	*98	0.9	7.5	62
CONDE NAST MAG. PKG. (GROSS)	17858	8015	26.5	44.9	131	1849	26.5	10.4	131	3487	27.7	19.5	137	2680	25.0	15.0	124
CONSUMERS DIGEST	1406	622	2.1	44.2	129	**110	1.6	7.8	99	299	2.4	21.3	150	*213	2.0	15.1	125
COSMOPOLITAN	8815	3609	11.9	40.9	120	894	12.8	10.1	129	1451	11.5	16.5	116	1264	11.8	14.3	118
COUNTRY LIVING	2636	1130	3.7	42.9	125	219	3.1	8.3	105	525	4.2	19.9	140	386	3.6	14.6	121
CUISINE	1554	609	2.0	39.2	114	*128	1.8	8.2	105	*203	1.6	13.1	92	*278	2.6	17.9	147
CYCLE WORLD	469	*207	0.7	44.1	129	**31	0.4	6.6	84	**122	1.0	26.0	183	**54	0.5	11.5	95
DCI:CREATIVE IDEAS FOR LIV	2631	946	3.1	36.0	105	*212	3.0	8.1	102	391	3.1	14.9	105	343	3.2	13.0	107
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2726	9.0	38.6	113	632	9.1	8.9	114	1170	9.3	16.6	116	924	8.6	13.1	108
DISCOVER	998	438	1.4	43.9	128	**113	1.6	11.3	144	*205	1.6	20.5	144	**120	1.1	12.0	99
EBONY	4289	1472	4.9	34.3	100	425	6.1	9.9	126	632	5.0	14.7	104	414	3.9	9.7	79
ESQUIRE	1176	503	1.7	42.8	125	*151	2.2	12.8	163	*238	1.9	20.2	142	**114	1.1	9.7	80
ESSENCE	2392	904	3.0	37.8	110	*196	2.8	8.2	104	332	2.6	13.9	98	376	3.5	15.7	129
FAMILY CIRCLE	17209	7119	23.5	41.4	121	1573	22.6	9.1	116	3306	26.3	19.2	135	2240	20.9	13.0	107
THE FAMILY HANDYMAN	1184	498	1.6	42.1	123	*152	2.2	12.8	163	*204	1.6	17.2	121	*141	1.3	11.9	98
FAMILY WEEKLY	12391	4566	15.1	36.8	108	917	13.2	7.4	94	1878	14.9	15.2	107	1771	16.5	14.3	118
FIELD & STREAM	2438	978	3.2	40.1	117	*220	3.2	9.0	115	474	3.8	19.4	137	*283	2.6	11.6	96
FOOD & WINE	614	277	0.9	45.1	132	**62	0.9	10.1	128	*121	1.0	19.7	139	**95	0.9	15.5	127
FORBES	813	346	1.1	42.6	124	**82	1.2	10.1	128	*144	1.1	17.7	125	**119	1.1	14.6	121
FORTUNE	1083	572	1.9	52.8	154	**136	2.0	12.6	159	*296	2.4	27.3	192	**141	1.3	13.0	107
GENTLEMEN'S QUARTERLY	1197	669	2.2	55.9	163	**169	2.4	14.1	179	*184	1.5	15.4	108	*316	2.9	26.4	217
GLAMOUR	6625	3030	10.0	45.7	134	786	11.3	11.9	151	1347	10.7	20.3	143	897	8.4	13.5	112
GOLF DIGEST	707	317	1.0	44.8	131	**97	1.4	13.7	174	*180	1.4	25.5	179	**40	0.4	5.7	47
GOLF DIGEST/TENNIS (GROSS)	1316	532	1.8	40.4	118	**139	2.0	10.6	134	*282	2.2	21.4	151	**111	1.0	8.4	69
GOLF MAGAZINE	469	*261	0.9	55.7	163	**110	1.6	23.5	298	**121	1.0	25.8	181	**31	0.3	6.6	54
GOLF MAGAZINE/SKI (GROSS)	1060	496	1.6	46.8	137	**145	2.1	13.7	174	*182	1.4	17.2	121	*168	1.6	15.8	131
GOOD HOUSEKEEPING	17784	7396	24.4	41.6	121	1394	20.0	7.8	99	3227	25.7	18.1	128	2774	25.8	15.6	128
HARPER'S BAZAAR	2931	1369	4.5	46.7	136	*239	3.4	8.2	103	643	5.1	21.9	154	487	4.5	16.6	137
HEALTH	2199	968	3.2	44.0	129	*110	1.6	5.0	63	578	4.6	26.3	185	*280	2.6	12.7	105
HEARST MAG CORP. BUY (GROSS)	49148	20527	67.8	41.8	122	4203	60.3	8.6	109	9178	73.0	18.7	131	7147	66.5	14.5	120
HEARST MAN POWER (GROSS)	2113	969	3.2	45.9	134	*173	2.5	8.2	104	525	4.2	24.8	175	271	2.5	12.8	106
HEARST WOMAN POWER (GROSS)	35062	14479	47.8	41.3	121	3021	43.3	8.6	109	6338	50.4	18.1	127	5119	47.7	14.6	120
HOUSE BEAUTIFUL	3865	1528	5.0	39.5	115	309	4.4	8.0	101	650	5.2	16.8	118	569	5.3	14.7	121
INC.	315	*162	0.5	51.4	150	**35	0.5	11.1	141	**95	0.8	30.2	212	**33	0.3	10.5	86
JET	3690	1227	4.1	33.3	97	375	5.4	10.2	129	499	4.0	13.5	95	354	3.3	9.6	79
LADIES' HOME JOURNAL	12930	5296	17.5	41.0	120	1097	15.7	8.5	108	2465	19.6	19.1	134	1735	16.2	13.4	111
LHJ FAMILY GRP COMBO(GROSS)	18161	7559	25.0	41.6	122	1417	20.3	7.8	99	3730	29.7	20.5	144	2411	22.4	13.3	109
LIFE	5065	2098	6.9	41.4	121	519	7.4	10.2	130	839	6.7	16.6	116	740	6.9	14.6	120
L.A. TIMES HOME MAGAZINE	1310	545	1.8	41.6	122	**91	1.3	6.9	88	*270	2.1	20.6	145	*183	1.7	14.0	115
MADEMOISELLE	3759	1728	5.7	46.0	134	309	4.4	8.2	104	844	6.7	22.5	158	575	5.4	15.3	126
MC CALL'S	14658	5891	19.4	40.2	117	1408	20.2	9.6	122	2516	20.0	17.2	121	1967	18.3	13.4	111
MC CALL'S/WRK MOTHER (GROSS)	15857	6404	21.1	40.4	118	1501	21.5	9.5	120	2792	22.2	17.6	124	2112	19.7	13.3	110
MECHANIX ILLUSTRATED	809	324	1.1	40.0	117	**55	0.8	6.8	86	*194	1.5	24.0	169	**75	0.7	9.3	76
METROPOLITAN HOME	1009	395	1.3	39.1	114	**42	0.6	4.2	53	*219	1.7	21.7	153	*135	1.3	13.4	110
MONEY	1707	847	2.8	49.6	145	**129	1.9	7.6	96	481	3.8	28.2	198	*237	2.2	13.9	114
MOTHER EARTH NEWS	1123	485	1.6	43.2	126	**36	0.5	3.2	41	*213	1.7	19.0	133	*235	2.2	20.9	172
MS.	932	378	1.2	40.6	118	**81	1.2	8.7	110	*177	1.4	19.0	134	**119	1.1	12.8	105
NATIONAL ENQUIRER	11971	4068	13.4	34.0	99	892	12.8	7.5	95	1755	14.0	14.7	103	1421	13.2	11.9	98
NATIONAL GEOGRAPHIC	10503	4382	14.5	41.7	122	886	12.7	8.4	107	1902	15.1	18.1	127	1594	14.8	15.2	125
NATIONAL SUNDAY MAGAZINE PKG	54325	20697	68.3	38.1	111	4988	71.6	9.2	117	8425	67.0	15.5	109	7284	67.8	13.4	110
NATURAL HISTORY	626	328	1.1	52.4	153	**85	1.2	13.6	172	*178	1.4	28.4	200	**66	0.6	10.5	87
NEW WOMAN	1992	746	2.5	37.4	109	*137	2.0	6.9	87	327	2.6	16.4	115	*282	2.6	14.2	117
NEW YORK INCLUDING CUE	547	288	1.0	52.7	154	**101	1.4	18.5	234	*147	1.2	26.9	189	**40	0.4	7.3	60
THE NEW YORKER	1380	539	1.8	39.1	114	*126	1.8	9.1	116	205	1.6	14.9	104	*208	1.9	15.1	124
NEWSWEEK	6925	2888	9.5	41.7	122	549	7.9	7.9	101	1291	10.3	18.6	131	1048	9.8	15.1	125
THE N.Y. TIMES DAILY EDITION	1363	575	1.9	42.2	123	*178	2.6	13.1	166	230	1.8	16.9	119	*166	1.5	12.2	100
THE N.Y. TIMES MAGAZINE	2333	889	2.9	38.1	111	*237	3.4	10.2	129	425	3.4	18.2	128	227	2.1	9.7	80
OMNI	872	321	1.1	36.8	108	**64	0.9	7.3	93	*171	1.4	19.6	138	**87	0.8	10.0	82
ON CABLE	1298	505	1.7	38.9	114	**102	1.5	7.9	100	*239	1.9	18.4	129	**164	1.5	12.6	104
1001 HOME IDEAS	3032	1295	4.3	42.7	125	*210	3.0	6.9	88	688	5.5	22.7	160	397	3.7	13.1	108
ORGANIC GARDENING	1680	666	2.2	39.6	116	**103	1.5	6.1	78	309	2.5	18.4	129	*254	2.4	15.1	125
OUTDOOR LIFE	960	299	1.0	31.1	91	**35	0.5	3.6	46	*156	1.2	16.3	114	**108	1.0	11.3	93
PARADE MAGAZINE	26755	10320	34.1	38.6	113	2576	37.0	9.6	122	4080	32.4	15.2	107	3664	34.1	13.7	113

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(FEMALES)

0151
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	30291	100.0	34.2	100	6971	100.0	7.9	100	12579	100.0	14.2	100	10741	100.0	12.1	100
PARENTS	4173	1555	5.1	37.3	109	*215	3.1	5.2	65	685	5.4	16.4	115	655	6.1	15.7	129
PENTHOUSE	973	319	1.1	32.8	96	**98	1.4	10.1	128	**89	0.7	9.1	64	**132	1.2	13.6	112
PEOPLE	13479	5669	18.7	42.1	123	1386	19.9	10.3	130	2318	18.4	17.2	121	1965	18.3	14.6	120
PLAYBOY	2183	771	2.5	35.3	103	*150	2.2	6.9	87	358	2.8	16.4	115	*263	2.4	12.0	99
POPULAR HOT RODDING	388	**141	0.5	36.3	106	**21	0.3	5.4	69	**47	0.4	12.1	85	**72	0.7	18.6	153
POPULAR MECHANICS	1037	470	1.6	45.3	132	**74	1.1	7.1	91	*301	2.4	29.0	204	**94	0.9	9.1	75
POPULAR SCIENCE	920	346	1.1	37.6	110	**122	1.8	13.3	168	*154	1.2	16.7	118	**70	0.7	7.6	63
PREVENTION	4071	1706	5.6	41.9	122	308	4.4	7.6	96	729	5.8	17.9	126	669	6.2	16.4	135
PSYCHOLOGY TODAY	1940	861	2.8	44.4	130	*190	2.7	9.8	124	375	3.0	19.3	136	296	2.8	15.3	126
READER'S DIGEST	24031	9126	30.1	38.0	111	1750	25.1	7.3	92	3950	31.4	16.4	116	3426	31.9	14.3	117
REDBOOK	8464	3474	11.5	41.0	120	734	10.5	8.7	110	1660	13.2	19.6	138	1081	10.1	12.8	105
ROAD & TRACK	429	*186	0.6	43.4	127	**15	0.2	3.5	44	**88	0.7	20.5	144	**83	0.8	19.3	159
ROLLING STONE	1355	605	2.0	44.6	130	**113	1.6	8.3	106	*220	1.7	16.2	114	*272	2.5	20.1	165
RUNNER'S WORLD	329	*167	0.6	50.8	148	**14	0.2	4.3	54	**85	0.7	25.8	182	**68	0.6	20.7	170
SATURDAY EVENING POST	1268	525	1.7	41.4	121	**148	2.1	11.7	148	*205	1.6	16.2	114	*172	1.6	13.6	112
SCIENCE 84	702	349	1.2	49.7	145	**56	0.8	8.0	101	*219	1.7	31.2	219	**74	0.7	10.5	87
SCIENCE DIGEST	553	288	1.0	52.1	152	**53	0.8	9.6	122	**99	0.8	17.9	126	*136	1.3	24.6	203
SCIENTIFIC AMERICAN	615	*219	0.7	35.6	104	**77	1.1	12.5	159	**79	0.6	12.8	90	**63	0.6	10.2	84
SELF	2683	1131	3.7	42.2	123	*200	2.9	7.5	95	538	4.3	20.1	141	394	3.7	14.7	121
SEVENTEEN	3309	1302	4.3	39.3	115	330	4.7	10.0	127	520	4.1	15.7	111	453	4.2	13.7	113
SKI	591	*235	0.8	39.8	116	**35	0.5	5.9	75	**62	0.5	10.5	74	**138	1.3	23.4	192
SMITHSONIAN	3039	1241	4.1	40.8	119	255	3.7	8.4	106	478	3.8	15.7	111	508	4.7	16.7	138
SOAP OPERA DIGEST	3683	1327	4.4	36.0	105	278	4.0	7.5	96	592	4.7	16.1	113	456	4.2	12.4	102
SOUTHERN LIVING	4434	1780	5.9	40.1	117	419	6.0	9.4	120	780	6.2	17.6	124	581	5.4	13.1	108
SPORT	701	354	1.2	50.5	147	**39	0.6	5.6	71	**186	1.5	26.5	187	**129	1.2	18.4	152
THE SPORTING NEWS	518	*274	0.9	52.9	154	**71	1.0	13.7	174	**48	0.4	9.3	65	**154	1.4	29.7	245
SPORTS AFIELD	523	*211	0.7	40.3	118	**46	0.7	8.8	112	**125	1.0	23.9	168	**41	0.4	7.8	65
SPORTS ILLUSTRATED	3325	1368	4.5	41.1	120	417	6.0	12.5	159	527	4.2	15.8	111	423	3.9	12.7	105
STAR	8567	3086	10.2	36.0	105	650	9.3	7.6	96	1443	11.5	16.8	118	992	9.2	11.6	95
SUNDAY	27630	10755	35.5	38.9	114	2744	39.4	9.9	126	4228	33.6	15.3	108	3783	35.2	13.7	113
SUNSET	2219	1070	3.5	48.2	141	*118	1.7	5.3	67	464	3.7	20.9	147	487	4.5	21.9	181
TV GUIDE	24258	8626	28.5	35.6	104	2054	29.5	8.5	107	3581	28.5	14.8	104	2992	27.9	12.3	102
TENNIS	609	*215	0.7	35.3	103	**42	0.6	6.9	88	**102	0.8	16.7	118	**71	0.7	11.7	96
TIME	9929	4171	13.8	42.0	123	1017	14.6	10.2	130	1772	14.1	17.8	126	1382	12.9	13.9	115
TOWN & COUNTRY	1062	509	1.7	47.9	140	**106	1.5	10.0	127	*216	1.7	20.3	143	*187	1.7	17.6	145
TRAVEL & LEISURE	1051	475	1.6	45.2	132	**103	1.5	9.8	124	*178	1.4	16.9	119	*194	1.8	18.5	152
TRUE STORY	3946	1123	3.7	28.5	83	323	4.6	8.2	104	432	3.4	10.9	77	368	3.4	9.3	77
U.S.NEWS & WORLD REPORT	3782	1660	5.5	43.9	128	409	5.9	10.8	137	720	5.7	19.0	134	531	4.9	14.0	116
USA TODAY	1874	894	3.0	47.7	139	*208	3.0	11.1	141	406	3.2	21.7	152	280	2.6	14.9	123
US	2213	997	3.3	45.1	132	230	3.3	10.4	132	386	3.1	17.4	123	381	3.5	17.2	142
VOGUE	4792	2126	7.0	44.4	130	554	7.9	11.6	147	758	6.0	15.8	111	814	7.6	17.0	140
WALL STREET JOURNAL	2045	856	2.8	41.9	122	*154	2.2	7.5	96	313	2.5	15.3	108	390	3.6	19.1	157
WEIGHT WATCHERS	2364	1117	3.7	47.3	138	*269	3.9	11.4	144	434	3.5	18.4	129	414	3.9	17.5	144
WOMAN'S DAY	15182	6232	20.6	41.0	120	1363	19.6	9.0	114	2849	22.6	18.8	132	2020	18.8	13.3	110
WORKING MOTHER	1198	514	1.7	42.9	125	**93	1.3	7.8	99	*276	2.2	23.0	162	*145	1.3	12.1	100
WORKING WOMAN	1523	883	2.9	58.0	169	*117	1.7	7.7	97	423	3.4	27.8	195	*343	3.2	22.5	185
WORLD TENNIS	*183	**56	0.2	30.6	89	**11	0.2	6.0	76	**29	0.2	15.8	111	**16	0.1	8.7	72
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1109	3.7	39.9	117	*243	3.5	8.8	111	430	3.4	15.5	109	436	4.1	15.7	129
BLAIR INSERTS	47909	18423	60.8	38.5	112	4530	65.0	9.5	120	7560	60.1	15.8	111	6333	59.0	13.2	109
DAILY NEWSPAPERS																	
READ ANY	56731	21030	69.4	37.1	108	4727	67.8	8.3	106	8792	69.9	15.5	109	7511	69.9	13.2	109
READ ONE	47696	17445	57.6	36.6	107	3924	56.3	8.2	104	7306	58.1	15.3	108	6216	57.9	13.0	107
READ TWO OR MORE	9034	3584	11.8	39.7	116	803	11.5	8.9	113	1486	11.8	16.4	116	1295	12.1	14.3	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	21782	71.9	37.7	110	5209	74.7	9.0	115	8901	70.8	15.4	108	7672	71.4	13.3	109
READ ONE	50513	18525	61.2	36.7	107	4571	65.6	9.0	115	7566	60.1	15.0	105	6388	59.5	12.6	104
READ TWO OR MORE	7219	3257	10.8	45.1	132	638	9.2	8.8	112	1335	10.6	18.5	130	1284	12.0	17.8	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.50				29.43				27.70				28.84			
30 DAY REACH	78184	27189	89.8	34.8	102	6196	88.9	7.9	101	11264	89.5	14.4	101	9730	90.6	12.4	102
50 SHWG - 30 DAY AV FREQ	14.80	14.94				15.67				14.43				15.07			
30 DAY REACH	74239	25971	85.7	35.0	102	5846	83.9	7.9	100	10796	85.8	14.5	102	9328	86.8	12.6	103
25 SHWG - 30 DAY AV FREQ	8.05	8.04				8.37				7.81				8.08			
30 DAY REACH	68254	24155	79.7	35.4	103	5472	78.5	8.0	102	9983	79.4	14.6	103	8700	81.0	12.7	105
CABLE TV: HOME WIRED	35215	12284	40.6	34.9	102	3053	43.8	8.7	110	5169	41.1	14.7	103	4061	37.8	11.5	95
HOME NOT WIRED	53250	18007	59.4	33.8	99	3918	56.2	7.4	93	7410	58.9	13.9	98	6679	62.2	12.5	103
HAVE PAY CABLE	17885	6946	22.9	38.8	113	1775	25.5	9.9	126	2864	22.8	16.0	113	2308	21.5	12.9	106

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(FEMALES)

0152
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FIVE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO - FOUR A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	30291	100.0	34.2	100	6971	100.0	7.9	100	12579	100.0	14.2	100	10741	100.0	12.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	16978	56.0	35.4	103	3834	55.0	8.0	101	7255	57.7	15.1	106	5888	54.8	12.3	101
10:00 AM - 3:00 PM	33674	11961	39.5	35.5	104	2798	40.1	8.3	105	5048	40.1	15.0	105	4115	38.3	12.2	101
3:00 PM - 7:00 PM	34431	12528	41.4	36.4	106	2985	42.8	8.7	110	5057	40.2	14.7	103	4487	41.8	13.0	107
7:00 PM - MIDNIGHT	17761	6284	20.7	35.4	103	1508	21.6	8.5	108	2500	19.9	14.1	99	2277	21.2	12.8	106
MIDNIGHT - 6:00 AM	10087	3685	12.2	36.5	107	872	12.5	8.6	110	1498	11.9	14.9	104	1315	12.2	13.0	107
6:00 AM - MIDNIGHT	64318	22641	74.7	35.2	103	5142	73.8	8.0	101	9360	74.4	14.6	102	8139	75.8	12.7	104
ENTIRE DAY	65181	23000	75.9	35.3	103	5221	74.9	8.0	102	9537	75.8	14.6	103	8242	76.7	12.6	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	6411	21.2	36.8	108	1415	20.3	8.1	103	2640	21.0	15.2	107	2356	21.9	13.5	111
ALL NEWS	2520	954	3.1	37.9	111	*163	2.3	6.5	82	508	4.0	20.2	142	283	2.6	11.2	92
AOR/PROGRESSIVE	4419	1549	5.1	35.1	102	474	6.8	10.7	136	577	4.6	13.1	92	498	4.6	11.3	93
BEAUTIFUL MUSIC	6119	2345	7.7	38.3	112	527	7.6	8.6	109	1065	8.5	17.4	122	753	7.0	12.3	101
BLACK	2623	762	2.5	29.1	85	*197	2.8	7.5	95	330	2.6	12.6	88	*234	2.2	8.9	73
CLASSICAL	1553	621	2.1	40.0	117	**120	1.7	7.7	98	*239	1.9	15.4	108	*262	2.4	16.9	139
CHR/ROCK	11282	4337	14.3	38.4	112	842	12.1	7.5	95	1723	13.7	15.3	107	1771	16.5	15.7	129
COUNTRY	13343	4390	14.5	32.9	96	941	13.5	7.1	89	1866	14.8	14.0	98	1583	14.7	11.9	98
GOLDEN OLDIES	1299	500	1.7	38.5	112	**136	2.0	10.5	133	*228	1.8	17.6	123	**137	1.3	10.5	87
MOR/NOSTALGIA	5241	1924	6.4	36.7	107	414	5.9	7.9	100	771	6.1	14.7	103	739	6.9	14.1	116
NEWS/TALK	4165	1748	5.8	42.0	123	400	5.7	9.6	122	804	6.4	19.3	136	544	5.1	13.1	108
RELIGIOUS	3324	1077	3.6	32.4	95	*229	3.3	6.9	87	535	4.3	16.1	113	*313	2.9	9.4	78
SOFT ROCK	609	*145	0.5	23.8	70	**31	0.4	5.1	65	**70	0.6	11.5	81	**45	0.4	7.4	61
URBAN CONTEMPORARY	1853	613	2.0	33.1	97	*227	3.3	12.3	155	*238	1.9	12.8	90	*148	1.4	8.0	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1400	4.6	37.6	110	305	4.4	8.2	104	612	4.9	16.4	116	483	4.5	13.0	107
ABC DIRECTION	2488	826	2.7	33.2	97	*148	2.1	5.9	75	393	3.1	15.8	111	285	2.7	11.5	94
ABC ENTERTAINMENT	5129	1560	5.2	30.4	89	327	4.7	6.4	81	644	5.1	12.6	88	589	5.5	11.5	95
ABC FM	2498	769	2.5	30.8	90	*115	1.6	4.6	58	285	2.3	11.4	80	369	3.4	14.8	122
ABC INFORMATION	5721	2375	7.8	41.5	121	577	8.3	10.1	128	958	7.6	16.7	118	841	7.8	14.7	121
ABC ROCK	2021	729	2.4	36.1	105	*214	3.1	10.6	134	282	2.2	14.0	98	*233	2.2	11.5	95
CBS	4756	1803	6.0	37.9	111	336	4.8	7.1	90	789	6.3	16.6	117	679	6.3	14.3	118
MUTUAL	5272	1926	6.4	36.5	107	345	4.9	6.5	83	880	7.0	16.7	117	702	6.5	13.3	110
NBC	4964	1922	6.3	38.7	113	346	5.0	7.0	88	954	7.6	19.2	135	622	5.8	12.5	103
RADIORADIO	2218	745	2.5	33.6	98	*153	2.2	6.9	88	284	2.3	12.8	90	309	2.9	13.9	115
RKO ONE	2565	943	3.1	36.8	107	*188	2.7	7.3	93	367	2.9	14.3	101	388	3.6	15.1	125
RKO TWO	3640	1117	3.7	30.7	90	*191	2.7	5.2	67	490	3.9	13.5	95	436	4.1	12.0	99
THE SOURCE	2467	923	3.0	37.4	109	*232	3.3	9.4	119	344	2.7	13.9	98	*347	3.2	14.1	116
NON-WIRED : BLAIR	9466	3361	11.1	35.5	104	764	11.0	8.1	102	1350	10.7	14.3	100	1247	11.6	13.2	108
INTERNET	13616	4846	16.0	35.6	104	1112	16.0	8.2	104	1993	15.8	14.6	103	1741	16.2	12.8	105
KATZ RADIO GROUP	16998	6587	21.7	38.8	113	1394	20.0	8.2	104	2961	23.5	17.4	123	2232	20.8	13.1	108
SUPERNET	11622	4214	13.9	36.3	106	1105	15.9	9.5	121	1736	13.8	14.9	105	1373	12.8	11.8	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3278	10.8	34.8	102	697	10.0	7.4	94	1461	11.6	15.5	109	1120	10.4	11.9	98
WKDAY 9:00 AM - 1:00 PM	13304	4353	14.4	32.7	96	1046	15.0	7.9	100	1954	15.5	14.7	103	1353	12.6	10.2	84
WKDAY 1:00 PM - 4:30 PM	17591	5811	19.2	33.0	96	1388	19.9	7.9	100	2574	20.5	14.6	103	1849	17.2	10.5	87
WKDAY 4:30 PM - 7:30 PM	24418	8162	26.9	33.4	98	1850	26.5	7.6	96	3678	29.2	15.1	106	2633	24.5	10.8	89
WKDAY 7:30 PM - 8:00 PM	34400	11537	38.1	33.5	98	2681	38.5	7.8	99	4987	39.6	14.5	102	3869	36.0	11.2	93
WKDAY 11:00 PM - 11:30 PM	26120	8815	29.1	33.7	99	2017	28.9	7.7	98	3645	29.0	14.0	98	3152	29.3	12.1	99
WKDAY 11:30 PM - 1:00 AM	8402	2802	9.3	33.3	97	638	9.2	7.6	96	1163	9.2	13.8	97	1001	9.3	11.9	98
M-SAT 8-11 PM+SUN 7-11 PM	36828	12816	42.3	34.8	102	3040	43.6	8.3	105	5434	43.2	14.8	104	4342	40.4	11.8	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	2573	8.5	35.6	104	695	10.0	9.6	122	1037	8.2	14.4	101	840	7.8	11.6	96
ANOTHER WORLD N	4924	1737	5.7	35.3	103	380	5.5	7.7	98	753	6.0	15.3	108	604	5.6	12.3	101
AS THE WORLD TURNS C	5966	1844	6.1	30.9	90	420	6.0	7.0	89	793	6.3	13.3	93	631	5.9	10.6	87
CAPITOL C	3672	1154	3.8	31.4	92	274	3.9	7.5	95	531	4.2	14.5	102	348	3.2	9.5	78
CBS MORN. NEWS 1 C	1590	520	1.7	32.7	96	*104	1.5	6.5	83	225	1.8	14.2	100	191	1.8	12.0	99
CBS MORN. NEWS 2 C	1298	401	1.3	30.9	90	*88	1.3	6.8	86	160	1.3	12.3	87	153	1.4	11.8	97
DAYS OF OUR LIVES N	6389	2213	7.3	34.6	101	508	7.3	8.0	101	961	7.6	15.0	106	743	6.9	11.6	96
FACTS OF LIFE - DAYTIME N	2526	804	2.7	31.8	93	178	2.6	7.0	89	334	2.7	13.2	93	292	2.7	11.6	95
FAMILY FEUD A	3427	1123	3.7	32.8	96	229	3.3	6.7	85	491	3.9	14.3	101	403	3.8	11.8	97
GENERAL HOSPITAL A	6870	2255	7.4	32.8	96	525	7.5	7.6	97	942	7.5	13.7	96	788	7.3	11.5	94
GOOD MORNING, AMERICA-730 A	3767	1350	4.5	35.8	105	223	3.2	5.9	75	629	5.0	16.7	117	497	4.6	13.2	109
GOOD MORNING, AMERICA-830 A	3076	1136	3.8	36.9	108	210	3.0	6.8	87	509	4.0	16.5	116	417	3.9	13.6	112
GUIDING LIGHT C	5789	1882	6.2	32.5	95	480	6.9	8.3	105	869	6.9	15.0	106	533	5.0	9.2	76
ONE LIFE TO LIVE A	4918	1604	5.3	32.6	95	400	5.7	8.1	103	669	5.3	13.6	96	535	5.0	10.9	90
PRESS YOUR LUCK C	2367	696	2.3	29.4	86	207	3.0	8.7	111	268	2.1	11.3	80	221	2.1	9.3	77
PRICE IS RIGHT 1 C	4727	1421	4.7	30.1	88	400	5.7	8.5	107	703	5.6	14.9	105	318	3.0	6.7	55
PRICE IS RIGHT 2 C	5511	1751	5.8	31.8	93	484	6.9	8.8	111	854	6.8	15.5	109	413	3.8	7.5	62
RYAN'S HOPE A	3479	1273	4.2	36.6	107	359	5.1	10.3	131	481	3.8	13.8	97	433	4.0	12.4	103
SALE OF THE CENTURY N	2823	948	3.1	33.6	98	258	3.7	9.1	116	416	3.3	14.7	104	274	2.6	9.7	80
SEARCH FOR TOMORROW N	2525	812	2.7	32.2	94	*130	1.9	5.1	65	457	3.6	18.1	127	224	2.1	8.9	73
TODAY SHOW 1 N	2979	1049	3.5	35.2	103	202	2.9	6.8	86	516	4.1	17.3	122	331	3.1	11.1	92
TODAY SHOW 2 N	2792	795	2.6	28.5	83	156	2.2	5.6	71	354	2.8	12.7	89	285	2.7	10.2	84
$25,000 PYRAMID C	2899	820	2.7	28.3	83	211	3.0	7.3	92	373	3.0	12.9	90	237	2.2	8.2	67
WHEEL OF FORTUNE N	4689	1527	5.0	32.6	95	341	4.9	7.3	92	772	6.1	16.5	116	415	3.9	8.9	73
YOUNG AND THE RESTLESS C	6231	1898	6.3	30.5	89	469	6.7	7.5	96	773	6.1	12.4	87	656	6.1	10.5	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	682	2.3	34.6	101	140	2.0	7.1	90	339	2.7	17.2	121	202	1.9	10.2	84
NBA PLAYOFF GAME -1 C	1246	537	1.8	43.1	126	*170	2.4	13.6	173	231	1.8	18.5	130	*136	1.3	10.9	90
NBC MAJOR LEAGUE PRE-GAME N	1140	313	1.0	27.5	80	**54	0.8	4.7	60	*138	1.1	12.1	85	**121	1.1	10.6	87
SPORTSWORLD - SUN N	1328	418	1.4	31.5	92	**97	1.4	7.3	93	168	1.3	12.7	89	*154	1.4	11.6	96
SUNDAY MORNING C	1645	618	2.0	37.6	110	*163	2.3	9.9	126	280	2.2	17.0	120	*175	1.6	10.6	88

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: USAGE IN LAST 7 DAYS
(FEMALES)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	30291	100.0	34.2	100	6971	100.0	7.9	100	12579	100.0	14.2	100	10741	100.0	12.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	9294	30.7	33.2	97	2005	28.8	7.2	91	4183	33.3	15.0	105	3106	28.9	11.1	91
NETWORK AFFILIATES - LATE		21966	7523	24.8	34.2	100	1695	24.3	7.7	98	3183	25.3	14.5	102	2645	24.6	12.0	99
INDEPENDENTS - LATE		2247	885	2.9	39.4	115	266	3.8	11.8	150	347	2.8	15.4	109	272	2.5	12.1	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	3896	12.9	33.8	99	916	13.1	7.9	101	1711	13.6	14.8	104	1269	11.8	11.0	91
ABC MONDAY NIGHT MOVIE	A	6879	2313	7.6	33.6	98	556	8.0	8.1	103	994	7.9	14.4	102	763	7.1	11.1	91
ABC SUNDAY NIGHT MOVIE	A	13690	4695	15.5	34.3	100	1205	17.3	8.8	112	1928	15.3	14.1	99	1562	14.5	11.4	94
ABC WORLD NEWS TONIGHT	A	6589	2180	7.2	33.1	97	380	5.5	5.8	73	1064	8.5	16.1	114	735	6.8	11.2	92
AFTERMASH	C	6391	2141	7.1	33.5	98	417	6.0	6.5	83	1026	8.2	16.1	113	697	6.5	10.9	90
ALICE	C	10273	3509	11.6	34.2	100	794	11.4	7.7	98	1565	12.4	15.2	107	1150	10.7	11.2	92
AMERICAN PARADE	C	7130	2314	7.6	32.5	95	536	7.7	7.5	95	991	7.9	13.9	98	788	7.3	11.1	91
BENSON	A	11665	3937	13.0	33.8	99	854	12.3	7.3	93	1640	13.0	14.1	99	1444	13.4	12.4	102
BLUE THUNDER	A	5442	1792	5.9	32.9	96	424	6.1	7.8	99	768	6.1	14.1	99	601	5.6	11.0	91
CAGNEY & LACEY	C	10565	3486	11.5	33.0	96	742	10.6	7.0	89	1515	12.0	14.3	101	1229	11.4	11.6	96
CBS EVENING NEWS-DEAN	C	3668	1243	4.1	33.9	99	*273	3.9	7.4	94	602	4.8	16.4	115	368	3.4	10.0	83
CBS EVENING NEWS-RATHER	C	7561	2721	9.0	36.0	105	613	8.8	8.1	103	1202	9.6	15.9	112	906	8.4	12.0	99
CBS SAT. NEWS-SCHIEFFER	C	3948	1309	4.3	33.2	97	267	3.8	6.8	86	588	4.7	14.9	105	454	4.2	11.5	95
CBS SATURDAY NIGHT MOVIE	C	5966	2078	6.9	34.8	102	488	7.0	8.2	104	861	6.8	14.4	101	730	6.8	12.2	101
CBS WEDNESDAY NIGHT MOVIE	C	6529	2112	7.0	32.3	94	509	7.3	7.8	99	814	6.5	12.5	88	789	7.3	12.1	100
CHEERS	N	9842	3682	12.2	37.4	109	694	10.0	7.1	89	1588	12.6	16.1	113	1400	13.0	14.2	117
DALLAS	C	23935	8667	28.6	36.2	106	1914	27.5	8.0	101	3790	30.1	15.8	111	2964	27.6	12.4	102
DIFF'RENT STROKES	N	7574	2728	9.0	36.0	105	631	9.1	8.3	106	1224	9.7	16.2	114	872	8.1	11.5	95
DOUBLE TROUBLE	N	7786	2345	7.7	30.1	88	466	6.7	6.0	76	1021	8.1	13.1	92	858	8.0	11.0	91
DUCK FACTORY	N	6290	2309	7.6	36.7	107	454	6.5	7.2	92	948	7.5	15.1	106	908	8.5	14.4	119
DUKES OF HAZZARD	C	6402	2165	7.1	33.8	99	646	9.3	10.1	128	829	6.6	12.9	91	691	6.4	10.8	89
DYNASTY	A	21955	7255	24.0	33.0	97	1817	26.1	8.3	105	3138	24.9	14.3	101	2300	21.4	10.5	86
FACTS OF LIFE	N	8898	2971	9.8	33.4	98	613	8.8	6.9	87	1277	10.2	14.4	101	1082	10.1	12.2	100
FALCON CREST	C	21877	7376	24.4	33.7	98	1620	23.2	7.4	94	3160	25.1	14.4	102	2597	24.2	11.9	98
FALL GUY	A	10045	3232	10.7	32.2	94	709	10.2	7.1	90	1368	10.9	13.6	96	1155	10.8	11.5	95
FAMILY TIES	N	8922	3111	10.3	34.9	102	599	8.6	6.7	85	1365	10.9	15.3	108	1147	10.7	12.9	106
FANTASY ISLAND	A	8288	2790	9.2	33.7	98	706	10.1	8.5	108	1078	8.6	13.0	91	1006	9.4	12.1	100
FOULUPS,BLEEPS & BLUNDERS	A	9891	3248	10.7	32.8	96	906	13.0	9.2	116	1346	10.7	13.6	96	996	9.3	10.1	83
FOUR SEASONS	C	5429	1974	6.5	36.4	106	429	6.2	7.9	100	878	7.0	16.2	114	667	6.2	12.3	101
GIMME A BREAK	N	9646	3225	10.6	33.4	98	666	9.6	6.9	88	1465	11.6	15.2	107	1094	10.2	11.3	93
HART TO HART	A	9983	3317	11.0	33.2	97	747	10.7	7.5	95	1493	11.9	15.0	105	1077	10.0	10.8	89
HILL STREET BLUES	N	9688	3576	11.8	36.9	108	868	12.5	9.0	114	1555	12.4	16.1	113	1152	10.7	11.9	98
HOTEL	A	15435	4882	16.1	31.6	92	1132	16.2	7.3	93	2273	18.1	14.7	104	1477	13.8	9.6	79
JEFFERSONS	C	10031	3327	11.0	33.2	97	786	11.3	7.8	99	1482	11.8	14.8	104	1059	9.9	10.6	87
JENNIFER SLEPT HERE	N	6376	2274	7.5	35.7	104	534	7.7	8.4	106	1033	8.2	16.2	114	707	6.6	11.1	91
KATE & ALLIE	C	9951	3267	10.8	32.8	96	699	10.0	7.0	89	1403	11.2	14.1	99	1166	10.9	11.7	97
KNIGHT RIDER	N	7908	2665	8.8	33.7	98	562	8.1	7.1	90	1080	8.6	13.7	96	1022	9.5	12.9	106
LOVE BOAT	A	13226	4732	15.6	35.8	104	968	13.9	7.3	93	2121	16.9	16.0	113	1642	15.3	12.4	102
MAGNUM PI	C	12105	4030	13.3	33.3	97	880	12.6	7.3	92	1899	15.1	15.7	110	1251	11.6	10.3	85
MAMA'S FAMILY	N	6364	2324	7.7	36.5	107	590	8.5	9.3	118	992	7.9	15.6	110	741	6.9	11.6	96
MASTER, THE	N	3955	1300	4.3	32.9	96	332	4.8	8.4	107	579	4.6	14.6	103	389	3.6	9.8	81
MATT HOUSTON	A	6903	2531	8.4	36.7	107	618	8.9	9.0	114	1106	8.8	16.0	113	808	7.5	11.7	96
NBC MONDAY NIGHT MOVIE	N	13443	4680	15.5	34.8	102	1070	15.3	8.0	101	1958	15.6	14.6	102	1651	15.4	12.3	101
NBC NIGHTLY NEWS	N	5585	1750	5.8	31.3	92	344	4.9	6.2	78	834	6.6	14.9	105	572	5.3	10.2	84
NBC NIGHTLY NEWS-SAT	N	3688	1315	4.3	35.7	104	325	4.7	8.8	112	553	4.4	15.0	105	437	4.1	11.8	98
NBC NIGHTLY NEWS-SUN	N	3310	1095	3.6	33.1	97	*195	2.8	5.9	75	541	4.3	16.3	115	359	3.3	10.8	89
NBC SUNDAY NIGHT MOVIE	N	9238	3204	10.6	34.7	101	713	10.2	7.7	98	1230	9.8	13.3	94	1261	11.7	13.7	112
NEWHART	C	9876	3426	11.3	34.7	101	674	9.7	6.8	87	1507	12.0	15.3	107	1245	11.6	12.6	104
ONE DAY AT A TIME	C	7954	2735	9.0	34.4	100	645	9.3	8.1	103	1160	9.2	14.6	103	930	8.7	11.7	96
PEOPLE ARE FUNNY	N	5182	1834	6.1	35.4	103	439	6.3	8.5	108	813	6.5	15.7	110	582	5.4	11.2	93
REAL PEOPLE	N	9674	3096	10.2	32.0	93	708	10.2	7.3	93	1309	10.4	13.5	95	1079	10.0	11.2	92
REMINGTON STEELE	N	8511	2901	9.6	34.1	100	767	11.0	9.0	114	1057	8.4	12.4	87	1077	10.0	12.7	104
RIPLEY'S BELIEVE IT - NOT	A	5656	2081	6.9	36.8	107	459	6.6	8.1	103	946	7.5	16.7	118	676	6.3	12.0	98
RIPTIDE	N	7718	2733	9.0	35.4	103	678	9.7	8.8	111	1136	9.0	14.7	104	919	8.6	11.9	98
SCARECROW & MRS. KING	C	11058	3788	12.5	34.3	100	746	10.7	6.7	86	1631	13.0	14.7	104	1412	13.1	12.8	105
SIMON & SIMON	C	11615	3731	12.3	32.1	94	899	12.9	7.7	98	1704	13.5	14.7	103	1127	10.5	9.7	80
60 MINUTES	C	14326	4918	16.2	34.3	100	953	13.7	6.7	84	2351	18.7	16.4	115	1614	15.0	11.3	93
ST. ELSEWHERE	N	7670	2816	9.3	36.7	107	543	7.8	7.1	90	1236	9.8	16.1	113	1037	9.7	13.5	111
THREE'S COMPANY	A	12068	3919	12.9	32.5	95	948	13.6	7.9	100	1566	12.4	13.0	91	1406	13.1	11.7	96
T.J. HOOKER	A	9735	3244	10.7	33.3	97	662	9.5	6.8	86	1458	11.6	15.0	105	1124	10.5	11.5	95
TONIGHT SHOW	N	2531	844	2.8	33.3	97	188	2.7	7.4	94	330	2.6	13.0	92	326	3.0	12.9	106
TRAPPER JOHN, M.D.	C	10374	3495	11.5	33.7	98	822	11.8	7.9	101	1563	12.4	15.1	106	1110	10.3	10.7	88
TV BLOOPERS & PRAC. JOKES	N	9795	3339	11.0	34.1	100	644	9.2	6.6	83	1641	13.0	16.8	118	1055	9.8	10.8	89
20/20	A	10009	3395	11.2	33.9	99	642	9.2	6.4	81	1621	12.9	16.2	114	1133	10.5	11.3	93
WEBSTER	A	11934	4017	13.3	33.7	98	872	12.5	7.3	93	1638	13.0	13.7	97	1507	14.0	12.6	104
WORLD NEWS - SUN	A	3291	1131	3.7	34.4	100	*201	2.9	6.1	78	576	4.6	17.5	123	354	3.3	10.8	89
YELLOW ROSE	N	5196	1823	6.0	35.1	102	491	7.0	9.4	120	690	5.5	13.3	93	642	6.0	12.4	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	3964	13.1	41.5	121	746	10.7	7.8	99	1586	12.6	16.6	117	1633	15.2	17.1	141
BASKETBALL - COLLEGE GAMES		4414	2063	6.8	46.7	136	*509	7.3	11.5	146	888	7.1	20.1	141	666	6.2	15.1	124
BASKETBALL - PRO GAMES		3876	1704	5.6	44.0	128	*403	5.8	10.4	132	691	5.5	17.8	125	611	5.7	15.8	130
BOWLING		4056	1549	5.1	38.2	112	*383	5.5	9.4	120	748	5.9	18.4	130	*418	3.9	10.3	85
BOXING		4154	1390	4.6	33.5	98	*459	6.6	11.0	140	572	4.5	13.8	97	*359	3.3	8.6	71
FOOTBALL - COLLEGE GAMES		6754	2717	9.0	40.2	117	584	8.4	8.6	110	1228	9.8	18.2	128	905	8.4	13.4	110
FOOTBALL - PRO GAMES		12364	4773	15.8	38.6	113	1161	16.7	9.4	119	1829	14.5	14.8	104	1784	16.6	14.4	119
GOLF		3615	1648	5.4	45.6	133	*412	5.9	11.4	145	735	5.8	20.3	143	*501	4.7	13.9	114
POST-SEASON COLL. FOOTBALL		5296	2134	7.0	40.3	118	*347	5.0	6.6	83	1070	8.5	20.2	142	717	6.7	13.5	112
POST-SEASON PRO FOOTBALL		6693	2631	8.7	39.3	115	654	9.4	9.8	124	1084	8.6	16.2	114	893	8.3	13.3	110
TENNIS		3281	1409	4.7	42.9	125	*337	4.8	10.3	130	553	4.4	16.9	119	*519	4.8	15.8	130
WRESTLING - PROFESSIONAL		3672	1128	3.7	30.7	90	*440	6.3	12.0	152	*476	3.8	13.0	91	**212	2.0	5.8	48

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - KINDS (ADULTS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32464	100.0	19.4	100	29593	100.0	17.6	100								
MALES	79263	13634	42.0	17.2	89	12965	43.8	16.4	93								
FEMALES	88464	18830	58.0	21.3	110	16629	56.2	18.8	107								
18 - 24	28671	5224	16.1	18.2	94	5772	19.5	20.1	114								
25 - 34	39536	8291	25.5	21.0	108	7838	26.5	19.8	112								
35 - 44	28978	6015	18.5	20.8	107	5548	18.7	19.1	109								
45 - 54	22345	4749	14.6	21.3	110	3900	13.2	17.5	99								
55 - 64	22224	4358	13.4	19.6	101	3608	12.2	16.2	92								
65 OR OLDER	25973	3827	11.8	14.7	76	2928	9.9	11.3	64								
18 - 34	68207	13515	41.6	19.8	102	13610	46.0	20.0	113								
18 - 49	108058	21905	67.5	20.3	105	21071	71.2	19.5	111								
25 - 54	90859	19055	58.7	21.0	108	17286	58.4	19.0	108								
35 - 49	39851	8390	25.8	21.1	109	7461	25.2	18.7	106								
50 OR OLDER	59669	10558	32.5	17.7	91	8522	28.8	14.3	81								
GRADUATED COLLEGE	28091	6431	19.8	22.9	118	6563	22.2	23.4	132								
ATTENDED COLLEGE	28938	6286	19.4	21.7	112	6918	23.4	23.9	135								
GRADUATED HIGH SCHOOL	65503	12903	39.7	19.7	102	10426	35.2	15.9	90								
DID NOT GRADUATE HIGH SCHOOL	45195	6844	21.1	15.1	78	5688	19.2	12.6	71								
EMPLOYED MALES	56429	10187	31.4	18.1	93	9422	31.8	16.7	95								
EMPLOYED FEMALES	43971	10032	30.9	22.8	118	10104	34.1	23.0	130								
EMPLOYED FULL-TIME	87773	17554	54.1	20.0	103	16957	57.3	19.3	109								
EMPLOYED PART-TIME	12627	2665	8.2	21.1	109	2569	8.7	20.3	115								
NOT EMPLOYED	67327	12245	37.7	18.2	94	10067	34.0	15.0	85								
PROFESSIONAL/MANAGER	25845	5973	18.4	23.1	119	6187	20.9	23.9	136								
TECH/CLERICAL/SALES	30895	6697	20.6	21.7	112	6406	21.6	20.7	118								
PRECISION/CRAFT	12629	2128	6.6	16.9	87	2051	6.9	16.2	92								
OTHER EMPLOYED	31031	5421	16.7	17.5	90	4882	16.5	15.7	89								
SINGLE	35557	6624	20.4	18.6	96	7143	24.1	20.1	114								
MARRIED	103585	21061	64.9	20.3	105	18095	61.1	17.5	99								
DIVORCED/SEPARATED/WIDOWED	28585	4779	14.7	16.7	86	4355	14.7	15.2	86								
PARENTS	59295	12176	37.5	20.5	106	11116	37.6	18.7	106								
WHITE	146081	28674	88.3	19.6	101	25740	87.0	17.6	100								
BLACK	17974	3180	9.8	17.7	91	2888	9.8	16.1	91								
OTHER	3672	*609	1.9	16.6	86	965	3.3	26.3	149								
NORTHEAST-CENSUS	37005	8145	25.1	22.0	114	5968	20.2	16.1	91								
NORTH CENTRAL	42642	9637	29.7	22.6	117	6884	23.3	16.1	91								
SOUTH	56777	9860	30.4	17.4	90	7810	26.4	13.8	78								
WEST	31303	4821	14.9	15.4	80	8932	30.2	28.5	162								
NORTHEAST-MKTG.	38125	8222	25.3	21.6	111	6084	20.6	16.0	90								
EAST CENTRAL	24794	6421	19.8	25.9	134	3314	11.2	13.4	76								
WEST CENTRAL	28511	5309	16.4	18.6	96	5566	18.8	19.5	111								
SOUTH	48953	8308	25.6	17.0	88	6780	22.9	13.9	78								
PACIFIC	27344	4204	12.9	15.4	79	7850	26.5	28.7	163								
COUNTY SIZE A	69301	13969	43.0	20.2	104	13658	46.2	19.7	112								
COUNTY SIZE B	50633	10285	31.7	20.3	105	8341	28.2	16.5	93								
COUNTY SIZE C	26259	4623	14.2	17.6	91	4562	15.4	17.4	98								
COUNTY SIZE D	21534	3586	11.0	16.7	86	3032	10.2	14.1	80								
METRO CENTRAL CITY	50014	9622	29.6	19.2	99	9859	33.3	19.7	112								
METRO SUBURBAN	76832	16088	49.6	20.9	108	13738	46.4	17.9	101								
NON METRO	40881	6754	20.8	16.5	85	5996	20.3	14.7	83								
TOP 5 ADI'S	39550	8125	25.0	20.5	106	8003	27.0	20.2	115								
TOP 10 ADI'S	54877	10972	33.8	20.0	103	10575	35.7	19.3	109								
TOP 20 ADI'S	77516	15583	48.0	20.1	104	15110	51.1	19.5	110								
HSHLD INC. $50,000 OR MORE	17257	3950	12.2	22.9	118	4073	13.8	23.6	134								
$40,000 OR MORE	33235	7798	24.0	23.5	121	7547	25.5	22.7	129								
$30,000 OR MORE	59693	13614	41.9	22.8	118	12634	42.7	21.2	120								
$25,000 OR MORE	76275	16754	51.6	22.0	113	15707	53.1	20.6	117								
$20,000 - $24,999	18607	3621	11.2	19.5	101	3360	11.4	18.1	102								
$15,000 - $19,999	17175	3380	10.4	19.7	102	2997	10.1	17.4	99								
$10,000 - $14,999	24569	4344	13.4	17.7	91	3632	12.3	14.8	84								
UNDER $10,000	31101	4364	13.4	14.0	72	3896	13.2	12.5	71								
HOUSEHOLD OF 1 PERSON	19441	3114	9.6	16.0	83	3061	10.3	15.7	89								
2 PEOPLE	51803	9091	28.0	17.5	91	8936	30.2	17.2	98								
3 OR 4 PEOPLE	66933	13995	43.1	20.9	108	11997	40.5	17.9	102								
5 OR MORE PEOPLE	29550	6264	19.3	21.2	110	5599	18.9	18.9	107								
NO CHILD IN HSHLD	96587	17844	55.0	18.5	95	16327	55.2	16.9	96								
CHILD(REN) UNDER 2 YRS	10844	2288	7.0	21.1	109	1977	6.7	18.2	103								
2 - 5 YEARS	26358	5480	16.9	20.8	107	4779	16.1	18.1	103								
6 - 11 YEARS	30453	6228	19.2	20.5	106	5852	19.8	19.2	109								
12 - 17 YEARS	36575	7353	22.6	20.1	104	6615	22.4	18.1	103								
RESIDENCE OWNED	117770	24091	74.2	20.5	106	20631	69.7	17.5	99								
VALUE: $50,000 OR MORE	70166	15005	46.2	21.4	110	14007	47.3	20.0	113								
VALUE: UNDER $50,000	47604	9087	28.0	19.1	99	6624	22.4	13.9	79								

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - KINDS
(ADULTS)

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		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	32464	100.0	19.4	100	29593	100.0	17.6	100								
MAGAZINES	QUINTILE 1	34022	7996	24.6	23.5	121	7782	26.3	22.9	130								
	QUINTILE 2	34800	7765	23.9	22.3	115	6780	22.9	19.5	110								
	QUINTILE 3	30514	5554	17.1	18.2	94	5249	17.7	17.2	97								
	QUINTILE 4	33324	6019	18.5	18.1	93	5312	18.0	15.9	90								
	QUINTILE 5	35066	5129	15.8	14.6	76	4471	15.1	12.8	72								
NEWSPAPERS	QUINTILE 1	29107	7077	21.8	24.3	126	5925	20.0	20.4	115								
	QUINTILE 2	49095	9963	30.7	20.3	105	9087	30.7	18.5	105								
	QUINTILE 3	23107	4611	14.2	20.0	103	4377	14.8	18.9	107								
	QUINTILE 4	33556	6125	18.9	18.3	94	5429	18.3	16.2	92								
	QUINTILE 5	32863	4688	14.4	14.3	74	4776	16.1	14.5	82								
OUTDOOR	QUINTILE 1	33431	6899	21.3	20.6	107	6055	20.5	18.1	103								
	QUINTILE 2	33478	6707	20.7	20.0	104	6376	21.5	19.0	108								
	QUINTILE 3	33574	6533	20.1	19.5	101	6253	21.1	18.6	106								
	QUINTILE 4	33935	6590	20.3	19.4	100	6052	20.5	17.8	101								
	QUINTILE 5	33310	5734	17.7	17.2	89	4857	16.4	14.6	83								
RADIO-DRIVE TIME	QUINTILE 1	33136	6672	20.6	20.1	104	6102	20.6	18.4	104								
	QUINTILE 2	31658	6071	18.7	19.2	99	5535	18.7	17.5	99								
	QUINTILE 3	32541	6524	20.1	20.0	104	6053	20.5	18.6	105								
	QUINTILE 4	34247	6766	20.8	19.8	102	5922	20.0	17.3	98								
	QUINTILE 5	36144	6430	19.8	17.8	92	5981	20.2	16.5	94								
RADIO-MID-DAY	TERCILE 1	45037	9157	28.2	20.3	105	7950	26.9	17.7	100								
	TERCILE 2	44819	9132	28.1	20.4	105	7918	26.8	17.7	100								
	TERCILE 3	77872	14175	43.7	18.2	94	13725	46.4	17.6	100								
RADIO-TOTAL	QUINTILE 1	33763	6666	20.5	19.7	102	6315	21.3	18.7	106								
	QUINTILE 2	33240	6901	21.3	20.8	107	5903	19.9	17.8	101								
	QUINTILE 3	33408	6679	20.6	20.0	103	6144	20.8	18.4	104								
	QUINTILE 4	34792	6647	20.5	19.1	99	6176	20.9	17.8	101								
	QUINTILE 5	32524	5571	17.2	17.1	88	5056	17.1	15.5	88								
TV-PRIME TIME	QUINTILE 1	33090	6561	20.2	19.8	102	5700	19.3	17.2	98								
	QUINTILE 2	33357	6730	20.7	20.2	104	6099	20.6	18.3	104								
	QUINTILE 3	33980	6849	21.1	20.2	104	6006	20.3	17.7	100								
	QUINTILE 4	33854	6719	20.7	19.8	103	5998	20.3	17.7	100								
	QUINTILE 5	33444	5604	17.3	16.8	87	5790	19.6	17.3	98								
TV-DAYTIME	TERCILE 1	49121	9597	29.6	19.5	101	8226	27.8	16.7	95								
	TERCILE 2	48823	9670	29.8	19.8	102	8067	27.3	16.5	94								
	TERCILE 3	69782	13197	40.7	18.9	98	13301	44.9	19.1	108								
TV-TOTAL	QUINTILE 1	33584	6472	19.9	19.3	100	5481	18.5	16.3	92								
	QUINTILE 2	33441	7012	21.6	21.0	108	5746	19.4	17.2	97								
	QUINTILE 3	33505	6310	19.4	18.8	97	6322	21.4	18.9	107								
	QUINTILE 4	33466	6557	20.2	19.6	101	5983	20.2	17.9	101								
	QUINTILE 5	33731	6112	18.8	18.1	94	6061	20.5	18.0	102								
MAGAZINES-NEWSPAPERS: DUAL		44503	10843	33.4	24.4	126	9508	32.1	21.4	121								
MAGAZINE IMPERATIVE		39363	7535	23.2	19.1	99	7611	25.7	19.3	110								
NEWSPAPER IMPERATIVE		46441	8530	26.3	18.4	95	7474	25.3	16.1	91								
MAGAZINES-OUTDOOR: DUAL		33726	7624	23.5	22.6	117	7136	24.1	21.2	120								
MAGAZINE IMPERATIVE		52846	11362	35.0	21.5	111	10543	35.6	20.0	113								
OUTDOOR IMPERATIVE		52140	9081	28.0	17.4	90	8295	28.0	15.9	90								
MAGAZINES-RADIO: DUAL		37081	7884	24.3	21.3	110	7631	25.8	20.6	117								
MAGAZINE IMPERATIVE		49747	10943	33.7	22.0	114	10003	33.8	20.1	114								
RADIO IMPERATIVE		49208	8882	27.4	18.0	93	7635	25.8	15.5	88								
MAGAZINES-TELEVISION: DUAL		33103	7565	23.3	22.9	118	6476	21.9	19.6	111								
MAGAZINE IMPERATIVE		54575	11486	35.4	21.0	109	11274	38.1	20.7	117								
TELEVISION IMPERATIVE		53249	9201	28.3	17.3	89	8139	27.5	15.3	87								
NEWSPAPERS-OUTDOOR: DUAL		36255	8240	25.4	22.7	117	7415	25.1	20.5	116								
NEWSPAPER IMPERATIVE		55591	11503	35.4	20.7	107	10208	34.5	18.4	104								
OUTDOOR IMPERATIVE		48319	8554	26.3	17.7	91	8101	27.4	16.8	95								
NEWSPAPERS-RADIO: DUAL		37242	8485	26.1	22.8	118	7323	24.7	19.7	111								
NEWSPAPER IMPERATIVE		54423	11328	34.9	20.8	108	10312	34.8	18.9	107								
RADIO IMPERATIVE		46650	8107	25.0	17.4	90	7772	26.3	16.7	94								
NEWSPAPERS-TELEVISION: DUAL		35974	8044	24.8	22.4	116	6191	20.9	17.2	98								
NEWSPAPER IMPERATIVE		56095	11893	36.6	21.2	110	11506	38.9	20.5	116								
TELEVISION IMPERATIVE		47170	8199	25.3	17.4	90	7745	26.2	16.4	93								
OUTDOOR-RADIO: DUAL		33748	6784	20.9	20.1	104	6442	21.8	19.1	108								
OUTDOOR IMPERATIVE		52785	10528	32.4	19.9	103	9607	32.5	18.2	103								
RADIO IMPERATIVE		52882	10519	32.4	19.9	103	9302	31.4	17.6	100								
OUTDOOR-TELEVISION: DUAL		32030	6326	19.5	19.8	102	5541	18.7	17.3	98								
OUTDOOR IMPERATIVE		54626	11001	33.9	20.1	104	10592	35.8	19.4	110								
TELEVISION IMPERATIVE		54874	10733	33.1	19.6	101	9211	31.1	16.8	95								
RADIO-TELEVISION: DUAL		33386	6956	21.4	20.8	108	5945	20.1	17.8	101								
RADIO IMPERATIVE		53810	10498	32.3	19.5	101	10115	34.2	18.8	107								
TELEVISION IMPERATIVE		54023	10204	31.4	18.9	98	9080	30.7	16.8	95								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - KINDS
(ADULTS)

0156
P-18

	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32464	100.0	19.4	100	29593	100.0	17.6	100								
ATLANTIC MONTHLY	867	*191	0.6	22.0	114	*109	0.4	12.6	71								
BARRON'S	1580	454	1.4	28.7	148	408	1.4	25.8	146								
BETTER HOMES & GARDENS	22203	5369	16.5	24.2	125	4290	14.5	19.3	110								
BON APPETIT	3810	1025	3.2	26.9	139	930	3.1	24.4	138								
BUSINESS WEEK	4663	1020	3.1	21.9	113	933	3.2	20.0	113								
CAR AND DRIVER	3102	482	1.5	15.5	80	537	1.8	17.3	98								
CBS MAGAZINE NETWORK (GROSS)	7311	1564	4.8	21.4	111	1724	5.8	23.6	134								
CHANGING TIMES	3400	796	2.5	23.4	121	866	2.9	25.5	144								
COLONIAL HOMES	1796	442	1.4	24.6	127	343	1.2	19.1	108								
CONDE NAST MAG. PKG. (GROSS)	19924	5178	15.9	26.0	134	5309	17.9	26.6	151								
CONSUMERS DIGEST	3125	778	2.4	24.9	129	639	2.2	20.4	116								
COSMOPOLITAN	10577	2416	7.4	22.8	118	2562	8.7	24.2	137								
COUNTRY LIVING	3746	1047	3.2	27.9	144	698	2.4	18.6	106								
CUISINE	2214	515	1.6	23.3	120	500	1.7	22.6	128								
CYCLE WORLD	2394	537	1.7	22.4	116	465	1.6	19.4	110								
DCI:CREATIVE IDEAS FOR LIV	3068	692	2.1	22.6	117	571	1.9	18.6	105								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2236	6.9	23.4	121	1837	6.2	19.2	109								
DISCOVER	2277	472	1.5	20.7	107	469	1.6	20.6	117								
EBONY	7187	1610	5.0	22.4	116	1325	4.5	18.4	104								
ESQUIRE	2560	672	2.1	26.3	136	573	1.9	22.4	127								
ESSENCE	3242	797	2.5	24.6	127	731	2.5	22.5	128								
FAMILY CIRCLE	19639	4947	15.2	25.2	130	4268	14.4	21.7	123								
THE FAMILY HANDYMAN	3540	827	2.5	23.4	121	614	2.1	17.3	98								
FAMILY WEEKLY	23924	4620	14.2	19.3	100	4726	16.0	19.8	112								
FIELD & STREAM	9883	2010	6.2	20.3	105	1851	6.3	18.7	106								
FOOD & WINE	1030	233	0.7	22.6	117	*257	0.9	25.0	141								
FORBES	2679	685	2.1	25.6	132	596	2.0	22.2	126								
FORTUNE	2931	870	2.7	29.7	153	808	2.7	27.6	156								
GENTLEMEN'S QUARTERLY	3481	741	2.3	21.3	110	820	2.8	23.6	134								
GLAMOUR	7163	1880	5.8	26.2	136	1993	6.7	27.8	158								
GOLF DIGEST	2355	472	1.5	20.0	104	429	1.4	18.2	103								
GOLF DIGEST/TENNIS (GROSS)	3610	743	2.3	20.6	106	733	2.5	20.3	115								
GOLF MAGAZINE	2046	399	1.2	19.5	101	444	1.5	21.7	123								
GOLF MAGAZINE/SKI (GROSS)	3547	661	2.0	18.6	96	834	2.8	23.5	133								
GOOD HOUSEKEEPING	20353	5242	16.1	25.8	133	4360	14.7	21.4	121								
HARPER'S BAZAAR	3162	928	2.9	27.6	143	819	2.8	24.4	138								
HEALTH	2987	757	2.3	25.3	131	662	2.2	22.2	126								
HEARST MAG CORP. BUY (GROSS)	67928	17026	52.4	25.1	129	14429	48.8	21.2	120								
HEARST MAN POWER (GROSS)	11282	2531	7.8	22.4	116	2068	7.0	18.3	104								
HEARST WOMAN POWER (GROSS)	40514	10193	31.4	25.2	130	8901	30.1	22.0	125								
HOUSE BEAUTIFUL	4885	1254	3.9	25.7	133	975	3.3	20.0	113								
INC.	1308	395	1.2	30.2	156	310	1.0	23.7	134								
JET	6498	1347	4.1	20.7	107	1020	3.4	15.7	89								
LADIES' HOME JOURNAL	14797	3726	11.5	25.2	130	3229	10.9	21.8	124								
LHJ FAMILY GRP COMBO(GROSS)	21743	5483	16.9	25.2	130	4802	16.2	22.1	125								
LIFE	9881	2122	6.5	21.5	111	1976	6.7	20.0	113								
L.A. TIMES HOME MAGAZINE	2775	542	1.7	19.5	101	1000	3.4	36.0	204								
MADEMOISELLE	4219	1075	3.3	25.5	132	1137	3.8	26.9	153								
MC CALL'S	16422	3945	12.2	24.0	124	3725	12.6	22.7	129								
MC CALL'S/WRK MOTHER (GROSS)	17919	4443	13.7	24.8	128	4122	13.9	23.0	130								
MECHANIX ILLUSTRATED	4433	846	2.6	19.1	99	1050	3.5	23.7	134								
METROPOLITAN HOME	1504	349	1.1	23.2	120	314	1.1	20.9	118								
MONEY	4723	1154	3.6	24.4	126	1272	4.3	26.9	153								
MOTHER EARTH NEWS	2325	577	1.8	24.8	128	577	1.9	24.8	141								
MS.	1189	234	0.7	19.7	102	306	1.0	25.7	146								
NATIONAL ENQUIRER	18892	3663	11.3	19.4	100	3338	11.3	17.7	100								
NATIONAL GEOGRAPHIC	22129	4900	15.1	22.1	114	4646	15.7	21.0	119								
NATIONAL SUNDAY MAGAZINE PKG	103750	22066	68.0	21.3	110	19892	67.2	19.2	109								
NATURAL HISTORY	1379	375	1.2	27.2	140	317	1.1	23.0	130								
NEW WOMAN	2289	481	1.5	21.0	109	457	1.5	20.0	113								
NEW YORK INCLUDING CUE	1088	272	0.8	25.0	129	233	0.8	21.4	121								
THE NEW YORKER	2459	597	1.8	24.3	125	555	1.9	22.6	128								
NEWSWEEK	16527	3563	11.0	21.6	111	3516	11.9	21.3	121								
THE N.Y. TIMES DAILY EDITION	2739	667	2.1	24.4	126	542	1.8	19.8	112								
THE N.Y. TIMES MAGAZINE	4443	1118	3.4	25.2	130	829	2.8	18.7	106								
OMNI	2799	561	1.7	20.0	104	636	2.1	22.7	129								
ON CABLE	2209	466	1.4	21.1	109	332	1.1	15.0	85								
1001 HOME IDEAS	3959	1000	3.1	25.3	131	911	3.1	23.0	130								
ORGANIC GARDENING	3111	643	2.0	20.7	107	649	2.2	20.9	118								
OUTDOOR LIFE	5024	864	2.7	17.2	89	865	2.9	17.2	98								
PARADE MAGAZINE	51292	11352	35.0	22.1	114	9577	32.4	18.7	106								

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - KINDS
(ADULTS)

0157
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32464	100.0	19.4	100	29593	100.0	17.6	100								
PARENTS	5298	1337	4.1	25.2	130	1066	3.6	20.1	114								
PENTHOUSE	5129	1131	3.5	22.1	114	912	3.1	17.8	101								
PEOPLE	21070	5009	15.4	23.8	123	4884	16.5	23.2	131								
PLAYBOY	10562	2068	6.4	19.6	101	1997	6.7	18.9	107								
POPULAR HOT RODDING	2498	581	1.8	23.3	120	320	1.1	12.8	73								
POPULAR MECHANICS	5887	1345	4.1	22.8	118	1102	3.7	18.7	106								
POPULAR SCIENCE	4317	860	2.6	19.9	103	985	3.3	22.8	129								
PREVENTION	5792	1437	4.4	24.8	128	990	3.3	17.1	97								
PSYCHOLOGY TODAY	3284	745	2.3	22.7	117	808	2.7	24.6	139								
READER'S DIGEST	40046	8425	26.0	21.0	109	7971	26.9	19.9	113								
REDBOOK	9584	2534	7.8	26.4	137	1978	6.7	20.6	117								
ROAD & TRACK	2590	506	1.6	19.5	101	673	2.3	26.0	147								
ROLLING STONE	3302	742	2.3	22.5	116	697	2.4	21.1	120								
RUNNER'S WORLD	1229	*270	0.8	22.0	114	445	1.5	36.2	205								
SATURDAY EVENING POST	2110	513	1.6	24.3	126	371	1.3	17.6	100								
SCIENCE 84	1543	353	1.1	22.9	118	298	1.0	19.3	109								
SCIENCE DIGEST	1747	424	1.3	24.3	125	377	1.3	21.6	122								
SCIENTIFIC AMERICAN	1994	437	1.3	21.9	113	508	1.7	25.5	144								
SELF	3119	797	2.5	25.6	132	817	2.8	26.2	148								
SEVENTEEN	3923	989	3.0	25.2	130	821	2.8	20.9	119								
SKI	1501	262	0.8	17.5	90	390	1.3	26.0	147								
SMITHSONIAN	5976	1379	4.2	23.1	119	1163	3.9	19.5	110								
SOAP OPERA DIGEST	4228	1048	3.2	24.8	128	793	2.7	18.8	106								
SOUTHERN LIVING	6488	1544	4.8	23.8	123	1266	4.3	19.5	111								
SPORT	3500	807	2.5	23.1	119	675	2.3	19.3	109								
THE SPORTING NEWS	2456	644	2.0	26.2	135	548	1.9	22.3	126								
SPORTS AFIELD	3648	762	2.3	20.9	108	589	2.0	16.1	92								
SPORTS ILLUSTRATED	14484	3078	9.5	21.3	110	2985	10.1	20.6	117								
STAR	12661	2763	8.5	21.8	113	2366	8.0	18.7	106								
SUNDAY	52799	11817	36.4	22.4	116	10032	33.9	19.0	108								
SUNSET	3513	621	1.9	17.7	91	1234	4.2	35.1	199								
TV GUIDE	42766	8512	26.2	19.9	103	8123	27.4	19.0	108								
TENNIS	1254	*271	0.8	21.6	112	304	1.0	24.2	137								
TIME	22054	4915	15.1	22.3	115	4587	15.5	20.8	118								
TOWN & COUNTRY	1555	399	1.2	25.7	133	432	1.5	27.8	157								
TRAVEL & LEISURE	2173	515	1.6	23.7	122	437	1.5	20.1	114								
TRUE STORY	4636	871	2.7	18.8	97	741	2.5	16.0	91								
U.S.NEWS & WORLD REPORT	10353	2185	6.7	21.1	109	2083	7.0	20.1	114								
USA TODAY	4994	1230	3.8	24.6	127	1200	4.1	24.0	136								
US	3528	865	2.7	24.5	127	824	2.8	23.4	132								
VOGUE	5424	1426	4.4	26.3	136	1362	4.6	25.1	142								
WALL STREET JOURNAL	6292	1346	4.1	21.4	111	1469	5.0	23.3	132								
WEIGHT WATCHERS	2762	841	2.6	30.4	157	665	2.2	24.1	136								
WOMAN'S DAY	16320	4106	12.6	25.2	130	3554	12.0	21.8	123								
WORKING MOTHER	1496	498	1.5	33.3	172	397	1.3	26.5	150								
WORKING WOMAN	1851	671	2.1	36.3	187	497	1.7	26.9	152								
WORLD TENNIS	580	**145	0.4	25.0	129	**153	0.5	26.4	150								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2411	7.4	19.4	100	2520	8.5	20.3	115								
BLAIR INSERTS	91671	19988	61.6	21.8	113	17485	59.1	19.1	108								
DAILY NEWSPAPERS																	
READ ANY	109190	22833	70.3	20.9	108	20317	68.7	18.6	105								
READ ONE	89587	18393	56.7	20.5	106	16588	56.1	18.5	105								
READ TWO OR MORE	19602	4439	13.7	22.6	117	3728	12.6	19.0	108								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	23277	71.7	21.2	110	20883	70.6	19.0	108								
READ ONE	95074	19481	60.0	20.5	106	17771	60.1	18.7	106								
READ TWO OR MORE	14588	3796	11.7	26.0	134	3112	10.5	21.3	121								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.93				29.40											
30 DAY REACH	149706	29373	90.5	19.6	101	27097	91.6	18.1	103								
50 SHWG - 30 DAY AV FREQ	15.16	15.59				15.45											
30 DAY REACH	142406	28216	86.9	19.8	102	25812	87.2	18.1	103								
25 SHWG - 30 DAY AV FREQ	8.23	8.47				8.23											
30 DAY REACH	131152	25968	80.0	19.8	102	24196	81.8	18.4	105								
CABLE TV: HOME WIRED	66879	14271	44.0	21.3	110	11882	40.2	17.8	101								
HOME NOT WIRED	100848	18193	56.0	18.0	93	17712	59.9	17.6	100								
HAVE PAY CABLE	35024	8180	25.2	23.4	121	6443	21.8	18.4	104								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - KINDS
(ADULTS)

0158
P-18

	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32464	100.0	19.4	100	29593	100.0	17.6	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18965	58.4	19.8	102	17603	59.5	18.4	104								
10:00 AM - 3:00 PM	63599	12866	39.6	20.2	105	11407	38.5	17.9	102								
3:00 PM - 7:00 PM	72097	14626	45.1	20.3	105	13504	45.6	18.7	106								
7:00 PM - MIDNIGHT	36670	7550	23.3	20.6	106	6956	23.5	19.0	108								
MIDNIGHT - 6:00 AM	21908	4363	13.4	19.9	103	4166	14.1	19.0	108								
6:00 AM - MIDNIGHT	127571	25211	77.7	19.8	102	23272	78.6	18.2	103								
ENTIRE DAY	129239	25544	78.7	19.8	102	23607	79.8	18.3	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7177	22.1	21.1	109	6478	21.9	19.0	108								
ALL NEWS	6062	1161	3.6	19.2	99	1155	3.9	19.1	108								
AOR/PROGRESSIVE	11884	2135	6.6	18.0	93	2369	8.0	19.9	113								
BEAUTIFUL MUSIC	11180	2574	7.9	23.0	119	2136	7.2	19.1	108								
BLACK	4538	851	2.6	18.8	97	845	2.9	18.6	106								
CLASSICAL	3857	842	2.6	21.8	113	781	2.6	20.2	115								
CHR/ROCK	21946	4805	14.8	21.9	113	4332	14.6	19.7	112								
COUNTRY	27262	4822	14.9	17.7	91	4482	15.1	16.4	93								
GOLDEN OLDIES	3339	686	2.1	20.5	106	646	2.2	19.3	110								
MOR/NOSTALGIA	10346	2192	6.8	21.2	109	1980	6.7	19.1	108								
NEWS/TALK	8929	1910	5.9	21.4	111	1822	6.2	20.4	116								
RELIGIOUS	5488	1032	3.2	18.8	97	946	3.2	17.2	98								
SOFT ROCK	1232	175	0.5	14.2	73	*102	0.3	8.3	47								
URBAN CONTEMPORARY	3184	596	1.8	18.7	97	440	1.5	13.8	78								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1586	4.9	22.9	119	1291	4.4	18.7	106								
ABC DIRECTION	5212	1089	3.4	20.9	108	861	2.9	16.5	94								
ABC ENTERTAINMENT	10385	1853	5.7	17.8	92	1634	5.5	15.7	89								
ABC FM	4762	844	2.6	17.7	92	832	2.8	17.5	99								
ABC INFORMATION	11339	2515	7.7	22.2	115	2514	8.5	22.2	126								
ABC ROCK	4878	1046	3.2	21.4	111	813	2.7	16.7	94								
CBS	10709	2255	6.9	21.1	109	1890	6.4	17.6	100								
MUTUAL	10251	2046	6.3	20.0	103	1797	6.1	17.5	99								
NBC	12243	2438	7.5	19.9	103	2067	7.0	16.9	96								
RADIORADIO	4606	969	3.0	21.0	109	712	2.4	15.5	88								
RKO ONE	5148	1150	3.5	22.3	115	981	3.3	19.1	108								
RKO TWO	7313	1347	4.1	18.4	95	1187	4.0	16.2	92								
THE SOURCE	5981	1238	3.8	20.7	107	1143	3.9	19.1	108								
NON-WIRED : BLAIR	19329	3853	11.9	19.9	103	3569	12.1	18.5	105								
INTERNET	27139	5264	16.2	19.4	100	5220	17.6	19.2	109								
KATZ RADIO GROUP	36319	7714	23.8	21.2	110	6956	23.5	19.2	109								
SUPERNET	22361	4792	14.8	21.4	111	4053	13.7	18.1	103								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2909	9.0	20.0	103	2647	8.9	18.2	103								
WKDAY 9:00 AM - 1:00 PM	18688	3633	11.2	19.4	100	3083	10.4	16.5	94								
WKDAY 1:00 PM - 4:30 PM	24061	4836	14.9	20.1	104	3973	13.4	16.5	94								
WKDAY 4:30 PM - 7:30 PM	44079	8619	26.5	19.6	101	7574	25.6	17.2	97								
WKDAY 7:30 PM - 8:00 PM	61979	12007	37.0	19.4	100	10492	35.5	16.9	96								
WKDAY 11:00 PM - 11:30 PM	49084	9862	30.4	20.1	104	8427	28.5	17.2	97								
WKDAY 11:30 PM - 1:00 AM	16560	3316	10.2	20.0	103	2708	9.2	16.4	93								
M-SAT 8-11 PM+SUN 7-11 PM	66967	13458	41.5	20.1	104	11886	40.2	17.7	101								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1967	6.1	21.2	110	1720	5.8	18.6	105								
ANOTHER WORLD N	6138	1365	4.2	22.2	115	858	2.9	14.0	79								
AS THE WORLD TURNS C	7707	1331	4.1	17.3	89	1317	4.5	17.1	97								
CAPITOL C	4688	976	3.0	20.8	108	779	2.6	16.6	94								
CBS MORN. NEWS 1 C	2792	559	1.7	20.0	103	481	1.6	17.2	98								
CBS MORN. NEWS 2 C	2071	449	1.4	21.7	112	314	1.1	15.2	86								
DAYS OF OUR LIVES N	8018	1774	5.5	22.1	114	1125	3.8	14.0	80								
FACTS OF LIFE - DAYTIME N	3487	755	2.3	21.7	112	479	1.6	13.7	78								
FAMILY FEUD A	4817	831	2.6	17.3	89	830	2.8	17.2	98								
GENERAL HOSPITAL A	8333	1788	5.5	21.5	111	1367	4.6	16.4	93								
GOOD MORNING, AMERICA-730 A	5472	1053	3.2	19.2	99	1075	3.6	19.6	111								
GOOD MORNING, AMERICA-830 A	3965	757	2.3	19.1	99	858	2.9	21.6	123								
GUIDING LIGHT C	7542	1481	4.6	19.6	101	1320	4.5	17.5	99								
ONE LIFE TO LIVE A	6018	1137	3.5	18.9	98	1054	3.6	17.5	99								
PRESS YOUR LUCK C	3589	606	1.9	16.9	87	549	1.9	15.3	87								
PRICE IS RIGHT 1 C	7418	1307	4.0	17.6	91	1078	3.6	14.5	82								
PRICE IS RIGHT 2 C	8276	1529	4.7	18.5	95	1318	4.5	15.9	90								
RYAN'S HOPE A	4358	1021	3.1	23.4	121	760	2.6	17.4	99								
SALE OF THE CENTURY N	3749	832	2.6	22.2	115	534	1.8	14.2	81								
SEARCH FOR TOMORROW N	2884	630	1.9	21.8	113	353	1.2	12.2	69								
TODAY SHOW 1 N	4869	1031	3.2	21.2	109	780	2.6	16.0	91								
TODAY SHOW 2 N	4135	822	2.5	19.9	103	557	1.9	13.5	76								
$25,000 PYRAMID C	4361	787	2.4	18.0	93	645	2.2	14.8	84								
WHEEL OF FORTUNE N	6187	1281	3.9	20.7	107	967	3.3	15.6	89								
YOUNG AND THE RESTLESS C	8186	1514	4.7	18.5	96	1230	4.2	15.0	85								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	849	2.6	18.0	93	962	3.3	20.4	115								
NBA PLAYOFF GAME -1 C	5127	1117	3.4	21.8	113	977	3.3	19.1	108								
NBC MAJOR LEAGUE PRE-GAME N	3945	905	2.8	22.9	119	621	2.1	15.7	89								
SPORTSWORLD - SUN N	3370	619	1.9	18.4	95	582	2.0	17.3	98								
SUNDAY MORNING C	4200	921	2.8	21.9	113	814	2.8	19.4	110								

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - KINDS
(ADULTS)

0159
P-18

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	32464	100.0	19.4	100	29593	100.0	17.6	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	10100	31.1	19.3	100	8779	29.7	16.8	95								
NETWORK AFFILIATES - LATE		39164	8003	24.7	20.4	106	6851	23.2	17.5	99								
INDEPENDENTS - LATE		5133	1045	3.2	20.4	105	993	3.4	19.3	110								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4468	13.8	19.6	101	3824	12.9	16.8	95								
ABC MONDAY NIGHT MOVIE	A	11258	2315	7.1	20.6	106	2137	7.2	19.0	108								
ABC SUNDAY NIGHT MOVIE	A	23600	4882	15.0	20.7	107	4050	13.7	17.2	97								
ABC WORLD NEWS TONIGHT	A	12801	2535	7.8	19.8	102	2202	7.4	17.2	97								
AFTERMASH	C	10966	2151	6.6	19.6	101	2050	6.9	18.7	106								
ALICE	C	17050	3480	10.7	20.4	105	2973	10.0	17.4	99								
AMERICAN PARADE	C	11998	2277	7.0	19.0	98	1943	6.6	16.2	92								
BENSON	A	19258	3698	11.4	19.2	99	3276	11.1	17.0	96								
BLUE THUNDER	A	11478	2075	6.4	18.1	93	1991	6.7	17.3	98								
CAGNEY & LACEY	C	18263	3638	11.2	19.9	103	3205	10.8	17.5	99								
CBS EVENING NEWS-DEAN	C	7733	1330	4.1	17.2	89	1341	4.5	17.3	98								
CBS EVENING NEWS-RATHER	C	15653	2938	9.1	18.8	97	2674	9.0	17.1	97								
CBS SAT. NEWS-SCHIEFFER	C	8744	1621	5.0	18.5	96	1407	4.8	16.1	91								
CBS SATURDAY NIGHT MOVIE	C	12000	2450	7.5	20.4	105	2250	7.6	18.8	106								
CBS WEDNESDAY NIGHT MOVIE	C	11522	2210	6.8	19.2	99	2017	6.8	17.5	99								
CHEERS	N	16818	3721	11.5	22.1	114	3400	11.5	20.2	115								
DALLAS	C	37510	7937	24.4	21.2	109	6238	21.1	16.6	94								
DIFF'RENT STROKES	N	11258	2476	7.6	22.0	114	1960	6.6	17.4	99								
DOUBLE TROUBLE	N	12248	2298	7.1	18.8	97	2046	6.9	16.7	95								
DUCK FACTORY	N	11100	2450	7.5	22.1	114	2156	7.3	19.4	110								
DUKES OF HAZZARD	C	12353	2307	7.1	18.7	96	1898	6.4	15.4	87								
DYNASTY	A	33279	6473	19.9	19.5	100	5798	19.6	17.4	99								
FACTS OF LIFE	N	13410	2527	7.8	18.8	97	2237	7.6	16.7	95								
FALCON CREST	C	31093	6707	20.7	21.6	111	5315	18.0	17.1	97								
FALL GUY	A	18649	3542	10.9	19.0	98	3122	10.5	16.7	95								
FAMILY TIES	N	13101	2778	8.6	21.2	110	2460	8.3	18.8	106								
FANTASY ISLAND	A	13069	2594	8.0	19.8	103	2416	8.2	18.5	105								
FOULUPS,BLEEPS & BLUNDERS	A	16588	3605	11.1	21.7	112	3000	10.1	18.1	103								
FOUR SEASONS	C	9302	1929	5.9	20.7	107	1857	6.3	20.0	113								
GIMME A BREAK	N	13955	2882	8.9	20.7	107	2510	8.5	18.0	102								
HART TO HART	A	15735	3151	9.7	20.0	103	2641	8.9	16.8	95								
HILL STREET BLUES	N	18257	3831	11.8	21.0	108	3431	11.6	18.8	107								
HOTEL	A	24236	4537	14.0	18.7	97	3995	13.5	16.5	93								
JEFFERSONS	C	17010	3364	10.4	19.8	102	2987	10.1	17.6	100								
JENNIFER SLEPT HERE	N	9397	1932	6.0	20.6	106	1562	5.3	16.6	94								
KATE & ALLIE	C	16762	3162	9.7	18.9	97	2823	9.5	16.8	95								
KNIGHT RIDER	N	13164	2776	8.6	21.1	109	2472	8.4	18.8	106								
LOVE BOAT	A	20400	4114	12.7	20.2	104	3582	12.1	17.6	100								
MAGNUM PI	C	22543	4186	12.9	18.6	96	4014	13.6	17.8	101								
MAMA'S FAMILY	N	9852	2140	6.6	21.7	112	1602	5.4	16.3	92								
MASTER, THE	N	8082	1598	4.9	19.8	102	1326	4.5	16.4	93								
MATT HOUSTON	A	12881	2482	7.6	19.3	100	2387	8.1	18.5	105								
NBC MONDAY NIGHT MOVIE	N	23889	4983	15.3	20.9	108	4263	14.4	17.8	101								
NBC NIGHTLY NEWS	N	11156	2160	6.7	19.4	100	1756	5.9	15.7	89								
NBC NIGHTLY NEWS-SAT	N	7363	1586	4.9	21.5	111	1191	4.0	16.2	92								
NBC NIGHTLY NEWS-SUN	N	6214	1339	4.1	21.5	111	946	3.2	15.2	86								
NBC SUNDAY NIGHT MOVIE	N	17590	3830	11.8	21.8	112	3322	11.2	18.9	107								
NEWHART	C	16740	3347	10.3	20.0	103	3041	10.3	18.2	103								
ONE DAY AT A TIME	C	11820	2331	7.2	19.7	102	2238	7.6	18.9	107								
PEOPLE ARE FUNNY	N	9138	1851	5.7	20.3	105	1582	5.3	17.3	98								
REAL PEOPLE	N	15979	2957	9.1	18.5	96	2626	8.9	16.4	93								
REMINGTON STEELE	N	14395	2825	8.7	19.6	101	2391	8.1	16.6	94								
RIPLEY'S BELIEVE IT - NOT	A	11362	2326	7.2	20.5	106	2235	7.6	19.7	111								
RIPTIDE	N	13920	2749	8.5	19.7	102	2514	8.5	18.1	102								
SCARECROW & MRS. KING	C	17571	3383	10.4	19.3	99	3192	10.8	18.2	103								
SIMON & SIMON	C	20208	3295	10.1	16.3	84	3507	11.9	17.4	98								
60 MINUTES	C	27668	5459	16.8	19.7	102	5207	17.6	18.8	107								
ST. ELSEWHERE	N	13699	3004	9.3	21.9	113	2578	8.7	18.8	107								
THREE'S COMPANY	A	20632	4093	12.6	19.8	102	3489	11.8	16.9	96								
T.J. HOOKER	A	17136	3328	10.3	19.4	100	2871	9.7	16.8	95								
TONIGHT SHOW	N	4963	1002	3.1	20.2	104	810	2.7	16.3	93								
TRAPPER JOHN, M.D.	C	16332	3264	10.1	20.0	103	2710	9.2	16.6	94								
TV BLOOPERS & PRAC. JOKES	N	18881	3389	10.4	17.9	93	3253	11.0	17.2	98								
20/20	A	18315	3551	10.9	19.4	100	3403	11.5	18.6	105								
WEBSTER	A	18722	3730	11.5	19.9	103	3149	10.6	16.8	95								
WORLD NEWS - SUN	A	5327	1072	3.3	20.1	104	951	3.2	17.9	101								
YELLOW ROSE	N	8370	1633	5.0	19.5	101	1510	5.1	18.0	102								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5378	16.6	20.8	107	5197	17.6	20.1	114								
BASKETBALL - COLLEGE GAMES		14468	3212	9.9	22.2	115	3408	11.5	23.6	134								
BASKETBALL - PRO GAMES		12124	2332	7.2	19.2	99	2606	8.8	21.5	122								
BOWLING		9412	1761	5.4	18.7	97	1955	6.6	20.8	118								
BOXING		15409	2767	8.5	18.0	93	2779	9.4	18.0	102								
FOOTBALL - COLLEGE GAMES		21400	4707	14.5	22.0	114	4669	15.8	21.8	124								
FOOTBALL - PRO GAMES		35944	7432	22.9	20.7	107	7967	26.9	22.2	126								
GOLF		9759	2079	6.4	21.3	110	2264	7.7	23.2	131								
POST-SEASON COLL. FOOTBALL		18123	3829	11.8	21.1	109	4047	13.7	22.3	127								
POST-SEASON PRO FOOTBALL		22091	4984	15.4	22.6	117	5102	17.2	23.1	131								
TENNIS		6764	1732	5.3	25.6	132	2021	6.8	29.9	169								
WRESTLING - PROFESSIONAL		9695	1694	5.2	17.5	90	1389	4.7	14.3	81								

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0160
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	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % ACROSS DOWN	LEMON/LIME C %	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % ACROSS DOWN	ORANGE C %	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % ACROSS DOWN	OTHER FRUIT C %	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % ACROSS DOWN	GINGER ALE C %	GINGER ALE D INDX
TOTAL ADULTS	167727	31078	100.0	18.5	100	13219	100.0	7.9	100	13424	100.0	8.0	100	14090	100.0	8.4	100
MALES	79263	12417	40.0	15.7	85	5515	41.7	7.0	88	5366	40.0	6.8	85	5582	39.6	7.0	84
FEMALES	88464	18662	60.0	21.1	114	7703	58.3	8.7	110	8059	60.0	9.1	114	8508	60.4	9.6	114
18 - 24	28671	4919	15.8	17.2	93	3172	24.0	11.1	140	2617	19.5	9.1	114	2378	16.9	8.3	99
25 - 34	39536	8012	25.8	20.3	109	3211	24.3	8.1	103	3365	25.1	8.5	106	3241	23.0	8.2	98
35 - 44	28978	5758	18.5	19.9	107	2167	16.4	7.5	95	2393	17.8	8.3	103	2632	18.7	9.1	108
45 - 54	22345	4678	15.1	20.9	113	1745	13.2	7.8	99	1953	14.5	8.7	109	1501	10.7	6.7	80
55 - 64	22224	4180	13.5	18.8	102	1366	10.3	6.1	78	1778	13.2	8.0	100	2310	16.4	10.4	124
65 OR OLDER	25973	3532	11.4	13.6	73	1557	11.8	6.0	76	1319	9.8	5.1	63	2027	14.4	7.8	93
18 - 34	68207	12930	41.6	19.0	102	6383	48.3	9.4	119	5982	44.6	8.8	110	5619	39.9	8.2	98
18 - 49	108058	20989	67.5	19.4	105	9351	70.7	8.7	110	9423	70.2	8.7	109	8947	63.5	8.3	99
25 - 54	90859	18448	59.4	20.3	110	7123	53.9	7.8	99	7711	57.4	8.5	106	7375	52.3	8.1	97
35 - 49	39851	8058	25.9	20.2	109	2968	22.5	7.4	94	3441	25.6	8.6	108	3328	23.6	8.4	99
50 OR OLDER	59669	10090	32.5	16.9	91	3868	29.3	6.5	82	4001	29.8	6.7	84	5143	36.5	8.6	103
GRADUATED COLLEGE	28091	6284	20.2	22.4	121	2167	16.4	7.7	98	2635	19.6	9.4	117	3008	21.3	10.7	127
ATTENDED COLLEGE	28938	6977	22.4	24.1	130	2789	21.1	9.6	122	3087	23.0	10.7	133	2814	20.0	9.7	116
GRADUATED HIGH SCHOOL	65503	11613	37.4	17.7	96	5071	38.4	7.7	98	4806	35.8	7.3	92	5188	36.8	7.9	94
DID NOT GRADUATE HIGH SCHOOL	45195	6205	20.0	13.7	74	3193	24.2	7.1	90	2897	21.6	6.4	80	3080	21.9	6.8	81
EMPLOYED MALES	56429	9088	29.2	16.1	87	3797	28.7	6.7	85	3690	27.5	6.5	82	3885	27.6	6.9	82
EMPLOYED FEMALES	43971	10661	34.3	24.2	131	3921	29.7	8.9	113	4594	34.2	10.4	131	4648	33.0	10.6	126
EMPLOYED FULL-TIME	87773	17217	55.4	19.6	106	6636	50.2	7.6	96	7207	53.7	8.2	103	7347	52.1	8.4	100
EMPLOYED PART-TIME	12627	2533	8.2	20.1	108	1082	8.2	8.6	109	1077	8.0	8.5	107	1185	8.4	9.4	112
NOT EMPLOYED	67327	11329	36.5	16.8	91	5501	41.6	8.2	104	5140	38.3	7.6	95	5557	39.4	8.3	98
PROFESSIONAL/MANAGER	25845	5954	19.2	23.0	124	1946	14.7	7.5	96	2383	17.8	9.2	115	2666	18.9	10.3	123
TECH/CLERICAL/SALES	30895	6851	22.0	22.2	120	2509	19.0	8.1	103	3056	22.8	9.9	124	2992	21.2	9.7	115
PRECISION/CRAFT	12629	1956	6.3	15.5	84	878	6.6	7.0	88	657	4.9	5.2	65	874	6.2	6.9	82
OTHER EMPLOYED	31031	4988	16.0	16.1	87	2385	18.0	7.7	98	2189	16.3	7.1	88	2001	14.2	6.4	77
SINGLE	35557	6428	20.7	18.1	98	3830	29.0	10.8	137	3460	25.8	9.7	122	3348	23.8	9.4	112
MARRIED	103585	19881	64.0	19.2	104	7268	55.0	7.0	89	8097	60.3	7.8	98	8492	60.3	8.2	98
DIVORCED/SEPARATED/WIDOWED	28585	4770	15.3	16.7	90	2120	16.0	7.4	94	1868	13.9	6.5	82	2250	16.0	7.9	94
PARENTS	59295	11643	37.5	19.6	106	4420	33.4	7.5	95	4872	36.3	8.2	103	4770	33.9	8.0	96
WHITE	146081	27773	89.4	19.0	103	11031	83.4	7.6	96	11385	84.8	7.8	97	11963	84.9	8.2	97
BLACK	17974	2547	8.2	14.2	76	1762	13.3	9.8	124	1761	13.1	9.8	122	1779	12.6	9.9	118
OTHER	3672	*759	2.4	20.7	112	**426	3.2	11.6	147	**279	2.1	7.6	95	**347	2.5	9.4	112
NORTHEAST-CENSUS	37005	6549	21.1	17.7	96	2842	21.5	7.7	97	2798	20.8	7.6	94	5281	37.5	14.3	170
NORTH CENTRAL	42642	8982	28.9	21.1	114	3176	24.0	7.4	95	3584	26.7	8.4	105	2844	20.2	6.7	79
SOUTH	56777	8216	26.4	14.5	78	4493	34.0	7.9	100	3869	28.8	6.8	85	3955	28.1	7.0	83
WEST	31303	7332	23.6	23.4	126	2708	20.5	8.7	110	3172	23.6	10.1	127	2010	14.3	6.4	76
NORTHEAST-MKTG.	38125	6587	21.2	17.3	93	2924	22.1	7.7	97	2831	21.1	7.4	93	5287	37.5	13.9	165
EAST CENTRAL	24794	4934	15.9	19.9	107	2012	15.2	8.1	103	2185	16.3	8.8	110	2494	17.7	10.1	120
WEST CENTRAL	28511	6034	19.4	21.2	114	2127	16.1	7.5	95	2352	17.5	8.2	103	1347	9.6	4.7	56
SOUTH	48953	7027	22.6	14.4	77	3866	29.2	7.9	100	3264	24.3	6.7	83	3192	22.7	6.5	78
PACIFIC	27344	6497	20.9	23.8	128	2289	17.3	8.4	106	2793	20.8	10.2	128	1770	12.6	6.5	77
COUNTY SIZE A	69301	13238	42.6	19.1	103	5960	45.1	8.6	109	6312	47.0	9.1	114	6578	46.7	9.5	113
COUNTY SIZE B	50633	9369	30.1	18.5	100	3847	29.1	7.6	96	3860	28.8	7.6	95	4471	31.7	8.8	105
COUNTY SIZE C	26259	4851	15.6	18.5	100	2055	15.5	7.8	99	1964	14.6	7.5	93	1879	13.3	7.2	85
COUNTY SIZE D	21534	3621	11.7	16.8	91	1358	10.3	6.3	80	1289	9.6	6.0	75	1162	8.2	5.4	64
METRO CENTRAL CITY	50014	9280	29.9	18.6	100	4359	33.0	8.7	111	4426	33.0	8.8	111	4616	32.8	9.2	110
METRO SUBURBAN	76832	15074	48.5	19.6	106	6101	46.2	7.9	101	6477	48.2	8.4	105	6979	49.5	9.1	108
NON METRO	40881	6724	21.6	16.4	89	2759	20.9	6.7	86	2521	18.8	6.2	77	2494	17.7	6.1	73
TOP 5 ADI'S	39550	8288	26.7	21.0	113	3197	24.2	8.1	103	3367	25.1	8.5	106	3836	27.2	9.7	115
TOP 10 ADI'S	54877	10484	33.7	19.1	103	4438	33.6	8.1	103	4924	36.7	9.0	112	5316	37.7	9.7	115
TOP 20 ADI'S	77516	14918	48.0	19.2	104	6534	49.4	8.4	107	7087	52.8	9.1	114	7337	52.1	9.5	113
HSHLD INC. $50,000 OR MORE	17257	4179	13.4	24.2	131	1382	10.5	8.0	102	1860	13.9	10.8	135	1918	13.6	11.1	132
$40,000 OR MORE	33235	7664	24.7	23.1	124	2898	21.9	8.7	111	3196	23.8	9.6	120	3597	25.5	10.8	129
$30,000 OR MORE	59693	13318	42.9	22.3	120	5079	38.4	8.5	108	5629	41.9	9.4	118	5924	42.0	9.9	118
$25,000 OR MORE	76275	16705	53.8	21.9	118	6296	47.6	8.3	105	6966	51.9	9.1	114	7174	50.9	9.4	112
$20,000 - $24,999	18607	3517	11.3	18.9	102	1258	9.5	6.8	86	1697	12.6	9.1	114	1442	10.2	7.7	92
$15,000 - $19,999	17175	2850	9.2	16.6	90	1436	10.9	8.4	106	1285	9.6	7.5	93	1461	10.4	8.5	101
$10,000 - $14,999	24569	3876	12.5	15.8	85	1784	13.5	7.3	92	1582	11.8	6.4	80	2000	14.2	8.1	97
UNDER $10,000	31101	4131	13.3	13.3	72	2446	18.5	7.9	100	1894	14.1	6.1	76	2013	14.3	6.5	77
HOUSEHOLD OF 1 PERSON	19441	3251	10.5	16.7	90	1280	9.7	6.6	84	1141	8.5	5.9	73	1621	11.5	8.3	99
2 PEOPLE	51803	9262	29.8	17.9	96	3556	26.9	6.9	87	3659	27.3	7.1	88	4445	31.5	8.6	102
3 OR 4 PEOPLE	66933	12680	40.8	18.9	102	5775	43.7	8.6	109	5973	44.5	8.9	111	5288	37.5	7.9	94
5 OR MORE PEOPLE	29550	5885	18.9	19.9	107	2608	19.7	8.8	112	2653	19.8	9.0	112	2736	19.4	9.3	110
NO CHILD IN HSHLD	96587	16991	54.7	17.6	95	7556	57.2	7.8	99	7446	55.5	7.7	96	8347	59.2	8.6	103
CHILD(REN) UNDER 2 YRS	10844	1871	6.0	17.3	93	809	6.1	7.5	95	907	6.8	8.4	105	783	5.6	7.2	86
2 - 5 YEARS	26358	4770	15.3	18.1	98	2094	15.8	7.9	101	1961	14.6	7.4	93	2217	15.7	8.4	100
6 - 11 YEARS	30453	6023	19.4	19.8	107	2536	19.2	8.3	106	2514	18.7	8.3	103	2506	17.8	8.2	98
12 - 17 YEARS	36575	7532	24.2	20.6	111	2780	21.0	7.6	96	3294	24.5	9.0	113	3174	22.5	8.7	103
RESIDENCE OWNED	117770	23051	74.2	19.6	106	8795	66.5	7.5	95	9719	72.4	8.3	103	10099	71.7	8.6	102
VALUE: $50,000 OR MORE	70166	14840	47.8	21.1	114	5404	40.9	7.7	98	6348	47.3	9.0	113	6657	47.2	9.5	113
VALUE: UNDER $50,000	47604	8211	26.4	17.2	93	3392	25.7	7.1	90	3371	25.1	7.1	88	3442	24.4	7.2	86

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0161
P-18

		TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS		167727	31078	100.0	18.5	100	13219	100.0	7.9	100	13424	100.0	8.0	100	14090	100.0	8.4	100
MAGAZINES	QUINTILE 1	34022	8147	26.2	23.9	129	3596	27.2	10.6	134	3607	26.9	10.6	132	4001	28.4	11.8	140
	QUINTILE 2	34800	7621	24.5	21.9	118	2867	21.7	8.2	105	3310	24.7	9.5	119	3629	25.8	10.4	124
	QUINTILE 3	30514	5335	17.2	17.5	94	2026	15.3	6.6	84	2268	16.9	7.4	93	2258	16.0	7.4	88
	QUINTILE 4	33324	5341	17.2	16.0	86	2497	18.9	7.5	95	2216	16.5	6.6	83	1990	14.1	6.0	71
	QUINTILE 5	35066	4634	14.9	13.2	71	2232	16.9	6.4	81	2024	15.1	5.8	72	2211	15.7	6.3	75
NEWSPAPERS	QUINTILE 1	29107	6466	20.8	22.2	120	2554	19.3	8.8	111	2812	20.9	9.7	121	3386	24.0	11.6	138
	QUINTILE 2	49095	9393	30.2	19.1	103	3912	29.6	8.0	101	4237	31.6	8.6	108	4415	31.3	9.0	107
	QUINTILE 3	23107	4508	14.5	19.5	105	1930	14.6	8.4	106	1924	14.3	8.3	104	1920	13.6	8.3	99
	QUINTILE 4	33556	5998	19.3	17.9	96	2256	17.1	6.7	85	2372	17.7	7.1	88	2450	17.4	7.3	87
	QUINTILE 5	32863	4714	15.2	14.3	77	2567	19.4	7.8	99	2080	15.5	6.3	79	1920	13.6	5.8	70
OUTDOOR	QUINTILE 1	33431	6356	20.5	19.0	103	2691	20.4	8.0	102	2587	19.3	7.7	97	2677	19.0	8.0	95
	QUINTILE 2	33478	6653	21.4	19.9	107	2575	19.5	7.7	98	2785	20.7	8.3	104	2932	20.8	8.8	104
	QUINTILE 3	33574	6234	20.1	18.6	100	2707	20.5	8.1	102	2697	20.1	8.0	100	3002	21.3	8.9	106
	QUINTILE 4	33935	6088	19.6	17.9	97	2904	22.0	8.6	109	2836	21.1	8.4	104	2984	21.2	8.8	105
	QUINTILE 5	33310	5748	18.5	17.3	93	2342	17.7	7.0	89	2519	18.8	7.6	94	2494	17.7	7.5	89
RADIO-DRIVE TIME	QUINTILE 1	33136	6493	20.9	19.6	106	3129	23.7	9.4	120	2739	20.4	8.3	103	3129	22.2	9.4	112
	QUINTILE 2	31658	5851	18.8	18.5	100	2334	17.7	7.4	94	2285	17.0	7.2	90	2397	17.0	7.6	90
	QUINTILE 3	32541	6376	20.5	19.6	106	2460	18.6	7.6	96	2992	22.3	9.2	115	2809	19.9	8.6	103
	QUINTILE 4	34247	6467	20.8	18.9	102	2617	19.8	7.6	97	2670	19.9	7.8	97	2991	21.2	8.7	104
	QUINTILE 5	36144	5892	19.0	16.3	88	2679	20.3	7.4	94	2738	20.4	7.6	95	2764	19.6	7.6	91
RADIO-MID-DAY	TERCILE 1	45037	8637	27.8	19.2	104	3889	29.4	8.6	110	3453	25.7	7.7	96	3975	28.2	8.8	105
	TERCILE 2	44819	8707	28.0	19.4	105	3724	28.2	8.3	105	3362	25.0	7.5	94	4242	30.1	9.5	113
	TERCILE 3	77872	13735	44.2	17.6	95	5607	42.4	7.2	91	6609	49.2	8.5	106	5874	41.7	7.5	90
RADIO-TOTAL	QUINTILE 1	33763	6705	21.6	19.9	107	3165	23.9	9.4	119	2709	20.2	8.0	100	3165	22.5	9.4	112
	QUINTILE 2	33240	5988	19.3	18.0	97	2769	20.9	8.3	106	2808	20.9	8.4	106	2996	21.3	9.0	107
	QUINTILE 3	33408	6760	21.8	20.2	109	2601	19.7	7.8	99	2733	20.4	8.2	102	2577	18.3	7.7	92
	QUINTILE 4	34792	6519	21.0	18.7	101	2378	18.0	6.8	87	2887	21.5	8.3	104	3111	22.1	8.9	106
	QUINTILE 5	32524	5106	16.4	15.7	85	2306	17.4	7.1	90	2287	17.0	7.0	88	2241	15.9	6.9	82
TV-PRIME TIME	QUINTILE 1	33090	6269	20.2	18.9	102	2753	20.8	8.3	106	2609	19.4	7.9	99	3066	21.8	9.3	110
	QUINTILE 2	33357	6270	20.2	18.8	101	2802	21.2	8.4	107	2719	20.3	8.2	102	3229	22.9	9.7	115
	QUINTILE 3	33980	6520	21.0	19.2	104	2745	20.8	8.1	102	2414	18.0	7.1	89	2792	19.8	8.2	98
	QUINTILE 4	33854	6172	19.9	18.2	98	2396	18.1	7.1	90	3066	22.8	9.1	113	2636	18.7	7.8	93
	QUINTILE 5	33444	5848	18.8	17.5	94	2523	19.1	7.5	96	2617	19.5	7.8	98	2368	16.8	7.1	84
TV-DAYTIME	TERCILE 1	49121	9085	29.2	18.5	100	4305	32.6	8.8	111	3971	29.6	8.1	101	4265	30.3	8.7	103
	TERCILE 2	48823	8911	28.7	18.3	99	3496	26.4	7.2	91	3758	28.0	7.7	96	4470	31.7	9.2	109
	TERCILE 3	69782	13082	42.1	18.7	101	5418	41.0	7.8	99	5695	42.4	8.2	102	5354	38.0	7.7	91
TV-TOTAL	QUINTILE 1	33584	6366	20.5	19.0	102	2901	21.9	8.6	110	2760	20.6	8.2	103	3101	22.0	9.2	110
	QUINTILE 2	33441	6167	19.8	18.4	100	2595	19.6	7.8	98	3025	22.5	9.0	113	3070	21.8	9.2	109
	QUINTILE 3	33505	6116	19.7	18.3	99	2564	19.4	7.7	97	2521	18.8	7.5	94	2806	19.9	8.4	100
	QUINTILE 4	33466	6474	20.8	19.3	104	2680	20.3	8.0	102	2512	18.7	7.5	94	2696	19.1	8.1	96
	QUINTILE 5	33731	5956	19.2	17.7	95	2479	18.8	7.3	93	2607	19.4	7.7	97	2417	17.2	7.2	85
MAGAZINES-NEWSPAPERS: DUAL		44503	10355	33.3	23.3	126	4472	33.8	10.0	128	4800	35.8	10.8	135	5285	37.5	11.9	141
MAGAZINE IMPERATIVE		39363	8128	26.2	20.6	111	3143	23.8	8.0	101	3349	24.9	8.5	106	3447	24.5	8.8	104
NEWSPAPER IMPERATIVE		46441	7545	24.3	16.2	88	3014	22.8	6.5	82	3185	23.7	6.9	86	3353	23.8	7.2	86
MAGAZINES-OUTDOOR: DUAL		33726	7708	24.8	22.9	123	3060	23.1	9.1	115	3291	24.5	9.8	122	3342	23.7	9.9	118
MAGAZINE IMPERATIVE		52846	11121	35.8	21.0	114	4732	35.8	9.0	114	4994	37.2	9.5	118	5659	40.2	10.7	127
OUTDOOR IMPERATIVE		52140	8149	26.2	15.6	84	3510	26.6	6.7	85	3332	24.8	6.4	80	3531	25.1	6.8	81
MAGAZINES-RADIO: DUAL		37081	8044	25.9	21.7	117	3450	26.1	9.3	118	3426	25.5	9.2	115	3933	27.9	10.6	126
MAGAZINE IMPERATIVE		49747	10750	34.6	21.6	117	4001	30.3	8.0	102	4777	35.6	9.6	120	4837	34.3	9.7	116
RADIO IMPERATIVE		49208	8043	25.9	16.3	88	3782	28.6	7.7	98	3328	24.8	6.8	85	3348	23.8	6.8	81
MAGAZINES-TELEVISION: DUAL		33103	7246	23.3	21.9	118	3132	23.7	9.5	120	3281	24.4	9.9	124	3588	25.5	10.8	129
MAGAZINE IMPERATIVE		54575	11660	37.5	21.4	115	4554	34.5	8.3	106	4828	36.0	8.8	111	5268	37.4	9.7	115
TELEVISION IMPERATIVE		53249	8315	26.8	15.6	84	3781	28.6	7.1	90	3663	27.3	6.9	86	3789	26.9	7.1	85
NEWSPAPERS-OUTDOOR: DUAL		36255	7431	23.9	20.5	111	3065	23.2	8.5	107	3296	24.6	9.1	114	3572	25.4	9.9	117
NEWSPAPER IMPERATIVE		55591	11017	35.4	19.8	107	4634	35.1	8.3	106	4945	36.8	8.9	111	5400	38.3	9.7	116
OUTDOOR IMPERATIVE		48319	8547	27.5	17.7	95	3569	27.0	7.4	94	3417	25.5	7.1	88	3499	24.8	7.2	86
NEWSPAPERS-RADIO: DUAL		37242	7711	24.8	20.7	112	3534	26.7	9.5	120	3323	24.8	8.9	111	4018	28.5	10.8	128
NEWSPAPER IMPERATIVE		54423	10891	35.0	20.0	108	4037	30.5	7.4	94	4834	36.0	8.9	111	4907	34.8	9.0	107
RADIO IMPERATIVE		46650	8125	26.1	17.4	94	3614	27.3	7.7	98	3355	25.0	7.2	90	3075	21.8	6.6	78
NEWSPAPERS-TELEVISION: DUAL		35974	6966	22.4	19.4	105	3031	22.9	8.4	107	3254	24.2	9.0	113	3753	26.6	10.4	124
NEWSPAPER IMPERATIVE		56095	11530	37.1	20.6	111	4648	35.2	8.3	105	4876	36.3	8.7	109	5090	36.1	9.1	108
TELEVISION IMPERATIVE		47170	8147	26.2	17.3	93	3818	28.9	8.1	103	3654	27.2	7.7	97	3471	24.6	7.4	88
OUTDOOR-RADIO: DUAL		33748	6605	21.3	19.6	106	3105	23.5	9.2	117	2819	21.0	8.4	104	2751	19.5	8.2	97
OUTDOOR IMPERATIVE		52785	9928	31.9	18.8	102	3836	29.0	7.3	92	4127	30.7	7.8	98	4552	32.3	8.6	103
RADIO IMPERATIVE		52882	9981	32.1	18.9	102	4571	34.6	8.6	110	4416	32.9	8.4	104	4896	34.7	9.3	110
OUTDOOR-TELEVISION: DUAL		32030	6027	19.4	18.8	102	2640	20.0	8.2	105	2574	19.2	8.0	100	2911	20.7	9.1	108
OUTDOOR IMPERATIVE		54626	10547	33.9	19.3	104	4165	31.5	7.6	97	4349	32.4	8.0	99	4218	29.9	7.7	92
TELEVISION IMPERATIVE		54874	10035	32.3	18.3	99	4453	33.7	8.1	103	4664	34.7	8.5	106	5003	35.5	9.1	109
RADIO-TELEVISION: DUAL		33386	6410	20.6	19.2	104	2845	21.5	8.5	108	2833	21.1	8.5	106	3428	24.3	10.3	122
RADIO IMPERATIVE		53810	10422	33.5	19.4	105	4514	34.1	8.4	106	4125	30.7	7.7	96	4319	30.7	8.0	96
TELEVISION IMPERATIVE		54023	9944	32.0	18.4	99	3982	30.1	7.4	94	4524	33.7	8.4	105	4367	31.0	8.1	96

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

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	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	31078	100.0	18.5	100	13219	100.0	7.9	100	13424	100.0	8.0	100	14090	100.0	8.4	100
ATLANTIC MONTHLY	867	*136	0.4	15.7	85	**29	0.2	3.3	42	**88	0.7	10.1	127	**85	0.6	9.8	117
BARRON'S	1580	462	1.5	29.2	158	*185	1.4	11.7	149	**151	1.1	9.6	119	*261	1.9	16.5	197
BETTER HOMES & GARDENS	22203	5234	16.8	23.6	127	2000	15.1	9.0	114	2128	15.9	9.6	120	2488	17.7	11.2	133
BON APPETIT	3810	1003	3.2	26.3	142	416	3.1	10.9	139	558	4.2	14.6	183	445	3.2	11.7	139
BUSINESS WEEK	4663	1000	3.2	21.4	116	453	3.4	9.7	123	405	3.0	8.7	109	464	3.3	10.0	118
CAR AND DRIVER	3102	554	1.8	17.9	96	*272	2.1	8.8	111	*348	2.6	11.2	140	*243	1.7	7.8	93
CBS MAGAZINE NETWORK (GROSS)	7311	1619	5.2	22.1	120	923	7.0	12.6	160	753	5.6	10.3	129	621	4.4	8.5	101
CHANGING TIMES	3400	836	2.7	24.6	133	337	2.5	9.9	126	429	3.2	12.6	158	468	3.3	13.8	164
COLONIAL HOMES	1796	350	1.1	19.5	105	*206	1.6	11.5	146	*230	1.7	12.8	160	242	1.7	13.5	160
CONDE NAST MAG. PKG. (GROSS)	19924	5409	17.4	27.1	147	2573	19.5	12.9	164	2779	20.7	13.9	174	3006	21.3	15.1	180
CONSUMERS DIGEST	3125	713	2.3	22.8	123	*284	2.1	9.1	115	280	2.1	9.0	112	382	2.7	12.2	146
COSMOPOLITAN	10577	2506	8.1	23.7	128	1153	8.7	10.9	138	1144	8.5	10.8	135	1284	9.1	12.1	145
COUNTRY LIVING	3746	938	3.0	25.0	135	416	3.1	11.1	141	359	2.7	9.6	120	497	3.5	13.3	158
CUISINE	2214	519	1.7	23.4	127	*277	2.1	12.5	159	*264	2.0	11.9	149	285	2.0	12.9	153
CYCLE WORLD	2394	508	1.6	21.2	115	*244	1.8	10.2	129	**188	1.4	7.9	98	*191	1.4	8.0	95
DCI:CREATIVE IDEAS FOR LIV	3068	751	2.4	24.5	132	302	2.3	9.8	125	274	2.0	8.9	112	313	2.2	10.2	121
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2100	6.8	22.0	119	918	6.9	9.6	122	819	6.1	8.6	107	935	6.6	9.8	116
DISCOVER	2277	464	1.5	20.4	110	*250	1.9	11.0	139	*233	1.7	10.2	128	238	1.7	10.5	124
EBONY	7187	1297	4.2	18.0	97	806	6.1	11.2	142	826	6.2	11.5	144	871	6.2	12.1	144
ESQUIRE	2560	584	1.9	22.8	123	336	2.5	13.1	167	*232	1.7	9.1	113	355	2.5	13.9	165
ESSENCE	3242	625	2.0	19.3	104	428	3.2	13.2	168	396	2.9	12.2	153	439	3.1	13.5	161
FAMILY CIRCLE	19639	4971	16.0	25.3	137	1862	14.1	9.5	120	2203	16.4	11.2	140	2764	19.6	14.1	168
THE FAMILY HANDYMAN	3540	738	2.4	20.8	113	309	2.3	8.7	111	*276	2.1	7.8	97	306	2.2	8.6	103
FAMILY WEEKLY	23924	4949	15.9	20.7	112	1768	13.4	7.4	94	1735	12.9	7.3	91	1949	13.8	8.1	97
FIELD & STREAM	9883	2102	6.8	21.3	115	917	6.9	9.3	118	778	5.8	7.9	98	813	5.8	8.2	98
FOOD & WINE	1030	270	0.9	26.2	141	**78	0.6	7.6	96	**47	0.4	4.6	57	*162	1.1	15.7	187
FORBES	2679	620	2.0	23.1	125	239	1.8	8.9	113	*196	1.5	7.3	91	273	1.9	10.2	121
FORTUNE	2931	820	2.6	28.0	151	298	2.3	10.2	129	310	2.3	10.6	132	427	3.0	14.6	173
GENTLEMEN'S QUARTERLY	3481	693	2.2	19.9	107	561	4.2	16.1	204	402	3.0	11.5	144	360	2.6	10.3	123
GLAMOUR	7163	2032	6.5	28.4	153	884	6.7	12.3	157	994	7.4	13.9	173	1092	7.8	15.2	181
GOLF DIGEST	2355	507	1.6	21.5	116	*238	1.8	10.1	128	*243	1.8	10.3	129	204	1.4	8.7	103
GOLF DIGEST/TENNIS (GROSS)	3610	778	2.5	21.6	116	355	2.7	9.8	125	376	2.8	10.4	130	347	2.5	9.6	114
GOLF MAGAZINE	2046	433	1.4	21.2	114	*185	1.4	9.0	115	*266	2.0	13.0	162	*172	1.2	8.4	100
GOLF MAGAZINE/SKI (GROSS)	3547	697	2.2	19.7	106	315	2.4	8.9	113	436	3.2	12.3	154	279	2.0	7.9	94
GOOD HOUSEKEEPING	20353	5279	17.0	25.9	140	1854	14.0	9.1	116	2128	15.9	10.5	131	2388	16.9	11.7	140
HARPER'S BAZAAR	3362	897	2.9	26.7	144	410	3.1	12.2	155	424	3.2	12.6	158	550	3.9	16.4	195
HEALTH	2987	854	2.7	28.6	154	*244	1.8	8.2	104	*284	2.1	9.5	119	483	3.4	16.2	192
HEARST MAG CORP. BUY (GROSS)	67928	16593	53.4	24.4	132	6614	50.0	9.7	124	7213	53.7	10.6	133	8176	58.0	12.0	143
HEARST MAN POWER (GROSS)	11282	2343	7.5	20.8	112	1020	7.7	9.0	115	1046	7.8	9.3	116	1034	7.3	9.2	109
HEARST WOMAN POWER (GROSS)	40514	10236	32.9	25.3	136	3898	29.5	9.6	122	4396	32.7	10.9	136	4889	34.7	12.1	144
HOUSE BEAUTIFUL	4885	1292	4.2	26.4	143	339	2.6	6.9	88	484	3.6	9.9	124	590	4.2	12.1	144
INC.	1308	337	1.1	25.8	139	**175	1.3	13.4	170	*163	1.2	12.5	156	*161	1.1	12.3	147
JET	6498	1012	3.3	15.6	84	590	4.5	9.1	115	679	5.1	10.4	131	772	5.5	11.9	141
LADIES' HOME JOURNAL	14797	3928	12.6	26.5	143	1368	10.3	9.2	117	1542	11.5	10.4	130	1689	12.0	11.4	136
LHJ FAMILY GRP COMBO(GROSS)	21743	5868	18.9	27.0	146	1972	14.9	9.1	115	2206	16.4	10.1	127	2697	19.1	12.4	148
LIFE	9881	2078	6.7	21.0	113	1085	8.2	11.0	139	949	7.1	9.6	120	1160	8.2	11.7	140
L.A. TIMES HOME MAGAZINE	2775	757	2.4	27.3	147	*267	2.0	9.6	122	*202	1.5	7.3	91	*275	2.0	9.9	118
MADEMOISELLE	4219	1112	3.6	26.4	142	528	4.0	12.5	159	596	4.4	14.1	177	713	5.1	16.9	201
MC CALL'S	16422	4190	13.5	25.5	138	1630	12.3	9.9	126	1827	13.6	11.1	139	1741	12.4	10.6	126
MC CALL'S/WRK MOTHER (GROSS)	17919	4599	14.8	25.7	139	1824	13.8	10.2	129	1977	14.7	11.0	138	1992	14.1	11.1	132
MECHANIX ILLUSTRATED	4433	990	3.2	22.3	121	470	3.6	10.6	135	459	3.4	10.4	129	416	3.0	9.4	112
METROPOLITAN HOME	1504	320	1.0	21.3	115	*182	1.4	12.1	154	*148	1.1	9.8	123	*136	1.0	9.0	108
MONEY	4723	1324	4.3	28.0	151	449	3.4	9.5	121	579	4.3	12.3	153	635	4.5	13.4	160
MOTHER EARTH NEWS	2325	573	1.8	24.6	133	*196	1.5	8.4	107	*265	2.0	11.4	142	*241	1.7	10.4	123
MS.	1189	298	1.0	25.1	135	*131	1.0	11.0	140	*126	0.9	10.6	132	*157	1.1	13.2	157
NATIONAL ENQUIRER	18892	3692	11.9	19.5	105	1533	11.6	8.1	103	1648	12.3	8.7	109	1706	12.1	9.0	107
NATIONAL GEOGRAPHIC	22129	5092	16.4	23.0	124	1848	14.0	8.4	106	2266	16.9	10.2	128	2332	16.6	10.5	125
NATIONAL SUNDAY MAGAZINE PKG	103750	20914	67.3	20.2	109	8642	65.4	8.3	106	9180	68.4	8.8	111	9802	69.6	9.4	112
NATURAL HISTORY	1379	346	1.1	25.1	135	*211	1.6	15.3	194	*166	1.2	12.0	150	*134	1.0	9.7	116
NEW WOMAN	2289	505	1.6	22.1	119	*197	1.5	8.6	109	265	2.0	11.6	145	*204	1.4	8.9	106
NEW YORK INCLUDING CUE	1088	266	0.9	24.4	132	**77	0.6	7.1	90	**103	0.8	9.5	118	*129	0.9	11.9	141
THE NEW YORKER	2459	521	1.7	21.2	114	225	1.7	9.2	116	276	2.1	11.2	140	288	2.0	11.7	139
NEWSWEEK	16527	3626	11.7	21.9	118	1434	10.8	8.7	110	1634	12.2	9.9	124	1865	13.2	11.3	134
THE N.Y. TIMES DAILY EDITION	2739	574	1.8	21.0	113	*235	1.8	8.6	109	*235	1.8	8.6	107	332	2.4	12.1	144
THE N.Y. TIMES MAGAZINE	4443	773	2.5	17.4	94	421	3.2	9.5	120	435	3.2	9.8	122	630	4.5	14.2	169
OMNI	2799	664	2.1	23.7	128	331	2.5	11.8	150	*313	2.3	11.2	140	213	1.5	7.6	91
ON CABLE	2209	440	1.4	19.9	107	*198	1.5	9.0	114	*164	1.2	7.4	93	*222	1.6	10.0	120
1001 HOME IDEAS	3959	1086	3.5	27.4	148	360	2.7	9.1	115	381	2.8	9.6	120	526	3.7	13.3	158
ORGANIC GARDENING	3111	712	2.3	22.9	124	310	2.3	10.0	126	349	2.6	11.2	140	388	2.8	12.5	148
OUTDOOR LIFE	5024	766	2.5	15.2	82	549	4.2	10.9	139	342	2.5	6.8	85	384	2.7	7.6	91
PARADE MAGAZINE	51292	10176	32.7	19.8	107	4465	33.8	8.7	110	4810	35.8	9.4	117	5291	37.6	10.3	123

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0163
P-18

	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	31078	100.0	18.5	100	13219	100.0	7.9	100	13424	100.0	8.0	100	14090	100.0	8.4	100
PARENTS	5298	1259	4.1	23.8	128	671	5.1	12.7	161	612	4.6	11.6	144	532	3.8	10.0	120
PENTHOUSE	5129	1011	3.3	19.7	106	562	4.3	11.0	139	371	2.8	7.2	90	433	3.1	8.4	100
PEOPLE	21070	5157	16.6	24.5	132	2291	17.3	10.9	138	2322	17.3	11.0	138	2353	16.7	11.2	133
PLAYBOY	10562	2076	6.7	19.7	106	965	7.3	9.1	116	822	6.1	7.8	97	880	6.2	8.3	99
POPULAR HOT RODDING	2498	525	1.7	21.0	113	*327	2.5	13.1	166	*161	1.2	6.4	81	**113	0.8	4.5	54
POPULAR MECHANICS	5887	1345	4.3	22.8	123	613	4.6	10.4	132	554	4.1	9.4	118	526	3.7	8.9	106
POPULAR SCIENCE	4317	825	2.7	19.1	103	552	4.2	12.8	162	439	3.3	10.2	127	433	3.1	10.0	119
PREVENTION	5792	1406	4.5	24.3	131	482	3.6	8.3	106	561	4.2	9.7	121	763	5.4	13.2	157
PSYCHOLOGY TODAY	3284	791	2.5	24.1	130	356	2.7	10.8	138	399	3.0	12.1	152	466	3.3	14.2	169
READER'S DIGEST	40046	8831	28.4	22.1	119	3488	26.4	8.7	111	3740	27.9	9.3	117	4055	28.8	10.1	121
REDBOOK	9584	2451	7.9	25.6	138	891	6.7	9.3	118	1123	8.4	11.7	146	1218	8.6	12.7	151
ROAD & TRACK	2590	560	1.8	21.6	117	*360	2.7	13.9	176	*307	2.3	11.9	148	*208	1.5	8.0	96
ROLLING STONE	3302	756	2.4	22.9	124	379	2.9	11.5	146	419	3.1	12.7	159	364	2.6	11.0	131
RUNNER'S WORLD	1229	375	1.2	30.5	165	**80	0.6	6.5	83	*239	1.8	19.4	243	*182	1.3	14.8	176
SATURDAY EVENING POST	2110	440	1.4	20.9	113	*245	1.9	11.6	147	*173	1.3	8.2	102	299	2.1	14.2	169
SCIENCE 84	1543	395	1.3	25.6	138	**105	0.8	6.8	86	*169	1.3	11.0	137	*124	0.9	8.0	96
SCIENCE DIGEST	1747	378	1.2	21.6	117	*111	0.8	6.4	81	*213	1.6	12.2	152	*224	1.6	12.8	153
SCIENTIFIC AMERICAN	1994	375	1.2	18.8	101	*193	1.5	9.7	123	*222	1.7	11.1	139	*203	1.4	10.2	121
SELF	3119	864	2.8	27.7	150	476	3.6	15.3	194	428	3.2	13.7	171	370	2.6	11.9	141
SEVENTEEN	3923	825	2.7	21.0	113	539	4.1	13.7	174	563	4.2	14.4	179	372	2.6	9.5	113
SKI	1501	264	0.8	17.6	95	**130	1.0	8.7	110	*170	1.3	11.3	142	*107	0.8	7.1	85
SMITHSONIAN	5976	1265	4.1	21.2	114	533	4.0	8.9	113	620	4.6	10.4	130	580	4.1	9.7	116
SOAP OPERA DIGEST	4228	910	2.9	21.5	116	466	3.5	11.0	140	299	2.2	7.1	88	300	2.1	7.1	84
SOUTHERN LIVING	6488	1349	4.3	20.8	112	616	4.7	9.5	120	545	4.1	8.4	105	621	4.4	9.6	114
SPORT	3500	790	2.5	22.6	122	333	2.5	9.5	121	359	2.7	10.3	128	333	2.4	9.5	113
THE SPORTING NEWS	2456	511	1.6	20.8	112	*330	2.5	13.4	170	*169	1.3	6.9	86	*225	1.6	9.2	109
SPORTS AFIELD	3648	620	2.0	17.0	92	*296	2.2	8.1	103	*279	2.1	7.6	96	284	2.0	7.8	93
SPORTS ILLUSTRATED	14484	2792	9.0	19.3	104	1336	10.1	9.2	117	1363	10.2	9.4	118	1282	9.1	8.9	105
STAR	12661	2648	8.5	20.9	113	1270	9.6	10.0	127	1203	9.0	9.5	119	1204	8.5	9.5	113
SUNDAY	52799	10481	33.7	19.9	107	4329	32.7	8.2	104	5358	39.9	10.1	127	5403	38.3	10.2	122
SUNSET	3513	1090	3.5	31.0	167	*271	2.1	7.7	98	481	3.6	13.7	171	364	2.6	10.4	123
TV GUIDE	42766	8592	27.6	20.1	108	3828	29.0	9.0	114	3518	26.2	8.2	103	3740	26.5	8.7	104
TENNIS	1254	*270	0.9	21.5	116	**118	0.9	9.4	119	*133	1.0	10.6	133	*143	1.0	11.4	136
TIME	22054	4844	15.6	22.0	119	1868	14.1	8.5	107	2332	17.4	10.6	132	2478	17.6	11.2	134
TOWN & COUNTRY	1555	352	1.1	22.6	122	*186	1.4	12.0	152	*159	1.2	10.2	128	273	1.9	17.6	209
TRAVEL & LEISURE	2173	477	1.5	22.0	118	258	2.0	11.9	151	*189	1.4	8.7	109	222	1.6	10.2	122
TRUE STORY	4636	823	2.6	17.8	96	486	3.7	10.5	133	409	3.0	8.8	110	435	3.1	9.4	112
U.S.NEWS & WORLD REPORT	10353	2228	7.2	21.5	116	856	6.5	8.3	105	1058	7.9	10.2	128	1078	7.7	10.4	124
USA TODAY	4994	1108	3.6	22.2	120	486	3.7	9.7	123	515	3.8	10.3	129	518	3.7	10.4	123
US	3528	902	2.9	25.6	138	372	2.8	10.5	134	433	3.2	12.3	153	436	3.1	12.4	147
VOGUE	5424	1401	4.5	25.8	139	686	5.2	12.6	160	761	5.7	14.0	175	832	5.9	15.3	183
WALL STREET JOURNAL	6292	1339	4.3	21.3	115	472	3.6	7.5	95	714	5.3	11.3	142	594	4.2	9.4	112
WEIGHT WATCHERS	2762	902	2.9	32.7	176	299	2.3	10.8	137	315	2.3	11.4	142	266	1.9	9.6	115
WOMAN'S DAY	16320	3946	12.7	24.2	130	1479	11.2	9.1	115	1638	12.2	10.0	125	2211	15.7	13.5	161
WORKING MOTHER	1496	409	1.3	27.3	148	*195	1.5	13.0	165	*150	1.1	10.0	125	*251	1.8	16.8	200
WORKING WOMAN	1851	642	2.1	34.7	187	*321	2.4	17.3	220	*186	1.4	10.0	126	377	2.7	20.4	242
WORLD TENNIS	580	**123	0.4	21.2	114	**104	0.8	17.9	228	**68	0.5	11.7	146	**56	0.4	9.7	115
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2383	7.7	19.2	104	1276	9.7	10.3	130	1229	9.2	9.9	124	1159	8.2	9.3	111
BLAIR INSERTS	91671	18471	59.4	20.1	109	7576	57.3	8.3	105	8421	62.7	9.2	115	9033	64.1	9.9	117
DAILY NEWSPAPERS																	
READ ANY	109190	21594	69.5	19.8	107	8852	67.0	8.1	103	9473	70.6	8.7	108	10100	71.7	9.2	110
READ ONE	89587	17645	56.8	19.7	106	7288	55.1	8.1	103	7754	57.8	8.7	108	7975	56.6	8.9	106
READ TWO OR MORE	19602	3949	12.7	20.1	109	1564	11.8	8.0	101	1719	12.8	8.8	110	2126	15.1	10.8	129
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	21959	70.7	20.0	108	8923	67.5	8.1	103	9556	71.2	8.7	109	10320	73.2	9.4	112
READ ONE	95074	18571	59.8	19.5	105	7573	57.3	8.0	101	7837	58.4	8.2	103	8418	59.7	8.9	105
READ TWO OR MORE	14588	3388	10.9	23.2	125	1350	10.2	9.3	117	1720	12.8	11.8	147	1902	13.5	13.0	155
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.75				29.82				27.96				28.02			
30 DAY REACH	149706	27790	89.4	18.6	100	11984	90.7	8.0	102	12083	90.0	8.1	101	12785	90.7	8.5	102
50 SHWG - 30 DAY AV FREQ	15.16	15.54				15.52				14.72				14.77			
30 DAY REACH	142406	26620	85.7	18.7	101	11554	87.4	8.1	103	11477	85.5	8.1	101	12126	86.1	8.5	101
25 SHWG - 30 DAY AV FREQ	8.23	8.37				8.43				7.85				7.91			
30 DAY REACH	131152	24709	79.5	18.8	102	10616	80.3	8.1	103	10720	79.9	8.2	102	11272	80.0	8.6	102
CABLE TV: HOME WIRED	66879	13091	42.1	19.6	106	5578	42.2	8.3	106	5358	39.9	8.0	100	6001	42.6	9.0	107
HOME NOT WIRED	100848	17988	57.9	17.8	96	7641	57.8	7.6	96	8067	60.1	8.0	100	8089	57.4	8.0	95
HAVE PAY CABLE	35024	7402	23.8	21.1	114	3045	23.0	8.7	110	2841	21.2	8.1	101	3397	24.1	9.7	115

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

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P-18

	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	31078	100.0	18.5	100	13219	100.0	7.9	100	13424	100.0	8.0	100	14090	100.0	8.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18483	59.5	19.3	104	7768	58.8	8.1	103	7847	58.5	8.2	103	8327	59.1	8.7	104
10:00 AM - 3:00 PM	63599	12380	39.8	19.5	105	5432	41.1	8.5	108	4906	36.5	7.7	96	5684	40.3	8.9	106
3:00 PM - 7:00 PM	72097	14128	45.5	19.6	106	6345	48.0	8.8	112	6125	45.6	8.5	106	6558	46.5	9.1	108
7:00 PM - MIDNIGHT	36670	7093	22.8	19.3	104	3496	26.4	9.5	121	3112	23.2	8.5	106	3457	24.5	9.4	112
MIDNIGHT - 6:00 AM	21908	4310	13.9	19.7	106	1918	14.5	8.8	111	1771	13.2	8.1	101	2046	14.5	9.3	111
6:00 AM - MIDNIGHT	127571	24472	78.7	19.2	104	10347	78.3	8.1	103	10498	78.2	8.2	103	11218	79.6	8.8	105
ENTIRE DAY	129239	24806	79.8	19.2	104	10498	79.4	8.1	103	10664	79.4	8.3	103	11381	80.8	8.8	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7051	22.7	20.7	112	2862	21.7	8.4	107	2792	20.8	8.2	103	3347	23.8	9.8	117
ALL NEWS	6062	1296	4.2	21.4	115	480	3.6	7.9	100	496	3.7	8.2	102	668	4.7	11.0	131
AOR/PROGRESSIVE	11884	2117	6.8	17.8	96	1131	8.6	9.5	121	1005	7.5	8.5	106	956	6.8	8.0	96
BEAUTIFUL MUSIC	11180	2189	7.0	19.6	106	1102	8.3	9.9	125	794	5.9	7.1	89	1144	8.1	10.2	122
BLACK	4538	761	2.4	16.8	91	520	3.9	11.5	145	443	3.3	9.8	122	551	3.9	12.1	145
CLASSICAL	3857	883	2.8	22.9	124	290	2.2	7.5	95	464	3.5	12.0	150	369	2.6	9.6	114
CHR/ROCK	21946	4518	14.5	20.6	111	2194	16.6	10.0	127	2288	17.0	10.4	130	2018	14.3	9.2	109
COUNTRY	27262	4985	16.0	18.3	99	1937	14.7	7.1	90	2146	16.0	7.9	98	1830	13.0	6.7	80
GOLDEN OLDIES	3339	692	2.2	20.7	112	296	2.2	8.9	112	*125	0.9	3.7	47	330	2.3	9.9	118
MOR/NOSTALGIA	10346	2095	6.7	20.2	109	752	5.7	7.3	92	792	5.9	7.7	96	896	6.4	8.7	103
NEWS/TALK	8929	1945	6.3	21.8	118	710	5.4	8.0	101	725	5.4	8.1	101	928	6.6	10.4	124
RELIGIOUS	5488	1012	3.3	18.4	100	415	3.1	7.6	96	369	2.7	6.7	84	431	3.1	7.9	93
SOFT ROCK	1232	*164	0.5	13.3	72	**62	0.5	5.0	64	**46	0.3	3.7	47	**69	0.5	5.6	67
URBAN CONTEMPORARY	3184	574	1.8	18.0	97	265	2.0	8.3	106	280	2.1	8.8	110	311	2.2	9.8	116
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1407	4.5	20.4	110	565	4.3	8.2	104	766	5.7	11.1	138	790	5.6	11.4	136
ABC DIRECTION	5212	1062	3.4	20.4	110	346	2.6	6.6	84	426	3.2	8.2	102	516	3.7	9.9	118
ABC ENTERTAINMENT	10385	1841	5.9	17.7	96	676	5.1	6.5	83	669	5.0	6.4	80	831	5.9	8.0	95
ABC FM	4762	894	2.9	18.8	101	454	3.4	9.5	121	310	2.3	6.5	81	322	2.3	6.8	80
ABC INFORMATION	11339	2457	7.9	21.7	117	1081	8.2	9.5	121	1082	8.1	9.5	119	1106	7.8	9.8	116
ABC ROCK	4878	901	2.9	18.5	100	499	3.8	10.2	130	475	3.5	9.7	122	323	2.3	6.6	79
CBS	10709	2192	7.1	20.5	110	837	6.3	7.8	99	827	6.2	7.7	96	988	7.0	9.2	110
MUTUAL	10251	1995	6.4	19.5	105	895	6.8	8.7	111	869	6.5	8.5	106	1062	7.5	10.4	123
NBC	12243	2456	7.9	20.1	108	747	5.7	6.1	77	776	5.8	6.3	79	1280	9.1	10.5	124
RADIORADIO	4606	830	2.7	18.0	97	431	3.3	9.4	119	311	2.3	6.8	84	432	3.1	9.4	112
RKO ONE	5148	1124	3.6	21.8	118	547	4.1	10.6	135	493	3.7	9.6	120	482	3.4	9.4	111
RKO TWO	7313	1270	4.1	17.4	94	469	3.5	6.4	81	377	2.8	5.2	64	508	3.6	6.9	83
THE SOURCE	5981	1212	3.9	20.3	109	594	4.5	9.9	126	513	3.8	8.6	107	475	3.4	7.9	95
NON-WIRED : BLAIR	19329	3906	12.6	20.2	109	1387	10.5	7.2	91	1785	13.3	9.2	115	1520	10.8	7.9	94
INTERNET	27139	5168	16.6	19.0	103	2465	18.6	9.1	115	2206	16.4	8.1	102	2610	18.5	9.6	114
KATZ RADIO GROUP	36319	7338	23.6	20.2	109	3121	23.6	8.6	109	2976	22.2	8.2	102	3609	25.6	9.9	118
SUPERNET	22361	4404	14.2	19.7	106	1753	13.3	7.8	99	1813	13.5	8.1	101	1914	13.6	8.6	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2926	9.4	20.1	109	1234	9.3	8.5	108	1241	9.2	8.5	107	1418	10.1	9.8	116
WKDAY 9:00 AM - 1:00 PM	18688	3520	11.3	18.8	102	1662	12.6	8.9	113	1555	11.6	8.3	104	1742	12.4	9.3	111
WKDAY 1:00 PM - 4:30 PM	24061	4669	15.0	19.4	105	2212	16.7	9.2	117	2058	15.3	8.6	107	2200	15.6	9.1	109
WKDAY 4:30 PM - 7:30 PM	44079	8112	26.1	18.4	99	3630	27.5	8.2	104	3590	26.7	8.1	102	3986	28.3	9.0	108
WKDAY 7:30 PM - 8:00 PM	61979	11277	36.3	18.2	98	4861	36.8	7.8	100	4957	36.9	8.0	100	5281	37.5	8.5	101
WKDAY 11:00 PM - 11:30 PM	49084	9346	30.1	19.0	103	3909	29.6	8.0	101	4109	30.6	8.4	105	4354	30.9	8.9	106
WKDAY 11:30 PM - 1:00 AM	16560	3189	10.3	19.3	104	1343	10.2	8.1	103	1427	10.6	8.6	108	1470	10.4	8.9	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	12773	41.1	19.1	103	5437	41.1	8.1	103	5421	40.4	8.1	101	6084	43.2	9.1	108
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1982	6.4	21.4	115	850	6.4	9.2	116	767	5.7	8.3	103	881	6.3	9.5	113
ANOTHER WORLD N	6138	1221	3.9	19.9	107	606	4.6	9.9	125	588	4.4	9.6	120	606	4.3	9.9	118
AS THE WORLD TURNS C	7707	1406	4.5	18.2	98	753	5.7	9.8	124	623	4.6	8.1	101	544	3.9	7.1	84
CAPITOL C	4688	946	3.0	20.2	109	524	4.0	11.2	142	406	3.0	8.7	108	353	2.5	7.5	90
CBS MORN. NEWS 1 C	2792	539	1.7	19.3	104	196	1.5	7.0	89	234	1.7	8.4	105	285	2.0	10.2	122
CBS MORN. NEWS 2 C	2071	435	1.4	21.0	113	123	0.9	5.9	75	136	1.0	6.6	82	211	1.5	10.2	121
DAYS OF OUR LIVES N	8018	1575	5.1	19.6	106	756	5.7	9.4	120	713	5.3	8.9	111	758	5.4	9.5	113
FACTS OF LIFE - DAYTIME N	3487	634	2.0	18.2	98	303	2.3	8.7	110	317	2.4	9.1	114	361	2.6	10.4	123
FAMILY FEUD A	4817	807	2.6	16.8	90	387	2.9	8.0	102	330	2.5	6.9	86	388	2.8	8.1	96
GENERAL HOSPITAL A	8333	1687	5.4	20.2	109	755	5.7	9.1	115	719	5.4	8.6	108	769	5.5	9.2	110
GOOD MORNING, AMERICA-730 A	5472	1102	3.5	20.1	109	440	3.3	8.0	102	441	3.3	8.1	101	536	3.8	9.8	117
GOOD MORNING, AMERICA-830 A	3965	826	2.7	20.8	112	308	2.3	7.8	99	332	2.5	8.4	105	410	2.9	10.3	123
GUIDING LIGHT C	7542	1534	4.9	20.3	110	787	6.0	10.4	132	592	4.4	7.8	98	614	4.4	8.1	97
ONE LIFE TO LIVE A	6018	1243	4.0	20.7	111	511	3.9	8.5	108	515	3.8	8.6	107	492	3.5	8.2	97
PRESS YOUR LUCK C	3589	663	2.1	18.5	100	261	2.0	7.3	92	264	2.0	7.4	92	284	2.0	7.9	94
PRICE IS RIGHT 1 C	7418	1233	4.0	16.6	90	644	4.9	8.7	110	483	3.6	6.5	81	688	4.9	9.3	110
PRICE IS RIGHT 2 C	8276	1502	4.8	18.1	98	750	5.7	9.1	115	606	4.5	7.3	91	781	5.5	9.4	112
RYAN'S HOPE A	4358	941	3.0	21.6	117	375	2.8	8.6	109	435	3.2	10.0	125	483	3.4	11.1	132
SALE OF THE CENTURY N	3749	671	2.2	17.9	97	361	2.7	9.6	122	393	2.9	10.5	131	372	2.6	9.9	118
SEARCH FOR TOMORROW N	2884	482	1.6	16.7	90	245	1.9	8.5	108	193	1.4	6.7	84	349	2.5	12.1	144
TODAY SHOW 1 N	4869	1005	3.2	20.6	111	418	3.2	8.6	109	376	2.8	7.7	96	514	3.6	10.6	126
TODAY SHOW 2 N	4135	753	2.4	18.2	98	338	2.6	8.2	104	394	2.9	9.5	119	383	2.7	9.3	110
$25,000 PYRAMID C	4361	785	2.5	18.0	97	294	2.2	6.7	86	330	2.5	7.6	95	433	3.1	9.9	118
WHEEL OF FORTUNE N	6187	1194	3.8	19.3	104	521	3.9	8.4	107	586	4.4	9.5	118	599	4.3	9.7	115
YOUNG AND THE RESTLESS C	8186	1529	4.9	18.7	101	789	6.0	9.6	122	653	4.9	8.0	100	663	4.7	8.1	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	977	3.1	20.7	112	346	2.6	7.3	93	468	3.5	9.9	124	318	2.3	6.7	80
NBA PLAYOFF GAME -1 C	5127	1090	3.5	21.3	115	406	3.1	7.9	100	484	3.6	9.4	118	454	3.2	8.9	105
NBC MAJOR LEAGUE PRE-GAME N	3945	738	2.4	18.7	101	*193	1.5	4.9	62	*259	1.9	6.6	82	441	3.1	11.2	133
SPORTSWORLD - SUN N	3370	588	1.9	17.4	94	270	2.0	8.0	102	274	2.0	8.1	102	250	1.8	7.4	88
SUNDAY MORNING C	4200	940	3.0	22.4	121	209	1.6	5.0	63	367	2.7	8.7	109	427	3.0	10.2	121

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0165
P-18

		TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS		167727	31078	100.0	18.5	100	13219	100.0	7.9	100	13424	100.0	8.0	100	14090	100.0	8.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	9645	31.0	18.4	100	4018	30.4	7.7	97	4115	30.7	7.9	98	4459	31.6	8.5	102
NETWORK AFFILIATES - LATE		39164	7615	24.5	19.4	105	3072	23.2	7.8	100	3382	25.2	8.6	108	3544	25.2	9.0	108
INDEPENDENTS - LATE		5133	997	3.2	19.4	105	446	3.4	8.7	110	447	3.3	8.7	109	532	3.8	10.4	123
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4211	13.5	18.4	100	1650	12.5	7.2	92	1760	13.1	7.7	96	1814	12.9	7.9	95
ABC MONDAY NIGHT MOVIE	A	11258	2289	7.4	20.3	110	1069	8.1	9.5	120	914	6.8	8.1	101	981	7.0	8.7	104
ABC SUNDAY NIGHT MOVIE	A	23600	4640	14.9	19.7	106	1868	14.1	7.9	100	1973	14.7	8.4	104	2004	14.2	8.5	101
ABC WORLD NEWS TONIGHT	A	12801	2366	7.6	18.5	100	1000	7.6	7.8	99	886	6.6	6.9	86	1084	7.7	8.5	101
AFTERMASH	C	10966	2102	6.8	19.2	103	921	7.0	8.4	107	922	6.9	8.4	105	1062	7.5	9.7	115
ALICE	C	17050	3311	10.7	19.4	105	1362	10.3	8.0	101	1471	11.0	8.6	108	1510	10.7	8.9	105
AMERICAN PARADE	C	11998	2187	7.0	18.2	98	956	7.2	8.0	101	889	6.6	7.4	93	967	6.9	8.1	96
BENSON	A	19258	3474	11.2	18.0	97	1490	11.3	7.7	98	1447	10.8	7.5	94	1762	12.5	9.1	109
BLUE THUNDER	A	11478	2088	6.7	18.2	98	910	6.9	7.9	101	910	6.8	7.9	99	883	6.3	7.7	92
CAGNEY & LACEY	C	18263	3559	11.5	19.5	105	1469	11.1	8.0	102	1578	11.8	8.6	108	1497	10.6	8.2	98
CBS EVENING NEWS-DEAN	C	7733	1445	4.6	18.7	101	626	4.7	8.1	103	586	4.4	7.6	95	747	5.3	9.7	115
CBS EVENING NEWS-RATHER	C	15653	2772	8.9	17.7	96	1108	8.4	7.1	90	1266	9.4	8.1	101	1436	10.2	9.2	109
CBS SAT. NEWS-SCHIEFFER	C	8744	1493	4.8	17.1	92	621	4.7	7.1	90	677	5.0	7.7	97	760	5.4	8.7	103
CBS SATURDAY NIGHT MOVIE	C	12000	2387	7.7	19.9	107	937	7.1	7.8	99	958	7.1	8.0	100	1037	7.4	8.6	103
CBS WEDNESDAY NIGHT MOVIE	C	11522	2036	6.6	17.7	95	963	7.3	8.4	106	923	6.9	8.0	100	969	6.9	8.4	100
CHEERS	N	16818	3645	11.7	21.7	117	1466	11.1	8.7	111	1533	11.4	9.1	114	1744	12.4	10.4	123
DALLAS	C	37510	7156	23.0	19.1	103	3161	23.9	8.4	107	2942	21.9	7.8	98	3200	22.7	8.5	102
DIFF'RENT STROKES	N	11258	2169	7.0	19.3	104	982	7.4	8.7	111	985	7.3	8.7	109	988	7.0	8.8	104
DOUBLE TROUBLE	N	12248	2298	7.4	18.8	101	869	6.6	7.1	90	923	6.9	7.5	94	1015	7.2	8.3	99
DUCK FACTORY	N	11100	2343	7.5	21.1	114	1007	7.6	9.1	115	1042	7.8	9.4	117	1064	7.6	9.6	114
DUKES OF HAZZARD	C	12353	2045	6.6	16.6	89	888	6.7	7.2	91	858	6.4	6.9	87	915	6.5	7.4	88
DYNASTY	A	33279	6226	20.0	18.7	101	2498	18.9	7.5	95	2685	20.0	8.1	101	2821	20.0	8.5	101
FACTS OF LIFE	N	13410	2555	8.2	19.1	103	1041	7.9	7.8	98	1079	8.0	8.0	101	1104	7.8	8.2	98
FALCON CREST	C	31093	6175	19.9	19.9	107	2609	19.7	8.4	106	2569	19.1	8.3	103	2671	19.0	8.6	102
FALL GUY	A	18649	3384	10.9	18.1	98	1379	10.4	7.4	94	1393	10.4	7.5	93	1533	10.9	8.2	98
FAMILY TIES	N	13101	2719	8.7	20.8	112	1155	8.7	8.8	112	1243	9.3	9.5	119	1338	9.5	10.2	122
FANTASY ISLAND	A	13069	2400	7.7	18.4	99	1167	8.8	8.9	113	987	7.4	7.6	94	1199	8.5	9.2	109
FOULUPS,BLEEPS & BLUNDERS	A	16588	3078	9.9	18.6	100	1276	9.7	7.7	98	1350	10.1	8.1	102	1533	10.9	9.2	110
FOUR SEASONS	C	9302	1911	6.1	20.5	111	767	5.8	8.2	105	874	6.5	9.4	117	948	6.7	10.2	121
GIMME A BREAK	N	13955	2774	8.9	19.9	107	1288	9.7	9.2	117	1378	10.3	9.9	123	1339	9.5	9.6	114
HART TO HART	A	15735	2911	9.4	18.5	100	1143	8.6	7.3	92	1254	9.3	8.0	100	1228	8.7	7.8	93
HILL STREET BLUES	N	18257	3434	11.0	18.8	102	1685	12.7	9.2	117	1523	11.3	8.3	104	1667	11.8	9.1	109
HOTEL	A	24236	4266	13.7	17.6	95	1675	12.7	6.9	88	1876	14.0	7.7	97	2278	16.2	9.4	112
JEFFERSONS	C	17010	3292	10.6	19.4	104	1330	10.1	7.8	99	1448	10.8	8.5	106	1496	10.6	8.8	105
JENNIFER SLEPT HERE	N	9397	1800	5.8	19.2	103	812	6.1	8.6	110	807	6.0	8.6	107	826	5.9	8.8	105
KATE & ALLIE	C	16762	3061	9.8	18.3	99	1236	9.4	7.4	94	1378	10.3	8.2	103	1353	9.6	8.1	96
KNIGHT RIDER	N	13164	2657	8.5	20.2	109	1201	9.1	9.1	116	1148	8.6	8.7	109	1241	8.8	9.4	112
LOVE BOAT	A	20400	3988	12.8	19.5	106	1876	14.2	9.2	117	1654	12.3	8.1	101	1905	13.5	9.3	111
MAGNUM PI	C	22543	4113	13.2	18.2	98	1882	14.2	8.3	106	1713	12.8	7.6	95	1991	14.1	8.8	105
MAMA'S FAMILY	N	9852	2062	6.6	20.9	113	638	4.8	6.5	82	800	6.0	8.1	101	892	6.3	9.1	108
MASTER, THE	N	8082	1575	5.1	19.5	105	724	5.5	9.0	114	648	4.8	8.0	100	650	4.6	8.0	96
MATT HOUSTON	A	12881	2628	8.5	20.4	110	1020	7.7	7.9	100	1164	8.7	9.0	113	1341	9.5	10.4	124
NBC MONDAY NIGHT MOVIE	N	23889	4693	15.1	19.6	106	1794	13.6	7.5	95	2002	14.9	8.4	105	2114	15.0	8.8	105
NBC NIGHTLY NEWS	N	11156	1893	6.1	17.0	92	910	6.9	8.2	103	887	6.6	8.0	99	949	6.7	8.5	101
NBC NIGHTLY NEWS-SAT	N	7363	1407	4.5	19.1	103	535	4.0	7.3	92	561	4.2	7.6	95	605	4.3	8.2	98
NBC NIGHTLY NEWS-SUN	N	6214	1157	3.7	18.6	100	483	3.7	7.8	99	550	4.1	8.9	111	512	3.6	8.2	98
NBC SUNDAY NIGHT MOVIE	N	17590	3328	10.7	18.9	102	1504	11.4	8.6	108	1596	11.9	9.1	113	1640	11.6	9.3	111
NEWHART	C	16740	3365	10.8	20.1	108	1304	9.9	7.8	99	1480	11.0	8.8	110	1418	10.1	8.5	101
ONE DAY AT A TIME	C	11820	2325	7.5	19.7	106	1125	8.5	9.5	121	1037	7.7	8.8	110	946	6.7	8.0	95
PEOPLE ARE FUNNY	N	9138	1869	6.0	20.5	110	575	4.3	6.3	80	688	5.1	7.5	94	795	5.6	8.7	104
REAL PEOPLE	N	15979	2984	9.6	18.7	101	1083	8.2	6.8	86	1351	10.1	8.5	106	1363	9.7	8.5	102
REMINGTON STEELE	N	14395	2657	8.5	18.5	100	1235	9.3	8.6	109	1239	9.2	8.6	108	1384	9.8	9.6	114
RIPLEY'S BELIEVE IT - NOT	A	11362	2299	7.4	20.2	109	903	6.8	7.9	101	932	6.9	8.2	102	1030	7.3	9.1	108
RIPTIDE	N	13920	2644	8.5	19.0	103	1175	8.9	8.4	107	1164	8.7	8.4	104	1260	8.9	9.1	108
SCARECROW & MRS. KING	C	17571	3252	10.5	18.5	100	1612	12.2	9.2	116	1264	9.4	7.2	90	1530	10.9	8.7	104
SIMON & SIMON	C	20208	3497	11.3	17.3	93	1515	11.5	7.5	95	1543	11.5	7.6	95	1482	10.5	7.3	87
60 MINUTES	C	27668	5488	17.7	19.8	107	2100	15.9	7.6	96	2356	17.6	8.5	106	2789	19.8	10.1	120
ST. ELSEWHERE	N	13699	2839	9.1	20.7	112	1176	8.9	8.6	109	1011	7.5	7.4	92	1210	8.6	8.8	105
THREE'S COMPANY	A	20632	3626	11.7	17.6	95	1731	13.1	8.4	106	1730	12.9	8.4	105	1438	10.2	7.0	83
T.J. HOOKER	A	17136	3242	10.4	18.9	102	1397	10.6	8.2	103	1272	9.5	7.4	93	1451	10.3	8.5	101
TONIGHT SHOW	N	4963	935	3.0	18.8	102	424	3.2	8.5	108	420	3.1	8.5	106	448	3.2	9.0	107
TRAPPER JOHN, M.D.	C	16332	3234	10.4	19.8	107	1410	10.7	8.6	110	1183	8.8	7.2	91	1502	10.7	9.2	109
TV BLOOPERS & PRAC. JOKES	N	18881	3513	11.3	18.6	100	1268	9.6	6.7	85	1524	11.4	8.1	101	1606	11.4	8.5	101
20/20	A	18315	3576	11.5	19.5	105	1407	10.6	7.7	97	1360	10.1	7.4	93	1671	11.9	9.1	109
WEBSTER	A	18722	3378	10.9	18.0	97	1504	11.4	8.0	102	1503	11.2	8.0	100	1694	12.0	9.0	108
WORLD NEWS - SUN	A	5327	998	3.2	18.7	101	361	2.7	6.8	86	350	2.6	6.6	82	496	3.5	9.3	111
YELLOW ROSE	N	8370	1640	5.3	19.6	106	693	5.2	8.3	105	672	5.0	8.0	100	761	5.4	9.1	108
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5651	18.2	21.9	118	2193	16.6	8.5	108	2208	16.4	8.5	107	2400	17.0	9.3	110
BASKETBALL - COLLEGE GAMES		14468	3154	10.1	21.8	118	1342	10.2	9.3	118	1530	11.4	10.6	132	1586	11.3	11.0	130
BASKETBALL - PRO GAMES		12124	2534	8.2	20.9	113	1232	9.3	10.2	129	1235	9.2	10.2	127	1140	8.1	9.4	112
BOWLING		9412	1758	5.7	18.7	101	797	6.0	8.5	107	1125	8.4	12.0	149	725	5.1	7.7	92
BOXING		15409	2613	8.4	17.0	92	1177	8.9	7.6	97	1252	9.3	8.1	102	1298	9.2	8.4	100
FOOTBALL - COLLEGE GAMES		21400	4588	14.8	21.4	116	1847	14.0	8.6	110	2171	16.2	10.1	127	2087	14.8	9.8	116
FOOTBALL - PRO GAMES		35944	7781	25.0	21.6	117	3030	22.9	8.4	107	3243	24.2	9.0	113	3147	22.3	8.8	104
GOLF		9759	2195	7.1	22.5	121	822	6.2	8.4	107	1099	8.2	11.3	141	924	6.6	9.5	113
POST-SEASON COLL. FOOTBALL		18123	3838	12.3	21.2	114	1560	11.8	8.6	109	1566	11.7	8.6	108	1743	12.4	9.6	114
POST-SEASON PRO FOOTBALL		22091	4934	15.9	22.3	121	1883	14.2	8.5	108	2072	15.4	9.4	117	1903	13.5	8.6	103
TENNIS		6764	1730	5.6	25.6	138	676	5.1	10.0	127	683	5.1	10.1	126	874	6.2	12.9	154
WRESTLING - PROFESSIONAL		9695	1540	5.0	15.9	86	953	7.2	9.8	125	708	5.3	7.3	91	901	6.4	9.3	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0166
P-18

	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19967	100.0	11.9	100	4182	100.0	2.5	100	6092	100.0	3.6	100				
MALES	79263	9026	45.2	11.4	96	1629	39.0	2.1	82	2363	38.8	3.0	82				
FEMALES	88464	10942	54.8	12.4	104	2553	61.0	2.9	116	3729	61.2	4.2	116				
18 - 24	28671	3472	17.4	12.1	102	*579	13.8	2.0	81	1274	20.9	4.4	122				
25 - 34	39536	5242	26.3	13.3	111	905	21.6	2.3	92	1597	26.2	4.0	111				
35 - 44	28978	3575	17.9	12.3	104	709	17.0	2.4	98	1158	19.0	4.0	110				
45 - 54	22345	2445	12.2	10.9	92	718	17.2	3.2	129	852	14.0	3.8	105				
55 - 64	22224	2697	13.5	12.1	102	624	14.9	2.8	113	723	11.9	3.3	90				
65 OR OLDER	25973	2536	12.7	9.8	82	647	15.5	2.5	100	488	8.0	1.9	52				
18 - 34	68207	8714	43.6	12.8	107	1484	35.5	2.2	87	2871	47.1	4.2	116				
18 - 49	108058	13530	67.8	12.5	105	2609	62.4	2.4	97	4497	73.8	4.2	115				
25 - 54	90859	11262	56.4	12.4	104	2332	55.8	2.6	103	3606	59.2	4.0	109				
35 - 49	39851	4816	24.1	12.1	102	1125	26.9	2.8	113	1626	26.7	4.1	112				
50 OR OLDER	59669	6437	32.2	10.8	91	1573	37.6	2.6	106	1594	26.2	2.7	74				
GRADUATED COLLEGE	28091	3709	18.6	13.2	111	1377	32.9	4.9	197	1446	23.7	5.1	142				
ATTENDED COLLEGE	28938	4187	21.0	14.5	122	1027	24.6	3.5	142	1398	22.9	4.8	133				
GRADUATED HIGH SCHOOL	65503	7669	38.4	11.7	98	1189	28.4	1.8	73	2280	37.4	3.5	96				
DID NOT GRADUATE HIGH SCHOOL	45195	4403	22.1	9.7	82	589	14.1	1.3	52	968	15.9	2.1	59				
EMPLOYED MALES	56429	6377	31.9	11.3	95	1246	29.8	2.2	89	1873	30.7	3.3	91				
EMPLOYED FEMALES	43971	5675	28.4	12.9	108	1487	35.6	3.4	136	2200	36.1	5.0	138				
EMPLOYED FULL-TIME	87773	10521	52.7	12.0	101	2203	52.7	2.5	101	3589	58.9	4.1	113				
EMPLOYED PART-TIME	12627	1531	7.7	12.1	102	*530	12.7	4.2	168	*483	7.9	3.8	105				
NOT EMPLOYED	67327	7916	39.6	11.8	99	1449	34.6	2.2	86	2019	33.1	3.0	83				
PROFESSIONAL/MANAGER	25845	3449	17.3	13.3	112	1141	27.3	4.4	177	1222	20.1	4.7	130				
TECH/CLERICAL/SALES	30895	3759	18.8	12.2	102	960	23.0	3.1	125	1613	26.5	5.2	144				
PRECISION/CRAFT	12629	1414	7.1	11.2	94	*276	6.6	2.2	88	*334	5.5	2.6	73				
OTHER EMPLOYED	31031	3430	17.2	11.1	93	356	8.5	1.1	46	904	14.8	2.9	80				
SINGLE	35557	4714	23.6	13.3	111	991	23.7	2.8	112	1521	25.0	4.3	118				
MARRIED	103585	12059	60.4	11.6	98	2453	58.7	2.4	95	3675	60.3	3.5	98				
DIVORCED/SEPARATED/WIDOWED	28585	3195	16.0	11.2	94	738	17.6	2.6	104	896	14.7	3.1	86				
PARENTS	59295	7325	36.7	12.4	104	1204	28.8	2.0	81	2249	36.9	3.8	104				
WHITE	146081	17693	88.6	12.1	102	3718	88.9	2.5	102	5542	91.0	3.8	104				
BLACK	17974	1826	9.1	10.2	85	380	9.1	2.1	85	465	7.6	2.6	71				
OTHER	3672	**448	2.2	12.2	102	**84	2.0	2.3	92	**84	1.4	2.3	63				
NORTHEAST-CENSUS	37005	4102	20.5	11.1	93	985	23.6	2.7	107	1740	28.6	4.7	129				
NORTH CENTRAL	42642	6008	30.1	14.1	118	889	21.3	2.1	84	1476	24.2	3.5	95				
SOUTH	56777	5014	25.1	8.8	74	1051	25.1	1.9	74	1631	26.8	2.9	79				
WEST	31303	4844	24.3	15.5	130	1258	30.1	4.0	161	1244	20.4	4.0	109				
NORTHEAST-MKTG.	38125	4374	21.9	11.5	96	1301	31.1	3.4	137	1782	29.3	4.7	129				
EAST CENTRAL	24794	3285	16.5	13.2	111	567	13.6	2.3	92	822	13.5	3.3	91				
WEST CENTRAL	28511	4024	20.2	14.1	119	506	12.1	1.8	71	1016	16.7	3.6	98				
SOUTH	48953	4032	20.2	8.2	69	628	15.0	1.3	51	1357	22.3	2.8	76				
PACIFIC	27344	4252	21.3	15.6	131	1180	28.2	4.3	173	1115	18.3	4.1	112				
COUNTY SIZE A	69301	9163	45.9	13.2	111	2280	54.5	3.3	132	3251	53.4	4.7	129				
COUNTY SIZE B	50633	5874	29.4	11.6	97	1173	28.0	2.3	93	1584	26.0	3.1	86				
COUNTY SIZE C	26259	2901	14.5	11.0	93	*422	10.1	1.6	64	668	11.0	2.5	70				
COUNTY SIZE D	21534	2030	10.2	9.4	79	*308	7.4	1.4	57	588	9.7	2.7	75				
METRO CENTRAL CITY	50014	6100	30.6	12.2	102	1476	35.3	3.0	118	2105	34.6	4.2	116				
METRO SUBURBAN	76832	9983	50.0	13.0	109	1948	46.6	2.5	102	2969	48.7	3.9	106				
NON METRO	40881	3884	19.5	9.5	80	758	18.1	1.9	74	1018	16.7	2.5	69				
TOP 5 ADI'S	39550	5290	26.5	13.4	112	1360	32.5	3.4	138	2066	33.9	5.2	144				
TOP 10 ADI'S	54877	6988	35.0	12.7	107	1820	43.5	3.3	133	2683	44.0	4.9	135				
TOP 20 ADI'S	77516	10032	50.2	12.9	109	2448	58.5	3.2	127	3355	55.1	4.3	119				
HSHLD INC. $50,000 OR MORE	17257	2154	10.8	12.5	105	817	19.5	4.7	190	905	14.9	5.2	144				
$40,000 OR MORE	33235	4310	21.6	13.0	109	1486	35.5	4.5	179	1783	29.3	5.4	148				
$30,000 OR MORE	59693	7687	38.5	12.9	108	2132	51.0	3.6	143	2718	44.6	4.6	125				
$25,000 OR MORE	76275	9812	49.1	12.9	108	2547	60.9	3.3	134	3297	54.1	4.3	119				
$20,000 - $24,999	18607	2100	10.5	11.3	95	*419	10.0	2.3	90	637	10.5	3.4	94				
$15,000 - $19,999	17175	2161	10.8	12.6	106	*312	7.5	1.8	73	720	11.8	4.2	115				
$10,000 - $14,999	24569	3152	15.8	12.8	108	*459	11.0	1.9	75	657	10.8	2.7	74				
UNDER $10,000	31101	2742	13.7	8.8	74	445	10.6	1.4	57	781	12.8	2.5	69				
HOUSEHOLD OF 1 PERSON	19441	2172	10.9	11.2	94	604	14.4	3.1	125	629	10.3	3.2	89				
2 PEOPLE	51803	5853	29.3	11.3	95	1320	31.6	2.5	102	1737	28.5	3.4	92				
3 OR 4 PEOPLE	66933	7933	39.7	11.9	100	1806	43.2	2.7	108	2682	44.0	4.0	110				
5 OR MORE PEOPLE	29550	4010	20.1	13.6	114	*452	10.8	1.5	61	1043	17.1	3.5	97				
NO CHILD IN HSHLD	96587	11170	55.9	11.6	97	2706	64.7	2.8	112	3432	56.3	3.6	98				
CHILD(REN) UNDER 2 YRS	10844	1323	6.6	12.2	102	**107	2.6	1.0	40	*510	8.4	4.7	129				
2 - 5 YEARS	26358	3169	15.9	12.0	101	*350	8.4	1.3	53	1012	16.6	3.8	106				
6 - 11 YEARS	30453	3938	19.7	12.9	109	618	14.8	2.0	81	1147	18.8	3.8	104				
12 - 17 YEARS	36575	4466	22.4	12.2	103	902	21.6	2.5	99	1336	21.9	3.7	101				
RESIDENCE OWNED	117770	14056	70.4	11.9	100	3159	75.5	2.7	108	4104	67.4	3.5	96				
VALUE: $50,000 OR MORE	70166	9129	45.7	13.0	109	2529	60.5	3.6	145	2952	48.5	4.2	116				
VALUE: UNDER $50,000	47604	4927	24.7	10.3	87	630	15.1	1.3	53	1152	18.9	2.4	67				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0167
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		TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	19967	100.0	11.9	100	4182	100.0	2.5	100	6092	100.0	3.6	100				
MAGAZINES	QUINTILE 1	34022	5306	26.6	15.6	131	1245	29.8	3.7	147	1717	28.2	5.0	139				
	QUINTILE 2	34800	4633	23.2	13.3	112	1267	30.3	3.6	146	1295	21.3	3.7	102				
	QUINTILE 3	30514	3400	17.0	11.1	94	673	16.1	2.2	88	1112	18.3	3.6	100				
	QUINTILE 4	33324	3587	18.0	10.8	90	512	12.2	1.5	62	1001	16.4	3.0	83				
	QUINTILE 5	35066	3042	15.2	8.7	73	486	11.6	1.4	56	966	15.9	2.8	76				
NEWSPAPERS	QUINTILE 1	29107	4048	20.3	13.9	117	1156	27.6	4.0	159	1414	23.2	4.9	134				
	QUINTILE 2	49095	6351	31.8	12.9	109	1472	35.2	3.0	120	1992	32.7	4.1	112				
	QUINTILE 3	23107	2651	13.3	11.5	96	573	13.7	2.5	99	789	13.0	3.4	94				
	QUINTILE 4	33556	3750	18.8	11.2	94	583	13.9	1.7	70	1019	16.7	3.0	84				
	QUINTILE 5	32863	3168	15.9	9.6	81	398	9.5	1.2	49	879	14.4	2.7	74				
OUTDOOR	QUINTILE 1	33431	4588	23.0	13.7	115	881	21.1	2.6	106	1371	22.5	4.1	113				
	QUINTILE 2	33478	4450	22.3	13.3	112	848	20.3	2.5	102	1365	22.4	4.1	112				
	QUINTILE 3	33574	4098	20.5	12.2	103	856	20.5	2.5	102	1124	18.5	3.3	92				
	QUINTILE 4	33935	3599	18.0	10.6	89	854	20.4	2.5	101	1344	22.1	4.0	109				
	QUINTILE 5	33310	3233	16.2	9.7	82	744	17.8	2.2	90	888	14.6	2.7	73				
RADIO-DRIVE TIME	QUINTILE 1	33136	4182	20.9	12.6	106	800	19.1	2.4	97	1300	21.3	3.9	108				
	QUINTILE 2	31658	3538	17.7	11.2	94	1019	24.4	3.2	129	1302	21.4	4.1	113				
	QUINTILE 3	32541	3988	20.0	12.3	103	894	21.4	2.7	110	1171	19.2	3.6	99				
	QUINTILE 4	34247	4214	21.1	12.3	103	804	19.2	2.3	94	1134	18.6	3.3	91				
	QUINTILE 5	36144	4045	20.3	11.2	94	666	15.9	1.8	74	1185	19.5	3.3	90				
RADIO-MID-DAY	TERCILE 1	45037	5599	28.0	12.4	104	1112	26.6	2.5	99	1733	28.4	3.8	106				
	TERCILE 2	44819	5587	28.0	12.5	105	1254	30.0	2.8	112	1555	25.5	3.5	96				
	TERCILE 3	77872	8781	44.0	11.3	95	1816	43.4	2.3	94	2803	46.0	3.6	99				
RADIO-TOTAL	QUINTILE 1	33763	4291	21.5	12.7	107	848	20.3	2.5	101	1282	21.0	3.8	105				
	QUINTILE 2	33240	4212	21.1	12.7	106	984	23.5	3.0	119	1363	22.4	4.1	113				
	QUINTILE 3	33408	3916	19.6	11.7	98	910	21.8	2.7	109	1380	22.7	4.1	114				
	QUINTILE 4	34792	4223	21.1	12.1	102	817	19.5	2.3	94	1088	17.9	3.1	86				
	QUINTILE 5	32524	3326	16.7	10.2	86	623	14.9	1.9	77	979	16.1	3.0	83				
TV-PRIME TIME	QUINTILE 1	33090	4132	20.7	12.5	105	629	15.0	1.9	76	1181	19.4	3.6	98				
	QUINTILE 2	33357	4100	20.5	12.3	103	869	20.8	2.6	104	1311	21.5	3.9	108				
	QUINTILE 3	33980	4139	20.7	12.2	102	884	21.1	2.6	104	1323	21.7	3.9	107				
	QUINTILE 4	33854	3996	20.0	11.8	99	829	19.8	2.4	98	1184	19.4	3.5	96				
	QUINTILE 5	33444	3601	18.0	10.8	90	971	23.2	2.9	116	1093	17.9	3.3	90				
TV-DAYTIME	TERCILE 1	49121	6084	30.5	12.4	104	783	18.7	1.6	64	1542	25.3	3.1	86				
	TERCILE 2	48823	5506	27.6	11.3	95	1417	33.9	2.9	116	1980	32.5	4.1	112				
	TERCILE 3	69782	8377	42.0	12.0	101	1983	47.4	2.8	114	2569	42.2	3.7	101				
TV-TOTAL	QUINTILE 1	33584	4231	21.2	12.6	106	527	12.6	1.6	63	1129	18.5	3.4	93				
	QUINTILE 2	33441	3994	20.0	11.9	100	825	19.7	2.5	99	1190	19.5	3.6	98				
	QUINTILE 3	33505	4199	21.0	12.5	105	947	22.6	2.8	113	1180	19.4	3.5	97				
	QUINTILE 4	33466	3779	18.9	11.3	95	861	20.6	2.6	103	1492	24.5	4.5	123				
	QUINTILE 5	33731	3764	18.9	11.2	94	1023	24.5	3.0	122	1101	18.1	3.3	90				
MAGAZINES-NEWSPAPERS: DUAL		44503	6759	33.9	15.2	128	1790	42.8	4.0	161	2166	35.6	4.9	134				
MAGAZINE IMPERATIVE		39363	4975	24.9	12.6	106	969	23.2	2.5	99	1265	20.8	3.2	88				
NEWSPAPER IMPERATIVE		46441	4896	24.5	10.5	89	1020	24.4	2.2	88	1593	26.1	3.4	94				
MAGAZINES-OUTDOOR: DUAL		33726	4831	24.2	14.3	120	1215	29.1	3.6	144	1536	25.2	4.6	125				
MAGAZINE IMPERATIVE		52846	6860	34.4	13.0	109	1733	41.4	3.3	132	1977	32.5	3.7	103				
OUTDOOR IMPERATIVE		52140	6070	30.4	11.6	98	878	21.0	1.7	68	1829	30.0	3.5	97				
MAGAZINES-RADIO: DUAL		37081	4965	24.9	13.4	112	1339	32.0	3.6	145	1617	26.5	4.4	120				
MAGAZINE IMPERATIVE		49747	6742	33.8	13.6	114	1589	38.0	3.2	128	1955	32.1	3.9	108				
RADIO IMPERATIVE		49208	5338	26.7	10.8	91	870	20.8	1.8	71	1706	28.0	3.5	95				
MAGAZINES-TELEVISION: DUAL		33103	5054	25.3	15.3	128	932	22.3	2.8	113	1345	22.1	4.1	112				
MAGAZINE IMPERATIVE		54575	6872	34.4	12.6	106	2093	50.0	3.8	154	2375	39.0	4.4	120				
TELEVISION IMPERATIVE		53249	5346	26.8	10.0	84	784	18.7	1.5	59	1666	27.3	3.1	86				
NEWSPAPERS-OUTDOOR: DUAL		36255	5011	25.1	13.8	116	1272	30.4	3.5	141	1694	27.8	4.7	129				
NEWSPAPER IMPERATIVE		55591	6733	33.7	12.1	102	1708	40.8	3.1	123	2184	35.9	3.9	108				
OUTDOOR IMPERATIVE		48319	5821	29.2	12.0	101	801	19.2	1.7	66	1584	26.0	3.3	90				
NEWSPAPERS-RADIO: DUAL		37242	4896	24.5	13.1	110	1428	34.1	3.8	154	1756	28.8	4.7	130				
NEWSPAPER IMPERATIVE		54423	7007	35.1	12.9	108	1617	38.7	3.0	119	2202	36.1	4.0	111				
RADIO IMPERATIVE		46650	5361	26.8	11.5	97	743	17.8	1.6	64	1530	25.1	3.3	90				
NEWSPAPERS-TELEVISION: DUAL		35974	4929	24.7	13.7	115	1003	24.0	2.8	112	1482	24.3	4.1	113				
NEWSPAPER IMPERATIVE		56095	7122	35.7	12.7	107	2028	48.5	3.6	145	2416	39.7	4.3	119				
TELEVISION IMPERATIVE		47170	5187	26.0	11.0	92	645	15.4	1.4	55	1361	22.3	2.9	79				
OUTDOOR-RADIO: DUAL		33748	4407	22.1	13.1	110	950	22.7	2.8	113	1452	23.8	4.3	118				
OUTDOOR IMPERATIVE		52785	7071	35.4	13.4	113	1261	30.2	2.4	96	1938	31.8	3.7	101				
RADIO IMPERATIVE		52882	6142	30.8	11.6	98	1466	35.1	2.8	111	1992	32.7	3.8	104				
OUTDOOR-TELEVISION: DUAL		32030	4344	21.8	13.6	114	909	21.7	2.8	114	1075	17.6	3.4	92				
OUTDOOR IMPERATIVE		54626	6959	34.9	12.7	107	1483	35.5	2.7	109	2304	37.8	4.2	116				
TELEVISION IMPERATIVE		54874	6187	31.0	11.3	95	1079	25.8	2.0	79	1857	30.5	3.4	93				
RADIO-TELEVISION: DUAL		33386	4276	21.4	12.8	108	944	22.6	2.8	113	1198	19.7	3.6	99				
RADIO IMPERATIVE		53810	6482	32.5	12.0	101	1567	37.5	2.9	117	2186	35.9	4.1	112				
TELEVISION IMPERATIVE		54023	6382	32.0	11.8	99	919	22.0	1.7	68	1794	29.4	3.3	91				

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0168
P-18

	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19967	100.0	11.9	100	4182	100.0	2.5	100	6092	100.0	3.6	100				
ATLANTIC MONTHLY	867	**49	0.2	5.7	47	**25	0.6	2.9	116	**41	0.7	4.7	130				
BARRON'S	1580	287	1.4	18.2	153	**132	3.2	8.4	335	**141	2.3	8.9	246				
BETTER HOMES & GARDENS	22203	3127	15.7	14.1	118	894	21.4	4.0	161	923	15.2	4.2	114				
BON APPETIT	3810	635	3.2	16.7	140	331	7.9	8.7	348	*243	4.0	6.4	176				
BUSINESS WEEK	4663	668	3.3	14.3	120	*199	4.8	4.3	171	*245	4.0	5.3	145				
CAR AND DRIVER	3102	335	1.7	10.8	91	**29	0.7	0.9	37	**125	2.1	4.0	111				
CBS MAGAZINE NETWORK (GROSS)	7311	984	4.9	13.5	113	*165	3.9	2.3	91	*238	3.9	3.3	90				
CHANGING TIMES	3400	577	2.9	17.0	143	*170	4.1	5.0	201	*147	2.4	4.3	119				
COLONIAL HOMES	1796	*184	0.9	10.2	86	*93	2.2	5.2	208	**59	1.0	3.3	90				
CONDE NAST MAG. PKG. (GROSS)	19924	2967	14.9	14.9	125	979	23.4	4.9	197	1443	23.7	7.2	199				
CONSUMERS DIGEST	3125	517	2.6	16.5	139	*128	3.1	4.1	164	**105	1.7	3.4	93				
COSMOPOLITAN	10577	1573	7.9	14.9	125	412	9.9	3.9	156	603	9.9	5.7	157				
COUNTRY LIVING	3746	486	2.4	13.0	109	*169	4.0	4.5	181	*176	2.9	4.7	129				
CUISINE	2214	339	1.7	15.3	129	*153	3.7	6.9	277	**110	1.8	5.0	137				
CYCLE WORLD	2394	*333	1.7	13.9	117	**21	0.5	0.9	35	**48	0.8	2.0	55				
DCI:CREATIVE IDEAS FOR LIV	3068	344	1.7	11.2	94	**100	2.4	3.3	131	*122	2.0	4.0	109				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	940	4.7	9.8	83	339	8.1	3.5	142	354	5.8	3.7	102				
DISCOVER	2277	304	1.5	13.4	112	**52	1.2	2.3	92	**89	1.5	3.9	108				
EBONY	7187	912	4.6	12.7	107	*208	5.0	2.9	116	*203	3.3	2.8	78				
ESQUIRE	2560	353	1.8	13.8	116	*118	2.8	4.6	185	**78	1.3	3.0	84				
ESSENCE	3242	499	2.5	15.4	129	**111	2.7	3.4	137	*126	2.1	3.9	107				
FAMILY CIRCLE	19639	3145	15.8	16.0	135	676	16.2	3.4	138	946	15.5	4.8	133				
THE FAMILY HANDYMAN	3540	480	2.4	13.6	114	**90	2.2	2.5	102	**102	1.7	2.9	79				
FAMILY WEEKLY	23924	3215	16.1	13.4	113	579	13.8	2.4	97	716	11.8	3.0	82				
FIELD & STREAM	9883	1210	6.1	12.2	103	*154	3.7	1.6	62	295	4.8	3.0	82				
FOOD & WINE	1030	*200	1.0	19.4	163	**68	1.6	6.6	265	**37	0.6	3.6	99				
FORBES	2679	389	1.9	14.5	122	*145	3.5	5.4	217	*125	2.1	4.7	128				
FORTUNE	2931	485	2.4	16.5	139	*168	4.0	5.7	230	*105	1.7	3.6	99				
GENTLEMEN'S QUARTERLY	3481	388	1.9	11.1	94	**129	3.1	3.7	149	**181	3.0	5.2	143				
GLAMOUR	7163	1146	5.7	16.0	134	*298	7.1	4.2	167	554	9.1	7.7	213				
GOLF DIGEST	2355	272	1.4	11.5	97	**58	1.4	2.5	99	**101	1.7	4.3	118				
GOLF DIGEST/TENNIS (GROSS)	3610	471	2.4	13.0	110	**131	3.1	3.6	146	*160	2.6	4.4	122				
GOLF MAGAZINE	2046	323	1.6	15.8	133	**55	1.3	2.7	108	**128	2.1	6.3	172				
GOLF MAGAZINE/SKI (GROSS)	3547	514	2.6	14.5	122	**126	3.0	3.6	142	*175	2.9	4.9	136				
GOOD HOUSEKEEPING	20353	3177	15.9	15.6	131	689	16.5	3.4	136	875	14.4	4.3	118				
HARPER'S BAZAAR	3362	475	2.4	14.1	119	*241	5.8	7.2	288	*191	3.1	5.7	156				
HEALTH	2987	538	2.7	18.0	151	**161	3.8	5.4	216	**94	1.5	3.1	87				
HEARST MAG CORP. BUY (GROSS)	67928	9853	49.3	14.5	122	2654	63.5	3.9	157	3191	52.4	4.7	129				
HEARST MAN POWER (GROSS)	11282	1654	8.3	14.7	123	214	5.1	1.9	76	421	6.9	3.7	103				
HEARST WOMAN POWER (GROSS)	40514	6040	30.2	14.9	125	1524	36.4	3.8	151	1898	31.2	4.7	129				
HOUSE BEAUTIFUL	4885	609	3.1	12.5	105	284	6.8	5.8	233	*266	4.4	5.4	150				
INC.	1308	*224	1.1	17.1	144	**78	1.9	6.0	239	**92	1.5	7.0	194				
JET	6498	679	3.4	10.4	88	*122	2.9	1.9	75	*268	4.4	4.1	114				
LADIES' HOME JOURNAL	14797	2397	12.0	16.2	136	481	11.5	3.3	130	696	11.4	4.7	130				
LHJ FAMILY GRP COMBO(GROSS)	21743	3440	17.2	15.8	133	823	19.7	3.8	152	949	15.6	4.4	120				
LIFE	9881	1404	7.0	14.2	119	233	5.6	2.4	95	502	8.2	5.1	140				
L.A. TIMES HOME MAGAZINE	2775	491	2.5	17.7	149	238	5.7	8.6	344	*119	2.0	4.3	118				
MADEMOISELLE	4219	624	3.1	14.8	124	*273	6.5	6.5	260	351	5.8	8.3	229				
MC CALL'S	16422	2462	12.3	15.0	126	537	12.8	3.3	131	748	12.3	4.6	125				
MC CALL'S/WRK MOTHER (GROSS)	17919	2703	13.5	15.1	127	558	13.3	3.1	125	835	13.7	4.7	128				
MECHANIX ILLUSTRATED	4433	617	3.1	13.9	117	**83	2.0	1.9	75	*171	2.8	3.9	106				
METROPOLITAN HOME	1504	*177	0.9	11.8	99	**65	1.6	4.3	173	**69	1.1	4.6	126				
MONEY	4723	763	3.8	16.2	136	*212	5.1	4.5	180	*162	2.7	3.4	94				
MOTHER EARTH NEWS	2325	353	1.8	15.2	128	**97	2.3	4.2	167	*143	2.3	6.2	169				
MS.	1189	*184	0.9	15.5	130	**36	0.9	3.0	121	**57	0.9	4.8	132				
NATIONAL ENQUIRER	18892	2503	12.5	13.2	111	386	9.2	2.0	82	836	13.7	4.4	122				
NATIONAL GEOGRAPHIC	22129	3000	15.0	13.6	114	898	21.5	4.1	163	1049	17.2	4.7	131				
NATIONAL SUNDAY MAGAZINE PKG	103750	13584	68.0	13.1	110	3182	76.1	3.1	123	4098	67.3	3.9	109				
NATURAL HISTORY	1379	*150	0.8	10.9	91	**20	0.5	1.5	58	**42	0.7	3.0	84				
NEW WOMAN	2289	276	1.4	12.1	101	**47	1.1	2.1	82	*136	2.2	5.9	164				
NEW YORK INCLUDING CUE	1088	*133	0.7	12.2	103	**35	0.8	3.2	129	**103	1.7	9.5	261				
THE NEW YORKER	2459	336	1.7	13.7	115	*171	4.1	7.0	279	*105	1.7	4.3	118				
NEWSWEEK	16527	2385	11.9	14.4	121	639	15.3	3.9	155	659	10.8	4.0	110				
THE N.Y. TIMES DAILY EDITION	2739	308	1.5	11.2	94	*126	3.0	4.6	185	289	4.7	10.6	291				
THE N.Y. TIMES MAGAZINE	4443	601	3.0	13.5	114	237	5.7	5.3	214	343	5.6	7.7	213				
OMNI	2799	317	1.6	11.3	95	**59	1.4	2.1	85	*152	2.5	5.4	150				
ON CABLE	2209	310	1.6	14.0	118	**31	0.7	1.4	56	**54	0.9	2.4	67				
1001 HOME IDEAS	3959	506	2.5	12.8	107	*180	4.3	4.5	182	*158	2.6	4.0	110				
ORGANIC GARDENING	3111	431	2.2	13.9	116	**101	2.4	3.2	130	**126	2.1	4.1	112				
OUTDOOR LIFE	5024	631	3.2	12.6	106	**103	2.5	2.1	82	**121	2.0	2.4	66				
PARADE MAGAZINE	51292	6591	33.0	12.8	108	1631	39.0	3.2	128	2115	34.7	4.1	114				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0169
P-18

	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C %	ROOT BEER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C %	TONIC D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C %	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C %	D INDX
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
TOTAL ADULTS	167727	19967	100.0	11.9	100	4182	100.0	2.5	100	6092	100.0	3.6	100				
PARENTS	5298	786	3.9	14.8	125	**107	2.6	2.0	81	*222	3.6	4.2	115				
PENTHOUSE	5129	746	3.7	14.5	122	*106	2.5	2.1	83	*180	3.0	3.5	97				
PEOPLE	21070	3313	16.6	15.7	132	730	17.5	3.5	139	1018	16.7	4.8	133				
PLAYBOY	10562	1490	7.5	14.1	119	268	6.4	2.5	102	418	6.9	4.0	109				
POPULAR HOT RODDING	2498	*244	1.2	9.8	82	**57	1.4	2.3	92	**67	1.1	2.7	74				
POPULAR MECHANICS	5887	856	4.3	14.5	122	*99	2.4	1.7	67	*221	3.6	3.8	103				
POPULAR SCIENCE	4317	674	3.4	15.6	131	*145	3.5	3.4	135	*189	3.1	4.4	121				
PREVENTION	5792	871	4.4	15.0	126	*278	6.6	4.8	193	257	4.2	4.4	122				
PSYCHOLOGY TODAY	3284	549	2.7	16.7	140	*166	4.0	5.1	203	*170	2.8	5.2	143				
READER'S DIGEST	40046	5461	27.4	13.6	115	1259	30.1	3.1	126	1413	23.2	3.5	97				
REDBOOK	9584	1290	6.5	13.5	113	422	10.1	4.4	177	420	6.9	4.4	121				
ROAD & TRACK	2590	381	1.9	14.7	124	**68	1.6	2.6	105	**123	2.0	4.7	131				
ROLLING STONE	3302	460	2.3	13.9	117	**139	3.3	4.2	169	*208	3.4	6.3	173				
RUNNER'S WORLD	1229	*256	1.3	20.8	175	**39	0.9	3.2	127	**34	0.6	2.8	76				
SATURDAY EVENING POST	2110	306	1.5	14.5	122	**49	1.2	2.3	93	**104	1.7	4.9	136				
SCIENCE 84	1543	*209	1.0	13.5	114	**58	1.4	3.8	151	**41	0.7	2.7	73				
SCIENCE DIGEST	1747	349	1.7	20.0	168	**63	1.5	3.6	145	**45	0.7	2.6	71				
SCIENTIFIC AMERICAN	1994	326	1.6	16.3	137	**65	1.6	3.3	131	**112	1.8	5.6	155				
SELF	3119	442	2.2	14.2	119	**133	3.2	4.3	171	*172	2.8	5.5	152				
SEVENTEEN	3923	519	2.6	13.2	111	**173	4.1	4.4	177	*252	4.1	6.4	177				
SKI	1501	*191	1.0	12.7	107	**70	1.7	4.7	187	**47	0.8	3.1	86				
SMITHSONIAN	5976	733	3.7	12.3	103	360	8.6	6.0	242	*199	3.3	3.3	92				
SOAP OPERA DIGEST	4228	593	3.0	14.0	118	**143	3.4	3.4	136	*225	3.7	5.3	147				
SOUTHERN LIVING	6488	597	3.0	9.2	77	239	5.7	3.7	148	*232	3.8	3.6	98				
SPORT	3500	537	2.7	15.3	129	**75	1.8	2.1	86	**91	1.5	2.6	72				
THE SPORTING NEWS	2456	398	2.0	16.2	136	**184	4.4	7.5	300	**64	1.1	2.6	72				
SPORTS AFIELD	3648	449	2.2	12.3	103	**53	1.3	1.5	58	*155	2.5	4.2	117				
SPORTS ILLUSTRATED	14484	1881	9.4	13.0	109	336	8.0	2.3	93	637	10.5	4.4	121				
STAR	12661	1709	8.6	13.5	113	*264	6.3	2.1	84	593	9.7	4.7	129				
SUNDAY	52799	7248	36.3	13.7	115	1700	40.7	3.2	129	2372	38.9	4.5	124				
SUNSET	3513	736	3.7	21.0	176	*271	6.5	7.7	309	*200	3.3	5.7	157				
TV GUIDE	42766	5650	28.3	13.2	111	972	23.2	2.3	91	1746	28.7	4.1	112				
TENNIS	1254	*199	1.0	15.9	133	**73	1.7	5.8	233	**59	1.0	4.7	130				
TIME	22054	3187	16.0	14.5	121	813	19.4	3.7	148	1063	17.4	4.8	133				
TOWN & COUNTRY	1555	*250	1.3	16.1	135	**104	2.5	6.7	268	**129	2.1	8.3	228				
TRAVEL & LEISURE	2173	256	1.3	11.8	99	*125	3.0	5.8	231	**97	1.6	4.5	123				
TRUE STORY	4636	510	2.6	11.0	92	**44	1.1	0.9	38	**64	1.1	1.4	38				
U.S.NEWS & WORLD REPORT	10353	1393	7.0	13.5	113	407	9.7	3.9	158	243	4.0	2.3	65				
USA TODAY	4994	801	4.0	16.0	135	*157	3.8	3.1	126	326	5.4	6.5	180				
US	3528	551	2.8	15.6	131	**53	1.3	1.5	60	*210	3.4	6.0	164				
VOGUE	5424	755	3.8	13.9	117	275	6.6	5.1	203	365	6.0	6.7	185				
WALL STREET JOURNAL	6292	916	4.6	14.6	122	344	8.2	5.5	219	310	5.1	4.9	136				
WEIGHT WATCHERS	2762	475	2.4	17.2	144	**104	2.5	3.8	151	*186	3.1	6.7	185				
WOMAN'S DAY	16320	2639	13.2	16.2	136	667	15.9	4.1	164	892	14.6	5.5	150				
WORKING MOTHER	1496	*240	1.2	16.0	135	**21	0.5	1.4	56	**87	1.4	5.8	160				
WORKING WOMAN	1851	307	1.5	16.6	139	**131	3.1	7.1	284	**179	2.9	9.7	266				
WORLD TENNIS	580	**73	0.4	12.6	106	**31	0.7	5.3	214	**15	0.2	2.6	71				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1653	8.3	13.3	112	260	6.2	2.1	84	457	7.5	3.7	101				
BLAIR INSERTS	91671	11751	58.9	12.8	108	2963	70.9	3.2	130	3755	61.6	4.1	113				
DAILY NEWSPAPERS																	
READ ANY	109190	13899	69.6	12.7	107	3185	76.2	2.9	117	4401	72.2	4.0	111				
READ ONE	89587	11414	57.2	12.7	107	2450	58.6	2.7	110	3486	57.2	3.9	107				
READ TWO OR MORE	19602	2485	12.4	12.7	106	735	17.6	3.7	150	915	15.0	4.7	129				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14022	70.2	12.8	107	3337	79.8	3.0	122	4423	72.6	4.0	111				
READ ONE	95074	11850	59.3	12.5	105	2717	65.0	2.9	115	3696	60.7	3.9	107				
READ TWO OR MORE	14588	2172	10.9	14.9	125	621	14.8	4.3	171	726	11.9	5.0	137				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.98				29.33				29.77							
30 DAY REACH	149706	18039	90.3	12.0	101	3724	89.0	2.5	100	5668	93.0	3.8	104				
50 SHWG - 30 DAY AV FREQ	15.16	16.63				15.27				15.77							
30 DAY REACH	142406	17368	87.0	12.2	102	3595	86.0	2.5	101	5350	87.8	3.8	103				
25 SHWG - 30 DAY AV FREQ	8.23	8.86				8.18				8.31							
30 DAY REACH	131152	16311	81.7	12.4	104	3349	80.1	2.6	102	5072	83.3	3.9	106				
CABLE TV: HOME WIRED	66879	8433	42.2	12.6	106	1591	38.0	2.4	95	2812	46.2	4.2	116				
HOME NOT WIRED	100848	11535	57.8	11.4	96	2591	62.0	2.6	103	3280	53.8	3.3	90				
HAVE PAY CABLE	35024	4609	23.1	13.2	111	907	21.7	2.6	104	1770	29.1	5.1	139				

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	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19967	100.0	11.9	100	4182	100.0	2.5	100	6092	100.0	3.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11471	57.4	12.0	101	2618	62.6	2.7	110	3654	60.0	3.8	105				
10:00 AM - 3:00 PM	63599	7965	39.9	12.5	105	1682	40.2	2.6	106	2365	38.8	3.7	102				
3:00 PM - 7:00 PM	72097	9001	45.1	12.5	105	1857	44.4	2.6	103	2827	46.4	3.9	108				
7:00 PM - MIDNIGHT	36670	4786	24.0	13.1	110	857	20.5	2.3	94	1496	24.6	4.1	112				
MIDNIGHT - 6:00 AM	21908	2715	13.6	12.4	104	548	13.1	2.5	100	831	13.6	3.8	104				
6:00 AM - MIDNIGHT	127571	15556	77.9	12.2	102	3277	78.4	2.6	103	4843	79.5	3.8	105				
ENTIRE DAY	129239	15789	79.1	12.2	103	3296	78.8	2.6	102	4909	80.6	3.8	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4313	21.6	12.7	107	986	23.6	2.9	116	1289	21.2	3.8	104				
ALL NEWS	6062	754	3.8	12.4	104	210	5.0	3.5	139	293	4.8	4.8	133				
AOR/PROGRESSIVE	11884	1462	7.3	12.3	103	410	9.8	3.5	138	386	6.3	3.2	89				
BEAUTIFUL MUSIC	11180	1504	7.5	13.5	113	320	7.7	2.9	115	441	7.2	3.9	109				
BLACK	4538	485	2.4	10.7	90	**74	1.8	1.6	65	*201	3.3	4.4	122				
CLASSICAL	3857	422	2.1	10.9	92	*146	3.5	3.8	152	*157	2.6	4.1	112				
CHR/ROCK	21946	2885	14.4	13.1	110	524	12.5	2.4	96	1175	19.3	5.4	147				
COUNTRY	27262	3249	16.3	11.9	100	474	11.3	1.7	70	762	12.5	2.8	77				
GOLDEN OLDIES	3339	442	2.2	13.2	111	**93	2.2	2.8	112	**115	1.9	3.4	95				
MOR/NOSTALGIA	10346	1317	6.6	12.7	107	388	9.3	3.8	150	360	5.9	3.5	96				
NEWS/TALK	8929	1185	5.9	13.3	111	274	6.6	3.1	123	380	6.2	4.3	117				
RELIGIOUS	5488	628	3.1	11.4	96	**151	3.6	2.8	110	**166	2.7	3.0	83				
SOFT ROCK	1232	**84	0.4	6.8	57	**29	0.7	2.4	94	**41	0.7	3.3	92				
URBAN CONTEMPORARY	3184	266	1.3	8.4	70	**38	0.9	1.2	48	*124	2.0	3.9	107				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	832	4.2	12.0	101	**157	3.8	2.3	91	249	4.1	3.6	99				
ABC DIRECTION	5212	639	3.2	12.3	103	*219	5.2	4.2	169	*200	3.3	3.8	106				
ABC ENTERTAINMENT	10385	1174	5.9	11.3	95	*258	6.2	2.5	100	277	4.5	2.7	73				
ABC FM	4762	465	2.3	9.8	82	**56	1.3	1.2	47	*134	2.2	2.8	77				
ABC INFORMATION	11339	1515	7.6	13.4	112	360	8.6	3.2	127	576	9.5	5.1	140				
ABC ROCK	4878	647	3.2	13.3	111	**131	3.1	2.7	108	290	4.8	5.9	164				
CBS	10709	1253	6.3	11.7	98	361	8.6	3.4	135	384	6.3	3.6	99				
MUTUAL	10251	1207	6.0	11.8	99	282	6.7	2.8	110	386	6.3	3.8	104				
NBC	12243	1329	6.7	10.9	91	288	6.9	2.4	94	320	5.3	2.6	72				
RADIORADIO	4606	498	2.5	10.8	91	**117	2.8	2.5	102	*229	3.8	5.0	137				
RKO ONE	5148	678	3.4	13.2	111	**84	2.0	1.6	65	*296	4.9	5.7	158				
RKO TWO	7313	778	3.9	10.6	89	*182	4.4	2.5	100	304	5.0	4.2	114				
THE SOURCE	5981	683	3.4	11.4	96	*169	4.0	2.8	113	*212	3.5	3.5	98				
NON-WIRED : BLAIR	19329	2359	11.8	12.2	103	449	10.7	2.3	93	741	12.2	3.8	106				
INTERNET	27139	3297	16.5	12.1	102	765	18.3	2.8	113	1053	17.3	3.9	107				
KATZ RADIO GROUP	36319	4539	22.7	12.5	105	1039	24.8	2.9	115	1415	23.2	3.9	107				
SUPERNET	22361	2771	13.9	12.4	104	616	14.7	2.8	110	806	13.2	3.6	99				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1733	8.7	11.9	100	413	9.9	2.8	114	493	8.1	3.4	93				
WKDAY 9:00 AM - 1:00 PM	18688	2201	11.0	11.8	99	350	8.4	1.9	75	579	9.5	3.1	85				
WKDAY 1:00 PM - 4:30 PM	24061	2967	14.9	12.3	104	400	9.6	1.7	67	764	12.5	3.2	87				
WKDAY 4:30 PM - 7:30 PM	44079	5445	27.3	12.4	104	1067	25.5	2.4	97	1550	25.4	3.5	97				
WKDAY 7:30 PM - 8:00 PM	61979	7415	37.1	12.0	100	1430	34.2	2.3	93	2330	38.2	3.8	104				
WKDAY 11:00 PM - 11:30 PM	49084	6146	30.8	12.5	105	1193	28.5	2.4	97	1838	30.2	3.7	103				
WKDAY 11:30 PM - 1:00 AM	16560	2150	10.8	13.0	109	306	7.3	1.8	74	621	10.2	3.8	103				
M-SAT 8-11 PM+SUN 7-11 PM	66967	8219	41.2	12.3	103	1583	37.9	2.4	95	2512	41.2	3.8	103				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1275	6.4	13.8	116	242	5.8	2.6	105	336	5.5	3.6	100				
ANOTHER WORLD N	6138	745	3.7	12.1	102	*118	2.8	1.9	77	140	2.3	2.3	63				
AS THE WORLD TURNS C	7707	677	3.4	8.8	74	*68	1.6	0.9	35	226	3.7	2.9	81				
CAPITOL C	4688	500	2.5	10.7	90	**49	1.2	1.0	42	*125	2.1	2.7	73				
CBS MORN. NEWS 1 C	2792	282	1.4	10.1	85	*70	1.7	2.5	101	*59	1.0	2.1	58				
CBS MORN. NEWS 2 C	2071	198	1.0	9.6	80	*54	1.3	2.6	105	*58	1.0	2.8	77				
DAYS OF OUR LIVES N	8018	898	4.5	11.2	94	172	4.1	2.1	86	230	3.8	2.9	79				
FACTS OF LIFE - DAYTIME N	3487	406	2.0	11.6	98	*65	1.6	1.9	75	135	2.2	3.9	107				
FAMILY FEUD A	4817	591	3.0	12.3	103	*36	0.9	0.7	30	147	2.4	3.1	84				
GENERAL HOSPITAL A	8333	1092	5.5	13.1	110	186	4.4	2.2	90	326	5.4	3.9	108				
GOOD MORNING, AMERICA-730 A	5472	740	3.7	13.5	114	144	3.4	2.6	106	184	3.0	3.4	93				
GOOD MORNING, AMERICA-830 A	3965	558	2.8	14.1	118	83	2.0	2.1	84	155	2.5	3.9	108				
GUIDING LIGHT C	7542	805	4.0	10.7	90	*54	1.3	0.7	29	210	3.4	2.8	77				
ONE LIFE TO LIVE A	6018	833	4.2	13.8	116	*87	2.1	1.4	58	171	2.8	2.8	78				
PRESS YOUR LUCK C	3589	426	2.1	11.9	100	**21	0.5	0.6	23	*116	1.9	3.2	89				
PRICE IS RIGHT 1 C	7418	811	4.1	10.9	92	106	2.5	1.4	57	203	3.3	2.7	75				
PRICE IS RIGHT 2 C	8276	999	5.0	12.1	101	111	2.7	1.3	54	257	4.2	3.1	85				
RYAN'S HOPE A	4358	590	3.0	13.5	114	*123	2.9	2.8	113	176	2.9	4.0	111				
SALE OF THE CENTURY N	3749	494	2.5	13.2	111	*47	1.1	1.3	50	129	2.1	3.4	95				
SEARCH FOR TOMORROW N	2884	266	1.3	9.2	77	**68	1.6	2.4	95	*97	1.6	3.4	93				
TODAY SHOW 1 N	4869	571	2.9	11.7	99	190	4.5	3.9	157	133	2.2	2.7	75				
TODAY SHOW 2 N	4135	490	2.5	11.9	100	95	2.3	2.3	92	136	2.2	3.3	91				
$25,000 PYRAMID C	4361	481	2.4	11.0	93	*75	1.8	1.7	69	*112	1.8	2.6	71				
WHEEL OF FORTUNE N	6187	766	3.8	12.4	104	*94	2.2	1.5	61	214	3.5	3.5	95				
YOUNG AND THE RESTLESS C	8186	759	3.8	9.3	78	101	2.4	1.2	49	221	3.6	2.7	74				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	583	2.9	12.3	104	*84	2.0	1.8	71	*134	2.2	2.8	78				
NBA PLAYOFF GAME -1 C	5127	700	3.5	13.7	115	132	3.2	2.6	103	174	2.9	3.4	93				
NBC MAJOR LEAGUE PRE-GAME N	3945	474	2.4	12.0	101	**91	2.2	2.3	93	**188	3.1	4.8	131				
SPORTSWORLD - SUN N	3370	424	2.1	12.6	106	**33	0.8	1.0	39	*232	3.8	6.9	190				
SUNDAY MORNING C	4200	545	2.7	13.0	109	*123	2.9	2.9	117	*161	2.6	3.8	106				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS - TYPES
(ADULTS)

0171
P-18

		TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	19967	100.0	11.9	100	4182	100.0	2.5	100	6092	100.0	3.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6185	31.0	11.8	99	1331	31.8	2.5	102	1697	27.9	3.2	89				
NETWORK AFFILIATES - LATE		39164	4994	25.0	12.8	107	999	23.9	2.6	102	1449	23.8	3.7	102				
INDEPENDENTS - LATE		5133	631	3.2	12.3	103	168	4.0	3.3	131	235	3.9	4.6	126				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2695	13.5	11.8	99	372	8.9	1.6	65	853	14.0	3.7	103				
ABC MONDAY NIGHT MOVIE	A	11258	1534	7.7	13.6	114	316	7.6	2.8	113	402	6.6	3.6	98				
ABC SUNDAY NIGHT MOVIE	A	23600	2812	14.1	11.9	100	601	14.4	2.5	102	875	14.4	3.7	102				
ABC WORLD NEWS TONIGHT	A	12801	1481	7.4	11.6	97	315	7.5	2.5	99	497	8.2	3.9	107				
AFTERMASH	C	10966	1337	6.7	12.2	102	*203	4.9	1.9	74	379	6.2	3.5	95				
ALICE	C	17050	1913	9.6	11.2	94	309	7.4	1.8	73	600	9.8	3.5	97				
AMERICAN PARADE	C	11998	1256	6.3	10.5	88	298	7.1	2.5	100	353	5.8	2.9	81				
BENSON	A	19258	2341	11.7	12.2	102	493	11.8	2.6	103	691	11.3	3.6	99				
BLUE THUNDER	A	11478	1267	6.3	11.0	93	227	5.4	2.0	79	378	6.2	3.3	91				
CAGNEY & LACEY	C	18263	2154	10.8	11.8	99	337	8.1	1.8	74	661	10.9	3.6	100				
CBS EVENING NEWS-DEAN	C	7733	845	4.2	10.9	92	*208	5.0	2.7	108	*168	2.8	2.2	60				
CBS EVENING NEWS-RATHER	C	15653	1853	9.3	11.8	99	409	9.8	2.6	105	468	7.7	3.0	82				
CBS SAT. NEWS-SCHIEFFER	C	8744	941	4.7	10.8	90	231	5.5	2.6	106	228	3.7	2.6	72				
CBS SATURDAY NIGHT MOVIE	C	12000	1545	7.7	12.9	108	321	7.7	2.7	107	406	6.7	3.4	93				
CBS WEDNESDAY NIGHT MOVIE	C	11522	1301	6.5	11.3	95	230	5.5	2.0	80	363	6.0	3.2	87				
CHEERS	N	16818	2366	11.8	14.1	118	506	12.1	3.0	121	805	13.2	4.8	132				
DALLAS	C	37510	4403	22.1	11.7	99	1015	24.3	2.7	109	1390	22.8	3.7	102				
DIFF'RENT STROKES	N	11258	1466	7.3	13.0	109	*220	5.3	2.0	78	406	6.7	3.6	99				
DOUBLE TROUBLE	N	12248	1422	7.1	11.6	98	326	7.8	2.7	107	428	7.0	3.5	96				
DUCK FACTORY	N	11100	1488	7.5	13.4	113	307	7.3	2.8	111	505	8.3	4.5	125				
DUKES OF HAZZARD	C	12353	1234	6.2	10.0	84	251	6.0	2.0	81	357	5.9	2.9	80				
DYNASTY	A	33279	3893	19.5	11.7	98	796	19.0	2.4	96	1300	21.3	3.9	108				
FACTS OF LIFE	N	13410	1553	7.8	11.6	97	380	9.1	2.8	114	501	8.2	3.7	103				
FALCON CREST	C	31093	3617	18.1	11.6	98	917	21.9	2.9	118	986	16.2	3.2	87				
FALL GUY	A	18649	2076	10.4	11.1	94	410	9.8	2.2	88	772	12.7	4.1	114				
FAMILY TIES	N	13101	1875	9.4	14.3	120	311	7.4	2.4	95	483	7.9	3.7	102				
FANTASY ISLAND	A	13069	1577	7.9	12.1	101	299	7.1	2.3	92	459	7.5	3.5	97				
FOULUPS,BLEEPS & BLUNDERS	A	16588	2159	10.8	13.0	109	473	11.3	2.9	114	655	10.8	3.9	109				
FOUR SEASONS	C	9302	1147	5.7	12.3	104	*213	5.1	2.3	92	366	6.0	3.9	108				
GIMME A BREAK	N	13955	1882	9.4	13.5	113	288	6.9	2.1	83	499	8.2	3.6	98				
HART TO HART	A	15735	1910	9.6	12.1	102	347	8.3	2.2	88	471	7.7	3.0	82				
HILL STREET BLUES	N	18257	2324	11.6	12.7	107	539	12.9	3.0	118	842	13.8	4.6	127				
HOTEL	A	24236	2730	13.7	11.3	95	606	14.5	2.5	100	803	13.2	3.3	91				
JEFFERSONS	C	17010	1924	9.6	11.3	95	317	7.6	1.9	75	659	10.8	3.9	107				
JENNIFER SLEPT HERE	N	9397	1127	5.6	12.0	101	*179	4.3	1.9	76	297	4.9	3.2	87				
KATE & ALLIE	C	16762	1959	9.8	11.7	98	334	8.0	2.0	80	514	8.4	3.1	84				
KNIGHT RIDER	N	13164	1691	8.5	12.8	108	276	6.6	2.1	84	518	8.5	3.9	108				
LOVE BOAT	A	20400	2377	11.9	11.7	98	529	12.6	2.6	104	776	12.7	3.8	105				
MAGNUM PI	C	22543	2604	13.0	11.6	97	465	11.1	2.1	83	807	13.2	3.6	99				
MAMA'S FAMILY	N	9852	1301	6.5	13.2	111	*200	4.8	2.0	81	329	5.4	3.3	92				
MASTER, THE	N	8082	1013	5.1	12.5	105	*152	3.6	1.9	75	268	4.4	3.3	91				
MATT HOUSTON	A	12881	1715	8.6	13.3	112	*182	4.4	1.4	57	456	7.5	3.5	97				
NBC MONDAY NIGHT MOVIE	N	23889	3053	15.3	12.8	107	629	15.0	2.6	106	903	14.8	3.8	104				
NBC NIGHTLY NEWS	N	11156	1347	6.7	12.1	101	312	7.5	2.8	112	368	6.0	3.3	91				
NBC NIGHTLY NEWS-SAT	N	7363	912	4.6	12.4	104	206	4.9	2.8	112	*260	4.3	3.5	97				
NBC NIGHTLY NEWS-SUN	N	6214	714	3.6	11.5	97	*151	3.6	2.4	97	*196	3.2	3.2	87				
NBC SUNDAY NIGHT MOVIE	N	17590	2435	12.2	13.8	116	434	10.4	2.5	99	721	11.8	4.1	113				
NEWHART	C	16740	2012	10.1	12.0	101	319	7.6	1.9	76	585	9.6	3.5	96				
ONE DAY AT A TIME	C	11820	1443	7.2	12.2	103	313	7.5	2.6	106	436	7.2	3.7	102				
PEOPLE ARE FUNNY	N	9138	1120	5.6	12.3	103	*157	3.8	1.7	69	359	5.9	3.9	108				
REAL PEOPLE	N	15979	1668	8.4	10.4	88	433	10.4	2.7	109	469	7.7	2.9	81				
REMINGTON STEELE	N	14395	1606	8.0	11.2	94	334	8.0	2.3	93	487	8.0	3.4	93				
RIPLEY'S BELIEVE IT - NOT	A	11362	1621	8.1	14.3	120	328	7.8	2.9	116	409	6.7	3.6	99				
RIPTIDE	N	13920	1800	9.0	12.9	109	241	5.8	1.7	69	479	7.9	3.4	95				
SCARECROW & MRS. KING	C	17571	2163	10.8	12.3	103	500	12.0	2.8	114	638	10.5	3.6	100				
SIMON & SIMON	C	20208	2333	11.7	11.5	97	461	11.0	2.3	91	633	10.4	3.1	86				
60 MINUTES	C	27668	3409	17.1	12.3	103	892	21.3	3.2	129	848	13.9	3.1	84				
ST. ELSEWHERE	N	13699	1872	9.4	13.7	115	472	11.3	3.4	138	497	8.2	3.6	100				
THREE'S COMPANY	A	20632	2559	12.8	12.4	104	395	9.4	1.9	77	770	12.6	3.7	103				
T.J. HOOKER	A	17136	1954	9.8	11.4	96	424	10.1	2.5	99	595	9.8	3.5	96				
TONIGHT SHOW	N	4963	653	3.3	13.2	111	110	2.6	2.2	89	181	3.0	3.6	100				
TRAPPER JOHN, M.D.	C	16332	1771	8.9	10.8	91	273	6.5	1.7	67	505	8.3	3.1	85				
TV BLOOPERS & PRAC. JOKES	N	18881	2174	10.9	11.5	97	351	8.4	1.9	75	722	11.9	3.8	105				
20/20	A	18315	2027	10.2	11.1	93	373	8.9	2.0	82	667	10.9	3.6	100				
WEBSTER	A	18722	2262	11.3	12.1	101	493	11.8	2.6	106	717	11.8	3.8	105				
WORLD NEWS - SUN	A	5327	625	3.1	11.7	99	*200	4.8	3.8	151	270	4.4	5.1	140				
YELLOW ROSE	N	8370	992	5.0	11.9	100	*196	4.7	2.3	94	302	5.0	3.6	99				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3856	19.3	14.9	125	450	10.8	1.7	70	748	12.3	2.9	80				
BASKETBALL - COLLEGE GAMES		14468	2088	10.5	14.4	121	*370	8.8	2.6	103	*404	6.6	2.8	77				
BASKETBALL - PRO GAMES		12124	1750	8.8	14.4	121	*252	6.0	2.1	83	*270	4.4	2.2	61				
BOWLING		9412	1445	7.2	15.4	129	**196	4.7	2.1	84	*339	5.6	3.6	99				
BOXING		15409	1987	10.0	12.9	108	*293	7.0	1.9	76	520	8.5	3.4	93				
FOOTBALL - COLLEGE GAMES		21400	2878	14.4	13.4	113	456	10.9	2.1	85	924	15.2	4.3	119				
FOOTBALL - PRO GAMES		35944	5124	25.7	14.3	120	754	18.0	2.1	84	1251	20.5	3.5	96				
GOLF		9759	1501	7.5	15.4	129	*299	7.1	3.1	123	*428	7.0	4.4	121				
POST-SEASON COLL. FOOTBALL		18123	2391	12.0	13.2	111	429	10.3	2.4	95	653	10.7	3.6	99				
POST-SEASON PRO FOOTBALL		22091	3439	17.2	15.6	131	577	13.8	2.6	105	894	14.7	4.0	111				
TENNIS		6764	1090	5.5	16.1	135	*218	5.2	3.2	129	*370	6.1	5.5	151				
WRESTLING - PROFESSIONAL		9695	1177	5.9	12.1	102	**138	3.3	1.4	57	*274	4.5	2.8	78				

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

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	TOTAL U.S. '000	A & W DIET ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY LOW CALORIE GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	DIET SEVEN-UP A '000	B % DOWN	C % ACROSS	D INDX	DIET SHASTA-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	10641	100.0	6.3	100	6109	100.0	3.6	100	21346	100.0	12.7	100	5108	100.0	3.0	100
MALES	79263	4675	43.9	5.9	93	2357	38.6	3.0	82	8055	37.7	10.2	80	1733	33.9	2.2	72
FEMALES	88464	5966	56.1	6.7	106	3752	61.4	4.2	116	13291	62.3	15.0	118	3375	66.1	3.8	125
18 - 24	28671	1981	18.6	6.9	109	1193	19.5	4.2	114	3426	16.0	11.9	94	*700	13.7	2.4	80
25 - 34	39536	2852	26.8	7.2	114	1424	23.3	3.6	99	5762	27.0	14.6	115	1203	23.6	3.0	100
35 - 44	28978	1979	18.6	6.8	108	944	15.5	3.3	89	3961	18.6	13.7	107	1096	21.5	3.8	124
45 - 54	22345	1419	13.3	6.4	100	784	12.8	3.5	96	3263	15.3	14.6	115	636	12.5	2.8	93
55 - 64	22224	1265	11.9	5.7	90	939	15.4	4.2	116	2695	12.6	12.1	95	872	17.1	3.9	129
65 OR OLDER	25973	1145	10.8	4.4	69	825	13.5	3.2	87	2240	10.5	8.6	68	600	11.7	2.3	76
18 - 34	68207	4833	45.4	7.1	112	2616	42.8	3.8	105	9188	43.0	13.5	106	1903	37.3	2.8	92
18 - 49	108058	7572	71.2	7.0	110	3913	64.1	3.6	99	14735	69.0	13.6	107	3306	64.7	3.1	100
25 - 54	90859	6250	58.7	6.9	108	3152	51.6	3.5	95	12986	60.8	14.3	112	2936	57.5	3.2	106
35 - 49	39851	2739	25.7	6.9	108	1297	21.2	3.3	89	5547	26.0	13.9	109	1403	27.5	3.5	116
50 OR OLDER	59669	3069	28.8	5.1	81	2195	35.9	3.7	101	6611	31.0	11.1	87	1801	35.3	3.0	99
GRADUATED COLLEGE	28091	2059	19.3	7.3	116	1329	21.8	4.7	130	4464	20.9	15.9	125	1000	19.6	3.6	117
ATTENDED COLLEGE	28938	2357	22.2	8.1	128	1125	18.4	3.9	107	4912	23.0	17.0	133	1326	26.0	4.6	150
GRADUATED HIGH SCHOOL	65503	4221	39.7	6.4	102	2363	38.7	3.6	99	7919	37.1	12.1	95	1700	33.3	2.6	85
DID NOT GRADUATE HIGH SCHOOL	45195	2004	18.8	4.4	70	1292	21.1	2.9	78	4051	19.0	9.0	70	1082	21.2	2.4	79
EMPLOYED MALES	56429	3414	32.1	6.1	95	1545	25.3	2.7	75	6113	28.6	10.8	85	1267	24.8	2.2	74
EMPLOYED FEMALES	43971	3186	29.9	7.2	114	2223	36.4	5.1	139	7530	35.3	17.1	135	2109	41.3	4.8	157
EMPLOYED FULL-TIME	87773	5692	53.5	6.5	102	3173	51.9	3.6	99	11727	54.9	13.4	105	2880	56.4	3.3	108
EMPLOYED PART-TIME	12627	908	8.5	7.2	113	596	9.8	4.7	130	1916	9.0	15.2	119	*496	9.7	3.9	129
NOT EMPLOYED	67327	4041	38.0	6.0	95	2340	38.3	3.5	95	7704	36.1	11.4	90	1732	33.9	2.6	84
PROFESSIONAL/MANAGER	25845	1937	18.2	7.5	118	1191	19.5	4.6	127	4307	20.2	16.7	131	947	18.5	3.7	120
TECH/CLERICAL/SALES	30895	2206	20.7	7.1	113	1427	23.4	4.6	127	4746	22.2	15.4	121	1320	25.8	4.3	140
PRECISION/CRAFT	12629	721	6.8	5.7	90	*282	4.6	2.2	61	1324	6.2	10.5	82	**220	4.3	1.7	57
OTHER EMPLOYED	31031	1736	16.3	5.6	88	868	14.2	2.8	77	3266	15.3	10.5	83	890	17.4	2.9	94
SINGLE	35557	2659	25.0	7.5	118	1542	25.2	4.3	119	4291	20.1	12.1	95	1009	19.8	2.8	93
MARRIED	103585	6341	59.6	6.1	96	3637	59.5	3.5	96	13640	63.9	13.2	103	3113	60.9	3.0	99
DIVORCED/SEPARATED/WIDOWED	28585	1641	15.4	5.7	90	930	15.2	3.3	89	3416	16.0	12.0	94	985	19.3	3.4	113
PARENTS	59295	4009	37.7	6.8	107	2043	33.4	3.4	95	8387	39.3	14.1	111	1919	37.6	3.2	106
WHITE	146081	9568	89.9	6.5	103	5297	86.7	3.6	100	19224	90.1	13.2	103	4463	87.4	3.1	100
BLACK	17974	807	7.6	4.5	71	654	10.7	3.6	100	1623	7.6	9.0	71	579	11.3	3.2	106
OTHER	3672	**266	2.5	7.2	114	**158	2.6	4.3	118	*499	2.3	13.6	107	**65	1.3	1.8	58
NORTHEAST-CENSUS	37005	1726	16.2	4.7	74	2378	38.9	6.4	176	4221	19.8	11.4	90	750	14.7	2.0	67
NORTH CENTRAL	42642	3391	31.9	8.0	125	932	15.3	2.2	60	6698	31.4	15.7	123	1172	22.9	2.7	90
SOUTH	56777	2619	24.6	4.6	73	2007	32.9	3.5	97	5289	24.8	9.3	73	1234	24.2	2.2	71
WEST	31303	2906	27.3	9.3	146	791	12.9	2.5	69	5139	24.1	16.4	129	1953	38.2	6.2	205
NORTHEAST-MKTG.	38125	1897	17.8	5.0	78	2429	39.8	6.4	175	4231	19.8	11.1	87	842	16.5	2.2	73
EAST CENTRAL	24794	1719	16.2	6.9	109	880	14.4	3.5	97	3442	16.1	13.9	109	*319	6.2	1.3	42
WEST CENTRAL	28511	2244	21.1	7.9	124	461	7.5	1.6	44	4439	20.8	15.6	122	1211	23.7	4.2	139
SOUTH	48953	2228	20.9	4.6	72	1626	26.6	3.3	91	4631	21.7	9.5	74	1039	20.3	2.1	70
PACIFIC	27344	2553	24.0	9.3	147	*714	11.7	2.6	72	4604	21.6	16.8	132	1697	33.2	6.2	204
COUNTY SIZE A	69301	4567	42.9	6.6	104	2815	46.1	4.1	112	8885	41.6	12.8	101	2319	45.4	3.3	110
COUNTY SIZE B	50633	3265	30.7	6.4	102	2096	34.3	4.1	114	6779	31.8	13.4	105	1477	28.9	2.9	96
COUNTY SIZE C	26259	1742	16.4	6.6	105	777	12.7	3.0	81	3216	15.1	12.2	96	789	15.4	3.0	99
COUNTY SIZE D	21534	1068	10.0	5.0	78	*420	6.9	2.0	54	2466	11.6	11.5	90	*523	10.2	2.4	80
METRO CENTRAL CITY	50014	3430	32.2	6.9	108	1970	32.2	3.9	108	6301	29.5	12.6	99	1749	34.2	3.5	115
METRO SUBURBAN	76832	5199	48.9	6.8	107	3107	50.9	4.0	111	10700	50.1	13.9	109	2410	47.2	3.1	103
NON METRO	40881	2013	18.9	4.9	78	1032	16.9	2.5	69	4346	20.4	10.6	84	949	18.6	2.3	76
TOP 5 ADI'S	39550	2763	26.0	7.0	110	1740	28.5	4.4	121	5683	26.6	14.4	113	1608	31.5	4.1	134
TOP 10 ADI'S	54877	3537	33.2	6.4	102	2418	39.6	4.4	121	7064	33.1	12.9	101	1826	35.7	3.3	109
TOP 20 ADI'S	77516	5079	47.7	6.6	103	3259	53.3	4.2	115	9983	46.8	12.9	101	2544	49.8	3.3	108
HSHLD INC. $50,000 OR MORE	17257	1295	12.2	7.5	118	817	13.4	4.7	130	2966	13.9	17.2	135	699	13.7	4.1	133
$40,000 OR MORE	33235	2359	22.2	7.1	112	1608	26.3	4.8	133	5394	25.3	16.2	128	1232	24.1	3.7	122
$30,000 OR MORE	59693	4447	41.8	7.4	117	2521	41.3	4.2	116	9508	44.5	15.9	125	2160	42.3	3.6	119
$25,000 OR MORE	76275	5473	51.4	7.2	113	3106	50.8	4.1	112	11859	55.6	15.5	122	2729	53.4	3.6	117
$20,000 - $24,999	18607	909	8.5	4.9	77	710	11.6	3.8	105	2382	11.2	12.8	101	*588	11.5	3.2	104
$15,000 - $19,999	17175	1273	12.0	7.4	117	743	12.2	4.3	119	1938	9.1	11.3	89	500	9.8	2.9	96
$10,000 - $14,999	24569	1465	13.8	6.0	94	920	15.1	3.7	103	2497	11.7	10.2	80	556	10.9	2.3	74
UNDER $10,000	31101	1521	14.3	4.9	77	630	10.3	2.0	56	2672	12.5	8.6	68	734	14.4	2.4	77
HOUSEHOLD OF 1 PERSON	19441	1137	10.7	5.8	92	740	12.1	3.8	105	2170	10.2	11.2	88	708	13.9	3.6	120
2 PEOPLE	51803	3199	30.1	6.2	97	1746	28.6	3.4	93	6103	28.6	11.8	93	1555	30.4	3.0	99
3 OR 4 PEOPLE	66933	4233	39.8	6.3	100	2313	37.9	3.5	95	8966	42.0	13.4	105	1804	35.3	2.7	89
5 OR MORE PEOPLE	29550	2073	19.5	7.0	111	1310	21.4	4.4	122	4108	19.2	13.9	109	1041	20.4	3.5	116
NO CHILD IN HSHLD	96587	5765	54.2	6.0	94	3568	58.4	3.7	101	11447	53.6	11.9	93	2922	57.2	3.0	99
CHILD(REN) UNDER 2 YRS	10844	700	6.6	6.5	102	*459	7.5	4.2	116	1417	6.6	13.1	103	**292	5.7	2.7	88
2 - 5 YEARS	26358	1730	16.3	6.6	103	999	16.4	3.8	104	3348	15.7	12.7	100	869	17.0	3.3	108
6 - 11 YEARS	30453	2272	21.4	7.5	118	1164	19.1	3.8	105	4316	20.2	14.2	111	943	18.5	3.1	102
12 - 17 YEARS	36575	2396	22.5	6.6	103	1348	22.1	3.7	101	5087	23.8	13.9	109	1162	22.7	3.2	104
RESIDENCE OWNED	117770	7586	71.3	6.4	102	4549	74.5	3.9	106	16003	75.0	13.6	107	3610	70.7	3.1	101
VALUE: $50,000 OR MORE	70166	5019	47.2	7.2	113	3069	50.2	4.4	120	10558	49.5	15.0	118	2475	48.5	3.5	116
VALUE: UNDER $50,000	47604	2567	24.1	5.4	85	1480	24.2	3.1	85	5444	25.5	11.4	90	1136	22.2	2.4	78

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0173
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		TOTAL U.S. '000	A & W DIET ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY LOW CALORIE GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	DIET SEVEN-UP A '000	B % DOWN	C % ACROSS	D INDX	DIET SHASTA-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	10641	100.0	6.3	100	6109	100.0	3.6	100	21346	100.0	12.7	100	5108	100.0	3.0	100
MAGAZINES	QUINTILE 1	34022	2905	27.3	8.5	135	1932	31.6	5.7	156	5586	26.2	16.4	129	1342	26.3	3.9	130
	QUINTILE 2	34800	2496	23.5	7.2	113	1522	24.9	4.4	120	5381	25.2	15.5	121	1243	24.3	3.6	117
	QUINTILE 3	30514	1798	16.9	5.9	93	952	15.6	3.1	86	3753	17.6	12.3	97	687	13.4	2.3	74
	QUINTILE 4	33324	1967	18.5	5.9	93	824	13.5	2.5	68	3712	17.4	11.1	88	923	18.1	2.8	91
	QUINTILE 5	35066	1475	13.9	4.2	66	878	14.4	2.5	69	2915	13.7	8.3	65	912	17.9	2.6	85
NEWSPAPERS	QUINTILE 1	29107	1936	18.2	6.7	105	1495	24.5	5.1	141	4758	22.3	16.3	128	902	17.7	3.1	102
	QUINTILE 2	49095	3687	34.6	7.5	118	1886	30.9	3.8	105	6588	30.9	13.4	105	1644	32.2	3.3	110
	QUINTILE 3	23107	1460	13.7	6.3	100	888	14.5	3.8	106	3043	14.3	13.2	103	835	16.3	3.6	119
	QUINTILE 4	33556	1908	17.9	5.7	90	1161	19.0	3.5	95	3961	18.6	11.8	93	1002	19.6	3.0	98
	QUINTILE 5	32863	1650	15.5	5.0	79	680	11.1	2.1	57	2997	14.0	9.1	72	726	14.2	2.2	73
OUTDOOR	QUINTILE 1	33431	2587	24.3	7.7	122	1081	17.7	3.2	89	4536	21.2	13.6	107	1004	19.7	3.0	99
	QUINTILE 2	33478	2293	21.5	6.8	108	1249	20.4	3.7	102	4780	22.4	14.3	112	1094	21.4	3.3	107
	QUINTILE 3	33574	2250	21.1	6.7	106	1385	22.7	4.1	113	4174	19.6	12.4	98	982	19.2	2.9	96
	QUINTILE 4	33935	1860	17.5	5.5	86	1450	23.7	4.3	117	4127	19.3	12.2	96	1087	21.3	3.2	105
	QUINTILE 5	33310	1651	15.5	5.0	78	943	15.4	2.8	78	3730	17.5	11.2	88	940	18.4	2.8	93
RADIO-DRIVE TIME	QUINTILE 1	33136	2320	21.8	7.0	110	1504	24.6	4.5	125	4385	20.5	13.2	104	969	19.0	2.9	96
	QUINTILE 2	31658	1845	17.3	5.8	92	926	15.2	2.9	80	4091	19.2	12.9	102	981	19.2	3.1	102
	QUINTILE 3	32541	2121	19.9	6.5	103	1207	19.8	3.7	102	4473	21.0	13.7	108	907	17.8	2.8	92
	QUINTILE 4	34247	2395	22.5	7.0	110	1269	20.8	3.7	102	4433	20.8	12.9	102	1131	22.1	3.3	108
	QUINTILE 5	36144	1960	18.4	5.4	85	1203	19.7	3.3	91	3964	18.6	11.0	86	1120	21.9	3.1	102
RADIO-MID-DAY	TERCILE 1	45037	3119	29.3	6.9	109	1690	27.7	3.8	103	5880	27.5	13.1	103	1408	27.6	3.1	103
	TERCILE 2	44819	2981	28.0	6.7	105	1796	29.4	4.0	110	6241	29.2	13.9	109	1316	25.8	2.9	96
	TERCILE 3	77872	4541	42.7	5.8	92	2622	42.9	3.4	92	9225	43.2	11.8	93	2384	46.7	3.1	101
RADIO-TOTAL	QUINTILE 1	33763	2476	23.3	7.3	116	1497	24.5	4.4	122	4639	21.7	13.7	108	1041	20.4	3.1	101
	QUINTILE 2	33240	2010	18.9	6.0	95	1165	19.1	3.5	96	4021	18.8	12.1	95	1048	20.5	3.2	104
	QUINTILE 3	33408	2321	21.8	6.9	110	1050	17.2	3.1	86	4795	22.5	14.4	113	938	18.4	2.8	92
	QUINTILE 4	34792	2252	21.2	6.5	102	1386	22.7	4.0	109	4360	20.4	12.5	98	1030	20.2	3.0	97
	QUINTILE 5	32524	1582	14.9	4.9	77	1011	16.5	3.1	85	3531	16.5	10.9	85	1051	20.6	3.2	106
TV-PRIME TIME	QUINTILE 1	33090	2311	21.7	7.0	110	1316	21.5	4.0	109	4075	19.1	12.3	97	792	15.5	2.4	79
	QUINTILE 2	33357	2157	20.3	6.5	102	1246	20.4	3.7	103	4486	21.0	13.4	106	1171	22.9	3.5	115
	QUINTILE 3	33980	2178	20.5	6.4	101	1303	21.3	3.8	105	4456	20.9	13.1	103	1045	20.5	3.1	101
	QUINTILE 4	33854	2111	19.8	6.2	98	1227	20.1	3.6	100	4305	20.2	12.7	100	1186	23.2	3.5	115
	QUINTILE 5	33444	1885	17.7	5.6	89	1017	16.6	3.0	83	4025	18.9	12.0	95	914	17.9	2.7	90
TV-DAYTIME	TERCILE 1	49121	3077	28.9	6.3	99	1764	28.9	3.6	99	6216	29.1	12.7	99	1539	30.1	3.1	103
	TERCILE 2	48823	2766	26.0	5.7	89	2063	33.8	4.2	116	6363	29.8	13.0	102	1246	24.4	2.6	84
	TERCILE 3	69782	4798	45.1	6.9	108	2282	37.4	3.3	90	8767	41.1	12.6	99	2323	45.5	3.3	109
TV-TOTAL	QUINTILE 1	33584	2182	20.5	6.5	102	1367	22.4	4.1	112	4313	20.2	12.8	101	983	19.2	2.9	96
	QUINTILE 2	33441	2276	21.4	6.8	107	1187	19.4	3.5	97	4151	19.4	12.4	98	819	16.0	2.4	80
	QUINTILE 3	33505	2234	21.0	6.7	105	1237	20.2	3.7	101	4394	20.6	13.1	103	1294	25.3	3.9	127
	QUINTILE 4	33466	1901	17.9	5.7	90	1280	21.0	3.8	105	4336	20.3	13.0	102	1053	20.6	3.1	103
	QUINTILE 5	33731	2049	19.3	6.1	96	1038	17.0	3.1	84	4152	19.5	12.3	97	959	18.8	2.8	93
MAGAZINES-NEWSPAPERS: DUAL		44503	3669	34.5	8.2	130	2385	39.0	5.4	147	7422	34.8	16.7	131	1625	31.8	3.7	120
MAGAZINE IMPERATIVE		39363	2671	25.1	6.8	107	1581	25.9	4.0	110	5405	25.3	13.7	108	1312	25.7	3.3	109
NEWSPAPER IMPERATIVE		46441	2652	24.9	5.7	90	1384	22.7	3.0	82	5309	24.9	11.4	90	1347	26.4	2.9	95
MAGAZINES-OUTDOOR: DUAL		33726	2617	24.6	7.8	122	1370	22.4	4.1	112	5494	25.7	16.3	128	1254	24.5	3.7	122
MAGAZINE IMPERATIVE		52846	3774	35.5	7.1	113	2592	42.4	4.9	135	7556	35.4	14.3	112	1788	35.0	3.4	111
OUTDOOR IMPERATIVE		52140	3294	31.0	6.3	100	1506	24.7	2.9	79	5673	26.6	10.9	85	1296	25.4	2.5	82
MAGAZINES-RADIO: DUAL		37081	2613	24.6	7.0	111	1880	30.8	5.1	139	5521	25.9	14.9	117	1287	25.2	3.5	114
MAGAZINE IMPERATIVE		49747	3758	35.3	7.6	119	2147	35.1	4.3	118	7581	35.5	15.2	120	1675	32.8	3.4	111
RADIO IMPERATIVE		49208	2939	27.6	6.0	94	1239	20.3	2.5	69	5623	26.3	11.4	90	1224	24.0	2.5	82
MAGAZINES-TELEVISION: DUAL		33103	2717	25.5	8.2	129	1622	26.6	4.9	135	5025	23.5	15.2	119	972	19.0	2.9	96
MAGAZINE IMPERATIVE		54575	3656	34.4	6.7	106	2419	39.6	4.4	122	8153	38.2	14.9	117	2015	39.4	3.7	121
TELEVISION IMPERATIVE		53249	2975	28.0	5.6	88	1484	24.3	2.8	77	5590	26.2	10.5	82	1455	28.5	2.7	90
NEWSPAPERS-OUTDOOR: DUAL		36255	2690	25.3	7.4	117	1327	21.7	3.7	100	5560	26.0	15.3	121	1140	22.3	3.1	103
NEWSPAPER IMPERATIVE		55591	3629	34.1	6.5	103	2567	42.0	4.6	127	7505	35.2	13.5	106	1868	36.6	3.4	110
OUTDOOR IMPERATIVE		48319	3133	29.4	6.5	102	1698	27.8	3.5	96	5721	26.8	11.8	93	1457	28.5	3.0	99
NEWSPAPERS-RADIO: DUAL		37242	2722	25.6	7.3	115	1780	29.1	4.8	131	5359	25.1	14.4	113	1338	26.2	3.6	118
NEWSPAPER IMPERATIVE		54423	3731	35.1	6.9	108	2096	34.3	3.9	106	7802	36.6	14.3	113	1678	32.9	3.1	101
RADIO IMPERATIVE		46650	2847	26.8	6.1	96	1270	20.8	2.7	75	5326	25.0	11.4	90	1274	24.9	2.7	90
NEWSPAPERS-TELEVISION: DUAL		35974	2776	26.1	7.7	122	1568	25.7	4.4	120	4686	22.0	13.0	102	914	17.9	2.5	83
NEWSPAPER IMPERATIVE		56095	3768	35.4	6.7	106	2340	38.3	4.2	115	8387	39.3	15.0	117	2138	41.9	3.8	125
TELEVISION IMPERATIVE		47170	2715	25.5	5.8	91	1417	23.2	3.0	82	5473	25.6	11.6	91	1366	26.7	2.9	95
OUTDOOR-RADIO: DUAL		33748	2542	23.9	7.5	119	1125	18.4	3.3	92	4706	22.0	13.9	110	979	19.2	2.9	95
OUTDOOR IMPERATIVE		52785	3757	35.3	7.1	112	1979	32.4	3.7	103	6991	32.8	13.2	104	1639	32.1	3.1	102
RADIO IMPERATIVE		52882	3230	30.4	6.1	96	2153	35.2	4.1	112	6664	31.2	12.6	99	1716	33.6	3.2	107
OUTDOOR-TELEVISION: DUAL		32030	2343	22.0	7.3	115	1119	18.3	3.5	96	4223	19.8	13.2	104	940	18.4	2.9	96
OUTDOOR IMPERATIVE		54626	3764	35.4	6.9	109	1847	30.2	3.4	93	7559	35.4	13.8	109	1743	34.1	3.2	105
TELEVISION IMPERATIVE		54874	3295	31.0	6.0	95	2239	36.7	4.1	112	6719	31.5	12.2	96	1667	32.6	3.0	100
RADIO-TELEVISION: DUAL		33386	2478	23.3	7.4	117	1442	23.6	4.3	119	4397	20.6	13.2	103	1047	20.5	3.1	103
RADIO IMPERATIVE		53810	3399	31.9	6.3	100	1887	30.9	3.5	96	7235	33.9	13.4	106	1632	31.9	3.0	100
TELEVISION IMPERATIVE		54023	3326	31.3	6.2	97	1926	31.5	3.6	98	6840	32.0	12.7	99	1548	30.3	2.9	94

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0174
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	TOTAL U.S. '000	A & H DIET ROOT BEER A '000	A & H DIET ROOT BEER B % DOWN	A & H DIET ROOT BEER C % ACROSS	A & H DIET ROOT BEER D INDX	CANADA DRY LOW CALORIE GINGER ALE A '000	CANADA DRY LOW CALORIE GINGER ALE B % DOWN	CANADA DRY LOW CALORIE GINGER ALE C % ACROSS	CANADA DRY LOW CALORIE GINGER ALE D INDX	DIET SEVEN-UP A '000	DIET SEVEN-UP B % DOWN	DIET SEVEN-UP C % ACROSS	DIET SEVEN-UP D INDX	DIET SHASTA-SUGAR FREE A '000	DIET SHASTA-SUGAR FREE B % DOWN	DIET SHASTA-SUGAR FREE C % ACROSS	DIET SHASTA-SUGAR FREE D INDX
TOTAL ADULTS	167727	10641	100.0	6.3	100	6109	100.0	3.6	100	21346	100.0	12.7	100	5108	100.0	3.0	100
ATLANTIC MONTHLY	867	**25	0.2	2.9	45	**40	0.7	4.6	127	**112	0.5	12.9	102	**9	0.2	1.0	34
BARRON'S	1580	*151	1.4	9.6	151	**115	1.9	7.3	200	383	1.8	24.2	190	**64	1.3	4.1	133
BETTER HOMES & GARDENS	22203	1643	15.4	7.4	117	1077	17.6	4.9	133	3650	17.1	16.4	129	639	12.5	2.9	95
BON APPETIT	3810	432	4.1	11.3	179	*216	3.5	5.7	156	664	3.1	17.4	137	*216	4.2	5.7	186
BUSINESS WEEK	4663	384	3.6	8.2	130	*181	3.0	3.9	107	788	3.7	16.9	133	*197	3.9	4.2	139
CAR AND DRIVER	3102	*219	2.1	7.1	111	**123	2.0	4.0	109	355	1.7	11.4	90	**47	0.9	1.5	50
CBS MAGAZINE NETWORK (GROSS)	7311	608	5.7	8.3	131	253	4.1	3.5	95	1104	5.2	15.1	119	*203	4.0	2.8	91
CHANGING TIMES	3400	277	2.6	8.1	128	*193	3.2	5.7	156	637	3.0	18.7	147	**151	3.0	4.4	146
COLONIAL HOMES	1796	**103	1.0	5.7	90	*121	2.0	6.7	185	228	1.1	12.7	100	**83	1.6	4.6	152
CONDE NAST MAG. PKG. (GROSS)	19924	1641	15.4	8.2	130	1519	24.9	7.6	209	3880	18.2	19.5	153	797	15.6	4.0	131
CONSUMERS DIGEST	3125	*248	2.3	7.9	125	*127	2.1	4.1	112	454	2.1	14.5	114	**56	1.1	1.8	59
COSMOPOLITAN	10577	855	8.0	8.1	127	529	8.7	5.0	137	1700	8.0	16.1	126	527	10.3	5.0	164
COUNTRY LIVING	3746	302	2.8	8.1	127	*169	2.8	4.5	124	658	3.1	17.6	138	*138	2.7	3.7	121
CUISINE	2214	*170	1.6	7.7	121	**116	1.9	5.2	144	343	1.6	15.5	122	**106	2.1	4.8	157
CYCLE WORLD	2394	*168	1.6	7.0	111	**95	1.6	4.0	109	368	1.7	15.4	121	**50	1.0	2.1	69
DCI:CREATIVE IDEAS FOR LIV	3068	*157	1.5	5.1	81	*162	2.7	5.3	145	436	2.0	14.2	112	**97	1.9	3.2	104
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	508	4.8	5.3	84	449	7.3	4.7	129	1195	5.6	12.5	98	289	5.7	3.0	99
DISCOVER	2277	*140	1.3	6.1	97	**62	1.0	2.7	75	323	1.5	14.2	111	**65	1.3	2.9	94
EBONY	7187	438	4.1	6.1	96	301	4.9	4.2	115	792	3.7	11.0	87	*216	4.2	3.0	99
ESQUIRE	2560	*163	1.5	6.4	100	*132	2.2	5.2	142	454	2.1	17.7	139	**37	0.7	1.4	47
ESSENCE	3242	*253	2.4	7.8	123	**128	2.1	3.9	108	407	1.9	12.6	99	**122	2.4	3.8	124
FAMILY CIRCLE	19639	1667	15.7	8.5	134	1278	20.9	6.5	179	3546	16.6	18.1	142	860	16.8	4.4	144
THE FAMILY HANDYMAN	3540	*231	2.2	6.5	103	*134	2.2	3.8	104	523	2.5	14.8	116	**96	1.9	2.7	89
FAMILY WEEKLY	23924	1960	18.4	8.2	129	919	15.0	3.8	105	3483	16.3	14.6	114	859	16.8	3.6	118
FIELD & STREAM	9883	711	6.7	7.2	113	373	6.1	3.8	104	1388	6.5	14.0	110	*209	4.1	2.1	69
FOOD & WINE	1030	**107	1.0	10.4	164	**65	1.1	6.3	173	*180	0.8	17.5	137	**31	0.6	3.0	99
FORBES	2679	*233	2.2	8.7	137	*139	2.3	5.2	142	506	2.4	18.9	148	**110	2.2	4.1	135
FORTUNE	2931	281	2.6	9.6	151	*254	4.2	8.7	238	542	2.5	18.5	145	**124	2.4	4.2	139
GENTLEMEN'S QUARTERLY	3481	*259	2.4	7.4	117	*170	2.8	4.9	134	554	2.6	15.9	125	**70	1.4	2.0	66
GLAMOUR	7163	668	6.3	9.3	147	590	9.7	8.2	226	1481	6.9	20.7	162	277	5.4	3.9	127
GOLF DIGEST	2355	*104	1.0	4.4	70	**58	0.9	2.5	68	350	1.6	14.9	117	**63	1.2	2.7	88
GOLF DIGEST/TENNIS (GROSS)	3610	*184	1.7	5.1	80	*101	1.7	2.8	77	504	2.4	14.0	110	**104	2.0	2.9	95
GOLF MAGAZINE	2046	**155	1.5	7.6	119	**61	1.0	3.0	82	288	1.3	14.1	111	**79	1.5	3.9	127
GOLF MAGAZINE/SKI (GROSS)	3547	284	2.7	8.0	126	*110	1.8	3.1	85	470	2.2	13.3	104	*111	2.2	3.1	103
GOOD HOUSEKEEPING	20353	1779	16.7	8.7	138	1049	17.2	5.2	142	3754	17.6	18.4	145	825	16.2	4.1	133
HARPER'S BAZAAR	3362	*253	2.4	7.5	119	*313	5.1	9.3	256	578	2.7	17.2	135	**92	1.8	2.7	90
HEALTH	2987	301	2.8	10.1	159	*196	3.2	6.6	180	583	2.7	19.5	153	**124	2.4	4.2	136
HEARST MAG CORP. BUY (GROSS)	67928	5487	51.6	8.1	127	3529	57.8	5.2	143	11363	53.2	16.7	131	2605	51.0	3.8	126
HEARST MAN POWER (GROSS)	11282	841	7.9	7.5	117	368	6.0	3.3	90	1566	7.3	13.9	109	307	6.0	2.7	89
HEARST WOMAN POWER (GROSS)	40514	3421	32.1	8.4	133	2172	35.6	5.4	147	7226	33.9	17.8	140	1717	33.6	4.2	139
HOUSE BEAUTIFUL	4885	323	3.0	6.6	104	280	4.6	5.7	157	794	3.7	16.3	128	*187	3.7	3.8	126
INC.	1308	*166	1.6	12.7	200	**99	1.6	7.6	208	*218	1.0	16.7	131	**54	1.1	4.1	136
JET	6498	251	2.4	3.9	61	293	4.8	4.5	124	554	2.6	8.5	67	*188	3.7	2.9	95
LADIES' HOME JOURNAL	14797	1329	12.5	9.0	142	847	13.9	5.7	157	2858	13.4	19.3	152	604	11.8	4.1	134
LHJ FAMILY GRP COMBO(GROSS)	21743	1992	18.7	9.2	144	1326	21.7	6.1	167	4141	19.4	19.0	150	925	18.1	4.3	140
LIFE	9881	784	7.4	7.9	125	517	8.5	5.2	144	1360	6.4	13.8	108	*254	5.0	2.6	84
L.A. TIMES HOME MAGAZINE	2775	286	2.7	10.3	162	**83	1.4	3.0	82	527	2.5	19.0	149	*238	4.7	8.6	282
MADEMOISELLE	4219	329	3.1	7.8	123	369	6.0	8.7	240	825	3.9	19.6	154	*182	3.6	4.3	142
MC CALL'S	16422	1467	13.8	8.9	141	802	13.1	4.9	134	3059	14.3	18.6	146	726	14.2	4.4	145
MC CALL'S/WRK MOTHER (GROSS)	17919	1569	14.7	8.8	138	934	15.3	5.2	143	3340	15.6	18.6	146	827	16.2	4.6	152
MECHANIX ILLUSTRATED	4433	343	3.2	7.7	122	*136	2.2	3.1	84	622	2.9	14.0	110	**113	2.2	2.5	84
METROPOLITAN HOME	1504	**85	0.8	5.7	89	**64	1.0	4.3	117	210	1.0	14.0	110	**28	0.5	1.9	61
MONEY	4723	476	4.5	10.1	159	319	5.2	6.8	185	925	4.3	19.6	154	*152	3.0	3.2	106
MOTHER EARTH NEWS	2325	*213	2.0	9.2	144	**86	1.4	3.7	102	*336	1.6	14.5	114	**93	1.8	4.0	131
MS.	1189	*110	1.0	9.3	146	**54	0.9	4.5	125	*225	1.1	18.9	149	**64	1.3	5.4	177
NATIONAL ENQUIRER	18892	1318	12.4	7.0	110	747	12.2	4.0	109	2489	11.7	13.2	104	691	13.5	3.7	120
NATIONAL GEOGRAPHIC	22129	1714	16.1	7.7	122	1147	18.8	5.2	142	3349	15.7	15.1	119	590	11.6	2.7	88
NATIONAL SUNDAY MAGAZINE PKG	103750	7325	68.8	7.1	111	4445	72.8	4.3	118	14808	69.4	14.3	112	3542	69.3	3.4	112
NATURAL HISTORY	1379	**84	0.8	6.1	96	**41	0.7	3.0	82	*189	0.9	13.7	108	**29	0.6	2.1	69
NEW WOMAN	2289	*187	1.8	8.2	129	**66	1.1	2.9	79	278	1.3	12.1	95	*103	2.0	4.5	148
NEW YORK INCLUDING CUE	1088	**94	0.9	8.6	136	**76	1.2	7.0	192	*158	0.7	14.5	114	**37	0.7	3.4	112
THE NEW YORKER	2459	*181	1.7	7.4	116	*118	1.9	4.8	132	351	1.6	14.3	112	**96	1.9	3.9	128
NEWSWEEK	16527	1269	11.9	7.7	121	919	15.0	5.6	153	2388	11.2	14.4	114	581	11.4	3.5	115
THE N.Y. TIMES DAILY EDITION	2739	*181	1.7	6.6	104	184	3.0	6.7	184	367	1.7	13.4	105	**25	0.5	0.9	30
THE N.Y. TIMES MAGAZINE	4443	303	2.8	6.8	107	287	4.7	6.5	177	510	2.4	11.5	90	**64	1.3	1.4	47
OMNI	2799	*194	1.8	6.9	109	*101	1.7	3.6	99	485	2.3	17.3	136	**73	1.4	2.6	86
ON CABLE	2209	*179	1.7	8.1	128	**116	1.9	5.3	144	323	1.5	14.6	115	**109	2.1	4.9	162
1001 HOME IDEAS	3959	362	3.4	9.1	144	*284	4.6	7.2	197	700	3.3	17.7	139	*197	3.9	5.0	163
ORGANIC GARDENING	3111	296	2.8	9.5	150	*149	2.4	4.8	131	533	2.5	17.1	135	**181	3.5	5.8	191
OUTDOOR LIFE	5024	*257	2.4	5.1	81	*192	3.1	3.8	105	567	2.7	11.3	89	**145	2.8	2.9	95
PARADE MAGAZINE	51292	3392	31.9	6.6	104	2482	40.6	4.8	133	7481	35.0	14.6	115	1694	33.2	3.3	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0175
P-18

	TOTAL U.S. '000	A & W DIET ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY LOW CALORIE GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	DIET SEVEN-UP A '000	B % DOWN	C % ACROSS	D INDX	DIET SHASTA-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	10641	100.0	6.3	100	6109	100.0	3.6	100	21346	100.0	12.7	100	5108	100.0	3.0	100
PARENTS	5298	475	4.5	9.0	141	*230	3.8	4.3	119	821	3.8	15.5	122	*223	4.4	4.2	138
PENTHOUSE	5129	349	3.3	6.8	107	*146	2.4	2.8	78	753	3.5	14.7	115	*156	3.1	3.0	100
PEOPLE	21070	1891	17.8	9.0	141	1131	18.5	5.4	147	3725	17.5	17.7	139	695	13.6	3.3	108
PLAYBOY	10562	790	7.4	7.5	118	388	6.4	3.7	101	1520	7.1	14.4	113	*319	6.2	3.0	99
POPULAR HOT RODDING	2498	*169	1.6	6.8	107	**47	0.8	1.9	52	*325	1.5	13.0	102	**91	1.8	3.6	120
POPULAR MECHANICS	5887	507	4.8	8.6	136	*147	2.4	2.5	69	901	4.2	15.3	120	*179	3.5	3.0	100
POPULAR SCIENCE	4317	408	3.8	9.5	149	*177	2.9	4.1	113	561	2.6	13.0	102	*202	4.0	4.7	154
PREVENTION	5792	515	4.8	8.9	140	330	5.4	5.7	156	963	4.5	16.6	131	*212	4.2	3.7	120
PSYCHOLOGY TODAY	3284	357	3.4	10.9	171	*221	3.6	6.7	185	568	2.7	17.3	136	**83	1.6	2.5	83
READER'S DIGEST	40046	2873	27.0	7.2	113	1881	30.8	4.7	129	6084	28.5	15.2	119	1341	26.3	3.3	110
REDBOOK	9584	787	7.4	8.2	129	594	9.7	6.2	170	1772	8.3	18.5	145	365	7.1	3.8	125
ROAD & TRACK	2590	*242	2.3	9.3	147	**91	1.5	3.5	96	346	1.6	13.4	105	**85	1.7	3.3	108
ROLLING STONE	3302	*275	2.6	8.3	131	*207	3.4	6.3	172	520	2.4	15.7	124	**88	1.7	2.7	88
RUNNER'S WORLD	1229	**155	1.5	12.6	199	**103	1.7	8.4	230	*292	1.4	23.8	187	**79	1.5	6.4	211
SATURDAY EVENING POST	2110	*175	1.6	8.3	131	**169	2.8	8.0	220	320	1.5	15.2	119	**53	1.0	2.5	82
SCIENCE 84	1543	**88	0.8	5.7	90	**45	0.7	2.9	80	*276	1.3	17.9	141	**26	0.5	1.7	55
SCIENCE DIGEST	1747	*130	1.2	7.4	117	**76	1.2	4.4	119	*237	1.1	13.6	107	**30	0.6	1.7	56
SCIENTIFIC AMERICAN	1994	*154	1.4	7.7	122	**93	1.5	4.7	128	205	1.0	10.3	81	**70	1.4	3.5	115
SELF	3119	269	2.5	8.6	136	*170	2.8	5.5	150	558	2.6	17.9	141	*167	3.3	5.4	176
SEVENTEEN	3923	*319	3.0	8.1	128	*200	3.3	5.1	140	637	3.0	16.2	128	**69	1.4	1.8	58
SKI	1501	*129	1.2	8.6	135	**49	0.8	3.3	90	*182	0.9	12.1	95	**32	0.6	2.1	70
SMITHSONIAN	5976	400	3.8	6.7	106	287	4.7	4.8	132	817	3.8	13.7	107	*199	3.9	3.3	109
SOAP OPERA DIGEST	4228	356	3.3	8.4	133	*143	2.3	3.4	93	602	2.8	14.2	112	**95	1.9	2.2	74
SOUTHERN LIVING	6488	351	3.3	5.4	85	287	4.7	4.4	121	759	3.6	11.7	92	*192	3.8	3.0	97
SPORT	3500	*223	2.1	6.4	100	*186	3.0	5.3	146	557	2.6	15.9	125	**144	2.8	4.1	135
THE SPORTING NEWS	2456	*213	2.0	8.7	137	**130	2.1	5.3	145	373	1.7	15.2	119	**42	0.8	1.7	56
SPORTS AFIELD	3648	*204	1.9	5.6	88	*146	2.4	4.0	110	429	2.0	11.8	92	**98	1.9	2.7	88
SPORTS ILLUSTRATED	14484	913	8.6	6.3	99	582	9.5	4.0	110	1880	8.8	13.0	102	433	8.5	3.0	98
STAR	12661	804	7.6	6.4	100	553	9.1	4.4	120	1889	8.8	14.9	117	434	8.5	3.4	113
SUNDAY	52799	3625	34.1	6.9	108	2388	39.1	4.5	124	7185	33.7	13.6	107	1526	29.9	2.9	95
SUNSET	3513	414	3.9	11.8	186	**152	2.5	4.3	119	837	3.9	23.8	187	*291	5.7	8.3	272
TV GUIDE	42766	2893	27.2	6.8	107	1684	27.6	3.9	108	5940	27.8	13.9	109	1383	27.1	3.2	106
TENNIS	1254	**80	0.8	6.4	101	**43	0.7	3.4	94	*153	0.7	12.2	96	**41	0.8	3.3	107
TIME	22054	1826	17.2	8.3	131	1225	20.1	5.6	153	3325	15.6	15.1	118	667	13.1	3.0	99
TOWN & COUNTRY	1555	*128	1.2	8.2	130	**80	1.3	5.1	141	221	1.0	14.2	112	**42	0.8	2.7	89
TRAVEL & LEISURE	2173	*136	1.3	6.3	99	**98	1.6	4.5	124	271	1.3	12.5	98	**75	1.5	3.5	113
TRUE STORY	4636	*255	2.4	5.5	87	*179	2.9	3.9	106	614	2.9	13.2	104	**105	2.1	2.3	74
U.S.NEWS & WORLD REPORT	10353	822	7.7	7.9	125	467	7.6	4.5	124	1552	7.3	15.0	118	301	5.9	2.9	95
USA TODAY	4994	370	3.5	7.4	117	226	3.7	4.5	124	723	3.4	14.5	114	*161	3.2	3.2	106
US	3528	269	2.5	7.6	120	*209	3.4	5.9	163	678	3.2	19.2	151	**92	1.8	2.6	86
VOGUE	5424	376	3.5	6.9	109	390	6.4	7.2	197	1016	4.8	18.7	147	*171	3.3	3.2	104
WALL STREET JOURNAL	6292	441	4.1	7.0	110	271	4.4	4.3	118	987	4.6	15.7	123	*282	5.5	4.5	147
WEIGHT WATCHERS	2762	*301	2.8	10.9	172	**136	2.2	4.9	135	644	3.0	23.3	183	*132	2.6	4.8	157
WOMAN'S DAY	16320	1370	12.9	8.4	132	1077	17.6	6.6	181	2824	13.2	17.3	136	732	14.3	4.5	147
WORKING MOTHER	1496	**101	0.9	6.8	106	**131	2.1	8.8	240	*281	1.3	18.8	148	**101	2.0	6.8	222
WORKING WOMAN	1851	*163	1.5	8.8	139	*152	2.5	8.2	225	451	2.1	24.4	191	**68	1.3	3.7	121
WORLD TENNIS	580	**67	0.6	11.6	182	**4	0.1	0.7	19	**87	0.4	15.0	118	**9	0.2	1.6	51
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1039	9.8	8.4	132	530	8.7	4.3	117	1628	7.6	13.1	103	*219	4.3	1.8	58
BLAIR INSERTS	91671	6155	57.8	6.7	106	4003	65.5	4.4	120	12969	60.8	14.1	111	3036	59.4	3.3	109
DAILY NEWSPAPERS																	
READ ANY	109190	7371	69.3	6.8	106	4457	73.0	4.1	112	15079	70.6	13.8	109	3514	68.8	3.2	106
READ ONE	89587	6190	58.2	6.9	109	3437	56.3	3.8	105	12171	57.0	13.6	107	3029	59.3	3.4	111
READ TWO OR MORE	19602	1181	11.1	6.0	95	1020	16.7	5.2	143	2909	13.6	14.8	117	485	9.5	2.5	81
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	7635	71.8	7.0	110	4534	74.2	4.1	114	15456	72.4	14.1	111	3664	71.7	3.3	110
READ ONE	95074	6625	62.3	7.0	110	3678	60.2	3.9	106	13021	61.0	13.7	108	3232	63.3	3.4	112
READ TWO OR MORE	14588	1010	9.5	6.9	109	856	14.0	5.9	161	2435	11.4	16.7	131	432	8.5	3.0	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.07				25.57				30.42				28.15			
30 DAY REACH	149706	9609	90.3	6.4	101	5582	91.4	3.7	102	19195	89.9	12.8	101	4671	91.4	3.1	102
50 SHWG - 30 DAY AV FREQ	15.16	16.68				13.29				15.85				14.88			
30 DAY REACH	142406	9254	87.0	6.5	102	5354	87.6	3.8	103	18437	86.4	12.9	102	4446	87.0	3.1	103
25 SHWG - 30 DAY AV FREQ	8.23	8.87				7.12				8.50				8.02			
30 DAY REACH	131152	8717	81.9	6.6	105	4990	81.7	3.8	104	17199	80.6	13.1	103	4071	79.7	3.1	102
CABLE TV: HOME WIRED	66879	4511	42.4	6.7	106	2604	42.6	3.9	107	9348	43.8	14.0	110	1840	36.0	2.8	90
HOME NOT WIRED	100848	6130	57.6	6.1	96	3505	57.4	3.5	95	11999	56.2	11.9	93	3268	64.0	3.2	106
HAVE PAY CABLE	35024	2536	23.8	7.2	114	1669	27.3	4.8	131	5342	25.0	15.3	120	905	17.7	2.6	85

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

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	TOTAL U.S. '000	A & W DIET ROOT BEER A '000	B % DOWN	C ACROSS %	D INDX	CANADA DRY LOW CALORIE GINGER ALE A '000	B % DOWN	C ACROSS %	D INDX	DIET SEVEN-UP A '000	B % DOWN	C ACROSS %	D INDX	DIET SHASTA-SUGAR FREE A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	10641	100.0	6.3	100	6109	100.0	3.6	100	21346	100.0	12.7	100	5108	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6327	59.5	6.6	104	3754	61.5	3.9	108	12824	60.1	13.4	105	2813	55.1	2.9	97
10:00 AM - 3:00 PM	63599	4413	41.5	6.9	109	2458	40.2	3.9	106	8743	41.0	13.7	108	1902	37.2	3.0	98
3:00 PM - 7:00 PM	72097	4777	44.9	6.6	104	2759	45.2	3.8	105	9653	45.2	13.4	105	2203	43.1	3.1	100
7:00 PM - MIDNIGHT	36670	2724	25.6	7.4	117	1483	24.3	4.0	111	4858	22.8	13.2	104	1071	21.0	2.9	96
MIDNIGHT - 6:00 AM	21908	1547	14.5	7.1	111	855	14.0	3.9	107	3011	14.1	13.7	108	568	11.1	2.6	85
6:00 AM - MIDNIGHT	127571	8374	78.7	6.6	103	4819	78.9	3.8	104	16923	79.3	13.3	104	3818	74.7	3.0	98
ENTIRE DAY	129239	8543	80.3	6.6	104	4882	79.9	3.8	104	17160	80.4	13.3	104	3855	75.5	3.0	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2391	22.5	7.0	111	1275	20.9	3.7	103	5025	23.5	14.8	116	1127	22.1	3.3	109
ALL NEWS	6062	399	3.7	6.6	104	310	5.1	5.1	140	853	4.0	14.1	111	**89	1.7	1.5	48
AOR/PROGRESSIVE	11884	778	7.3	6.5	103	433	7.1	3.6	100	1480	6.9	12.5	98	364	7.1	3.1	101
BEAUTIFUL MUSIC	11180	917	8.6	8.2	129	543	8.9	4.9	133	1457	6.8	13.0	102	365	7.1	3.3	107
BLACK	4538	*245	2.3	5.4	85	*230	3.8	5.1	139	513	2.4	11.3	89	**149	2.9	3.3	108
CLASSICAL	3857	*222	2.1	5.8	91	*166	2.7	4.3	118	589	2.8	15.3	120	**117	2.3	3.0	100
CHR/ROCK	21946	1640	15.4	7.5	118	929	15.2	4.2	116	3223	15.1	14.7	115	711	13.9	3.2	106
COUNTRY	27262	1834	17.2	6.7	106	848	13.9	3.1	85	3372	15.8	12.4	97	626	12.3	2.3	75
GOLDEN OLDIES	3339	*193	1.8	5.8	91	*102	1.7	3.1	84	485	2.3	14.5	114	**68	1.3	2.0	67
MOR/NOSTALGIA	10346	616	5.8	6.0	94	408	6.7	3.9	108	1384	6.5	13.4	105	314	6.1	3.0	100
NEWS/TALK	8929	570	5.4	6.4	101	396	6.5	4.4	122	1274	6.0	14.3	112	311	6.1	3.5	114
RELIGIOUS	5488	368	3.5	6.7	106	*258	4.2	4.7	129	713	3.3	13.0	102	**109	2.1	2.0	65
SOFT ROCK	1232	**37	0.3	3.0	47	**37	0.6	3.0	82	*126	0.6	10.2	80	**13	0.3	1.1	35
URBAN CONTEMPORARY	3184	**124	1.2	3.9	61	**81	1.3	2.5	70	408	1.9	12.8	101	**47	0.9	1.5	48
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	469	4.4	6.8	107	*341	5.6	4.9	135	1002	4.7	14.5	114	**166	3.2	2.4	79
ABC DIRECTION	5212	375	3.5	7.2	113	*231	3.8	4.4	122	787	3.7	15.1	119	**115	2.3	2.2	72
ABC ENTERTAINMENT	10385	637	6.0	6.1	97	353	5.8	3.4	93	1256	5.9	12.1	95	388	7.6	3.7	123
ABC FM	4762	*260	2.4	5.5	86	*119	1.9	2.5	69	710	3.3	14.9	117	**64	1.3	1.3	44
ABC INFORMATION	11339	732	6.9	6.5	102	426	7.0	3.8	103	1578	7.4	13.9	109	471	9.2	4.2	136
ABC ROCK	4878	403	3.8	8.3	130	*119	1.9	2.4	67	689	3.2	14.1	111	**131	2.6	2.7	88
CBS	10709	640	6.0	6.0	94	497	8.1	4.6	127	1497	7.0	14.0	110	263	5.1	2.5	81
MUTUAL	10251	647	6.1	6.3	99	510	8.3	5.0	137	1463	6.9	14.3	112	*270	5.3	2.6	86
NBC	12243	705	6.6	5.8	91	569	9.3	4.6	128	1517	7.1	12.4	97	*291	5.7	2.4	78
RADIORADIO	4606	*238	2.2	5.2	81	*139	2.3	3.0	83	532	2.5	11.6	91	**66	1.3	1.4	47
RKO ONE	5148	319	3.0	6.2	98	*175	2.9	3.4	93	784	3.7	15.2	120	*200	3.9	3.9	128
RKO TWO	7313	348	3.3	4.8	75	259	4.2	3.5	97	890	4.2	12.2	96	*141	2.8	1.9	63
THE SOURCE	5981	378	3.6	6.3	100	*232	3.8	3.9	106	869	4.1	14.5	114	*181	3.5	3.0	99
NON-WIRED : BLAIR	19329	1379	13.0	7.1	112	708	11.6	3.7	101	2800	13.1	14.5	114	589	11.5	3.0	100
INTERNET	27139	1632	15.3	6.0	95	1126	18.4	4.1	114	3649	17.1	13.4	106	799	15.6	2.9	97
KATZ RADIO GROUP	36319	2438	22.9	6.7	106	1489	24.4	4.1	113	5002	23.4	13.8	108	1015	19.9	2.8	92
SUPERNET	22361	1649	15.5	7.4	116	747	12.2	3.3	92	2977	13.9	13.3	105	631	12.4	2.8	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1018	9.6	7.0	110	660	10.8	4.5	125	2120	9.9	14.6	115	435	8.5	3.0	98
WKDAY 9:00 AM - 1:00 PM	18688	1145	10.8	6.1	97	761	12.5	4.1	112	2466	11.6	13.2	104	606	11.9	3.2	106
WKDAY 1:00 PM - 4:30 PM	24061	1532	14.4	6.4	100	987	16.2	4.1	113	3340	15.6	13.9	109	771	15.1	3.2	105
WKDAY 4:30 PM - 7:30 PM	44079	2964	27.9	6.7	106	1729	28.3	3.9	108	5427	25.4	12.3	97	1390	27.2	3.2	104
WKDAY 7:30 PM - 8:00 PM	61979	4110	38.6	6.6	105	2257	36.9	3.6	100	7474	35.0	12.1	95	1940	38.0	3.1	103
WKDAY 11:00 PM - 11:30 PM	49084	3260	30.6	6.6	105	1834	30.0	3.7	103	6337	29.7	12.9	101	1490	29.2	3.0	100
WKDAY 11:30 PM - 1:00 AM	16560	1081	10.2	6.5	103	537	8.8	3.2	89	2228	10.4	13.5	106	433	8.5	2.6	86
M-SAT 8-11 PM+SUN 7-11 PM	66967	4448	41.8	6.6	105	2640	43.2	3.9	108	8706	40.8	13.0	102	2017	39.5	3.0	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	669	6.3	7.2	114	415	6.8	4.5	123	1371	6.4	14.8	116	341	6.7	3.7	121
ANOTHER WORLD N	6138	394	3.7	6.4	101	340	5.6	5.5	152	855	4.0	13.9	109	189	3.7	3.1	101
AS THE WORLD TURNS C	7707	372	3.5	4.8	76	260	4.3	3.4	93	1061	5.0	13.8	108	241	4.7	3.1	103
CAPITOL C	4688	289	2.7	6.2	97	146	2.4	3.1	86	784	3.7	16.7	131	*181	3.5	3.9	127
CBS MORN. NEWS 1 C	2792	165	1.6	5.9	93	137	2.2	4.9	135	381	1.8	13.6	107	*99	1.9	3.5	116
CBS MORN. NEWS 2 C	2071	87	0.8	4.2	66	114	1.9	5.5	151	310	1.5	15.0	118	*38	0.7	1.8	60
DAYS OF OUR LIVES N	8018	434	4.1	5.4	85	371	6.1	4.6	127	1143	5.4	14.3	112	250	4.9	3.1	102
FACTS OF LIFE - DAYTIME N	3487	246	2.3	7.1	111	*88	1.4	2.5	69	464	2.2	13.3	105	*103	2.0	3.0	97
FAMILY FEUD A	4817	246	2.3	5.1	80	138	2.3	2.9	79	492	2.3	10.2	80	144	2.8	3.0	98
GENERAL HOSPITAL A	8333	493	4.6	5.9	93	312	5.1	3.7	103	1158	5.4	13.9	109	297	5.8	3.6	117
GOOD MORNING, AMERICA-730 A	5472	415	3.9	7.6	120	272	4.5	5.0	136	683	3.2	12.5	98	160	3.1	2.9	96
GOOD MORNING, AMERICA-830 A	3965	281	2.6	7.1	112	212	3.5	5.3	147	577	2.7	14.6	114	144	2.8	3.6	119
GUIDING LIGHT C	7542	476	4.5	6.3	99	283	4.6	3.8	103	1231	5.8	16.3	128	264	5.2	3.5	115
ONE LIFE TO LIVE A	6018	430	4.0	7.1	113	223	3.7	3.7	102	882	4.1	14.7	115	219	4.3	3.6	119
PRESS YOUR LUCK C	3589	234	2.2	6.5	103	*119	1.9	3.3	91	461	2.2	12.8	101	*146	2.9	4.1	134
PRICE IS RIGHT 1 C	7418	434	4.1	5.9	92	286	4.7	3.9	106	833	3.9	11.2	88	208	4.1	2.8	92
PRICE IS RIGHT 2 C	8276	519	4.9	6.3	99	321	5.3	3.9	106	1024	4.8	12.4	97	220	4.3	2.7	87
RYAN'S HOPE A	4358	321	3.0	7.4	116	193	3.2	4.4	122	612	2.9	14.0	110	219	4.3	5.0	165
SALE OF THE CENTURY N	3749	307	2.9	8.2	129	*86	1.4	2.3	63	450	2.1	12.0	94	114	2.2	3.0	100
SEARCH FOR TOMORROW N	2884	*161	1.5	5.6	88	*207	3.4	7.2	197	351	1.6	12.2	96	*73	1.4	2.5	83
TODAY SHOW 1 N	4869	397	3.7	8.2	129	205	3.4	4.2	116	742	3.5	15.2	120	114	2.2	2.3	77
TODAY SHOW 2 N	4135	312	2.9	7.5	119	129	2.1	3.1	86	561	2.6	13.6	107	108	2.1	2.6	86
$25,000 PYRAMID C	4361	242	2.3	5.5	87	181	3.0	4.2	114	537	2.5	12.3	97	190	3.7	4.4	143
WHEEL OF FORTUNE N	6187	375	3.5	6.1	96	206	3.4	3.3	91	833	3.9	13.5	106	217	4.2	3.5	115
YOUNG AND THE RESTLESS C	8186	402	3.8	4.9	77	314	5.1	3.8	105	1142	5.3	14.0	110	222	4.3	2.7	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	343	3.2	7.3	114	*98	1.6	2.1	57	638	3.0	13.5	106	*139	2.7	2.9	97
NBA PLAYOFF GAME -1 C	5127	307	2.9	6.0	94	153	2.5	3.0	82	803	3.8	15.7	123	*162	3.2	3.2	104
NBC MAJOR LEAGUE PRE-GAME N	3945	*294	2.8	7.5	117	*188	3.1	4.8	131	522	2.4	13.2	104	**90	1.8	2.3	75
SPORTSWORLD - SUN N	3370	*185	1.7	5.5	87	**69	1.1	2.0	56	395	1.9	11.7	92	**75	1.5	2.2	73
SUNDAY MORNING C	4200	264	2.5	6.3	99	*179	2.9	4.3	117	698	3.3	16.6	131	*146	2.9	3.5	114

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

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		TOTAL U.S. '000	A & W DIET ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY LOW CALORIE GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	DIET SEVEN-UP A '000	B % DOWN	C % ACROSS	D INDX	DIET SHASTA-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	10641	100.0	6.3	100	6109	100.0	3.6	100	21346	100.0	12.7	100	5108	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3411	32.1	6.5	103	1989	32.6	3.8	104	6381	29.9	12.2	96	1547	30.3	3.0	97
NETWORK AFFILIATES - LATE		39164	2659	25.0	6.8	107	1520	24.9	3.9	107	5153	24.1	13.2	103	1263	24.7	3.2	106
INDEPENDENTS - LATE		5133	328	3.1	6.4	101	272	4.5	5.3	145	686	3.2	13.4	105	142	2.8	2.8	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1544	14.5	6.8	107	866	14.2	3.8	104	2877	13.5	12.6	99	668	13.1	2.9	96
ABC MONDAY NIGHT MOVIE	A	11258	813	7.6	7.2	114	408	6.7	3.6	100	1534	7.2	13.6	107	372	7.3	3.3	109
ABC SUNDAY NIGHT MOVIE	A	23600	1544	14.5	6.5	103	861	14.1	3.6	100	3148	14.7	13.3	105	769	15.1	3.3	107
ABC WORLD NEWS TONIGHT	A	12801	905	8.5	7.1	111	444	7.3	3.5	95	1562	7.3	12.2	96	443	8.7	3.5	114
AFTERMASH	C	10966	739	6.9	6.7	106	487	8.0	4.4	122	1406	6.6	12.8	101	*360	7.0	3.3	108
ALICE	C	17050	1135	10.7	6.7	105	701	11.5	4.1	113	2394	11.2	14.0	110	510	10.0	3.0	98
AMERICAN PARADE	C	11998	771	7.2	6.4	101	387	6.3	3.2	89	1534	7.2	12.8	100	354	6.9	3.0	97
BENSON	A	19258	1360	12.8	7.1	111	667	10.9	3.5	95	2223	10.4	11.5	91	577	11.3	3.0	98
BLUE THUNDER	A	11478	729	6.9	6.4	100	306	5.0	2.7	73	1427	6.7	12.4	98	361	7.1	3.1	103
CAGNEY & LACEY	C	18263	1213	11.4	6.6	105	477	7.8	2.6	72	2535	11.9	13.9	109	733	14.4	4.0	132
CBS EVENING NEWS-DEAN	C	7733	486	4.6	6.3	99	404	6.6	5.2	143	923	4.3	11.9	94	*163	3.2	2.1	69
CBS EVENING NEWS-RATHER	C	15653	932	8.8	6.0	94	664	10.9	4.2	116	1855	8.7	11.9	93	452	8.8	2.9	95
CBS SAT. NEWS-SCHIEFFER	C	8744	485	4.6	5.5	87	412	6.7	4.7	129	898	4.2	10.3	81	217	4.2	2.5	81
CBS SATURDAY NIGHT MOVIE	C	12000	853	8.0	7.1	112	500	8.2	4.2	114	1691	7.9	14.1	111	359	7.0	3.0	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	710	6.7	6.2	97	359	5.9	3.1	86	1258	5.9	10.9	86	306	6.0	2.7	87
CHEERS	N	16818	1173	11.0	7.0	110	728	11.9	4.3	119	2596	12.2	15.4	121	576	11.3	3.4	112
DALLAS	C	37510	2558	24.0	6.8	107	1260	20.6	3.4	92	4889	22.9	13.0	102	1092	21.4	2.9	96
DIFF'RENT STROKES	N	11258	841	7.9	7.5	118	484	7.9	4.3	118	1465	6.9	13.0	102	353	6.9	3.1	103
DOUBLE TROUBLE	N	12248	738	6.9	6.0	95	454	7.4	3.7	102	1574	7.4	12.9	101	342	6.7	2.8	92
DUCK FACTORY	N	11100	761	7.2	6.9	108	396	6.5	3.6	98	1581	7.4	14.2	112	370	7.2	3.3	109
DUKES OF HAZZARD	C	12353	682	6.4	5.5	87	426	7.0	3.4	95	1338	6.3	10.8	85	305	6.0	2.5	81
DYNASTY	A	33279	2196	20.6	6.6	104	1185	19.4	3.6	98	4275	20.0	12.8	101	1027	20.1	3.1	101
FACTS OF LIFE	N	13410	796	7.5	5.9	94	478	7.8	3.6	98	1733	8.1	12.9	102	442	8.7	3.3	108
FALCON CREST	C	31093	2086	19.6	6.7	106	1048	17.2	3.4	93	4279	20.0	13.8	108	1051	20.6	3.4	111
FALL GUY	A	18649	1223	11.5	6.6	103	694	11.4	3.7	102	2264	10.6	12.1	95	583	11.4	3.1	103
FAMILY TIES	N	13101	934	8.8	7.1	112	498	8.2	3.8	104	1844	8.6	14.1	111	456	8.9	3.5	114
FANTASY ISLAND	A	13069	844	7.9	6.5	102	466	7.6	3.6	98	1561	7.3	11.9	94	426	8.3	3.3	107
FOULUPS,BLEEPS & BLUNDERS	A	16588	1274	12.0	7.7	121	688	11.3	4.1	114	2142	10.0	12.9	101	539	10.6	3.2	107
FOUR SEASONS	C	9302	666	6.3	7.2	113	*409	6.7	4.4	121	1326	6.2	14.3	112	*335	6.6	3.6	118
GIMME A BREAK	N	13955	958	9.0	6.9	108	509	8.3	3.6	100	1906	8.9	13.7	107	495	9.7	3.5	116
HART TO HART	A	15735	964	9.1	6.1	97	489	8.0	3.1	85	1870	8.8	11.9	93	502	9.8	3.2	105
HILL STREET BLUES	N	18257	1176	11.1	6.4	102	701	11.5	3.8	105	2327	10.9	12.7	100	656	12.8	3.6	118
HOTEL	A	24236	1498	14.1	6.2	97	915	15.0	3.8	104	2880	13.5	11.9	93	847	16.6	3.5	115
JEFFERSONS	C	17010	1094	10.3	6.4	101	646	10.6	3.8	104	2360	11.1	13.9	109	492	9.6	2.9	95
JENNIFER SLEPT HERE	N	9397	545	5.1	5.8	91	367	6.0	3.9	107	1224	5.7	13.0	102	*257	5.0	2.7	90
KATE & ALLIE	C	16762	1202	11.3	7.2	113	508	8.3	3.0	83	2119	9.9	12.6	99	608	11.9	3.6	119
KNIGHT RIDER	N	13164	941	8.8	7.1	113	657	10.8	5.0	137	1900	8.9	14.4	113	335	6.6	2.5	84
LOVE BOAT	A	20400	1304	12.3	6.4	101	812	13.3	4.0	109	2499	11.7	12.3	96	585	11.5	2.9	94
MAGNUM PI	C	22543	1533	14.4	6.8	107	821	13.4	3.6	100	2748	12.9	12.2	96	581	11.4	2.6	85
MAMA'S FAMILY	N	9852	808	7.6	8.2	129	376	6.2	3.8	105	1491	7.0	15.1	119	*223	4.4	2.3	74
MASTER, THE	N	8082	537	5.0	6.6	105	277	4.5	3.4	94	1014	4.8	12.5	99	*191	3.7	2.4	78
MATT HOUSTON	A	12881	912	8.6	7.1	112	563	9.2	4.4	120	1817	8.5	14.1	111	370	7.2	2.9	94
NBC MONDAY NIGHT MOVIE	N	23889	1662	15.6	7.0	110	887	14.5	3.7	102	3360	15.7	14.1	111	779	15.3	3.3	107
NBC NIGHTLY NEWS	N	11156	770	7.2	6.9	109	394	6.4	3.5	97	1343	6.3	12.0	95	240	4.7	2.2	71
NBC NIGHTLY NEWS-SAT	N	7363	563	5.3	7.6	121	315	5.2	4.3	117	964	4.5	13.1	103	*107	2.1	1.5	48
NBC NIGHTLY NEWS-SUN	N	6214	344	3.2	5.5	87	249	4.1	4.0	110	824	3.9	13.3	104	*177	3.5	2.8	94
NBC SUNDAY NIGHT MOVIE	N	17590	1383	13.0	7.9	124	662	10.8	3.8	103	2323	10.9	13.2	104	468	9.2	2.7	87
NEWHART	C	16740	1156	10.9	6.9	109	564	9.2	3.4	93	2444	11.4	14.6	115	685	13.4	4.1	134
ONE DAY AT A TIME	C	11820	821	7.7	6.9	109	387	6.3	3.3	90	1674	7.8	14.2	111	369	7.2	3.1	103
PEOPLE ARE FUNNY	N	9138	641	6.0	7.0	111	377	6.2	4.1	113	1345	6.3	14.7	116	*241	4.7	2.6	87
REAL PEOPLE	N	15979	870	8.2	5.4	86	589	9.6	3.7	101	1968	9.2	12.3	97	448	8.8	2.8	92
REMINGTON STEELE	N	14395	799	7.5	5.6	87	634	10.4	4.4	121	1719	8.1	11.9	94	409	8.0	2.8	93
RIPLEY'S BELIEVE IT - NOT	A	11362	832	7.8	7.3	115	392	6.4	3.5	95	1624	7.6	14.3	112	474	9.3	4.2	137
RIPTIDE	N	13920	1056	9.9	7.6	120	536	8.8	3.9	106	1789	8.4	12.9	101	455	8.9	3.3	107
SCARECROW & MRS. KING	C	17571	1215	11.4	6.9	109	630	10.3	3.6	98	2198	10.3	12.5	98	667	13.1	3.8	125
SIMON & SIMON	C	20208	1280	12.0	6.3	100	558	9.1	2.8	76	2274	10.7	11.3	88	630	12.3	3.1	102
60 MINUTES	C	27668	1992	18.7	7.2	113	1256	20.6	4.5	125	3795	17.8	13.7	108	736	14.4	2.7	87
ST. ELSEWHERE	N	13699	964	9.1	7.0	111	600	9.8	4.4	120	1964	9.2	14.3	113	442	8.7	3.2	106
THREE'S COMPANY	A	20632	1317	12.4	6.4	101	580	9.5	2.8	77	2395	11.2	11.6	91	705	13.8	3.4	112
T.J. HOOKER	A	17136	1056	9.9	6.2	97	710	11.6	4.1	114	2093	9.8	12.2	96	491	9.6	2.9	94
TONIGHT SHOW	N	4963	374	3.5	7.5	119	167	2.7	3.4	92	696	3.3	14.0	110	116	2.3	2.3	77
TRAPPER JOHN, M.D.	C	16332	1039	9.8	6.4	100	697	11.4	4.3	117	2290	10.7	14.0	110	521	10.2	3.2	105
TV BLOOPERS & PRAC. JOKES	N	18881	1215	11.4	6.4	101	614	10.1	3.3	89	2507	11.7	13.3	104	544	10.6	2.9	95
20/20	A	18315	1102	10.4	6.0	95	726	11.9	4.0	109	2442	11.4	13.3	105	515	10.1	2.8	92
WEBSTER	A	18722	1299	12.2	6.9	109	634	10.4	3.4	93	2173	10.2	11.6	91	564	11.0	3.0	99
WORLD NEWS - SUN	A	5327	369	3.5	6.9	109	257	4.2	4.8	132	676	3.2	12.7	100	*208	4.1	3.9	128
YELLOW ROSE	N	8370	684	6.4	8.2	129	313	5.1	3.7	103	1044	4.9	12.5	98	271	5.3	3.2	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2040	19.2	7.9	124	1075	17.6	4.2	114	4237	19.8	16.4	129	890	17.4	3.4	113
BASKETBALL - COLLEGE GAMES		14468	1126	10.6	7.8	123	708	11.6	4.9	134	2260	10.6	15.6	123	*467	9.1	3.2	106
BASKETBALL - PRO GAMES		12124	828	7.8	6.8	108	*410	6.7	3.4	93	1766	8.3	14.6	114	*430	8.4	3.5	116
BOWLING		9412	708	6.7	7.5	119	*272	4.5	2.9	79	1221	5.7	13.0	102	*249	4.9	2.6	87
BOXING		15409	1094	10.3	7.1	112	637	10.4	4.1	114	1862	8.7	12.1	95	*353	6.9	2.3	75
FOOTBALL - COLLEGE GAMES		21400	1515	14.2	7.1	112	945	15.5	4.4	121	3207	15.0	15.0	118	539	10.6	2.5	83
FOOTBALL - PRO GAMES		35944	2870	27.0	8.0	126	1266	20.7	3.5	97	5549	26.0	15.4	121	1064	20.8	3.0	97
GOLF		9759	707	6.6	7.2	114	432	7.1	4.4	122	1731	8.1	17.7	139	*416	8.1	4.3	140
POST-SEASON COLL. FOOTBALL		18123	1168	11.0	6.4	102	827	13.5	4.6	125	2808	13.2	15.5	122	*507	9.9	2.8	92
POST-SEASON PRO FOOTBALL		22091	1684	15.8	7.6	120	808	13.2	3.7	100	3529	16.5	16.0	126	627	12.3	2.8	93
TENNIS		6764	528	5.0	7.8	123	*356	5.8	5.3	145	1218	5.7	18.0	141	*367	7.2	5.4	178
WRESTLING - PROFESSIONAL		9695	638	6.0	6.6	104	*539	8.8	5.6	153	986	4.6	10.2	80	**171	3.3	1.8	58

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0178
P-18

	TOTAL U.S. '000	DIET SPRITE-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	DIET SUNKIST ORANGE SODA A '000	B % DOWN	C % ACROSS	D INDX	DR. PEPPER-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	FRESCA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5605	100.0	3.3	100	5769	100.0	3.4	100	7767	100.0	4.6	100	5057	100.0	3.0	100
MALES	79263	2041	36.4	2.6	77	2208	38.3	2.8	81	2998	38.6	3.8	82	1754	34.7	2.2	73
FEMALES	88464	3565	63.6	4.0	121	3561	61.7	4.0	117	4769	61.4	5.4	116	3303	65.3	3.7	124
18 - 24	28671	1060	18.9	3.7	111	1731	30.0	6.0	176	1562	20.1	5.4	118	797	15.8	2.8	92
25 - 34	39536	1458	26.0	3.7	110	1545	26.8	3.9	114	2021	26.0	5.1	110	1216	24.0	3.1	102
35 - 44	28978	844	15.1	2.9	87	865	15.0	3.0	87	1520	19.6	5.2	113	759	15.0	2.6	87
45 - 54	22345	700	12.5	3.1	94	722	12.5	3.2	94	1140	14.7	5.1	110	892	17.6	4.0	132
55 - 64	22224	931	16.7	4.2	126	*448	7.8	2.0	59	803	10.3	3.6	78	805	15.9	3.6	120
65 OR OLDER	25973	609	10.9	2.3	70	*458	7.9	1.8	51	720	9.3	2.8	60	588	11.6	2.3	75
18 - 34	68207	2517	44.9	3.7	110	3276	56.8	4.8	140	3583	46.1	5.3	113	2013	39.8	3.0	98
18 - 49	108058	3707	66.1	3.4	103	4564	79.1	4.2	123	5708	73.5	5.3	114	3273	64.7	3.0	100
25 - 54	90859	3002	53.6	3.3	99	3132	54.3	3.4	100	4681	60.3	5.2	111	2867	56.7	3.2	105
35 - 49	39851	1189	21.2	3.0	89	1288	22.3	3.2	94	2125	27.4	5.3	115	1260	24.9	3.2	105
50 OR OLDER	59669	1899	33.9	3.2	95	1205	20.9	2.0	59	2059	26.5	3.5	75	1784	35.3	3.0	99
GRADUATED COLLEGE	28091	1241	22.1	4.4	132	1066	18.5	3.8	110	1813	23.3	6.5	139	1033	20.4	3.7	122
ATTENDED COLLEGE	28938	1213	21.6	4.2	125	1330	23.1	4.6	134	1836	23.6	6.3	137	1182	23.4	4.1	135
GRADUATED HIGH SCHOOL	65503	1965	35.1	3.0	90	2425	42.0	3.7	108	2858	36.8	4.4	94	1751	34.6	2.7	89
DID NOT GRADUATE HIGH SCHOOL	45195	1187	21.2	2.6	79	948	16.4	2.1	61	1261	16.2	2.8	60	1091	21.6	2.4	80
EMPLOYED MALES	56429	1513	27.0	2.7	80	1500	26.0	2.7	77	2469	31.8	4.4	94	1068	21.1	1.9	63
EMPLOYED FEMALES	43971	2048	36.5	4.7	139	2069	35.9	4.7	137	3069	39.5	7.0	151	1904	37.7	4.3	144
EMPLOYED FULL-TIME	87773	3046	54.3	3.5	104	3071	53.2	3.5	102	5009	64.5	5.7	123	2565	50.7	2.9	97
EMPLOYED PART-TIME	12627	*515	9.2	4.1	122	*498	8.6	3.9	115	*529	6.8	4.2	90	*407	8.0	3.2	107
NOT EMPLOYED	67327	2044	36.5	3.0	91	2200	38.1	3.3	95	2228	28.7	3.3	71	2085	41.2	3.1	103
PROFESSIONAL/MANAGER	25845	1077	19.2	4.2	125	940	16.3	3.6	106	1991	25.6	7.7	166	1035	20.5	4.0	133
TECH/CLERICAL/SALES	30895	1376	24.5	4.5	133	1266	21.9	4.1	119	1909	24.6	6.2	133	1105	21.9	3.6	119
PRECISION/CRAFT	12629	*332	5.9	2.6	79	*425	7.4	3.4	98	*391	5.0	3.1	67	**165	3.3	1.3	43
OTHER EMPLOYED	31031	776	13.8	2.5	75	939	16.3	3.0	88	1247	16.1	4.0	87	668	13.2	2.2	71
SINGLE	35557	1280	22.8	3.6	108	1969	34.1	5.5	161	1712	22.0	4.8	104	1124	22.2	3.2	105
MARRIED	103585	3457	61.7	3.3	100	2839	49.2	2.7	80	4657	60.0	4.5	97	3158	62.4	3.0	101
DIVORCED/SEPARATED/WIDOWED	28585	868	15.5	3.0	91	962	16.7	3.4	98	1399	18.0	4.9	106	776	15.3	2.7	90
PARENTS	59295	1816	32.4	3.1	92	2005	34.8	3.4	98	2935	37.8	4.9	107	1636	32.4	2.8	92
WHITE	146081	5025	89.7	3.4	103	5020	87.0	3.4	100	6861	88.3	4.7	101	4496	88.9	3.1	102
BLACK	17974	492	8.8	2.7	82	620	10.7	3.4	100	604	7.8	3.4	73	*425	8.4	2.4	78
OTHER	3672	**88	1.6	2.4	72	**129	2.2	3.5	102	**302	3.9	8.2	178	**137	2.7	3.7	124
NORTHEAST-CENSUS	37005	1342	23.9	3.6	109	1257	21.8	3.4	99	946	12.2	2.6	55	1213	24.0	3.3	109
NORTH CENTRAL	42642	1189	21.2	2.8	83	1409	24.4	3.3	96	1681	21.6	3.9	85	1179	23.3	2.8	92
SOUTH	56777	2243	40.0	4.0	118	1879	32.6	3.3	96	3123	40.2	5.5	119	1372	27.1	2.4	80
WEST	31303	831	14.8	2.7	79	1223	21.2	3.9	114	2016	26.0	6.4	139	1294	25.6	4.1	137
NORTHEAST-MKTG.	38125	1405	25.1	3.7	110	1305	22.6	3.4	100	853	11.0	2.2	48	1169	23.1	3.1	102
EAST CENTRAL	24794	853	15.2	3.4	103	785	13.6	3.2	92	905	11.7	3.7	79	716	14.2	2.9	96
WEST CENTRAL	28511	777	13.9	2.7	82	1033	17.9	3.6	105	1397	18.0	4.9	106	869	17.2	3.0	101
SOUTH	48953	1838	32.8	3.8	112	1605	27.8	3.3	95	2881	37.1	5.9	127	1154	22.8	2.4	78
PACIFIC	27344	733	13.1	2.7	80	1042	18.1	3.8	111	1730	22.3	6.3	137	1150	22.7	4.2	139
COUNTY SIZE A	69301	2489	44.4	3.6	107	2709	47.0	3.9	114	3262	42.0	4.7	102	2379	47.0	3.4	114
COUNTY SIZE B	50633	1649	29.4	3.3	97	1729	30.0	3.4	99	2558	32.9	5.1	109	1458	28.8	2.9	96
COUNTY SIZE C	26259	824	14.7	3.1	94	871	15.1	3.3	96	1080	13.9	4.1	89	785	15.5	3.0	99
COUNTY SIZE D	21534	643	11.5	3.0	89	*460	8.0	2.1	62	868	11.2	4.0	87	*435	8.6	2.0	67
METRO CENTRAL CITY	50014	1606	28.7	3.2	96	1937	33.6	3.9	113	2656	34.2	5.3	115	1651	32.6	3.3	109
METRO SUBURBAN	76832	2811	50.2	3.7	109	2764	47.9	3.6	105	3599	46.3	4.7	101	2405	47.6	3.1	104
NON METRO	40881	1188	21.2	2.9	87	1068	18.5	2.6	76	1513	19.5	3.7	80	1002	19.8	2.5	81
TOP 5 ADI'S	39550	1256	22.4	3.2	95	1408	24.4	3.6	104	1707	22.0	4.3	93	1357	26.8	3.4	114
TOP 10 ADI'S	54877	1906	34.0	3.5	104	1885	32.7	3.4	100	2551	32.8	4.6	100	1837	36.3	3.3	111
TOP 20 ADI'S	77516	2813	50.2	3.6	109	2851	49.4	3.7	107	3559	45.8	4.6	99	2799	55.3	3.6	120
HSHLD INC. $50,000 OR MORE	17257	705	12.6	4.1	122	*644	11.2	3.7	108	1164	15.0	6.7	146	848	16.8	4.9	163
$40,000 OR MORE	33235	1426	25.4	4.3	128	1373	23.8	4.1	120	1998	25.7	6.0	130	1342	26.5	4.0	134
$30,000 OR MORE	59693	2469	44.0	4.1	124	2356	40.8	3.9	115	3405	43.8	5.7	123	2167	42.9	3.6	120
$25,000 OR MORE	76275	2986	53.3	3.9	117	2882	50.0	3.8	110	4036	52.0	5.3	114	2659	52.6	3.5	116
$20,000 - $24,999	18607	569	10.2	3.1	92	*511	8.9	2.7	80	1044	13.4	5.6	121	*467	9.2	2.5	83
$15,000 - $19,999	17175	518	9.2	3.0	90	708	12.3	4.1	120	822	10.6	4.8	103	526	10.4	3.1	102
$10,000 - $14,999	24569	720	12.8	2.9	88	768	13.3	3.1	91	985	12.7	4.0	87	725	14.3	3.0	98
UNDER $10,000	31101	814	14.5	2.6	78	900	15.6	2.9	84	881	11.3	2.8	61	681	13.5	2.2	73
HOUSEHOLD OF 1 PERSON	19441	611	10.9	3.1	94	591	10.2	3.0	88	871	11.2	4.5	97	527	10.4	2.7	90
2 PEOPLE	51803	1787	31.9	3.4	103	1342	23.3	2.6	75	2157	27.8	4.2	90	1591	31.5	3.1	102
3 OR 4 PEOPLE	66933	2424	43.2	3.6	108	2770	48.0	4.1	120	3414	44.0	5.1	110	1986	39.3	3.0	98
5 OR MORE PEOPLE	29550	783	14.0	2.6	79	1066	18.5	3.6	105	1325	17.1	4.5	97	953	18.8	3.2	107
NO CHILD IN HSHLD	96587	3300	58.9	3.4	102	3330	57.7	3.4	100	4204	54.1	4.4	94	3046	60.2	3.2	105
CHILD(REN) UNDER 2 YRS	10844	**231	4.1	2.1	64	*280	4.9	2.6	75	*499	6.4	4.6	99	**294	5.8	2.7	90
2 - 5 YEARS	26358	908	16.2	3.4	103	914	15.8	3.5	101	1255	16.2	4.8	103	664	13.1	2.5	84
6 - 11 YEARS	30453	809	14.4	2.7	79	1077	18.7	3.5	103	1653	21.3	5.4	117	893	17.7	2.9	97
12 - 17 YEARS	36575	1229	21.9	3.4	101	1150	19.9	3.1	91	1814	23.4	5.0	107	1056	20.9	2.9	96
RESIDENCE OWNED	117770	4123	73.6	3.5	105	3831	66.4	3.3	95	5529	71.2	4.7	101	3852	76.2	3.3	108
VALUE: $50,000 OR MORE	70166	2753	49.1	3.9	117	2599	45.1	3.7	108	3772	48.6	5.4	116	2697	53.3	3.8	127
VALUE: UNDER $50,000	47604	1370	24.4	2.9	86	1232	21.4	2.6	75	1758	22.6	3.7	80	1155	22.8	2.4	80

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0179
P-18

		TOTAL U.S. '000	DIET SPRITE-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	DIET SUNKIST ORANGE SODA A '000	B % DOWN	C % ACROSS	D INDX	DR. PEPPER-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	FRESCA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5605	100.0	3.3	100	5769	100.0	3.4	100	7767	100.0	4.6	100	5057	100.0	3.0	100
MAGAZINES	QUINTILE 1	34022	1677	29.9	4.9	148	1728	30.0	5.1	148	2291	29.5	6.7	145	1362	26.9	4.0	133
	QUINTILE 2	34800	1525	27.2	4.4	131	1186	20.6	3.4	99	1646	21.2	4.7	102	1319	26.1	3.8	126
	QUINTILE 3	30514	792	14.1	2.6	78	904	15.7	3.0	86	1352	17.4	4.4	96	873	17.3	2.9	95
	QUINTILE 4	33324	758	13.5	2.3	68	1249	21.7	3.7	109	1402	18.1	4.2	91	738	14.6	2.2	73
	QUINTILE 5	35066	853	15.2	2.4	73	702	12.2	2.0	58	1076	13.9	3.1	66	766	15.1	2.2	72
NEWSPAPERS	QUINTILE 1	29107	1089	19.4	3.7	112	1200	20.8	4.1	120	1678	21.6	5.8	124	947	18.7	3.3	108
	QUINTILE 2	49095	1700	30.3	3.5	104	1554	26.9	3.2	92	2409	31.0	4.9	106	1643	32.5	3.3	111
	QUINTILE 3	23107	849	15.1	3.7	110	832	14.4	3.6	105	1158	14.9	5.0	108	808	16.0	3.5	116
	QUINTILE 4	33556	1038	18.5	3.1	93	1240	21.5	3.7	107	1408	18.1	4.2	91	888	17.6	2.6	88
	QUINTILE 5	32863	930	16.6	2.8	85	944	16.4	2.9	84	1114	14.3	3.4	73	771	15.2	2.3	78
OUTDOOR	QUINTILE 1	33431	1309	23.4	3.9	117	1337	23.2	4.0	116	2007	25.8	6.0	130	1057	20.9	3.2	105
	QUINTILE 2	33478	1155	20.6	3.5	103	1179	20.4	3.5	102	1577	20.3	4.7	102	935	18.5	2.8	93
	QUINTILE 3	33574	1036	18.5	3.1	92	1156	20.0	3.4	100	1532	19.7	4.6	99	1129	22.3	3.4	112
	QUINTILE 4	33935	1182	21.1	3.5	104	1215	21.1	3.6	104	1486	19.1	4.4	95	1027	20.3	3.0	100
	QUINTILE 5	33310	924	16.5	2.8	83	881	15.3	2.6	77	1165	15.0	3.5	76	911	18.0	2.7	91
RADIO-DRIVE TIME	QUINTILE 1	33136	1218	21.7	3.7	110	1539	26.7	4.6	135	1712	22.0	5.2	112	1036	20.5	3.1	104
	QUINTILE 2	31658	1008	18.0	3.2	95	1046	18.1	3.3	96	1592	20.5	5.0	109	778	15.4	2.5	82
	QUINTILE 3	32541	1134	20.2	3.5	104	1171	20.3	3.6	105	1611	20.7	5.0	107	1124	22.2	3.5	115
	QUINTILE 4	34247	1150	20.5	3.4	100	1008	17.5	2.9	86	1495	19.2	4.4	94	983	19.4	2.9	95
	QUINTILE 5	36144	1096	19.6	3.0	91	1004	17.4	2.8	81	1358	17.5	3.8	81	1137	22.5	3.1	104
RADIO-MID-DAY	TERCILE 1	45037	1455	26.0	3.2	97	1749	30.3	3.9	113	2310	29.7	5.1	111	1266	25.0	2.8	93
	TERCILE 2	44819	1599	28.5	3.6	107	1688	29.3	3.8	109	1953	25.1	4.4	94	1206	23.8	2.7	89
	TERCILE 3	77872	2552	45.5	3.3	98	2332	40.4	3.0	87	3503	45.1	4.5	97	2585	51.1	3.3	110
RADIO-TOTAL	QUINTILE 1	33763	1203	21.5	3.6	107	1444	25.0	4.3	124	1686	21.7	5.0	108	904	17.9	2.7	89
	QUINTILE 2	33240	1091	19.5	3.3	98	1340	23.2	4.0	117	1500	19.3	4.5	97	1115	22.0	3.4	111
	QUINTILE 3	33408	1171	20.9	3.5	105	1148	19.9	3.4	100	1771	22.8	5.3	114	1146	22.7	3.4	114
	QUINTILE 4	34792	1145	20.4	3.3	98	1042	18.1	3.0	87	1661	21.4	4.8	103	1028	20.3	3.0	98
	QUINTILE 5	32524	995	17.8	3.1	92	795	13.8	2.4	71	1150	14.8	3.5	76	865	17.1	2.7	88
TV-PRIME TIME	QUINTILE 1	33090	980	17.5	3.0	89	1268	22.0	3.8	111	1459	18.8	4.4	95	976	19.3	2.9	98
	QUINTILE 2	33357	1066	19.0	3.2	96	1241	21.5	3.7	108	1519	19.6	4.6	98	1080	21.4	3.2	107
	QUINTILE 3	33980	1272	22.7	3.7	112	1057	18.3	3.1	90	1700	21.9	5.0	108	933	18.4	2.7	91
	QUINTILE 4	33854	1150	20.5	3.4	102	1044	18.1	3.1	90	1596	20.5	4.7	102	1027	20.3	3.0	101
	QUINTILE 5	33444	1137	20.3	3.4	102	1160	20.1	3.5	101	1494	19.2	4.5	96	1042	20.6	3.1	103
TV-DAYTIME	TERCILE 1	49121	1556	27.8	3.2	95	1719	29.8	3.5	102	1935	24.9	3.9	85	1495	29.6	3.0	101
	TERCILE 2	48823	1720	30.7	3.5	105	1576	27.3	3.2	94	2214	28.5	4.5	98	1604	31.7	3.3	109
	TERCILE 3	69782	2330	41.6	3.3	100	2474	42.9	3.5	103	3618	46.6	5.2	112	1959	38.7	2.8	93
TV-TOTAL	QUINTILE 1	33584	940	16.8	2.8	84	1315	22.8	3.9	114	1400	18.0	4.2	90	1070	21.2	3.2	106
	QUINTILE 2	33441	1140	20.3	3.4	102	1126	19.5	3.4	98	1372	17.7	4.1	89	1205	23.8	3.6	120
	QUINTILE 3	33505	1192	21.3	3.6	106	1114	19.3	3.3	97	1517	19.5	4.5	98	907	17.9	2.7	90
	QUINTILE 4	33466	1341	23.9	4.0	120	1195	20.7	3.6	104	1798	23.1	5.4	116	822	16.3	2.5	81
	QUINTILE 5	33731	993	17.7	2.9	88	1019	17.7	3.0	88	1679	21.6	5.0	107	1053	20.8	3.1	104
MAGAZINES-NEWSPAPERS: DUAL		44503	2043	36.4	4.6	137	2002	34.7	4.5	131	2545	32.8	5.7	123	1783	35.3	4.0	133
MAGAZINE IMPERATIVE		39363	1554	27.7	3.9	118	1495	25.9	3.8	110	2078	26.8	5.3	114	1372	27.1	3.5	116
NEWSPAPER IMPERATIVE		46441	1126	20.1	2.4	73	1211	21.0	2.6	76	2021	26.0	4.4	94	1163	23.0	2.5	83
MAGAZINES-OUTDOOR: DUAL		33726	1540	27.5	4.6	137	1455	25.2	4.3	125	2074	26.7	6.1	133	1173	23.2	3.5	115
MAGAZINE IMPERATIVE		52846	2147	38.3	4.1	122	2038	35.3	3.9	112	2594	33.4	4.9	106	1981	39.2	3.7	124
OUTDOOR IMPERATIVE		52140	1313	23.4	2.5	75	1552	26.9	3.0	87	2221	28.6	4.3	92	1301	25.7	2.5	83
MAGAZINES-RADIO: DUAL		37081	1621	28.9	4.4	131	1600	27.7	4.3	125	1918	24.7	5.2	112	1390	27.5	3.7	124
MAGAZINE IMPERATIVE		49747	2082	37.1	4.2	125	1741	30.2	3.5	102	2792	35.9	5.6	121	1835	36.3	3.7	122
RADIO IMPERATIVE		49208	1169	20.9	2.4	71	1762	30.5	3.6	104	2051	26.4	4.2	90	1120	22.1	2.3	75
MAGAZINES-TELEVISION: DUAL		33103	1267	22.6	3.8	115	1529	26.5	4.6	134	1672	21.5	5.1	109	1366	27.0	4.1	137
MAGAZINE IMPERATIVE		54575	2397	42.8	4.4	131	1980	34.3	3.6	105	3099	39.9	5.7	123	1745	34.5	3.2	106
TELEVISION IMPERATIVE		53249	1264	22.6	2.4	71	1595	27.6	3.0	87	1847	23.8	3.5	75	1398	27.6	2.6	87
NEWSPAPERS-OUTDOOR: DUAL		36255	1338	23.9	3.7	110	1414	24.5	3.9	113	2183	28.1	6.0	130	1279	25.3	3.5	117
NEWSPAPER IMPERATIVE		55591	1915	34.2	3.4	103	1886	32.7	3.4	99	2563	33.0	4.6	100	1877	37.1	3.4	112
OUTDOOR IMPERATIVE		48319	1703	30.4	3.5	105	1700	29.5	3.5	102	2141	27.6	4.4	96	1260	24.9	2.6	86
NEWSPAPERS-RADIO: DUAL		37242	1482	26.4	4.0	119	1632	28.3	4.4	127	1888	24.3	5.1	109	1338	26.5	3.6	119
NEWSPAPER IMPERATIVE		54423	1884	33.6	3.5	104	1548	26.8	2.8	83	2763	35.6	5.1	110	1781	35.2	3.3	109
RADIO IMPERATIVE		46650	1301	23.2	2.8	83	1740	30.2	3.7	108	2086	26.9	4.5	97	1214	24.0	2.6	86
NEWSPAPERS-TELEVISION: DUAL		35974	999	17.8	2.8	83	1314	22.8	3.7	106	1778	22.9	4.9	107	1276	25.2	3.5	118
NEWSPAPER IMPERATIVE		56095	2277	40.6	4.1	121	2019	35.0	3.6	105	3001	38.6	5.3	116	1768	35.0	3.2	105
TELEVISION IMPERATIVE		47170	1448	25.8	3.1	92	1748	30.3	3.7	108	1738	22.4	3.7	80	1483	29.3	3.1	104
OUTDOOR-RADIO: DUAL		33748	1202	21.4	3.6	107	1522	26.4	4.5	131	1607	20.7	4.8	103	1049	20.7	3.1	103
OUTDOOR IMPERATIVE		52785	1839	32.8	3.5	104	1690	29.3	3.2	93	2831	36.4	5.4	116	1588	31.4	3.0	100
RADIO IMPERATIVE		52882	1840	32.8	3.5	104	2012	34.9	3.8	111	2419	31.1	4.6	99	1718	34.0	3.2	108
OUTDOOR-TELEVISION: DUAL		32030	1150	20.5	3.6	107	1189	20.6	3.7	108	1540	19.8	4.8	104	1030	20.4	3.2	107
OUTDOOR IMPERATIVE		54626	1994	35.6	3.7	109	1909	33.1	3.5	102	2995	38.6	5.5	118	1548	30.6	2.8	94
TELEVISION IMPERATIVE		54874	1553	27.7	2.8	85	1927	33.4	3.5	102	2118	27.3	3.9	83	1759	34.8	3.2	106
RADIO-TELEVISION: DUAL		33386	1112	19.8	3.3	100	1291	22.4	3.9	112	1638	21.1	4.9	106	984	19.5	2.9	98
RADIO IMPERATIVE		53810	1869	33.3	3.5	104	2012	34.9	3.7	109	2722	35.0	5.1	109	1600	31.6	3.0	99
TELEVISION IMPERATIVE		54023	1662	29.7	3.1	92	1663	28.8	3.1	89	2083	26.8	3.9	83	1869	37.0	3.5	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0180
P-18

	TOTAL U.S. '000	DIET SPRITE-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	DIET SUNKIST ORANGE SODA A '000	B % DOWN	C % ACROSS	D INDX	DR. PEPPER-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	FRESCA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5605	100.0	3.3	100	5769	100.0	3.4	100	7767	100.0	4.6	100	5057	100.0	3.0	100
ATLANTIC MONTHLY	867	**21	0.4	2.4	72	**12	0.2	1.4	40	**71	0.9	8.2	177	**25	0.5	2.9	96
BARRON'S	1580	**42	0.7	2.7	80	**43	0.7	2.7	79	**121	1.6	7.7	165	**53	1.0	3.4	111
BETTER HOMES & GARDENS	22203	901	16.1	4.1	121	842	14.6	3.8	110	1387	17.9	6.2	135	938	18.5	4.2	140
BON APPETIT	3810	*278	5.0	7.3	218	*306	5.3	8.0	234	*246	3.2	6.5	139	*166	3.3	4.4	145
BUSINESS WEEK	4663	*148	2.6	3.2	95	**154	2.7	3.3	96	*285	3.7	6.1	132	*189	3.7	4.1	134
CAR AND DRIVER	3102	**152	2.7	4.9	147	**151	2.6	4.9	142	**166	2.1	5.4	116	**121	2.4	3.9	129
CBS MAGAZINE NETWORK (GROSS)	7311	381	6.8	5.2	156	*402	7.0	5.5	160	435	5.6	5.9	128	*141	2.8	1.9	64
CHANGING TIMES	3400	**108	1.9	3.2	95	**110	1.9	3.2	94	*190	2.4	5.6	121	*171	3.4	5.0	167
COLONIAL HOMES	1796	**83	1.5	4.6	138	**101	1.8	5.6	163	**95	1.2	5.3	114	**74	1.5	4.1	137
CONDE NAST MAG. PKG. (GROSS)	19924	1325	23.6	6.7	199	1344	23.3	6.7	196	1716	22.1	8.6	186	1013	20.0	5.1	169
CONSUMERS DIGEST	3125	**96	1.7	3.1	92	**82	1.4	2.6	76	**93	1.2	3.0	64	**88	1.7	2.8	93
COSMOPOLITAN	10577	595	10.6	5.6	168	603	10.5	5.7	166	718	9.2	6.8	147	469	9.3	4.4	147
COUNTRY LIVING	3746	*156	2.8	4.2	125	*248	4.3	6.6	192	*161	2.1	4.3	93	*142	2.8	3.8	126
CUISINE	2214	*120	2.1	5.4	162	*166	2.9	7.5	218	**128	1.6	5.8	125	**122	2.4	5.5	183
CYCLE WORLD	2394	**162	2.9	6.8	202	**115	2.0	4.8	140	**113	1.5	4.7	102	**16	0.3	0.7	22
DCI:CREATIVE IDEAS FOR LIV	3068	**169	3.0	5.5	165	**109	1.9	3.6	103	*155	2.0	5.1	109	**128	2.5	4.2	138
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	568	10.1	5.9	178	386	6.7	4.0	117	760	9.8	8.0	172	340	6.7	3.6	118
DISCOVER	2277	**100	1.8	4.4	131	**97	1.7	4.3	124	*149	1.9	6.5	141	**68	1.3	3.0	99
EBONY	7187	234	4.2	3.3	97	234	4.1	3.3	95	227	2.9	3.2	68	*206	4.1	2.9	95
ESQUIRE	2560	**73	1.3	2.9	85	*150	2.6	5.9	170	*146	1.9	5.7	123	**88	1.7	3.4	114
ESSENCE	3242	**108	1.9	3.3	100	**90	1.6	2.8	81	*176	2.3	5.4	117	**113	2.2	3.5	116
FAMILY CIRCLE	19639	915	16.3	4.7	139	882	15.3	4.5	131	1216	15.7	6.2	134	869	17.2	4.4	147
THE FAMILY HANDYMAN	3540	**121	2.2	3.4	102	**118	2.0	3.3	97	*129	1.7	3.6	79	**136	2.7	3.8	127
FAMILY WEEKLY	23924	735	13.1	3.1	92	773	13.4	3.2	94	1239	16.0	5.2	112	712	14.1	3.0	99
FIELD & STREAM	9883	*326	5.8	3.3	99	367	6.4	3.7	108	448	5.8	4.5	98	*333	6.6	3.4	112
FOOD & WINE	1030	**43	0.8	4.2	125	**37	0.6	3.6	104	**42	0.5	4.1	88	**26	0.5	2.5	84
FORBES	2679	**99	1.8	3.7	111	**79	1.4	2.9	86	*208	2.7	7.8	168	**79	1.6	2.9	98
FORTUNE	2931	**97	1.7	3.3	99	**68	1.2	2.3	67	*284	3.7	9.7	209	**137	2.7	4.7	155
GENTLEMEN'S QUARTERLY	3481	*193	3.4	5.5	166	*297	5.1	8.5	248	**163	2.1	4.7	101	**50	1.0	1.4	48
GLAMOUR	7163	503	9.0	7.0	210	530	9.2	7.4	215	781	10.1	10.9	235	398	7.9	5.6	184
GOLF DIGEST	2355	**104	1.9	4.4	132	*152	2.6	6.5	188	**146	1.9	6.2	134	**116	2.3	4.9	163
GOLF DIGEST/TENNIS (GROSS)	3610	**149	2.7	4.1	124	*165	2.9	4.6	133	*255	3.3	7.1	153	**134	2.6	3.7	123
GOLF MAGAZINE	2046	**102	1.8	5.0	149	**120	2.1	5.9	171	**156	2.0	7.6	165	**96	1.9	4.7	156
GOLF MAGAZINE/SKI (GROSS)	3547	**119	2.1	3.4	100	*203	3.5	5.7	166	*252	3.2	7.1	153	*138	2.7	3.9	129
GOOD HOUSEKEEPING	20353	949	16.9	4.7	140	862	14.9	4.2	123	1314	16.9	6.5	139	854	16.9	4.2	139
HARPER'S BAZAAR	3362	*112	2.0	3.3	100	*242	4.2	7.2	209	*271	3.5	8.1	174	*146	2.9	4.3	144
HEALTH	2987	*162	2.9	5.4	162	**88	1.5	2.9	86	*194	2.5	6.5	140	**95	1.9	3.2	105
HEARST MAG CORP. BUY (GROSS)	67928	3187	56.9	4.7	140	3350	58.1	4.9	143	4136	53.3	6.1	131	2781	55.0	4.1	136
HEARST MAN POWER (GROSS)	11282	492	8.8	4.4	130	477	8.3	4.2	123	456	5.9	4.0	87	340	6.7	3.0	100
HEARST WOMAN POWER (GROSS)	40514	1969	35.1	4.9	145	1919	33.3	4.7	138	2637	34.0	6.5	141	1721	34.0	4.2	141
HOUSE BEAUTIFUL	4885	*253	4.5	5.2	155	*190	3.3	3.9	113	362	4.7	7.4	160	*277	5.5	5.7	188
INC.	1308	**50	0.9	3.8	114	**41	0.7	3.1	91	**142	1.8	10.9	234	**53	1.0	4.1	134
JET	6498	*200	3.6	3.1	92	*130	2.3	2.0	58	*192	2.5	3.0	64	*219	4.3	3.4	112
LADIES' HOME JOURNAL	14797	783	14.0	5.3	158	635	11.0	4.3	125	914	11.8	6.2	133	613	12.1	4.1	137
LHJ FAMILY GRP COMBO(GROSS)	21743	1096	19.6	5.0	151	906	15.7	4.2	121	1443	18.6	6.6	143	934	18.5	4.3	142
LIFE	9881	528	9.4	5.3	160	494	8.6	5.0	145	530	6.8	5.4	116	330	6.5	3.3	111
L.A. TIMES HOME MAGAZINE	2775	*107	1.9	3.9	115	**137	2.4	4.9	144	*291	3.7	10.5	226	**105	2.1	3.8	125
MADEMOISELLE	4219	*236	4.2	5.6	167	*269	4.7	6.4	185	413	5.3	9.8	211	*180	3.6	4.3	142
MC CALL'S	16422	909	16.2	5.5	166	946	16.4	5.8	167	1244	16.0	7.6	164	683	13.5	4.2	138
MC CALL'S/WRK MOTHER (GROSS)	17919	963	17.2	5.4	161	979	17.0	5.5	159	1387	17.9	7.7	167	732	14.5	4.1	135
MECHANIX ILLUSTRATED	4433	*201	3.6	4.5	136	*191	3.3	4.3	125	*205	2.6	4.6	100	*222	4.4	5.0	166
METROPOLITAN HOME	1504	**52	0.9	3.5	103	**80	1.4	5.3	155	**79	1.0	5.3	113	**48	0.9	3.2	106
MONEY	4723	*266	4.7	5.6	169	*142	2.5	3.0	87	381	4.9	8.1	174	*152	3.0	3.2	107
MOTHER EARTH NEWS	2325	**183	3.3	7.9	236	**120	2.1	5.2	150	**96	1.2	4.1	89	**112	2.2	4.8	160
MS.	1189	**30	0.5	2.5	76	**39	0.7	3.3	95	**63	0.8	5.3	114	**33	0.7	2.8	92
NATIONAL ENQUIRER	18892	532	9.5	2.8	84	545	9.4	2.9	84	989	12.7	5.2	113	540	10.7	2.9	95
NATIONAL GEOGRAPHIC	22129	1082	19.3	4.9	146	803	13.9	3.6	106	1383	17.8	6.2	135	997	19.7	4.5	149
NATIONAL SUNDAY MAGAZINE PKG	103750	3563	63.6	3.4	103	3752	65.0	3.6	105	5275	67.9	5.1	110	3451	68.2	3.3	110
NATURAL HISTORY	1379	**40	0.7	2.9	87	**46	0.8	3.3	97	**92	1.2	6.7	144	**60	1.2	4.4	144
NEW WOMAN	2289	**110	2.0	4.8	144	**83	1.4	3.6	105	**132	1.7	5.8	125	**64	1.3	2.8	93
NEW YORK INCLUDING CUE	1088	**52	0.9	4.8	143	**20	0.3	1.8	53	**77	1.0	7.1	153	**33	0.7	3.0	101
THE NEW YORKER	2459	**76	1.4	3.1	92	*108	1.9	4.4	128	*116	1.5	4.7	102	*134	2.6	5.4	181
NEWSWEEK	16527	786	14.0	4.8	142	578	10.0	3.5	102	868	11.2	5.3	113	620	12.3	3.8	124
THE N.Y. TIMES DAILY EDITION	2739	*118	2.1	4.3	129	**147	2.5	5.4	156	*189	2.4	6.9	149	**113	2.2	4.1	137
THE N.Y. TIMES MAGAZINE	4443	*153	2.7	3.4	103	*234	4.1	5.3	153	*222	2.9	5.0	108	*190	3.8	4.3	142
OMNI	2799	*187	3.3	6.7	200	*166	2.9	5.9	172	*196	2.5	7.0	151	**84	1.7	3.0	100
ON CABLE	2209	**31	0.6	1.4	42	**54	0.9	2.4	71	**87	1.1	3.9	85	**34	0.7	1.5	51
1001 HOME IDEAS	3959	*151	2.7	3.8	114	*184	3.2	4.6	135	*335	4.3	8.5	183	*226	4.5	5.7	189
ORGANIC GARDENING	3111	*174	3.1	5.6	167	**96	1.7	3.1	90	*157	2.0	5.0	109	**133	2.6	4.3	142
OUTDOOR LIFE	5024	**132	2.4	2.6	79	*206	3.6	4.1	119	*220	2.8	4.4	95	**76	1.5	1.5	50
PARADE MAGAZINE	51292	1796	32.0	3.5	105	1910	33.1	3.7	108	2383	30.7	4.6	100	1655	32.7	3.2	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0181
P-18

	TOTAL U.S. '000	DIET SPRITE-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	DIET SUNKIST ORANGE SODA A '000	B % DOWN	C % ACROSS	D INDX	DR. PEPPER-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	FRESCA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5605	100.0	3.3	100	5769	100.0	3.4	100	7767	100.0	4.6	100	5057	100.0	3.0	100
PARENTS	5298	*265	4.7	5.0	150	*305	5.3	5.8	167	278	3.6	5.2	113	*220	4.4	4.2	138
PENTHOUSE	5129	*174	3.1	3.4	102	*234	4.1	4.6	133	*207	2.7	4.0	87	**81	1.6	1.6	52
PEOPLE	21070	1046	18.7	5.0	149	1098	19.0	5.2	152	1271	16.4	6.0	130	878	17.4	4.2	138
PLAYBOY	10562	320	5.7	3.0	91	437	7.6	4.1	120	541	7.0	5.1	111	245	4.8	2.3	77
POPULAR HOT RODDING	2498	**88	1.6	3.5	105	**138	2.4	5.5	161	**121	1.6	4.8	105	**15	0.3	0.6	20
POPULAR MECHANICS	5887	*268	4.8	4.6	136	*278	4.8	4.7	137	*294	3.8	5.0	108	*169	3.3	2.9	95
POPULAR SCIENCE	4317	**124	2.2	2.9	86	*228	4.0	5.3	154	*242	3.1	5.6	121	*131	2.6	3.0	101
PREVENTION	5792	*260	4.6	4.5	134	*140	2.4	2.4	70	307	4.0	5.3	114	*209	4.1	3.6	120
PSYCHOLOGY TODAY	3284	*134	2.4	4.1	122	*189	3.3	5.8	167	**177	2.3	5.4	116	**148	2.9	4.5	149
READER'S DIGEST	40046	1578	28.2	3.9	118	1451	25.2	3.6	105	2223	28.6	5.6	120	1507	29.8	3.8	125
REDBOOK	9584	425	7.6	4.4	133	454	7.9	4.7	138	605	7.8	6.3	136	398	7.9	4.2	138
ROAD & TRACK	2590	**106	1.9	4.1	122	**221	3.8	8.5	248	**209	2.7	8.1	174	**76	1.5	2.9	97
ROLLING STONE	3302	**141	2.5	4.3	128	*249	4.3	7.5	219	*218	2.8	6.6	143	**79	1.6	2.4	79
RUNNER'S WORLD	1229	**62	1.1	5.0	151	**48	0.8	3.9	114	**89	1.1	7.2	156	**132	2.6	10.7	356
SATURDAY EVENING POST	2110	**126	2.2	6.0	179	**52	0.9	2.5	72	*172	2.2	8.2	176	**61	1.2	2.9	96
SCIENCE 84	1543	**93	1.7	6.0	180	**79	1.4	5.1	149	**126	1.6	8.2	176	**61	1.2	4.0	131
SCIENCE DIGEST	1747	**61	1.1	3.5	104	**47	0.8	2.7	78	**32	0.4	1.8	40	**81	1.6	4.6	154
SCIENTIFIC AMERICAN	1994	**73	1.3	3.7	110	**91	1.6	4.6	133	*181	2.3	9.1	196	**123	2.4	6.2	205
SELF	3119	*172	3.1	5.5	165	*224	3.9	7.2	209	**142	1.8	4.6	98	*149	2.9	4.8	158
SEVENTEEN	3923	*215	3.8	5.5	164	*270	4.7	6.9	200	*286	3.7	7.3	157	**92	1.8	2.3	78
SKI	1501	**17	0.3	1.1	34	**84	1.5	5.6	163	**96	1.2	6.4	138	**42	0.8	2.8	93
SMITHSONIAN	5976	329	5.9	5.5	165	*271	4.7	4.5	132	390	5.0	6.5	141	*224	4.4	3.7	124
SOAP OPERA DIGEST	4228	*216	3.9	5.1	153	*214	3.7	5.1	147	*180	2.3	4.3	92	**107	2.1	2.5	84
SOUTHERN LIVING	6488	398	7.1	6.1	184	*278	4.8	4.3	125	605	7.8	9.3	201	*212	4.2	3.3	108
SPORT	3500	**99	1.8	2.8	85	*128	2.2	3.7	106	**175	2.3	5.0	108	**82	1.6	2.3	78
THE SPORTING NEWS	2456	**104	1.9	4.2	127	**189	3.3	7.7	224	**47	0.6	1.9	41	**90	1.8	3.7	122
SPORTS AFIELD	3648	**162	2.9	4.4	133	**152	2.6	4.2	121	**130	1.7	3.6	77	**89	1.8	2.4	81
SPORTS ILLUSTRATED	14484	485	8.7	3.3	100	650	11.3	4.5	130	717	9.2	5.0	107	524	10.4	3.6	120
STAR	12661	376	6.7	3.0	89	498	8.6	3.9	114	687	8.8	5.4	117	403	8.0	3.2	106
SUNDAY	52799	2004	35.8	3.8	114	1892	32.8	3.6	104	2606	33.6	4.9	107	1956	38.7	3.7	123
SUNSET	3513	*196	3.5	5.6	167	**104	1.8	3.0	86	*296	3.8	8.4	182	*207	4.1	5.9	195
TV GUIDE	42766	1635	29.2	3.8	114	1811	31.4	4.2	123	2119	27.3	5.0	107	1362	26.9	3.2	106
TENNIS	1254	**45	0.8	3.6	107	**13	0.2	1.0	30	**109	1.4	8.7	188	**18	0.4	1.4	48
TIME	22054	1066	19.0	4.8	145	682	11.8	3.1	90	1185	15.3	5.4	116	913	18.1	4.1	137
TOWN & COUNTRY	1555	**99	1.8	6.4	191	**69	1.2	4.4	129	**119	1.5	7.7	165	**65	1.3	4.2	139
TRAVEL & LEISURE	2173	**82	1.5	3.8	113	**72	1.2	3.3	96	**98	1.3	4.5	97	**85	1.7	3.9	130
TRUE STORY	4636	**138	2.5	3.0	89	*160	2.8	3.5	100	*176	2.3	3.8	82	**90	1.8	1.9	64
U.S.NEWS & WORLD REPORT	10353	480	8.6	4.6	139	271	4.7	2.6	76	509	6.6	4.9	106	372	7.4	3.6	119
USA TODAY	4994	*229	4.1	4.6	137	*222	3.8	4.4	129	302	3.9	6.0	131	*228	4.5	4.6	151
US	3528	*141	2.5	4.0	120	*126	2.2	3.6	104	*211	2.7	6.0	129	*172	3.4	4.9	162
VOGUE	5424	413	7.4	7.6	228	320	5.5	5.9	172	381	4.9	7.0	152	286	5.7	5.3	175
WALL STREET JOURNAL	6292	*176	3.1	2.8	84	*215	3.7	3.4	99	442	5.7	7.0	152	297	5.9	4.7	157
WEIGHT WATCHERS	2762	**75	1.3	2.7	81	*138	2.4	5.0	145	*201	2.6	7.3	157	*131	2.6	4.7	157
WOMAN'S DAY	16320	766	13.7	4.7	140	697	12.1	4.3	124	1190	15.3	7.3	157	463	9.2	2.8	94
WORKING MOTHER	1496	**54	1.0	3.6	108	**33	0.6	2.2	64	**143	1.8	9.6	206	**49	1.0	3.3	109
WORKING WOMAN	1851	**123	2.2	6.6	199	**111	1.9	6.0	174	**121	1.6	6.5	141	**63	1.2	3.4	113
WORLD TENNIS	580	**0	0.0	0.0	0	**12	0.2	2.1	60	**36	0.5	6.2	134	**20	0.4	3.4	114
ZIFF-DAVIS MAG NETWK (GROSS)	12412	424	7.6	3.4	102	526	9.1	4.2	123	664	8.5	5.3	116	355	7.0	2.9	95
BLAIR INSERTS	91671	3288	58.7	3.6	107	3292	57.1	3.6	104	4660	60.0	5.1	110	3114	61.6	3.4	113
DAILY NEWSPAPERS																	
READ ANY	109190	3839	68.5	3.5	105	3909	67.8	3.6	104	5386	69.3	4.9	107	3499	69.2	3.2	106
READ ONE	89587	3132	55.9	3.5	105	3180	55.1	3.5	103	4255	54.8	4.7	103	2827	55.9	3.2	105
READ TWO OR MORE	19602	707	12.6	3.6	108	729	12.6	3.7	108	1132	14.6	5.8	125	671	13.3	3.4	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3849	68.7	3.5	105	3844	66.6	3.5	102	5665	72.9	5.2	112	3607	71.3	3.3	109
READ ONE	95074	3227	57.6	3.4	102	3228	56.0	3.4	99	4743	61.1	5.0	108	2985	59.0	3.1	104
READ TWO OR MORE	14588	622	11.1	4.3	128	616	10.7	4.2	123	922	11.9	6.3	136	621	12.3	4.3	141
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.39				32.16				33.29				28.38			
30 DAY REACH	149706	5120	91.3	3.4	102	5249	91.0	3.5	102	7084	91.2	4.7	102	4459	88.2	3.0	99
50 SHWG - 30 DAY AV FREQ	15.16	16.90				16.56				17.15				14.87			
30 DAY REACH	142406	4914	87.7	3.5	103	5112	88.6	3.6	104	6875	88.5	4.8	104	4246	84.0	3.0	99
25 SHWG - 30 DAY AV FREQ	8.23	9.01				8.87				9.17				7.70			
30 DAY REACH	131152	4610	82.2	3.5	105	4757	82.5	3.6	105	6455	83.1	4.9	106	4108	81.2	3.1	104
CABLE TV: HOME WIRED	66879	2124	37.9	3.2	95	2503	43.4	3.7	109	3504	45.1	5.2	113	2051	40.6	3.1	102
HOME NOT WIRED	100848	3481	62.1	3.5	103	3267	56.6	3.2	94	4263	54.9	4.2	91	3006	59.4	3.0	99
HAVE PAY CABLE	35024	1179	21.0	3.4	101	1184	20.5	3.4	98	2076	26.7	5.9	128	1093	21.6	3.1	104

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0182
P-18

	TOTAL U.S. '000	DIET SPRITE-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	DIET SUNKIST ORANGE SODA A '000	B % DOWN	C % ACROSS	D INDX	DR. PEPPER-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	FRESCA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5605	100.0	3.3	100	5769	100.0	3.4	100	7767	100.0	4.6	100	5057	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3349	59.8	3.5	105	3592	62.3	3.8	109	4896	63.0	5.1	111	2945	58.2	3.1	102
10:00 AM - 3:00 PM	63599	2178	38.9	3.4	102	2458	42.6	3.9	112	3003	38.7	4.7	102	1809	35.8	2.8	94
3:00 PM - 7:00 PM	72097	2553	45.5	3.5	106	3095	53.6	4.3	125	3757	48.4	5.2	113	2253	44.6	3.1	104
7:00 PM - MIDNIGHT	36670	1317	23.5	3.6	107	1677	29.1	4.6	133	1883	24.2	5.1	111	1189	23.5	3.2	108
MIDNIGHT - 6:00 AM	21908	732	13.1	3.3	100	970	16.8	4.4	129	961	12.4	4.4	95	673	13.3	3.1	102
6:00 AM - MIDNIGHT	127571	4360	77.8	3.4	102	4734	82.1	3.7	108	6215	80.0	4.9	105	3979	78.7	3.1	103
ENTIRE DAY	129239	4388	78.3	3.4	102	4805	83.3	3.7	108	6307	81.2	4.9	105	4039	79.9	3.1	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1259	22.5	3.7	111	1304	22.6	3.8	111	1536	19.8	4.5	98	1037	20.5	3.0	101
ALL NEWS	6062	*190	3.4	3.1	94	*193	3.3	3.2	93	*236	3.0	3.9	84	*218	4.3	3.6	119
AOR/PROGRESSIVE	11884	397	7.1	3.3	100	572	9.9	4.8	140	568	7.3	4.8	103	303	6.0	2.5	85
BEAUTIFUL MUSIC	11180	300	5.4	2.7	80	562	9.7	5.0	146	671	8.6	6.0	130	332	6.6	3.0	98
BLACK	4538	**117	2.1	2.6	77	*170	2.9	3.7	109	*238	3.1	5.2	113	**95	1.9	2.1	69
CLASSICAL	3857	*192	3.4	5.0	149	**149	2.6	3.9	112	**132	1.7	3.4	74	*165	3.3	4.3	142
CHR/ROCK	21946	985	17.6	4.5	134	1163	20.2	5.3	154	1239	16.0	5.6	122	878	17.4	4.0	133
COUNTRY	27262	919	16.4	3.4	101	916	15.9	3.4	98	1621	20.9	5.9	128	797	15.8	2.9	97
GOLDEN OLDIES	3339	**110	2.0	3.3	99	**136	2.4	4.1	118	**135	1.7	4.0	87	**51	1.0	1.5	51
MOR/NOSTALGIA	10346	317	5.7	3.1	92	284	4.9	2.7	80	367	4.7	3.5	77	411	8.1	4.0	132
NEWS/TALK	8929	355	6.3	4.0	119	326	5.7	3.7	106	430	5.5	4.8	104	260	5.1	2.9	97
RELIGIOUS	5488	*171	3.1	3.1	93	*129	2.2	2.4	68	406	5.2	7.4	160	*201	4.0	3.7	121
SOFT ROCK	1232	**42	0.7	3.4	102	**44	0.8	3.6	104	**29	0.4	2.4	51	**13	0.3	1.1	35
URBAN CONTEMPORARY	3184	**106	1.9	3.3	100	**108	1.9	3.4	99	**86	1.1	2.7	58	**88	1.7	2.8	92
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*264	4.7	3.8	114	*313	5.4	4.5	132	*234	3.0	3.4	73	*253	5.0	3.7	121
ABC DIRECTION	5212	*124	2.2	2.4	71	*177	3.1	3.4	99	*189	2.4	3.6	78	*138	2.7	2.6	88
ABC ENTERTAINMENT	10385	317	5.7	3.1	91	315	5.5	3.0	88	430	5.5	4.1	89	*236	4.7	2.3	75
ABC FM	4762	*190	3.4	4.0	119	*202	3.5	4.2	123	275	3.5	5.8	125	**145	2.9	3.0	101
ABC INFORMATION	11339	465	8.3	4.1	123	505	8.8	4.5	129	642	8.3	5.7	122	530	10.5	4.7	155
ABC ROCK	4878	**128	2.3	2.6	79	362	6.3	7.4	216	*213	2.7	4.4	94	*151	3.0	3.1	103
CBS	10709	417	7.4	3.9	117	366	6.3	3.4	99	455	5.9	4.2	92	367	7.3	3.4	114
MUTUAL	10251	342	6.1	3.3	100	425	7.4	4.1	121	441	5.7	4.3	93	405	8.0	4.0	131
NBC	12243	536	9.6	4.4	131	331	5.7	2.7	79	484	6.2	4.0	85	258	5.1	2.1	70
RADIORADIO	4606	*112	2.0	2.4	73	*193	3.3	4.2	122	*210	2.7	4.6	98	**122	2.4	2.6	88
RKO ONE	5148	*204	3.6	4.0	119	*219	3.8	4.3	124	*181	2.3	3.5	76	*193	3.8	3.7	124
RKO TWO	7313	296	5.3	4.0	121	*230	4.0	3.1	91	425	5.5	5.8	125	**126	2.5	1.7	57
THE SOURCE	5981	*257	4.6	4.3	129	*263	4.6	4.4	128	319	4.1	5.3	115	*179	3.5	3.0	99
NON-WIRED : BLAIR	19329	655	11.7	3.4	101	667	11.6	3.5	100	1002	12.9	5.2	112	623	12.3	3.2	107
INTERNET	27139	911	16.3	3.4	100	1031	17.9	3.8	110	1130	14.5	4.2	90	745	14.7	2.7	91
KATZ RADIO GROUP	36319	1282	22.9	3.5	106	1448	25.1	4.0	116	1752	22.6	4.8	104	1172	23.2	3.2	107
SUPERNET	22361	852	15.2	3.8	114	860	14.9	3.8	112	1278	16.5	5.7	123	718	14.2	3.2	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	603	10.8	4.1	124	558	9.7	3.8	112	719	9.3	4.9	107	540	10.7	3.7	123
WKDAY 9:00 AM - 1:00 PM	18688	632	11.3	3.4	101	691	12.0	3.7	108	737	9.5	3.9	85	543	10.7	2.9	96
WKDAY 1:00 PM - 4:30 PM	24061	815	14.5	3.4	101	927	16.1	3.9	112	944	12.2	3.9	85	771	15.2	3.2	106
WKDAY 4:30 PM - 7:30 PM	44079	1444	25.8	3.3	98	1583	27.4	3.6	104	1831	23.6	4.2	90	1314	26.0	3.0	99
WKDAY 7:30 PM - 8:00 PM	61979	2030	36.2	3.3	98	2202	38.2	3.6	103	2774	35.7	4.5	97	1836	36.3	3.0	98
WKDAY 11:00 PM - 11:30 PM	49084	1535	27.4	3.1	94	1718	29.8	3.5	102	2341	30.1	4.8	103	1612	31.9	3.3	109
WKDAY 11:30 PM - 1:00 AM	16560	534	9.5	3.2	96	578	10.0	3.5	101	791	10.2	4.8	103	607	12.0	3.7	122
M-SAT 8-11 PM+SUN 7-11 PM	66967	2225	39.7	3.3	99	2421	42.0	3.6	105	3127	40.3	4.7	101	2070	40.9	3.1	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	385	6.9	4.2	124	322	5.6	3.5	101	407	5.2	4.4	95	379	7.5	4.1	136
ANOTHER WORLD N	6138	205	3.7	3.3	100	172	3.0	2.8	81	187	2.4	3.0	66	256	5.1	4.2	138
AS THE WORLD TURNS C	7707	260	4.6	3.4	101	415	7.2	5.4	157	350	4.5	4.5	98	*185	3.7	2.4	80
CAPITOL C	4688	176	3.1	3.8	112	316	5.5	6.7	196	206	2.7	4.4	95	*111	2.2	2.4	79
CBS MORN. NEWS 1 C	2792	*118	2.1	4.2	126	*120	2.1	4.3	125	147	1.9	5.3	114	*135	2.7	4.8	160
CBS MORN. NEWS 2 C	2071	*91	1.6	4.4	131	*62	1.1	3.0	87	*84	1.1	4.1	88	*75	1.5	3.6	120
DAYS OF OUR LIVES N	8018	232	4.1	2.9	87	227	3.9	2.8	82	255	3.3	3.2	69	332	6.6	4.1	137
FACTS OF LIFE - DAYTIME N	3487	*103	1.8	3.0	88	*117	2.0	3.4	98	113	1.5	3.2	70	133	2.6	3.8	127
FAMILY FEUD A	4817	195	3.5	4.0	121	134	2.3	2.8	81	162	2.1	3.4	73	*99	2.0	2.1	68
GENERAL HOSPITAL A	8333	277	4.9	3.3	99	241	4.2	2.9	84	316	4.1	3.8	82	335	6.6	4.0	133
GOOD MORNING, AMERICA-730 A	5472	257	4.6	4.7	141	210	3.6	3.8	112	272	3.5	5.0	107	216	4.3	3.9	131
GOOD MORNING, AMERICA-830 A	3965	167	3.0	4.2	126	*111	1.9	2.8	81	200	2.6	5.0	109	168	3.3	4.2	141
GUIDING LIGHT C	7542	287	5.1	3.8	114	447	7.7	5.9	172	335	4.3	4.4	96	*187	3.7	2.5	82
ONE LIFE TO LIVE A	6018	216	3.9	3.6	107	153	2.7	2.5	74	230	3.0	3.8	83	220	4.4	3.7	121
PRESS YOUR LUCK C	3589	*110	2.0	3.1	92	*135	2.3	3.8	109	128	1.6	3.6	77	*123	2.4	3.4	114
PRICE IS RIGHT 1 C	7418	267	4.8	3.6	108	289	5.0	3.9	113	286	3.7	3.9	83	134	2.6	1.8	60
PRICE IS RIGHT 2 C	8276	291	5.2	3.5	105	340	5.9	4.1	119	333	4.3	4.0	87	144	2.8	1.7	58
RYAN'S HOPE A	4358	215	3.8	4.9	148	123	2.1	2.8	82	*148	1.9	3.4	73	*203	4.0	4.7	154
SALE OF THE CENTURY N	3749	*51	0.9	1.4	41	*99	1.7	2.6	77	144	1.9	3.8	83	*83	1.6	2.2	73
SEARCH FOR TOMORROW N	2884	*72	1.3	2.5	75	*122	2.1	4.2	123	*94	1.2	3.3	70	*91	1.8	3.2	105
TODAY SHOW 1 N	4869	243	4.3	5.0	149	150	2.6	3.1	90	189	2.4	3.9	84	123	2.4	2.5	84
TODAY SHOW 2 N	4135	152	2.7	3.7	110	*113	2.0	2.7	79	120	1.5	2.9	63	147	2.9	3.6	118
$25,000 PYRAMID C	4361	*108	1.9	2.5	74	144	2.5	3.3	96	127	1.6	2.9	63	*158	3.1	3.6	120
WHEEL OF FORTUNE N	6187	139	2.5	2.2	67	227	3.9	3.7	107	264	3.4	4.3	92	150	3.0	2.4	80
YOUNG AND THE RESTLESS C	8186	324	5.8	4.0	118	439	7.6	5.4	156	339	4.4	4.1	89	161	3.2	2.0	65
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*187	3.3	4.0	118	*163	2.8	3.4	100	258	3.3	5.5	118	185	3.7	3.9	130
NBA PLAYOFF GAME -1 C	5127	199	3.6	3.9	116	231	4.0	4.5	131	195	2.5	3.8	82	*186	3.7	3.6	120
NBC MAJOR LEAGUE PRE-GAME N	3945	*124	2.2	3.1	94	**88	1.5	2.2	65	**164	2.1	4.2	90	**73	1.4	1.9	61
SPORTSWORLD - SUN N	3370	**75	1.3	2.2	67	*109	1.9	3.2	94	*125	1.6	3.7	80	*106	2.1	3.1	104
SUNDAY MORNING C	4200	*174	3.1	4.1	124	*102	1.8	2.4	71	*185	2.4	4.4	95	*165	3.3	3.9	130

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0183
P-18

		TOTAL U.S. '000	DIET SPRITE-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	DIET SUNKIST ORANGE SODA A '000	B % DOWN	C % ACROSS	D INDX	DR. PEPPER-SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	FRESCA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5605	100.0	3.3	100	5769	100.0	3.4	100	7767	100.0	4.6	100	5057	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1778	31.7	3.4	102	1662	28.8	3.2	92	2122	27.3	4.1	88	1574	31.1	3.0	100
NETWORK AFFILIATES - LATE		39164	1245	22.2	3.2	95	1366	23.7	3.5	101	1942	25.0	5.0	107	1360	26.9	3.5	115
INDEPENDENTS - LATE		5133	165	2.9	3.2	96	194	3.4	3.8	110	230	3.0	4.5	97	174	3.4	3.4	112
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	697	12.4	3.1	91	617	10.7	2.7	79	1133	14.6	5.0	107	559	11.1	2.4	81
ABC MONDAY NIGHT MOVIE	A	11258	381	6.8	3.4	101	491	8.5	4.4	127	628	8.1	5.6	120	360	7.1	3.2	106
ABC SUNDAY NIGHT MOVIE	A	23600	841	15.0	3.6	107	881	15.3	3.7	109	1022	13.2	4.3	94	717	14.2	3.0	101
ABC WORLD NEWS TONIGHT	A	12801	347	6.2	2.7	81	446	7.7	3.5	101	457	5.9	3.6	77	369	7.3	2.9	96
AFTERMASH	C	10966	385	6.9	3.5	105	*450	7.8	4.1	119	449	5.8	4.1	88	401	7.9	3.7	121
ALICE	C	17050	632	11.3	3.7	111	626	10.9	3.7	107	825	10.6	4.8	104	529	10.5	3.1	103
AMERICAN PARADE	C	11998	350	6.2	2.9	87	398	6.9	3.3	96	517	6.7	4.3	93	313	6.2	2.6	87
BENSON	A	19258	661	11.8	3.4	103	590	10.2	3.1	89	811	10.4	4.2	91	513	10.1	2.7	88
BLUE THUNDER	A	11478	274	4.9	2.4	71	370	6.4	3.2	94	573	7.4	5.0	108	390	7.7	3.4	113
CAGNEY & LACEY	C	18263	632	11.3	3.5	104	675	11.7	3.7	107	835	10.8	4.6	99	500	9.9	2.7	91
CBS EVENING NEWS-DEAN	C	7733	*288	5.1	3.7	111	*281	4.9	3.6	106	*183	2.4	2.4	51	310	6.1	4.0	133
CBS EVENING NEWS-RATHER	C	15653	637	11.4	4.1	122	491	8.5	3.1	91	548	7.1	3.5	76	549	10.9	3.5	116
CBS SAT. NEWS-SCHIEFFER	C	8744	337	6.0	3.9	115	290	5.0	3.3	96	218	2.8	2.5	54	322	6.4	3.7	122
CBS SATURDAY NIGHT MOVIE	C	12000	452	8.1	3.8	113	319	5.5	2.7	77	453	5.8	3.8	82	389	7.7	3.2	108
CBS WEDNESDAY NIGHT MOVIE	C	11522	297	5.3	2.6	77	382	6.6	3.3	96	384	4.9	3.3	72	333	6.6	2.9	96
CHEERS	N	16818	643	11.5	3.8	114	650	11.3	3.9	112	843	10.9	5.0	108	667	13.2	4.0	132
DALLAS	C	37510	1281	22.9	3.4	102	1522	26.4	4.1	118	1966	25.3	5.2	113	1204	23.8	3.2	106
DIFF'RENT STROKES	N	11258	418	7.5	3.7	111	374	6.5	3.3	97	604	7.8	5.4	116	330	6.5	2.9	97
DOUBLE TROUBLE	N	12248	439	7.8	3.6	107	338	5.9	2.8	80	492	6.3	4.0	87	410	8.1	3.3	111
DUCK FACTORY	N	11100	470	8.4	4.2	127	450	7.8	4.1	118	507	6.5	4.6	99	470	9.3	4.2	140
DUKES OF HAZZARD	C	12353	445	7.9	3.6	108	361	6.3	2.9	85	556	7.2	4.5	97	284	5.6	2.3	76
DYNASTY	A	33279	1215	21.7	3.7	109	1030	17.9	3.1	90	1693	21.8	5.1	110	1068	21.1	3.2	106
FACTS OF LIFE	N	13410	453	8.1	3.4	101	430	7.5	3.2	93	652	8.4	4.9	105	435	8.6	3.2	108
FALCON CREST	C	31093	1129	20.1	3.6	109	1462	25.3	4.7	137	1537	19.8	4.9	107	1076	21.3	3.5	115
FALL GUY	A	18649	610	10.9	3.3	98	545	9.4	2.9	85	788	10.1	4.2	91	500	9.9	2.7	89
FAMILY TIES	N	13101	422	7.5	3.2	96	503	8.7	3.8	112	692	8.9	5.3	114	447	8.8	3.4	113
FANTASY ISLAND	A	13069	375	6.7	2.9	86	452	7.8	3.5	101	598	7.7	4.6	99	345	6.8	2.6	88
FOULUPS,BLEEPS & BLUNDERS	A	16588	529	9.4	3.2	95	611	10.6	3.7	107	889	11.4	5.4	116	483	9.6	2.9	97
FOUR SEASONS	C	9302	*430	7.7	4.6	138	*425	7.4	4.6	133	368	4.7	4.0	85	450	8.9	4.8	160
GIMME A BREAK	N	13955	388	6.9	2.8	83	528	9.2	3.8	110	724	9.3	5.2	112	461	9.1	3.3	110
HART TO HART	A	15735	459	8.2	2.9	87	561	9.7	3.6	104	831	10.7	5.3	114	460	9.1	2.9	97
HILL STREET BLUES	N	18257	585	10.4	3.2	96	738	12.8	4.0	118	908	11.7	5.0	107	636	12.6	3.5	116
HOTEL	A	24236	882	15.7	3.6	109	682	11.8	2.8	82	1130	14.5	4.7	101	749	14.8	3.1	103
JEFFERSONS	C	17010	595	10.6	3.5	105	668	11.6	3.9	114	685	8.8	4.0	87	511	10.1	3.0	100
JENNIFER SLEPT HERE	N	9397	373	6.7	4.0	119	*297	5.1	3.2	92	439	5.7	4.7	101	*301	6.0	3.2	106
KATE & ALLIE	C	16762	544	9.7	3.2	97	600	10.4	3.6	104	746	9.6	4.5	96	454	9.0	2.7	90
KNIGHT RIDER	N	13164	466	8.3	3.5	106	529	9.2	4.0	117	588	7.6	4.5	96	303	6.0	2.3	76
LOVE BOAT	A	20400	744	13.3	3.6	109	693	12.0	3.4	99	851	11.0	4.2	90	669	13.2	3.3	109
MAGNUM PI	C	22543	812	14.5	3.6	108	726	12.6	3.2	94	1045	13.5	4.6	100	612	12.1	2.7	90
MAMA'S FAMILY	N	9852	356	6.4	3.6	108	306	5.3	3.1	90	554	7.1	5.6	121	353	7.0	3.6	119
MASTER, THE	N	8082	238	4.2	2.9	88	311	5.4	3.8	112	392	5.0	4.9	105	*243	4.8	3.0	100
MATT HOUSTON	A	12881	387	6.9	3.0	90	397	6.9	3.1	90	599	7.7	4.7	100	422	8.3	3.3	109
NBC MONDAY NIGHT MOVIE	N	23889	757	13.5	3.2	95	842	14.6	3.5	102	1087	14.0	4.6	98	672	13.3	2.8	93
NBC NIGHTLY NEWS	N	11156	317	5.7	2.8	85	436	7.6	3.9	114	442	5.7	4.0	86	315	6.2	2.8	94
NBC NIGHTLY NEWS-SAT	N	7363	*190	3.4	2.6	77	*260	4.5	3.5	103	*172	2.2	2.3	50	*218	4.3	3.0	98
NBC NIGHTLY NEWS-SUN	N	6214	*128	2.3	2.1	62	*275	4.8	4.4	129	*177	2.3	2.8	62	*215	4.3	3.5	115
NBC SUNDAY NIGHT MOVIE	N	17590	527	9.4	3.0	90	739	12.8	4.2	122	909	11.7	5.2	112	505	10.0	2.9	95
NEWHART	C	16740	627	11.2	3.7	112	667	11.6	4.0	116	807	10.4	4.8	104	539	10.7	3.2	107
ONE DAY AT A TIME	C	11820	522	9.3	4.4	132	660	11.4	5.6	162	613	7.9	5.2	112	359	7.1	3.0	101
PEOPLE ARE FUNNY	N	9138	*290	5.2	3.2	95	243	4.2	2.7	77	452	5.8	4.9	107	*286	5.7	3.1	104
REAL PEOPLE	N	15979	580	10.3	3.6	109	487	8.4	3.0	89	659	8.5	4.1	89	555	11.0	3.5	115
REMINGTON STEELE	N	14395	530	9.5	3.7	110	531	9.2	3.7	107	744	9.6	5.2	112	527	10.4	3.7	121
RIPLEY'S BELIEVE IT - NOT	A	11362	371	6.6	3.3	98	406	7.0	3.6	104	581	7.5	5.1	110	282	5.6	2.5	82
RIPTIDE	N	13920	535	9.5	3.8	115	457	7.9	3.3	95	788	10.1	5.7	122	465	9.2	3.3	111
SCARECROW & MRS. KING	C	17571	625	11.2	3.6	106	686	11.9	3.9	114	913	11.8	5.2	112	460	9.1	2.6	87
SIMON & SIMON	C	20208	688	12.3	3.4	102	717	12.4	3.5	103	857	11.0	4.2	92	537	10.6	2.7	88
60 MINUTES	C	27668	1033	18.4	3.7	112	1059	18.4	3.8	111	1013	13.0	3.7	79	1084	21.4	3.9	130
ST. ELSEWHERE	N	13699	481	8.6	3.5	105	483	8.4	3.5	103	727	9.4	5.3	115	434	8.6	3.2	105
THREE'S COMPANY	A	20632	616	11.0	3.0	89	738	12.8	3.6	104	917	11.8	4.4	96	670	13.2	3.2	108
T.J. HOOKER	A	17136	696	12.4	4.1	122	524	9.1	3.1	89	661	8.5	3.9	83	461	9.1	2.7	89
TONIGHT SHOW	N	4963	136	2.4	2.7	82	178	3.1	3.6	104	278	3.6	5.6	121	185	3.7	3.7	124
TRAPPER JOHN, M.D.	C	16332	696	12.4	4.3	128	609	10.6	3.7	108	839	10.8	5.1	111	439	8.7	2.7	89
TV BLOOPERS & PRAC. JOKES	N	18881	578	10.3	3.1	92	600	10.4	3.2	92	904	11.6	4.8	103	618	12.2	3.3	109
20/20	A	18315	572	10.2	3.1	93	551	9.6	3.0	87	930	12.0	5.1	110	482	9.5	2.6	87
WEBSTER	A	18722	648	11.6	3.5	104	624	10.8	3.3	97	888	11.4	4.7	102	488	9.6	2.6	86
WORLD NEWS - SUN	A	5327	*227	4.0	4.3	128	*200	3.5	3.8	109	*254	3.3	4.8	103	*119	2.4	2.2	74
YELLOW ROSE	N	8370	360	6.4	4.3	129	340	5.9	4.1	118	541	7.0	6.5	140	265	5.2	3.2	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	895	16.0	3.5	104	1027	17.8	4.0	115	1069	13.8	4.1	89	788	15.6	3.0	101
BASKETBALL - COLLEGE GAMES		14468	655	11.7	4.5	135	554	9.6	3.8	111	829	10.7	5.7	124	603	11.9	4.2	138
BASKETBALL - PRO GAMES		12124	*428	7.6	3.5	106	*532	9.2	4.4	128	*518	6.7	4.3	92	*362	7.2	3.0	99
BOWLING		9412	*349	6.2	3.7	111	*250	4.3	2.7	77	*496	6.4	5.3	114	*382	7.6	4.1	135
BOXING		15409	*404	7.2	2.6	78	565	9.8	3.7	107	652	8.4	4.2	91	*475	9.4	3.1	102
FOOTBALL - COLLEGE GAMES		21400	829	14.8	3.9	116	924	16.0	4.3	126	1339	17.2	6.3	135	984	19.5	4.6	153
FOOTBALL - PRO GAMES		35944	1325	23.6	3.7	110	1682	29.2	4.7	136	2025	26.1	5.6	122	1334	26.4	3.7	123
GOLF		9759	*364	6.5	3.7	112	*515	8.9	5.3	153	*449	5.8	4.6	99	*511	10.1	5.2	174
POST-SEASON COLL. FOOTBALL		18123	653	11.7	3.6	108	822	14.2	4.5	132	1202	15.5	6.6	143	766	15.1	4.2	140
POST-SEASON PRO FOOTBALL		22091	890	15.9	4.0	121	974	16.9	4.4	128	1277	16.4	5.8	125	1006	19.9	4.6	151
TENNIS		6764	**247	4.4	3.7	109	*264	4.6	3.9	113	*504	6.5	7.5	161	*297	5.9	4.4	146
WRESTLING - PROFESSIONAL		9695	*329	5.9	3.4	102	*338	5.9	3.5	101	*406	5.2	4.2	90	*341	6.7	3.5	117

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0184
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	TOTAL U.S. '000	TAB (NON-COLA) A '000	B % ACROSS DOWN	C %	D INDX	A '000	B % ACROSS DOWN	C %	D INDX	A '000	B % ACROSS DOWN	C %	D INDX	A '000	B % ACROSS DOWN	C %	D INDX
TOTAL ADULTS	167727	4360	100.0	2.6	100												
MALES	79263	1627	37.3	2.1	79												
FEMALES	88464	2733	62.7	3.1	119												
18 - 24	28671	809	18.6	2.8	109												
25 - 34	39536	790	18.1	2.0	77												
35 - 44	28978	946	21.7	3.3	126												
45 - 54	22345	680	15.6	3.0	117												
55 - 64	22224	726	16.7	3.3	126												
65 OR OLDER	25973	408	9.4	1.6	60												
18 - 34	68207	1599	36.7	2.3	90												
18 - 49	108058	2831	64.9	2.6	101												
25 - 54	90859	2417	55.4	2.7	102												
35 - 49	39851	1232	28.3	3.1	119												
50 OR OLDER	59669	1529	35.1	2.6	99												
GRADUATED COLLEGE	28091	791	18.1	2.8	108												
ATTENDED COLLEGE	28938	982	22.5	3.4	131												
GRADUATED HIGH SCHOOL	65503	1624	37.2	2.5	95												
DID NOT GRADUATE HIGH SCHOOL	45195	963	22.1	2.1	82												
EMPLOYED MALES	56429	1312	30.1	2.3	89												
EMPLOYED FEMALES	43971	1459	33.5	3.3	128												
EMPLOYED FULL-TIME	87773	2396	55.0	2.7	105												
EMPLOYED PART-TIME	12627	*375	8.6	3.0	114												
NOT EMPLOYED	67327	1589	36.4	2.4	91												
PROFESSIONAL/MANAGER	25845	772	17.7	3.0	115												
TECH/CLERICAL/SALES	30895	903	20.7	2.9	112												
PRECISION/CRAFT	12629	*312	7.2	2.5	95												
OTHER EMPLOYED	31031	783	18.0	2.5	97												
SINGLE	35557	927	21.3	2.6	100												
MARRIED	103585	2597	59.6	2.5	96												
DIVORCED/SEPARATED/WIDOWED	28585	835	19.2	2.9	112												
PARENTS	59295	1576	36.1	2.7	102												
WHITE	146081	3799	87.1	2.6	100												
BLACK	17974	*360	8.3	2.0	77												
OTHER	3672	**201	4.6	5.5	211												
NORTHEAST-CENSUS	37005	928	21.3	2.5	96												
NORTH CENTRAL	42642	1058	24.3	2.5	95												
SOUTH	56777	1268	29.1	2.2	86												
WEST	31303	1106	25.4	3.5	136												
NORTHEAST-MKTG.	38125	886	20.3	2.3	89												
EAST CENTRAL	24794	613	14.1	2.5	95												
WEST CENTRAL	28511	727	16.7	2.5	98												
SOUTH	48953	1161	26.6	2.4	91												
PACIFIC	27344	973	22.3	3.6	137												
COUNTY SIZE A	69301	1907	43.7	2.8	106												
COUNTY SIZE B	50633	1461	33.5	2.9	111												
COUNTY SIZE C	26259	648	14.9	2.5	95												
COUNTY SIZE D	21534	*343	7.9	1.6	61												
METRO CENTRAL CITY	50014	1513	34.7	3.0	116												
METRO SUBURBAN	76832	2048	47.0	2.7	103												
NON METRO	40881	798	18.3	2.0	75												
TOP 5 ADI'S	39550	1144	26.2	2.9	111												
TOP 10 ADI'S	54877	1433	32.9	2.6	100												
TOP 20 ADI'S	77516	2067	47.4	2.7	103												
HSHLD INC. $50,000 OR MORE	17257	*588	13.5	3.4	131												
$40,000 OR MORE	33235	1047	24.0	3.2	121												
$30,000 OR MORE	59693	1880	43.1	3.1	121												
$25,000 OR MORE	76275	2200	50.5	2.9	111												
$20,000 - $24,999	18607	*526	12.1	2.8	109												
$15,000 - $19,999	17175	*397	9.1	2.3	89												
$10,000 - $14,999	24569	603	13.8	2.5	94												
UNDER $10,000	31101	634	14.5	2.0	78												
HOUSEHOLD OF 1 PERSON	19441	440	10.1	2.3	87												
2 PEOPLE	51803	1327	30.4	2.6	99												
3 OR 4 PEOPLE	66933	1685	38.6	2.5	97												
5 OR MORE PEOPLE	29550	908	20.8	3.1	118												
NO CHILD IN HSHLD	96587	2503	57.4	2.6	100												
CHILD(REN) UNDER 2 YRS	10844	**340	7.8	3.1	121												
2 - 5 YEARS	26358	736	16.9	2.8	107												
6 - 11 YEARS	30453	739	16.9	2.4	93												
12 - 17 YEARS	36575	1002	23.0	2.7	105												
RESIDENCE OWNED	117770	3037	69.7	2.6	99												
VALUE: $50,000 OR MORE	70166	1915	43.9	2.7	105												
VALUE: UNDER $50,000	47604	1122	25.7	2.4	91												

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0185
P-18

		TOTAL U.S. '000	TAB (NON-COLA) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	4360	100.0	2.6	100												
MAGAZINES	QUINTILE 1	34022	1166	26.7	3.4	132												
	QUINTILE 2	34800	941	21.6	2.7	104												
	QUINTILE 3	30514	706	16.2	2.3	89												
	QUINTILE 4	33324	931	21.4	2.8	107												
	QUINTILE 5	35066	616	14.1	1.8	68												
NEWSPAPERS	QUINTILE 1	29107	880	20.2	3.0	116												
	QUINTILE 2	49095	1375	31.5	2.8	108												
	QUINTILE 3	23107	650	14.9	2.8	108												
	QUINTILE 4	33556	824	18.9	2.5	94												
	QUINTILE 5	32863	630	14.4	1.9	74												
OUTDOOR	QUINTILE 1	33431	832	19.1	2.5	96												
	QUINTILE 2	33478	784	18.0	2.3	90												
	QUINTILE 3	33574	1154	26.5	3.4	132												
	QUINTILE 4	33935	835	19.2	2.5	95												
	QUINTILE 5	33310	755	17.3	2.3	87												
RADIO-DRIVE TIME	QUINTILE 1	33136	837	19.2	2.5	97												
	QUINTILE 2	31658	724	16.6	2.3	88												
	QUINTILE 3	32541	987	22.6	3.0	117												
	QUINTILE 4	34247	929	21.3	2.7	104												
	QUINTILE 5	36144	883	20.3	2.4	94												
RADIO-MID-DAY	TERCILE 1	45037	1160	26.6	2.6	99												
	TERCILE 2	44819	1219	28.0	2.7	105												
	TERCILE 3	77872	1981	45.4	2.5	98												
RADIO-TOTAL	QUINTILE 1	33763	729	16.7	2.2	83												
	QUINTILE 2	33240	983	22.5	3.0	114												
	QUINTILE 3	33408	991	22.7	3.0	114												
	QUINTILE 4	34792	906	20.8	2.6	100												
	QUINTILE 5	32524	750	17.2	2.3	89												
TV-PRIME TIME	QUINTILE 1	33090	981	22.5	3.0	114												
	QUINTILE 2	33357	822	18.9	2.5	95												
	QUINTILE 3	33980	918	21.1	2.7	104												
	QUINTILE 4	33854	948	21.7	2.8	108												
	QUINTILE 5	33444	691	15.8	2.1	79												
TV-DAYTIME	TERCILE 1	49121	1392	31.9	2.8	109												
	TERCILE 2	48823	1190	27.3	2.4	94												
	TERCILE 3	69782	1778	40.8	2.5	98												
TV-TOTAL	QUINTILE 1	33584	970	22.2	2.9	111												
	QUINTILE 2	33441	860	19.7	2.6	99												
	QUINTILE 3	33505	919	21.1	2.7	106												
	QUINTILE 4	33466	875	20.1	2.6	101												
	QUINTILE 5	33731	736	16.9	2.2	84												
MAGAZINES-NEWSPAPERS: DUAL		44503	1594	36.6	3.6	138												
MAGAZINE IMPERATIVE		39363	950	21.8	2.4	93												
NEWSPAPER IMPERATIVE		46441	1007	23.1	2.2	83												
MAGAZINES-OUTDOOR: DUAL		33726	963	22.1	2.9	110												
MAGAZINE IMPERATIVE		52846	1588	36.4	3.0	116												
OUTDOOR IMPERATIVE		52140	1184	27.2	2.3	87												
MAGAZINES-RADIO: DUAL		37081	1058	24.3	2.9	110												
MAGAZINE IMPERATIVE		49747	1452	33.3	2.9	112												
RADIO IMPERATIVE		49208	1178	27.0	2.4	92												
MAGAZINES-TELEVISION: DUAL		33103	973	22.3	2.9	113												
MAGAZINE IMPERATIVE		54575	1445	33.1	2.6	102												
TELEVISION IMPERATIVE		53249	1355	31.1	2.5	98												
NEWSPAPERS-OUTDOOR: DUAL		36255	1055	24.2	2.9	112												
NEWSPAPER IMPERATIVE		55591	1587	36.4	2.9	110												
OUTDOOR IMPERATIVE		48319	1131	25.9	2.3	90												
NEWSPAPERS-RADIO: DUAL		37242	1090	25.0	2.9	113												
NEWSPAPER IMPERATIVE		54423	1502	34.4	2.8	106												
RADIO IMPERATIVE		46650	1109	25.4	2.4	91												
NEWSPAPERS-TELEVISION: DUAL		35974	1044	23.9	2.9	112												
NEWSPAPER IMPERATIVE		56095	1501	34.4	2.7	103												
TELEVISION IMPERATIVE		47170	1304	29.9	2.8	106												
OUTDOOR-RADIO: DUAL		33748	890	20.4	2.6	101												
OUTDOOR IMPERATIVE		52785	1427	32.7	2.7	104												
RADIO IMPERATIVE		52882	1475	33.8	2.8	107												
OUTDOOR-TELEVISION: DUAL		32030	1104	25.3	3.4	133												
OUTDOOR IMPERATIVE		54626	1225	28.1	2.2	86												
TELEVISION IMPERATIVE		54874	1377	31.6	2.5	97												
RADIO-TELEVISION: DUAL		33386	926	21.2	2.8	107												
RADIO IMPERATIVE		53810	1291	29.6	2.4	92												
TELEVISION IMPERATIVE		54023	1506	34.5	2.8	107												

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0186
P-18

	TOTAL U.S. '000	TAB (NON-COLA) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4360	100.0	2.6	100												
ATLANTIC MONTHLY	867	**5	0.1	0.6	22												
BARRON'S	1580	**62	1.4	3.9	151												
BETTER HOMES & GARDENS	22203	645	14.8	2.9	112												
BON APPETIT	3810	**138	3.2	3.6	139												
BUSINESS WEEK	4663	**124	2.8	2.7	102												
CAR AND DRIVER	3102	**49	1.1	1.6	61												
CBS MAGAZINE NETWORK (GROSS)	7311	*211	4.8	2.9	111												
CHANGING TIMES	3400	**147	3.4	4.3	166												
COLONIAL HOMES	1796	**68	1.6	3.8	146												
CONDE NAST MAG. PKG. (GROSS)	19924	648	14.9	3.3	125												
CONSUMERS DIGEST	3125	**85	1.9	2.7	105												
COSMOPOLITAN	10577	347	8.0	3.3	126												
COUNTRY LIVING	3746	**80	1.8	2.1	82												
CUISINE	2214	**72	1.7	3.3	125												
CYCLE WORLD	2394	**26	0.6	1.1	42												
DCI:CREATIVE IDEAS FOR LIV	3068	**66	1.5	2.2	83												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*338	7.8	3.5	136												
DISCOVER	2277	**115	2.6	5.1	194												
EBONY	7187	*160	3.7	2.2	86												
ESQUIRE	2560	**105	2.4	4.1	158												
ESSENCE	3242	**89	2.0	2.7	106												
FAMILY CIRCLE	19639	724	16.6	3.7	142												
THE FAMILY HANDYMAN	3540	**87	2.0	2.5	95												
FAMILY WEEKLY	23924	589	13.5	2.5	95												
FIELD & STREAM	9883	*286	6.6	2.9	111												
FOOD & WINE	1030	**45	1.0	4.4	168												
FORBES	2679	**105	2.4	3.9	151												
FORTUNE	2931	**161	3.7	5.5	211												
GENTLEMEN'S QUARTERLY	3481	**168	3.9	4.8	186												
GLAMOUR	7163	*254	5.8	3.5	136												
GOLF DIGEST	2355	**46	1.1	2.0	75												
GOLF DIGEST/TENNIS (GROSS)	3610	**58	1.3	1.6	62												
GOLF MAGAZINE	2046	**73	1.7	3.6	137												
GOLF MAGAZINE/SKI (GROSS)	3547	**102	2.3	2.9	111												
GOOD HOUSEKEEPING	20353	649	14.9	3.2	123												
HARPER'S BAZAAR	3362	**113	2.6	3.4	129												
HEALTH	2987	**141	3.2	4.7	182												
HEARST MAG CORP. BUY (GROSS)	67928	2160	49.5	3.2	122												
HEARST MAN POWER (GROSS)	11282	300	6.9	2.7	102												
HEARST WOMAN POWER (GROSS)	40514	1395	32.0	3.4	132												
HOUSE BEAUTIFUL	4885	*146	3.3	3.0	115												
INC.	1308	**68	1.6	5.2	200												
JET	6498	*154	3.5	2.4	91												
LADIES' HOME JOURNAL	14797	555	12.7	3.8	144												
LHJ FAMILY GRP COMBO(GROSS)	21743	860	19.7	4.0	152												
LIFE	9881	321	7.4	3.2	125												
L.A. TIMES HOME MAGAZINE	2775	**114	2.6	4.1	158												
MADEMOISELLE	4219	**90	2.1	2.1	82												
MC CALL'S	16422	615	14.1	3.7	144												
MC CALL'S/WRK MOTHER (GROSS)	17919	663	15.2	3.7	142												
MECHANIX ILLUSTRATED	4433	*173	4.0	3.9	150												
METROPOLITAN HOME	1504	**105	2.4	7.0	269												
MONEY	4723	*222	5.1	4.7	181												
MOTHER EARTH NEWS	2325	**62	1.4	2.7	103												
MS.	1189	**80	1.8	6.7	259												
NATIONAL ENQUIRER	18892	542	12.4	2.9	110												
NATIONAL GEOGRAPHIC	22129	703	16.1	3.2	122												
NATIONAL SUNDAY MAGAZINE PKG	103750	3023	69.3	2.9	112												
NATURAL HISTORY	1379	**28	0.6	2.0	78												
NEW WOMAN	2289	**74	1.7	3.2	124												
NEW YORK INCLUDING CUE	1088	**53	1.2	4.9	187												
THE NEW YORKER	2459	**86	2.0	3.5	135												
NEWSWEEK	16527	490	11.2	3.0	114												
THE N.Y. TIMES DAILY EDITION	2739	**38	0.9	1.4	53												
THE N.Y. TIMES MAGAZINE	4443	**73	1.7	1.6	63												
OMNI	2799	**90	2.1	3.2	124												
ON CABLE	2209	**39	0.9	1.8	68												
1001 HOME IDEAS	3959	*164	3.8	4.1	159												
ORGANIC GARDENING	3111	**136	3.1	4.4	168												
OUTDOOR LIFE	5024	**144	3.3	2.9	110												
PARADE MAGAZINE	51292	1538	35.3	3.0	115												

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(ADULTS)

0187
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	TOTAL U.S. '000	TAB (NON-COLA) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4360	100.0	2.6	100												
PARENTS	5298	*112	2.6	2.1	81												
PENTHOUSE	5129	**134	3.1	2.6	101												
PEOPLE	21070	517	11.9	2.5	94												
PLAYBOY	10562	354	8.1	3.4	129												
POPULAR HOT RODDING	2498	**62	1.4	2.5	95												
POPULAR MECHANICS	5887	*224	5.1	3.8	146												
POPULAR SCIENCE	4317	*187	4.3	4.3	167												
PREVENTION	5792	*202	4.6	3.5	134												
PSYCHOLOGY TODAY	3284	**137	3.1	4.2	160												
READER'S DIGEST	40046	1186	27.2	3.0	114												
REDBOOK	9584	399	9.2	4.2	160												
ROAD & TRACK	2590	**83	1.9	3.2	123												
ROLLING STONE	3302	**75	1.7	2.3	87												
RUNNER'S WORLD	1229	**65	1.5	5.3	203												
SATURDAY EVENING POST	2110	**64	1.5	3.0	117												
SCIENCE 84	1543	**23	0.5	1.5	57												
SCIENCE DIGEST	1747	**47	1.1	2.7	103												
SCIENTIFIC AMERICAN	1994	**60	1.4	3.0	116												
SELF	3119	**140	3.2	4.5	173												
SEVENTEEN	3923	**152	3.5	3.9	149												
SKI	1501	**29	0.7	1.9	74												
SMITHSONIAN	5976	*180	4.1	3.0	116												
SOAP OPERA DIGEST	4228	**69	1.6	1.6	63												
SOUTHERN LIVING	6488	*272	6.2	4.2	161												
SPORT	3500	**153	3.5	4.4	168												
THE SPORTING NEWS	2456	**47	1.1	1.9	74												
SPORTS AFIELD	3648	**29	0.7	0.8	31												
SPORTS ILLUSTRATED	14484	*310	7.1	2.1	82												
STAR	12661	366	8.4	2.9	111												
SUNDAY	52799	1546	35.5	2.9	113												
SUNSET	3513	*189	4.3	5.4	207												
TV GUIDE	42766	1106	25.4	2.6	99												
TENNIS	1254	**12	0.3	1.0	37												
TIME	22054	607	13.9	2.8	106												
TOWN & COUNTRY	1555	**15	0.3	1.0	37												
TRAVEL & LEISURE	2173	**60	1.4	2.8	106												
TRUE STORY	4636	**90	2.1	1.9	75												
U.S.NEWS & WORLD REPORT	10353	302	6.9	2.9	112												
USA TODAY	4994	*186	4.3	3.7	143												
US	3528	**79	1.8	2.2	86												
VOGUE	5424	*165	3.8	3.0	117												
WALL STREET JOURNAL	6292	*209	4.8	3.3	128												
WEIGHT WATCHERS	2762	**103	2.4	3.7	143												
WOMAN'S DAY	16320	533	12.2	3.3	126												
WORKING MOTHER	1496	**48	1.1	3.2	123												
WORKING WOMAN	1851	**73	1.7	3.9	152												
WORLD TENNIS	580	**35	0.8	6.0	232												
ZIFF-DAVIS MAG NETWK (GROSS)	12412	389	8.9	3.1	121												
BLAIR INSERTS	91671	2684	61.6	2.9	113												
DAILY NEWSPAPERS																	
READ ANY	109190	3049	69.9	2.8	107												
READ ONE	89587	2524	57.9	2.8	108												
READ TWO OR MORE	19602	526	12.1	2.7	103												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3148	72.2	2.9	110												
READ ONE	95074	2652	60.8	2.8	107												
READ TWO OR MORE	14588	497	11.4	3.4	131												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.44															
30 DAY REACH	149706	3987	91.4	2.7	102												
50 SHWG - 30 DAY AV FREQ	15.16	14.32															
30 DAY REACH	142406	3824	87.7	2.7	103												
25 SHWG - 30 DAY AV FREQ	8.23	7.77															
30 DAY REACH	131152	3522	80.8	2.7	103												
CABLE TV: HOME WIRED	66879	1897	43.5	2.8	109												
HOME NOT WIRED	100848	2463	56.5	2.4	94												
HAVE PAY CABLE	35024	1015	23.3	2.9	111												

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

0188
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	TOTAL U.S. '000	TAB (NON-COLA) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	4360	100.0	2.6	100
RADIO AVG. DAILY (M-F) CUME					
6:00 AM - 10:00 AM	95620	2533	58.1	2.6	102
10:00 AM - 3:00 PM	63599	1624	37.2	2.6	98
3:00 PM - 7:00 PM	72097	1867	42.8	2.6	100
7:00 PM - MIDNIGHT	36670	878	20.1	2.4	92
MIDNIGHT - 6:00 AM	21908	687	15.8	3.1	121
6:00 AM - MIDNIGHT	127571	3388	77.7	2.7	102
ENTIRE DAY	129239	3446	79.0	2.7	103
AVG DAILY M-F CUME: 6AM-MDNT					
FORMATS: ADULT CONTEMPORARY	34009	1058	24.3	3.1	120
ALL NEWS	6062	*173	4.0	2.9	110
AOR/PROGRESSIVE	11884	312	7.2	2.6	101
BEAUTIFUL MUSIC	11180	278	6.4	2.5	96
BLACK	4538	*160	3.7	3.5	136
CLASSICAL	3857	**58	1.3	1.5	58
CHR/ROCK	21946	568	13.0	2.6	100
COUNTRY	27262	609	14.0	2.2	86
GOLDEN OLDIES	3339	**78	1.8	2.3	90
MOR/NOSTALGIA	10346	*237	5.4	2.3	88
NEWS/TALK	8929	321	7.4	3.6	138
RELIGIOUS	5488	**101	2.3	1.8	71
SOFT ROCK	1232	**18	0.4	1.5	56
URBAN CONTEMPORARY	3184	**63	1.4	2.0	76
WIRED NETWORKS:					
ABC CONTEMPORARY	6911	**143	3.3	2.1	80
ABC DIRECTION	5212	**57	1.3	1.1	42
ABC ENTERTAINMENT	10385	*329	7.5	3.2	122
ABC FM	4762	*159	3.6	3.3	128
ABC INFORMATION	11339	386	8.9	3.4	131
ABC ROCK	4878	*181	4.2	3.7	143
CBS	10709	259	5.9	2.4	93
MUTUAL	10251	*283	6.5	2.8	106
NBC	12243	340	7.8	2.8	107
RADIORADIO	4606	*121	2.8	2.6	101
RKO ONE	5148	*162	3.7	3.1	121
RKO TWO	7313	**127	2.9	1.7	67
THE SOURCE	5981	*192	4.4	3.2	123
NON-WIRED : BLAIR	19329	517	11.9	2.7	103
INTERNET	27139	720	16.5	2.7	102
KATZ RADIO GROUP	36319	924	21.2	2.5	98
SUPERNET	22361	671	15.4	3.0	115
TELEVISION AVG. HALF HOUR					
WKDAY 7:00 AM - 9:00 AM	14532	528	12.1	3.6	140
WKDAY 9:00 AM - 1:00 PM	18688	508	11.7	2.7	105
WKDAY 1:00 PM - 4:30 PM	24061	685	15.8	2.9	110
WKDAY 4:30 PM - 7:30 PM	44079	1181	27.1	2.7	103
WKDAY 7:30 PM - 8:00 PM	61979	1568	36.0	2.5	97
WKDAY 11:00 PM - 11:30 PM	49084	1441	33.1	2.9	113
WKDAY 11:30 PM - 1:00 AM	16560	512	11.7	3.1	119
M-SAT 8-11 PM+SUN 7-11 PM	66967	1848	42.4	2.8	106
WKDY DAYTIME NTWK 7AM-4:30PM					
ALL MY CHILDREN A	9269	242	5.6	2.6	100
ANOTHER WORLD N	6138	183	4.2	3.0	115
AS THE WORLD TURNS C	7707	194	4.4	2.5	97
CAPITOL C	4688	*118	2.7	2.5	97
CBS MORN. NEWS 1 C	2792	*66	1.5	2.4	91
CBS MORN. NEWS 2 C	2071	**41	0.9	2.0	76
DAYS OF OUR LIVES N	8018	285	6.5	3.6	137
FACTS OF LIFE - DAYTIME N	3487	132	3.0	3.8	146
FAMILY FEUD A	4817	*91	2.1	1.9	73
GENERAL HOSPITAL A	8333	281	6.4	3.4	130
GOOD MORNING, AMERICA-730 A	5472	221	5.1	4.0	155
GOOD MORNING, AMERICA-830 A	3965	143	3.3	3.6	139
GUIDING LIGHT C	7542	211	4.8	2.8	108
ONE LIFE TO LIVE A	6018	182	4.2	3.0	116
PRESS YOUR LUCK C	3589	*62	1.4	1.7	66
PRICE IS RIGHT 1 C	7418	169	3.9	2.3	88
PRICE IS RIGHT 2 C	8276	183	4.2	2.2	85
RYAN'S HOPE A	4358	*114	2.6	2.6	101
SALE OF THE CENTURY N	3749	*79	1.8	2.1	81
SEARCH FOR TOMORROW N	2884	*59	1.4	2.0	79
TODAY SHOW 1 N	4869	189	4.3	3.9	149
TODAY SHOW 2 N	4135	124	2.8	3.0	115
$25,000 PYRAMID C	4361	*102	2.3	2.3	90
WHEEL OF FORTUNE N	6187	189	4.3	3.1	118
YOUNG AND THE RESTLESS C	8186	271	6.2	3.3	127
WEEKEND DAYTIME NTWK PRE 6PM					
ABC WIDE WORLD-SPORTS SAT A	4727	*167	3.8	3.5	136
NBA PLAYOFF GAME -1 C	5127	*85	1.9	1.7	64
NBC MAJOR LEAGUE PRE-GAME N	3945	**72	1.7	1.8	70
SPORTSWORLD - SUN N	3370	**53	1.2	1.6	61
SUNDAY MORNING C	4200	*180	4.1	4.3	165

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OTHER CARBONATED (NON-COLA) DIET, SUGAR FREE OR LOW CALORIE SOFT DRINKS: BRANDS
(ADULTS)

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		TOTAL U.S. '000	TAB (NON-COLA) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	4360	100.0	2.6	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1284	29.4	2.5	94												
NETWORK AFFILIATES - LATE		39164	1134	26.0	2.9	111												
INDEPENDENTS - LATE		5133	122	2.8	2.4	91												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	613	14.1	2.7	103												
ABC MONDAY NIGHT MOVIE	A	11258	268	6.1	2.4	92												
ABC SUNDAY NIGHT MOVIE	A	23600	579	13.3	2.5	94												
ABC WORLD NEWS TONIGHT	A	12801	300	6.9	2.3	90												
AFTERMASH	C	10966	*344	7.9	3.1	121												
ALICE	C	17050	406	9.3	2.4	92												
AMERICAN PARADE	C	11998	280	6.4	2.3	90												
BENSON	A	19258	526	12.1	2.7	105												
BLUE THUNDER	A	11478	279	6.4	2.4	94												
CAGNEY & LACEY	C	18263	493	11.3	2.7	104												
CBS EVENING NEWS-DEAN	C	7733	*180	4.1	2.3	90												
CBS EVENING NEWS-RATHER	C	15653	406	9.3	2.6	100												
CBS SAT. NEWS-SCHIEFFER	C	8744	183	4.2	2.1	81												
CBS SATURDAY NIGHT MOVIE	C	12000	302	6.9	2.5	97												
CBS WEDNESDAY NIGHT MOVIE	C	11522	247	5.7	2.1	82												
CHEERS	N	16818	507	11.6	3.0	116												
DALLAS	C	37510	1227	28.1	3.3	126												
DIFF'RENT STROKES	N	11258	*258	5.9	2.3	88												
DOUBLE TROUBLE	N	12248	374	8.6	3.1	117												
DUCK FACTORY	N	11100	330	7.6	3.0	114												
DUKES OF HAZZARD	C	12353	290	6.7	2.3	90												
DYNASTY	A	33279	1167	26.8	3.5	135												
FACTS OF LIFE	N	13410	388	8.9	2.9	111												
FALCON CREST	C	31093	953	21.9	3.1	118												
FALL GUY	A	18649	527	12.1	2.8	109												
FAMILY TIES	N	13101	382	8.8	2.9	112												
FANTASY ISLAND	A	13069	375	8.6	2.9	110												
FOULUPS,BLEEPS & BLUNDERS	A	16588	375	8.6	2.3	87												
FOUR SEASONS	C	9302	*271	6.2	2.9	112												
GIMME A BREAK	N	13955	351	8.1	2.5	97												
HART TO HART	A	15735	473	10.8	3.0	116												
HILL STREET BLUES	N	18257	510	11.7	2.8	107												
HOTEL	A	24236	770	17.7	3.2	122												
JEFFERSONS	C	17010	413	9.5	2.4	93												
JENNIFER SLEPT HERE	N	9397	*253	5.8	2.7	104												
KATE & ALLIE	C	16762	519	11.9	3.1	119												
KNIGHT RIDER	N	13164	297	6.8	2.3	87												
LOVE BOAT	A	20400	554	12.7	2.7	104												
MAGNUM PI	C	22543	613	14.1	2.7	105												
MAMA'S FAMILY	N	9852	*256	5.9	2.6	100												
MASTER, THE	N	8062	*195	4.5	2.4	93												
MATT HOUSTON	A	12881	363	8.3	2.8	108												
NBC MONDAY NIGHT MOVIE	N	23889	631	14.5	2.6	102												
NBC NIGHTLY NEWS	N	11156	243	5.6	2.2	84												
NBC NIGHTLY NEWS-SAT	N	7363	*146	3.3	2.0	76												
NBC NIGHTLY NEWS-SUN	N	6214	**115	2.6	1.9	71												
NBC SUNDAY NIGHT MOVIE	N	17590	360	8.3	2.0	79												
NEWHART	C	16740	475	10.9	2.8	109												
ONE DAY AT A TIME	C	11820	278	6.4	2.4	90												
PEOPLE ARE FUNNY	N	9138	*198	4.5	2.2	83												
REAL PEOPLE	N	15979	404	9.4	2.6	98												
REMINGTON STEELE	N	14395	405	9.3	2.8	108												
RIPLEY'S BELIEVE IT - NOT	A	11362	322	7.4	2.8	109												
RIPTIDE	N	13920	363	8.3	2.6	100												
SCARECROW & MRS. KING	C	17571	547	12.5	3.1	120												
SIMON & SIMON	C	20208	479	11.0	2.4	91												
60 MINUTES	C	27668	783	18.0	2.8	109												
ST. ELSEWHERE	N	13699	422	9.7	3.1	119												
THREE'S COMPANY	A	20632	571	13.1	2.8	106												
T.J. HOOKER	A	17136	450	10.3	2.6	101												
TONIGHT SHOW	N	4963	179	4.1	3.6	139												
TRAPPER JOHN, M.D.	C	16332	457	10.5	2.8	108												
TV BLOOPERS & PRAC. JOKES	N	18881	472	10.8	2.5	96												
20/20	A	18315	510	11.7	2.8	107												
WEBSTER	A	18722	543	12.5	2.9	112												
WORLD NEWS - SUN	A	5327	**99	2.3	1.9	71												
YELLOW ROSE	N	8370	279	6.4	3.3	128												
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	734	16.8	2.8	109												
BASKETBALL - COLLEGE GAMES		14468	*468	10.7	3.2	124												
BASKETBALL - PRO GAMES		12124	*382	8.8	3.2	121												
BOWLING		9412	*338	7.8	3.6	138												
BOXING		15409	*315	7.2	2.0	79												
FOOTBALL - COLLEGE GAMES		21400	618	14.2	2.9	111												
FOOTBALL - PRO GAMES		35944	1060	24.3	2.9	113												
GOLF		9759	**257	5.9	2.6	101												
POST-SEASON COLL. FOOTBALL		18123	*480	11.0	2.6	102												
POST-SEASON PRO FOOTBALL		22091	693	15.9	3.1	121												
TENNIS		6764	*343	7.9	5.1	195												
WRESTLING - PROFESSIONAL		9695	*331	7.6	3.4	131												

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET)

BASE = ADULTS (167727)

	'000	%	UNWEIGHTED
1A. DO YOU YOURSELF DRINK THEM?			
YES	91750	54.7	10348
NO	75977	45.3	8762

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
1B. WHAT KINDS DO YOU DRINK?									
BOTTLED	62638	37.3	35593	21.2	20594	12.3	6451	3.8	7100
CANNED	49845	29.7	22800	13.6	14787	8.8	12259	7.3	5502
DO NOT KNOW	6312	3.8							719
1C. WHICH REGULAR NON-COLA (NOT DIET) TYPES DO YOU DRINK?									
LEMON/LIME	58070	34.6	10501	6.3	19292	11.5	28277	16.9	6434
ORANGE	34293	20.4	3555	2.1	20678	12.3	10061	6.0	3691
OTHER FRUIT	20333	12.1	1234	.7	7399	4.4	11700	7.0	2252
GINGER ALE	31635	18.9	4112	2.5	17397	10.4	10126	6.0	3818
ROOT BEER	42109	25.1	5382	3.2	23394	13.9	13333	7.9	4611
CLUB SODA	10107	6.0	897	.5	4810	2.9	4400	2.6	1272
SELTZER	3291	2.0	628	.4	2020	1.2	643	.4	450
TONIC	7177	4.3	956	.6	3510	2.1	2711	1.6	924
BITTER LEMON	2733	1.6	79	*	1359	.8	1295	.8	354
OTHER (CHOCOLATE, CREAM, ETC.)	9539	5.7	845	.5	5642	3.4	3052	1.8	1030
DO NOT KNOW	1315	.8							142
1D. WHICH BRANDS DO YOU DRINK?									
A & W ROOT BEER	24365	14.5	2349	1.4	15279	9.1	6737	4.0	2606
ASPEN	461	.3	11	*	350	.2	100	.1	48
BARRELHEAD ROOT BEER	4936	2.9	189	.1	3039	1.8	1708	1.0	555
CANADA DRY GINGER ALE	19247	11.5	2424	1.4	12155	7.2	4668	2.8	2339
CANADA DRY CLUB SODA	4809	2.9	302	.2	3228	1.9	1278	.8	599
CANADA DRY TONIC	3183	1.9	184	.1	2086	1.2	913	.5	385
CANADA DRY BITTER LEMON	947	.6	39	*	585	.3	322	.2	125
OTHER CANADA DRY	2048	1.2	200	.1	1354	.8	493	.3	249
COTT	1550	.9	87	.1	1008	.6	454	.3	183
CRUSH	13876	8.3	999	.6	8350	5.0	4527	2.7	1459
DAD'S ROOT BEER	8969	5.3	263	.2	5263	3.1	3442	2.1	990
DR. BROWN	1222	.7	125	.1	661	.4	436	.3	141
DR. PEPPER	20855	12.4	1958	1.2	13281	7.9	5616	3.3	2168
FANTA	4096	2.4	376	.2	2442	1.5	1278	.8	421
FAYGO	3967	2.4	363	.2	2546	1.5	1058	.6	493
HIRES	7214	4.3	325	.2	4235	2.5	2653	1.6	810
HOFFMAN GINGER ALE	851	.5	4	*	588	.4	259	.2	123
OTHER HOFFMAN	482	.3	70	*	336	.2	77	*	63
MELLO YELLOW	7137	4.3	155	.1	4639	2.8	2343	1.4	771
MOUNTAIN DEW	17653	10.5	975	.6	11752	7.0	4926	2.9	1852
MR. PIBB	5015	3.0	72	*	3121	1.9	1821	1.1	500
MOXIE	531	.3	37	*	302	.2	192	.1	56
'MUG' ROOT BEER	2486	1.5	26	*	1652	1.0	808	.5	253
NEHI	3674	2.2	225	.1	2105	1.3	1344	.8	371
RAMBLIN' ROOT BEER	1909	1.1	50	*	1141	.7	718	.4	212

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) (CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-15

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
1D. WHICH BRANDS DO YOU DRINK? (CONTINUED)									
RONDO	845	.5	22	*	434	.3	389	.2	85
SCHWEPPES GINGER ALE	5666	3.4	297	.2	3039	1.8	2331	1.4	639
SCHWEPPES CLUB SODA	3089	1.8	189	.1	1907	1.1	994	.6	392
SCHWEPPES TONIC	3918	2.3	321	.2	2295	1.4	1302	.8	486
SCHWEPPES BITTER LEMON	1365	.8	76	*	727	.4	562	.3	175
OTHER SCHWEPPES	655	.4	33	*	326	.2	297	.2	69
SEAGRAM'S GINGER ALE	1188	.7	74	*	672	.4	442	.3	171
SEAGRAM'S CLUB SODA	568	.3	7	*	360	.2	202	.1	80
SEAGRAM'S TONIC	412	.2	14	*	269	.2	129	.1	60
OTHER SEAGRAM'S	374	.2	62	*	136	.1	177	.1	55
SEVEN-UP	40282	24.0	5020	3.0	26673	15.9	8589	5.1	4436
SHASTA	8715	5.2	462	.3	5551	3.3	2703	1.6	891
SPRITE	21670	13.0	1299	.8	13903	8.3	6669	4.0	2395
SQUIRT	6780	4.0	200	.1	3842	2.3	2738	1.6	739
SUNKIST ORANGE SODA	16647	9.9	848	.5	10494	6.3	5304	3.2	1793
TEEM	1319	.8	11	*	681	.4	628	.4	171
VERNORS	3158	1.9	363	.2	1646	1.0	1148	.7	401
WELCH'S GRAPE SODA	6342	3.8	72	*	4255	2.5	2016	1.2	699
WHITE ROCK GINGER ALE	1240	.7	74	*	657	.4	509	.3	153
WHITE ROCK CLUB SODA	710	.4	44	*	413	.2	253	.2	106
OTHER WHITE ROCK	934	.6	75	*	429	.3	429	.3	120
WINK	1300	.8	38	*	708	.4	553	.3	142
OTHER BRANDS	14046	8.4	3370	2.0	6022	3.6	4654	2.8	1583
DO NOT KNOW	2257	1.3							254

		'000	%	UNWEIGHTED
1E. ABOUT HOW MANY GLASSES OF REGULAR NON-COLA CARBONATED SOFT DRINKS (NOT DIET) DID YOU DRINK IN THE LAST 7 DAYS?				
14 OR MORE	H	4283	2.6	483
11 - 13	H	1813	1.1	209
8 - 10	H	4028	2.4	465
7	H	5222	3.1	592
5 - 6	H	8392	5.0	901
3 - 4	M	18767	11.2	2061
2	M	20083	12.0	2247
1	L	13866	8.3	1595
NONE	L	15296	9.1	1795

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	91750	100.0	54.7	100	23739	100.0	14.2	100	38849	100.0	23.2	100	29162	100.0	17.4	100
MALES	79263	45355	49.4	57.2	105	12979	54.7	16.4	116	19128	49.2	24.1	104	13247	45.4	16.7	96
FEMALES	88464	46395	50.6	52.4	96	10759	45.3	12.2	86	19721	50.8	22.3	96	15914	54.6	18.0	103
18 - 24	28671	17783	19.4	62.0	113	5912	24.9	20.6	146	7614	19.6	26.6	115	4257	14.6	14.8	85
25 - 34	39536	24941	27.2	63.1	115	6307	26.6	16.0	113	9986	25.7	25.3	109	8648	29.7	21.9	126
35 - 44	28978	16643	18.1	57.4	105	4220	17.8	14.6	103	7129	18.4	24.6	106	5295	18.2	18.3	105
45 - 54	22345	11117	12.1	49.8	91	2513	10.6	11.2	79	4603	11.8	20.6	89	4001	13.7	17.9	103
55 - 64	22224	10417	11.4	46.9	86	2424	10.2	10.9	77	4519	11.6	20.3	88	3474	11.9	15.6	90
65 OR OLDER	25973	10847	11.8	41.8	76	2362	9.9	9.1	64	4998	12.9	19.2	83	3487	12.0	13.4	77
18 - 34	68207	42725	46.6	62.6	115	12220	51.5	17.9	127	17600	45.3	25.8	111	12905	44.3	18.9	109
18 - 49	108058	65111	71.0	60.3	110	17847	75.2	16.5	117	26948	69.4	24.9	108	20316	69.7	18.8	108
25 - 54	90859	52702	57.4	58.0	106	13040	54.9	14.4	101	21718	55.9	23.9	103	17944	61.5	19.7	114
35 - 49	39851	22386	24.4	56.2	103	5628	23.7	14.1	100	9348	24.1	23.5	101	7411	25.4	18.6	107
50 OR OLDER	59669	26639	29.0	44.6	82	5892	24.8	9.9	70	11901	30.6	19.9	86	8846	30.3	14.8	85
GRADUATED COLLEGE	28091	16304	17.8	58.0	106	3192	13.4	11.4	80	6780	17.5	24.1	104	6332	21.7	22.5	130
ATTENDED COLLEGE	28938	16814	18.3	58.1	106	4191	17.7	14.5	102	6734	17.3	23.3	100	5889	20.2	20.4	117
GRADUATED HIGH SCHOOL	65503	36318	39.6	55.4	101	9547	40.2	14.6	103	15326	39.5	23.4	101	11445	39.2	17.5	100
DID NOT GRADUATE HIGH SCHOOL	45195	22314	24.3	49.4	90	6809	28.7	15.1	106	10010	25.8	22.1	96	5496	18.8	12.2	70
EMPLOYED MALES	56429	33024	36.0	58.5	107	9311	39.2	16.5	117	13823	35.6	24.5	106	9891	33.9	17.5	101
EMPLOYED FEMALES	43971	23801	25.9	54.1	99	5368	22.6	12.2	86	9990	25.7	22.7	98	8443	29.0	19.2	110
EMPLOYED FULL-TIME	87773	49464	53.9	56.4	103	13230	55.7	15.1	106	20406	52.5	23.2	100	15828	54.3	18.0	104
EMPLOYED PART-TIME	12627	7361	8.0	58.3	107	1448	6.1	11.5	81	3407	8.8	27.0	116	2506	8.6	19.8	114
NOT EMPLOYED	67327	34925	38.1	51.9	95	9060	38.2	13.5	95	15036	38.7	22.3	96	10828	37.1	16.1	93
PROFESSIONAL/MANAGER	25845	14436	15.7	55.9	102	2932	12.4	11.3	80	5980	15.4	23.1	100	5524	18.9	21.4	123
TECH/CLERICAL/SALES	30895	17090	18.6	55.3	101	3967	16.7	12.8	91	7229	18.6	23.4	101	5894	20.2	19.1	110
PRECISION/CRAFT	12629	7548	8.2	59.8	109	2197	9.3	17.4	123	3307	8.5	26.2	113	2044	7.0	16.2	93
OTHER EMPLOYED	31031	17751	19.3	57.2	105	5582	23.5	18.0	127	7297	18.8	23.5	102	4873	16.7	15.7	90
SINGLE	35557	21717	23.7	61.1	112	6598	27.8	18.6	131	9262	23.8	26.0	112	5858	20.1	16.5	95
MARRIED	103585	56231	61.3	54.3	99	13273	55.9	12.8	91	23844	61.4	23.0	99	19114	65.5	18.5	106
DIVORCED/SEPARATED/WIDOWED	28585	13802	15.0	48.3	88	3869	16.3	13.5	96	5744	14.8	20.1	87	4190	14.4	14.7	84
PARENTS	59295	36149	39.4	61.0	111	9340	39.3	15.8	111	15009	38.6	25.3	109	11800	40.5	19.9	114
WHITE	146081	78485	85.5	53.7	98	18954	79.8	13.0	92	33257	85.6	22.8	98	26274	90.1	18.0	103
BLACK	17974	10856	11.8	60.4	110	4109	17.3	22.9	162	4578	11.8	25.5	110	2169	7.4	12.1	69
OTHER	3672	2408	2.6	65.6	120	*676	2.8	18.4	130	1014	2.6	27.6	119	718	2.5	19.6	112
NORTHEAST-CENSUS	37005	21666	23.6	58.5	107	6628	27.9	17.9	127	8780	22.6	23.7	102	6259	21.5	16.9	97
NORTH CENTRAL	42642	24661	26.9	57.8	106	5323	22.4	12.5	88	10412	26.8	24.4	105	8927	30.6	20.9	120
SOUTH	56777	28288	30.8	49.8	91	8412	35.4	14.8	105	11949	30.8	21.0	91	7928	27.2	14.0	80
WEST	31303	17134	18.7	54.7	100	3377	14.2	10.8	76	7708	19.8	24.6	106	6049	20.7	19.3	111
NORTHEAST-MKTG.	38125	21824	23.8	57.2	105	6630	27.9	17.4	123	8960	23.1	23.5	101	6233	21.4	16.3	94
EAST CENTRAL	24794	13819	15.1	55.7	102	3367	14.2	13.6	96	5732	14.8	23.1	100	4720	16.2	19.0	109
WEST CENTRAL	28511	16720	18.2	58.6	107	3258	13.7	11.4	81	7176	18.5	25.2	109	6286	21.6	22.0	127
SOUTH	48953	24581	26.8	50.2	92	7451	31.4	15.2	108	10321	26.6	21.1	91	6810	23.4	13.9	80
PACIFIC	27344	14806	16.1	54.1	99	3032	12.8	11.1	78	6661	17.1	24.4	105	5113	17.5	18.7	108
COUNTY SIZE A	69301	38710	42.2	55.9	102	10691	45.0	15.4	109	16302	42.0	23.5	102	11717	40.2	16.9	97
COUNTY SIZE B	50633	27593	30.1	54.5	100	7213	30.4	14.2	101	11423	29.4	22.6	97	8957	30.7	17.7	102
COUNTY SIZE C	26259	13982	15.2	53.2	97	3104	13.1	11.8	84	6179	15.9	23.5	102	4698	16.1	17.9	103
COUNTY SIZE D	21534	11465	12.5	53.2	97	2730	11.5	12.7	90	4945	12.7	23.0	99	3789	13.0	17.6	101
METRO CENTRAL CITY	50014	27985	30.5	56.0	102	8522	35.9	17.0	120	11510	29.6	23.0	99	7953	27.3	15.9	91
METRO SUBURBAN	76832	42080	45.9	54.8	100	10044	42.3	13.1	92	17932	46.2	23.3	101	14103	48.4	18.4	106
NON METRO	40881	21685	23.6	53.0	97	5173	21.8	12.7	89	9407	24.2	23.0	99	7105	24.4	17.4	100
TOP 5 ADI'S	39550	22927	25.0	58.0	106	6543	27.6	16.5	117	9777	25.2	24.7	107	6607	22.7	16.7	96
TOP 10 ADI'S	54877	30752	33.5	56.0	102	8734	36.8	15.9	112	13016	33.5	23.7	102	9002	30.9	16.4	94
TOP 20 ADI'S	77516	43511	47.4	56.1	103	11722	49.4	15.1	107	18126	46.7	23.4	101	13663	46.9	17.6	101
HSHLD INC. $50,000 OR MORE	17257	9442	10.3	54.7	100	2074	8.7	12.0	85	3868	10.0	22.4	97	3500	12.0	20.3	117
$40,000 OR MORE	33235	18449	20.1	55.5	101	4446	18.7	13.4	95	7729	19.9	23.3	100	6274	21.5	18.9	109
$30,000 OR MORE	59693	33486	36.5	56.1	103	7626	32.1	12.8	90	14544	37.4	24.4	105	11316	38.8	19.0	109
$25,000 OR MORE	76275	42788	46.6	56.1	103	9850	41.5	12.9	91	18500	47.6	24.3	105	14438	49.5	18.9	109
$20,000 - $24,999	18607	10505	11.4	56.5	103	2705	11.4	14.5	103	4534	11.7	24.4	105	3266	11.2	17.6	101
$15,000 - $19,999	17175	9452	10.3	55.0	101	2490	10.5	14.5	102	3711	9.6	21.6	93	3251	11.1	18.9	109
$10,000 - $14,999	24569	13532	14.7	55.1	101	4089	17.2	16.6	118	5296	13.6	21.6	93	4147	14.2	16.9	97
UNDER $10,000	31101	15472	16.9	49.7	91	4605	19.4	14.8	105	6808	17.5	21.9	95	4060	13.9	13.1	75
HOUSEHOLD OF 1 PERSON	19441	9077	9.9	46.7	85	2315	9.8	11.9	84	3792	9.8	19.5	84	2971	10.2	15.3	88
2 PEOPLE	51803	26294	28.7	50.8	93	6124	25.8	11.8	84	11259	29.0	21.7	94	8911	30.6	17.2	99
3 OR 4 PEOPLE	66933	38207	41.6	57.1	104	9848	41.5	14.7	104	16474	42.4	24.6	106	11885	40.8	17.8	102
5 OR MORE PEOPLE	29550	18171	19.8	61.5	112	5452	23.0	18.5	130	7324	18.9	24.8	107	5395	18.5	18.3	105
NO CHILD IN HSHLD	96587	48529	52.9	50.2	92	12260	51.6	12.7	90	20823	53.6	21.6	93	15446	53.0	16.0	92
CHILD(REN) UNDER 2 YRS	10844	7089	7.7	65.4	120	1963	8.3	18.1	128	2646	6.8	24.4	105	2481	8.5	22.9	132
2 - 5 YEARS	26358	16583	18.1	62.9	115	4409	18.6	16.7	118	6719	17.3	25.5	110	5456	18.7	20.7	119
6 - 11 YEARS	30453	18995	20.7	62.4	114	4823	20.3	15.8	112	8237	21.2	27.0	117	5935	20.4	19.5	112
12 - 17 YEARS	36575	21665	23.6	59.2	108	6211	26.2	17.0	120	8859	22.8	24.2	105	6595	22.6	18.0	104
RESIDENCE OWNED	117770	62243	67.8	52.9	97	14567	61.4	12.4	87	26835	69.1	22.8	98	20842	71.5	17.7	102
VALUE: $50,000 OR MORE	70166	37585	41.0	53.6	98	8305	35.0	11.8	84	15976	41.1	22.8	98	13304	45.6	19.0	109
VALUE: UNDER $50,000	47604	24659	26.9	51.8	95	6262	26.4	13.2	93	10859	28.0	22.8	98	7538	25.8	15.8	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS %	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS %	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	91750	100.0	54.7	100	23739	100.0	14.2	100	38949	100.0	23.2	100	29162	100.0	17.4	100
MAGAZINES	QUINTILE 1	34022	20463	22.3	60.1	110	5433	22.9	16.0	113	8527	21.9	25.1	108	6504	22.3	19.1	110
	QUINTILE 2	34800	19803	21.6	56.9	104	4979	21.0	14.3	101	8274	21.3	23.8	103	6550	22.5	18.8	108
	QUINTILE 3	30514	16879	18.4	55.3	101	4255	17.9	13.9	99	7241	18.6	23.7	102	5384	18.5	17.6	101
	QUINTILE 4	33324	17542	19.1	52.6	96	4497	18.9	13.5	95	7355	18.9	22.1	95	5690	19.5	17.1	98
	QUINTILE 5	35066	17062	18.6	48.7	89	4575	19.3	13.0	92	7453	19.2	21.3	92	5035	17.3	14.4	83
NEWSPAPERS	QUINTILE 1	29107	16768	18.3	57.6	105	4283	18.0	14.7	104	7041	18.1	24.2	104	5444	18.7	18.7	108
	QUINTILE 2	49095	26671	29.1	54.3	99	6526	27.5	13.3	94	11437	29.4	23.3	101	8709	29.9	17.7	102
	QUINTILE 3	23107	12512	13.6	54.1	99	3471	14.6	15.0	106	5180	13.3	22.4	97	3861	13.2	16.7	96
	QUINTILE 4	33556	18626	20.3	55.5	101	4168	17.6	12.4	88	8110	20.9	24.2	104	6348	21.8	18.9	109
	QUINTILE 5	32863	17172	18.7	52.3	96	5290	22.3	16.1	114	7082	18.2	21.6	93	4800	16.5	14.6	84
OUTDOOR	QUINTILE 1	33431	19040	20.8	57.0	104	5025	21.2	15.0	106	8103	20.9	24.2	105	5912	20.3	17.7	102
	QUINTILE 2	33478	19790	21.6	59.1	108	4912	20.7	14.7	104	8550	22.0	25.5	110	6329	21.7	18.9	109
	QUINTILE 3	33574	18356	20.0	54.7	100	4880	20.6	14.5	103	7638	19.7	22.7	98	5837	20.0	17.4	100
	QUINTILE 4	33935	18094	19.7	53.3	97	4463	18.8	13.2	93	7614	19.6	22.4	97	6017	20.6	17.7	102
	QUINTILE 5	33310	16471	18.0	49.4	90	4460	18.8	13.4	95	6945	17.9	20.8	90	5066	17.4	15.2	87
RADIO-DRIVE TIME	QUINTILE 1	33136	19027	20.7	57.4	105	5566	23.4	16.8	119	7934	20.4	23.9	103	5526	18.9	16.7	96
	QUINTILE 2	31658	17325	18.9	54.7	100	4504	19.0	14.2	101	7244	18.6	22.9	99	5577	19.1	17.6	101
	QUINTILE 3	32541	18180	19.8	55.9	102	4213	17.7	12.9	91	7862	20.2	24.2	104	6105	20.9	18.8	108
	QUINTILE 4	34247	18916	20.6	55.2	101	5022	21.2	14.7	104	8034	20.7	23.5	101	5860	20.1	17.1	98
	QUINTILE 5	36144	18302	19.9	50.6	93	4433	18.7	12.3	87	7776	20.0	21.5	93	6093	20.9	16.9	97
RADIO-MID-DAY	TERCILE 1	45037	25663	28.0	57.0	104	7070	29.8	15.7	111	10929	28.1	24.3	105	7664	26.3	17.0	98
	TERCILE 2	44819	24668	26.9	55.0	101	6504	27.4	14.5	103	10342	26.6	23.1	100	7823	26.8	17.5	100
	TERCILE 3	77872	41418	45.1	53.2	97	10165	42.8	13.1	92	17579	45.2	22.6	97	13675	46.9	17.6	101
RADIO-TOTAL	QUINTILE 1	33763	19639	21.4	58.2	106	5798	24.4	17.2	121	8128	20.9	24.1	104	5714	19.6	16.9	97
	QUINTILE 2	33240	18634	20.3	56.1	102	5109	21.5	15.4	109	7850	20.2	23.6	102	5675	19.5	17.1	98
	QUINTILE 3	33408	18000	19.6	53.9	98	4174	17.6	12.5	88	7922	20.4	23.7	102	5903	20.2	17.7	102
	QUINTILE 4	34792	19105	20.8	54.9	100	4836	20.4	13.9	98	8218	21.2	23.6	102	6051	20.7	17.4	100
	QUINTILE 5	32524	16372	17.8	50.3	92	3822	16.1	11.8	83	6731	17.3	20.7	89	5819	20.0	17.9	103
TV-PRIME TIME	QUINTILE 1	33090	18349	20.0	55.5	101	4637	19.5	14.0	99	7761	20.0	23.5	101	5951	20.4	18.0	103
	QUINTILE 2	33357	18594	20.3	55.7	102	4998	21.1	15.0	106	7826	20.1	23.5	101	5771	19.8	17.3	100
	QUINTILE 3	33980	19250	21.0	56.7	104	4881	20.6	14.4	101	8209	21.1	24.2	104	6160	21.1	18.1	104
	QUINTILE 4	33854	17930	19.5	53.0	97	4716	19.9	13.9	98	7576	19.5	22.4	97	5637	19.3	16.7	96
	QUINTILE 5	33444	17627	19.2	52.7	96	4507	19.0	13.5	95	7478	19.2	22.4	97	5642	19.3	16.9	97
TV-DAYTIME	TERCILE 1	49121	26678	29.1	54.3	99	7341	30.9	14.9	106	11338	29.2	23.1	100	8000	27.4	16.3	94
	TERCILE 2	48823	26996	29.4	55.3	101	7440	31.3	15.2	108	10745	27.7	22.0	95	8810	30.2	18.0	104
	TERCILE 3	69782	38075	41.5	54.6	100	8958	37.7	12.8	91	16766	43.2	24.0	104	12351	42.4	17.7	102
TV-TOTAL	QUINTILE 1	33584	18481	20.1	55.0	101	5404	22.8	16.1	114	7630	19.6	22.7	98	5447	18.7	16.2	93
	QUINTILE 2	33441	18079	19.7	54.1	99	4845	20.4	14.5	102	7578	19.5	22.7	98	5656	19.4	16.9	97
	QUINTILE 3	33505	18234	19.9	54.4	99	4504	19.0	13.4	95	7602	19.6	22.7	98	6128	21.0	18.3	105
	QUINTILE 4	33466	19124	20.8	57.1	104	4771	20.1	14.3	101	8046	20.7	24.0	104	6308	21.6	18.8	108
	QUINTILE 5	33731	17832	19.4	52.9	97	4215	17.8	12.5	88	7994	20.6	23.7	102	5623	19.3	16.7	96
MAGAZINES-NEWSPAPERS: DUAL		44503	25956	28.3	58.3	107	6415	27.0	14.4	102	11006	28.3	24.7	107	8535	29.3	19.2	110
MAGAZINE IMPERATIVE		39363	22940	25.0	58.3	107	6270	26.4	15.9	113	9467	24.4	24.1	104	7202	24.7	18.3	105
NEWSPAPER IMPERATIVE		46441	23958	26.1	51.6	94	6196	26.1	13.3	94	10130	26.1	21.8	94	7631	26.2	16.4	95
MAGAZINES-OUTDOOR: DUAL		33726	20227	22.0	60.0	110	4848	20.4	14.4	102	9122	23.5	27.0	117	6258	21.5	18.6	107
MAGAZINE IMPERATIVE		52846	29520	32.2	55.9	102	7930	33.4	15.0	106	11993	30.9	22.7	98	9598	32.9	18.2	104
OUTDOOR IMPERATIVE		52140	28275	30.8	54.2	99	7410	31.2	14.2	100	11964	30.8	22.9	99	8901	30.5	17.1	98
MAGAZINES-RADIO: DUAL		37081	21832	23.8	58.9	108	5993	25.2	16.2	114	9173	23.6	24.7	107	6666	22.9	18.0	103
MAGAZINE IMPERATIVE		49747	28242	30.8	56.8	104	6745	28.4	13.6	96	12019	30.9	24.2	104	9478	32.5	19.1	110
RADIO IMPERATIVE		49208	26454	28.8	53.8	98	7435	31.3	15.1	107	11046	28.4	22.4	97	7974	27.3	16.2	93
MAGAZINES-TELEVISION: DUAL		33103	19676	21.4	59.4	109	5444	22.9	16.4	116	8095	20.8	24.5	106	6136	21.0	18.5	107
MAGAZINE IMPERATIVE		54575	31139	33.9	57.1	104	7506	31.6	13.8	97	13366	34.4	24.5	106	10267	35.2	18.8	108
TELEVISION IMPERATIVE		53249	26783	29.2	50.3	92	7179	30.2	13.5	95	11255	29.0	21.1	91	8350	28.6	15.7	90
NEWSPAPERS-OUTDOOR: DUAL		36255	21151	23.1	58.3	107	5418	22.8	14.9	106	9174	23.6	25.3	109	6559	22.5	18.1	104
NEWSPAPER IMPERATIVE		55591	29452	32.1	53.0	97	7422	31.3	13.4	94	12236	31.5	22.0	95	9795	33.6	17.6	101
OUTDOOR IMPERATIVE		48319	27154	29.6	56.2	103	7269	30.6	15.0	106	11406	29.4	23.6	102	8479	29.1	17.5	101
NEWSPAPERS-RADIO: DUAL		37242	21295	23.2	57.2	105	5467	23.0	14.7	104	9241	23.8	24.8	107	6587	22.6	17.7	102
NEWSPAPER IMPERATIVE		54423	29462	32.1	54.1	99	7118	30.0	13.1	92	12449	32.0	22.9	99	9895	33.9	18.2	105
RADIO IMPERATIVE		46650	26046	28.4	55.8	102	7544	31.8	16.2	114	10732	27.6	23.0	99	7770	26.6	16.7	96
NEWSPAPERS-TELEVISION: DUAL		35974	20096	21.9	55.9	102	5604	23.6	15.6	110	8188	21.1	22.8	98	6305	21.6	17.5	101
NEWSPAPER IMPERATIVE		56095	30855	33.6	55.0	101	7319	30.8	13.0	92	13254	34.1	23.6	102	10283	35.3	18.3	105
TELEVISION IMPERATIVE		47170	25276	27.5	53.6	98	7099	29.9	15.0	106	10514	27.1	22.3	96	7663	26.3	16.2	93
OUTDOOR-RADIO: DUAL		33748	19606	21.4	58.1	106	5549	23.4	16.4	116	8333	21.4	24.7	107	5724	19.6	17.0	98
OUTDOOR IMPERATIVE		52785	29405	32.0	55.7	102	6928	29.2	13.1	93	12585	32.4	23.8	103	9892	33.9	18.7	108
RADIO IMPERATIVE		52882	28765	31.4	54.4	99	7835	33.0	14.8	105	11839	30.5	22.4	97	9091	31.2	17.2	99
OUTDOOR-TELEVISION: DUAL		32030	18832	20.5	58.8	107	5205	21.9	16.3	115	7693	19.8	24.0	104	5935	20.4	18.5	107
OUTDOOR IMPERATIVE		54626	31013	33.8	56.8	104	7636	32.2	14.0	99	13539	34.9	24.8	107	9839	33.7	18.0	104
TELEVISION IMPERATIVE		54874	28346	30.9	51.7	94	7628	32.1	13.9	98	11801	30.4	21.5	93	8917	30.6	16.2	93
RADIO-TELEVISION: DUAL		33386	18986	20.7	56.9	104	5320	22.4	15.9	113	8269	21.3	24.8	107	5396	18.5	16.2	93
RADIO IMPERATIVE		53810	30050	32.8	55.8	102	7814	32.9	14.5	103	12693	32.7	23.6	102	9543	32.7	17.7	102
TELEVISION IMPERATIVE		54023	28539	31.1	52.8	97	7314	30.8	13.5	96	11751	30.2	21.8	94	9474	32.5	17.5	101

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

0196
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	91750	100.0	54.7	100	23739	100.0	14.2	100	38849	100.0	23.2	100	29162	100.0	17.4	100
ATLANTIC MONTHLY	867	462	0.5	53.3	97	**83	0.3	9.6	68	*206	0.5	23.8	103	*173	0.6	20.0	115
BARRON'S	1580	1031	1.1	65.3	119	*246	1.0	15.6	110	489	1.3	30.9	134	296	1.0	18.7	108
BETTER HOMES & GARDENS	22203	12427	13.5	56.0	102	2790	11.8	12.6	89	5271	13.6	23.7	102	4366	15.0	19.7	113
BON APPETIT	3810	2123	2.3	55.7	102	364	1.5	9.6	68	1099	2.8	28.8	125	660	2.3	17.3	100
BUSINESS WEEK	4663	2704	2.9	58.0	106	555	2.3	11.9	84	1197	3.1	25.7	111	952	3.3	20.4	117
CAR AND DRIVER	3102	1977	2.2	63.7	117	575	2.4	18.5	131	927	2.4	29.9	129	475	1.6	15.3	88
CBS MAGAZINE NETWORK (GROSS)	7311	4832	5.3	66.1	121	1612	6.8	22.0	156	2194	5.6	30.0	130	1027	3.5	14.0	81
CHANGING TIMES	3400	1890	2.1	55.6	102	547	2.3	16.1	114	725	1.9	21.3	92	618	2.1	18.2	105
COLONIAL HOMES	1796	1036	1.1	57.7	105	243	1.0	13.5	96	433	1.1	24.1	104	360	1.2	20.0	115
CONDE NAST MAG. PKG. (GROSS)	19924	11083	12.1	55.6	102	3102	13.1	15.6	110	4512	11.6	22.6	98	3468	11.9	17.4	100
CONSUMERS DIGEST	3125	1808	2.0	57.9	106	503	2.1	16.1	114	793	2.0	25.4	110	512	1.8	16.4	94
COSMOPOLITAN	10577	6037	6.6	57.1	104	1699	7.2	16.1	113	2494	6.4	23.6	102	1845	6.3	17.4	100
COUNTRY LIVING	3746	2096	2.3	56.0	102	413	1.7	11.0	78	864	2.2	23.1	100	820	2.8	21.9	126
CUISINE	2214	1235	1.3	55.8	102	271	1.1	12.2	86	618	1.6	27.9	121	346	1.2	15.6	90
CYCLE WORLD	2394	1526	1.7	63.7	117	494	2.1	20.6	146	708	1.8	29.6	128	324	1.1	13.5	78
DCI:CREATIVE IDEAS FOR LIV	3068	1924	2.1	62.7	115	474	2.0	15.4	109	877	2.3	28.6	123	574	2.0	18.7	108
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	5157	5.6	54.0	99	1275	5.4	13.3	94	2140	5.5	22.4	97	1741	6.0	18.2	105
DISCOVER	2277	1343	1.5	59.0	108	376	1.6	16.5	117	526	1.4	23.1	100	441	1.5	19.4	111
EBONY	7187	4534	4.9	63.1	115	1796	7.6	25.0	177	1898	4.9	26.4	114	840	2.9	11.7	67
ESQUIRE	2560	1650	1.8	64.5	118	500	2.1	19.5	138	650	1.7	25.4	110	500	1.7	19.5	112
ESSENCE	3242	2209	2.4	68.1	125	913	3.8	28.2	199	942	2.4	29.1	125	354	1.2	10.9	63
FAMILY CIRCLE	19639	10761	11.7	54.8	100	2344	9.9	11.9	84	4562	11.7	23.2	100	3855	13.2	19.6	113
THE FAMILY HANDYMAN	3540	2163	2.4	61.1	112	522	2.2	14.7	104	993	2.6	28.1	121	648	2.2	18.3	105
FAMILY WEEKLY	23924	13161	14.3	55.0	101	3119	13.1	13.0	92	5559	14.3	23.2	100	4483	15.4	18.7	108
FIELD & STREAM	9883	6014	6.6	60.9	111	1836	7.7	18.6	131	2420	6.2	24.5	106	1757	6.0	17.8	102
FOOD & WINE	1030	532	0.6	51.7	94	*139	0.6	13.5	95	271	0.7	26.3	114	*122	0.4	11.8	68
FORBES	2679	1520	1.7	56.7	104	345	1.5	12.9	91	664	1.7	24.8	107	512	1.8	19.1	110
FORTUNE	2931	1964	2.1	67.0	122	460	1.9	15.7	111	850	2.2	29.0	125	654	2.2	22.3	128
GENTLEMEN'S QUARTERLY	3481	2348	2.6	67.5	123	966	4.1	27.8	196	939	2.4	27.0	116	444	1.5	12.8	73
GLAMOUR	7163	3847	4.2	53.7	98	973	4.1	13.6	96	1591	4.1	22.2	96	1282	4.4	17.9	103
GOLF DIGEST	2355	1397	1.5	59.3	108	312	1.3	13.2	94	593	1.5	25.2	109	492	1.7	20.9	120
GOLF DIGEST/TENNIS (GROSS)	3610	2185	2.4	60.5	111	522	2.2	14.5	102	992	2.6	27.5	119	671	2.3	18.6	107
GOLF MAGAZINE	2046	1227	1.3	60.0	110	*309	1.3	15.1	107	550	1.4	26.9	116	368	1.3	18.0	103
GOLF MAGAZINE/SKI (GROSS)	3547	2198	2.4	62.0	113	576	2.4	16.2	115	902	2.3	25.4	110	721	2.5	20.3	117
GOOD HOUSEKEEPING	20353	11237	12.2	55.2	101	2582	10.9	12.7	90	4672	12.0	23.0	99	3983	13.7	19.6	113
HARPER'S BAZAAR	3362	1951	2.1	58.0	106	464	2.0	13.8	98	853	2.2	25.4	110	633	2.2	18.8	108
HEALTH	2987	1774	1.9	59.4	109	434	1.8	14.5	103	889	2.3	29.8	128	451	1.5	15.1	87
HEARST MAG CORP. BUY (GROSS)	67928	38984	42.5	57.4	105	9633	40.6	14.2	100	16728	43.1	24.6	106	12623	43.3	18.6	107
HEARST MAN POWER (GROSS)	11282	7316	8.0	64.8	119	2037	8.6	18.1	128	3214	8.3	28.5	123	2066	7.1	18.3	105
HEARST WOMAN POWER (GROSS)	40514	22416	24.4	55.3	101	5423	22.8	13.4	95	9545	24.6	23.6	102	7448	25.5	18.4	106
HOUSE BEAUTIFUL	4885	2712	3.0	55.5	101	660	2.8	13.5	95	1104	2.8	22.6	98	947	3.2	19.4	111
INC.	1308	851	0.9	65.1	119	*293	1.2	22.4	158	262	0.7	20.0	86	297	1.0	22.7	131
JET	6498	4216	4.6	64.9	119	1514	6.4	23.3	165	1955	5.0	30.1	130	747	2.6	11.5	66
LADIES' HOME JOURNAL	14797	8085	8.8	54.6	100	1743	7.3	11.8	83	3690	9.5	24.9	108	2653	9.1	17.9	103
LHJ FAMILY GRP COMBO(GROSS)	21743	12191	13.3	56.1	102	2573	10.8	11.8	84	5752	14.8	26.5	114	3866	13.3	17.8	102
LIFE	9881	6115	6.7	61.9	113	1724	7.3	17.4	123	2599	6.7	26.3	114	1792	6.1	18.1	104
L.A. TIMES HOME MAGAZINE	2775	1602	1.7	57.7	106	386	1.6	13.9	98	643	1.7	23.2	100	573	2.0	20.6	119
MADEMOISELLE	4219	2351	2.6	55.7	102	617	2.6	14.6	103	1011	2.6	24.0	103	723	2.5	17.1	99
MC CALL'S	16422	9066	9.9	55.2	101	1994	8.4	12.1	86	4102	10.6	25.0	108	2971	10.2	18.1	104
MC CALL'S/WRK MOTHER (GROSS)	17919	10066	11.0	56.2	103	2280	9.6	12.7	90	4541	11.7	25.3	109	3245	11.1	18.1	104
MECHANIX ILLUSTRATED	4433	2884	3.1	65.1	119	810	3.4	18.3	129	1222	3.1	27.6	119	852	2.9	19.2	111
METROPOLITAN HOME	1504	959	1.0	63.8	117	*200	0.8	13.3	94	372	1.0	24.7	107	386	1.3	25.7	148
MONEY	4723	2799	3.1	59.3	108	720	3.0	15.2	108	1087	2.8	23.0	99	991	3.4	21.0	121
MOTHER EARTH NEWS	2325	1474	1.6	63.4	116	294	1.2	12.6	89	772	2.0	33.2	143	408	1.4	17.5	101
MS.	1189	703	0.8	59.1	108	*191	0.8	16.1	113	332	0.9	27.9	121	*179	0.6	15.1	87
NATIONAL ENQUIRER	18892	10655	11.6	56.4	103	3211	13.5	17.0	120	4498	11.6	23.8	103	2946	10.1	15.6	90
NATIONAL GEOGRAPHIC	22129	12870	14.0	58.2	106	2923	12.3	13.2	93	5120	13.2	23.1	100	4827	16.6	21.8	125
NATIONAL SUNDAY MAGAZINE PKG	103750	57574	62.8	55.5	101	14312	60.3	13.8	97	24619	63.4	23.7	102	18643	63.9	18.0	103
NATURAL HISTORY	1379	811	0.9	58.8	108	*250	1.1	18.1	128	258	0.7	18.7	81	302	1.0	21.9	126
NEW WOMAN	2289	1130	1.2	49.4	90	284	1.2	12.4	88	462	1.2	20.2	87	384	1.3	16.8	96
NEW YORK INCLUDING CUE	1088	656	0.7	60.3	110	*185	0.8	17.0	120	310	0.8	28.5	123	*160	0.5	14.7	85
THE NEW YORKER	2459	1386	1.5	56.4	103	269	1.1	10.9	77	655	1.7	26.6	115	462	1.6	18.8	108
NEWSWEEK	16527	9753	10.6	59.0	108	2401	10.1	14.5	103	3975	10.2	24.1	104	3377	11.6	20.4	118
THE N.Y. TIMES DAILY EDITION	2739	1612	1.8	58.9	108	459	1.9	16.8	118	644	1.7	23.5	102	509	1.7	18.6	107
THE N.Y. TIMES MAGAZINE	4443	2724	3.0	61.3	112	770	3.2	17.3	122	1172	3.0	26.4	114	782	2.7	17.6	101
OMNI	2799	1918	2.1	68.5	125	484	2.0	17.3	122	906	2.3	32.4	140	528	1.8	18.9	108
ON CABLE	2209	1339	1.5	60.6	111	427	1.8	19.3	137	451	1.2	20.4	88	461	1.6	20.9	120
1001 HOME IDEAS	3959	2332	2.5	58.9	108	396	1.7	10.0	71	1174	3.0	29.7	128	762	2.6	19.2	111
ORGANIC GARDENING	3111	1723	1.9	55.4	101	366	1.5	11.8	83	854	2.2	27.5	119	502	1.7	16.1	93
OUTDOOR LIFE	5024	3217	3.5	64.0	117	988	4.2	19.7	139	1312	3.4	26.1	113	917	3.1	18.3	105
PARADE MAGAZINE	51292	28629	31.2	55.8	102	7266	30.6	14.2	100	12419	32.0	24.2	105	8944	30.7	17.4	100

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(ADULTS)

0197
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	91750	100.0	54.7	100	23739	100.0	14.2	100	38849	100.0	23.2	100	29162	100.0	17.4	100
PARENTS	5298	3542	3.9	66.9	122	959	4.0	18.1	128	1319	3.4	24.9	107	1264	4.3	23.9	137
PENTHOUSE	5129	3328	3.6	64.9	119	1013	4.3	19.8	140	1464	3.8	28.5	123	851	2.9	16.6	95
PEOPLE	21070	12493	13.6	59.3	108	3291	13.9	15.6	110	5253	13.5	24.9	108	3950	13.5	18.7	108
PLAYBOY	10562	6635	7.2	62.8	115	2166	9.1	20.5	145	2611	6.7	24.7	107	1858	6.4	17.6	101
POPULAR HOT RODDING	2498	1736	1.9	69.5	127	629	2.6	25.2	178	723	1.9	28.9	125	384	1.3	15.4	88
POPULAR MECHANICS	5887	3820	4.2	64.9	119	1022	4.3	17.4	123	1702	4.4	28.9	125	1095	3.8	18.6	107
POPULAR SCIENCE	4317	2779	3.0	64.4	118	651	2.7	15.1	107	1189	3.1	27.5	119	939	3.2	21.8	125
PREVENTION	5792	2771	3.0	47.8	87	667	2.8	11.5	81	1253	3.2	21.6	93	852	2.9	14.7	85
PSYCHOLOGY TODAY	3284	1947	2.1	59.3	108	587	2.5	17.9	126	865	2.2	26.3	114	494	1.7	15.0	87
READER'S DIGEST	40046	21610	23.6	54.0	99	5087	21.4	12.7	90	9346	24.1	23.3	101	7177	24.6	17.9	103
REDBOOK	9584	5142	5.6	53.7	98	1142	4.8	11.9	84	2379	6.1	24.8	107	1621	5.6	16.9	97
ROAD & TRACK	2590	1713	1.9	66.1	121	626	2.6	24.2	171	760	2.0	29.3	127	327	1.1	12.6	73
ROLLING STONE	3302	2248	2.5	68.1	124	628	2.6	19.0	134	929	2.4	28.1	121	692	2.4	21.0	121
RUNNER'S WORLD	1229	780	0.9	63.5	116	*163	0.7	13.3	94	*369	0.9	30.0	130	*248	0.9	20.2	116
SATURDAY EVENING POST	2110	1306	1.4	61.9	113	370	1.6	17.5	124	544	1.4	25.8	111	392	1.3	18.6	107
SCIENCE 84	1543	1020	1.1	66.1	121	*214	0.9	13.9	98	393	1.0	25.5	110	412	1.4	26.7	154
SCIENCE DIGEST	1747	1197	1.3	68.5	125	348	1.5	19.9	141	500	1.3	28.6	124	348	1.2	19.9	115
SCIENTIFIC AMERICAN	1994	1223	1.3	61.3	112	360	1.5	18.1	128	491	1.3	24.6	106	372	1.3	18.7	107
SELF	3119	1741	1.9	55.8	102	559	2.4	17.9	127	628	1.6	20.1	87	554	1.9	17.8	102
SEVENTEEN	3923	2312	2.5	58.9	108	801	3.4	20.4	144	881	2.3	22.5	97	630	2.2	16.1	92
SKI	1501	972	1.1	64.8	118	*267	1.1	17.8	126	352	0.9	23.5	101	353	1.2	23.5	135
SMITHSONIAN	5976	3331	3.6	55.7	102	680	2.9	11.4	80	1318	3.4	22.1	95	1332	4.6	22.3	128
SOAP OPERA DIGEST	4228	2506	2.7	59.3	108	710	3.0	16.8	119	1202	3.1	28.4	123	594	2.0	14.0	81
SOUTHERN LIVING	6488	3232	3.5	49.8	91	801	3.4	12.3	87	1263	3.3	19.5	84	1168	4.0	18.0	104
SPORT	3500	2349	2.6	67.1	123	777	3.3	22.2	157	957	2.5	27.3	118	615	2.1	17.6	101
THE SPORTING NEWS	2456	1637	1.8	66.7	122	557	2.3	22.7	160	671	1.7	27.3	118	408	1.4	16.6	96
SPORTS AFIELD	3648	2300	2.5	63.0	115	666	2.8	18.3	129	1012	2.6	27.7	120	622	2.1	17.1	98
SPORTS ILLUSTRATED	14484	8910	9.7	61.5	112	2836	11.9	19.6	138	3676	9.5	25.4	110	2397	8.2	16.5	95
STAR	12661	7288	7.9	57.6	105	2238	9.4	17.7	125	3147	8.1	24.9	107	1903	6.5	15.0	86
SUNDAY	52799	29243	31.9	55.4	101	7894	33.3	15.0	106	12305	31.7	23.3	101	9044	31.0	17.1	99
SUNSET	3513	1992	2.2	56.7	104	*223	0.9	6.3	45	801	2.1	22.8	98	967	3.3	27.5	158
TV GUIDE	42766	24640	26.9	57.6	105	7220	30.4	16.9	119	10368	26.7	24.2	105	7052	24.2	16.5	95
TENNIS	1254	788	0.9	62.8	115	*210	0.9	16.7	118	399	1.0	31.8	137	*179	0.6	14.3	82
TIME	22054	12923	14.1	58.6	107	3518	14.8	16.0	113	5353	13.8	24.3	105	4053	13.9	18.4	106
TOWN & COUNTRY	1555	976	1.1	62.8	115	*220	0.9	14.1	100	530	1.4	34.1	147	*226	0.8	14.5	84
TRAVEL & LEISURE	2173	1326	1.4	61.0	112	324	1.4	14.9	105	554	1.4	25.5	110	448	1.5	20.6	119
TRUE STORY	4636	2821	3.1	60.8	111	901	3.8	19.4	137	1194	3.1	25.8	111	726	2.5	15.7	90
U.S.NEWS & WORLD REPORT	10353	5835	6.4	56.4	103	1743	7.3	16.8	119	2446	6.3	23.6	102	1646	5.6	15.9	91
USA TODAY	4994	3021	3.3	60.5	111	801	3.4	16.0	113	1370	3.5	27.4	118	849	2.9	17.0	98
US	3528	2318	2.5	65.7	120	741	3.1	21.0	148	988	2.5	28.0	121	589	2.0	16.7	96
VOGUE	5424	3145	3.4	58.0	106	953	4.0	17.6	124	1282	3.3	23.6	102	910	3.1	16.8	96
WALL STREET JOURNAL	6292	3562	3.9	56.6	103	769	3.2	12.2	86	1507	3.9	24.0	103	1286	4.4	20.4	118
WEIGHT WATCHERS	2762	1467	1.6	53.1	97	372	1.6	13.5	95	542	1.4	19.6	85	553	1.9	20.0	115
WOMAN'S DAY	16320	9020	9.8	55.3	101	2128	9.0	13.0	92	4027	10.4	24.7	107	2865	9.8	17.6	101
WORKING MOTHER	1496	999	1.1	66.8	122	*286	1.2	19.1	135	440	1.1	29.4	127	274	0.9	18.3	105
WORKING WOMAN	1851	1190	1.3	64.3	118	303	1.3	16.4	116	507	1.3	27.4	118	380	1.3	20.5	118
WORLD TENNIS	580	413	0.5	71.2	130	**104	0.4	17.9	127	*238	0.6	41.0	177	**71	0.2	12.2	70
ZIFF-DAVIS MAG NETWK (GROSS)	12412	7827	8.5	63.1	115	2362	9.9	19.0	134	3388	8.7	27.3	118	2077	7.1	16.7	96
BLAIR INSERTS	91671	50822	55.4	55.4	101	12733	53.6	13.9	98	21744	56.0	23.7	102	16345	56.0	17.8	103
DAILY NEWSPAPERS																	
READ ANY	109190	60131	65.5	55.1	101	15135	63.8	13.9	98	25486	65.6	23.3	101	19510	66.9	17.9	103
READ ONE	89587	48889	53.3	54.6	100	12270	51.7	13.7	97	20804	53.6	23.2	100	15815	54.2	17.7	102
READ TWO OR MORE	19602	11242	12.3	57.4	105	2864	12.1	14.6	103	4683	12.1	23.9	103	3695	12.7	18.9	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	60977	66.5	55.6	102	15226	64.1	13.9	98	26051	67.1	23.8	103	19700	67.6	18.0	103
READ ONE	95074	52483	57.2	55.2	101	13008	54.8	13.7	97	22604	58.2	23.8	103	16871	57.9	17.7	102
READ TWO OR MORE	14588	8494	9.3	58.2	106	2218	9.3	15.2	107	3447	8.9	23.6	102	2829	9.7	19.4	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.50				29.51				29.72				29.21			
30 DAY REACH	149706	82875	90.3	55.4	101	21294	89.7	14.2	100	35071	90.3	23.4	101	26511	90.9	17.7	102
50 SHWG - 30 DAY AV FREQ	15.16	15.47				15.33				15.63				15.37			
30 DAY REACH	142406	79109	86.2	55.6	102	20516	86.4	14.4	102	33369	85.9	23.4	101	25224	86.5	17.7	102
25 SHWG - 30 DAY AV FREQ	8.23	8.33				8.38				8.38				8.22			
30 DAY REACH	131152	73468	80.1	56.0	102	18732	78.9	14.3	101	31169	80.2	23.8	103	23567	80.8	18.0	103
CABLE TV: HOME WIRED	66879	36749	40.1	54.9	100	9781	41.2	14.6	103	15252	39.3	22.8	98	11717	40.2	17.5	101
HOME NOT WIRED	100848	55001	59.9	54.5	100	13958	58.8	13.8	98	23598	60.7	23.4	101	17445	59.8	17.3	99
HAVE PAY CABLE	35024	20081	21.9	57.3	105	5406	22.8	15.4	109	8467	21.8	24.2	104	6208	21.3	17.7	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS (ADULTS)

0198
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	91750	100.0	54.7	100	23739	100.0	14.2	100	38849	100.0	23.2	100	29162	100.0	17.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	53601	58.4	56.1	102	13774	58.0	14.4	102	23061	59.4	24.1	104	16766	57.5	17.5	101
10:00 AM - 3:00 PM	63599	35515	38.7	55.8	102	9563	40.3	15.0	106	15067	38.8	23.7	102	10885	37.3	17.1	98
3:00 PM - 7:00 PM	72097	40902	44.6	56.7	104	10768	45.4	14.9	106	17120	44.1	23.7	103	13014	44.6	18.1	104
7:00 PM - MIDNIGHT	36670	21479	23.4	58.6	107	6357	26.8	17.3	122	8908	22.9	24.3	105	6215	21.3	16.9	97
MIDNIGHT - 6:00 AM	21908	12510	13.6	57.1	104	3347	14.1	15.3	108	5171	13.3	23.6	102	3993	13.7	18.2	105
6:00 AM - MIDNIGHT	127571	71469	77.9	56.0	102	18744	79.0	14.7	104	30409	78.3	23.8	103	22316	76.5	17.5	101
ENTIRE DAY	129239	72289	78.8	55.9	102	18990	80.0	14.7	104	30805	79.3	23.8	103	22494	77.1	17.4	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	19685	21.5	57.9	106	4723	19.9	13.9	98	8535	22.0	25.1	108	6426	22.0	18.9	109
ALL NEWS	6062	3442	3.8	56.8	104	952	4.0	15.7	111	1368	3.5	22.6	97	1122	3.8	18.5	106
AOR/PROGRESSIVE	11884	7315	8.0	61.6	113	2062	8.7	17.4	123	3022	7.8	25.4	110	2231	7.7	18.8	108
BEAUTIFUL MUSIC	11180	5769	6.3	51.6	94	1411	5.9	12.6	89	2547	6.6	22.8	98	1811	6.2	16.2	93
BLACK	4538	2750	3.0	60.6	111	1095	4.6	24.1	170	1020	2.6	22.5	97	635	2.2	14.0	80
CLASSICAL	3857	2148	2.3	55.7	102	544	2.3	14.1	100	908	2.3	23.5	102	697	2.4	18.1	104
CHR/ROCK	21946	13120	14.3	59.8	109	3582	15.1	16.3	115	5582	14.4	25.4	110	3956	13.6	18.0	104
COUNTRY	27262	14787	16.1	54.2	99	3829	16.1	14.0	99	6254	16.1	22.9	99	4704	16.1	17.3	99
GOLDEN OLDIES	3339	2032	2.2	60.9	111	571	2.4	17.1	121	856	2.2	25.6	111	605	2.1	18.1	104
MOR/NOSTALGIA	10346	5676	6.2	54.9	100	1352	5.7	13.1	92	2367	6.1	22.9	99	1957	6.7	18.9	109
NEWS/TALK	8929	4574	5.0	51.2	94	1112	4.7	12.5	88	1972	5.1	22.1	95	1489	5.1	16.7	96
RELIGIOUS	5488	3009	3.3	54.8	100	861	3.6	15.7	111	1205	3.1	22.0	95	943	3.2	17.2	99
SOFT ROCK	1232	705	0.8	57.2	105	*128	0.5	10.4	73	365	0.9	29.6	128	*212	0.7	17.2	99
URBAN CONTEMPORARY	3184	2063	2.2	64.8	118	758	3.2	23.8	168	995	2.6	31.3	135	310	1.1	9.7	56
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4444	4.8	64.3	118	1343	5.7	19.4	137	1891	4.9	27.4	118	1210	4.1	17.5	101
ABC DIRECTION	5212	3043	3.3	58.4	107	1089	4.6	20.9	148	1148	3.0	22.0	95	806	2.8	15.5	89
ABC ENTERTAINMENT	10385	5698	6.2	54.9	100	1423	6.0	13.7	97	2416	6.2	23.3	100	1859	6.4	17.9	103
ABC FM	4762	3142	3.4	66.0	121	948	4.0	19.9	141	1271	3.3	26.7	115	922	3.2	19.4	111
ABC INFORMATION	11339	5958	6.5	52.5	96	1366	5.8	12.0	85	2604	6.7	23.0	99	1988	6.8	17.5	101
ABC ROCK	4878	3111	3.4	63.8	117	1017	4.3	20.8	147	1314	3.4	26.9	116	780	2.7	16.0	92
CBS	10709	5719	6.2	53.4	98	1279	5.4	11.9	84	2542	6.5	23.7	102	1898	6.5	17.7	102
MUTUAL	10251	5594	6.1	54.6	100	1292	5.4	12.6	89	2433	6.3	23.7	102	1869	6.4	18.2	105
NBC	12243	6587	7.2	53.8	98	1606	6.8	13.1	93	2758	7.1	22.5	97	2223	7.6	18.2	104
RADIORADIO	4606	2678	2.9	58.1	106	729	3.1	15.8	112	1103	2.8	23.9	103	845	2.9	18.3	106
RKO ONE	5148	2971	3.2	57.7	106	903	3.8	17.5	124	1175	3.0	22.8	99	892	3.1	17.3	100
RKO TWO	7313	3847	4.2	52.6	96	895	3.8	12.2	86	1643	4.2	22.5	97	1309	4.5	17.9	103
THE SOURCE	5981	3725	4.1	62.3	114	1195	5.0	20.0	141	1467	3.8	24.5	106	1064	3.6	17.8	102
NON-WIRED : BLAIR	19329	10794	11.8	55.8	102	2834	11.9	14.7	104	4514	11.6	23.4	101	3446	11.8	17.8	103
INTERNET	27139	15463	16.9	57.0	104	3963	16.7	14.6	103	6885	17.7	25.4	110	4615	15.8	17.0	98
KATZ RADIO GROUP	36319	20453	22.3	56.3	103	5149	21.7	14.2	100	8463	21.8	23.3	101	6840	23.5	18.8	108
SUPERNET	22361	12755	13.9	57.0	104	3404	14.3	15.2	108	5611	14.4	25.1	108	3740	12.8	16.7	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	7752	8.4	53.3	98	1982	8.3	13.6	96	3319	8.5	22.8	99	2451	8.4	16.9	97
WKDAY 9:00 AM - 1:00 PM	18688	10066	11.0	53.9	98	2742	11.6	14.7	104	4184	10.8	22.4	97	3140	10.8	16.8	97
WKDAY 1:00 PM - 4:30 PM	24061	13021	14.2	54.1	99	3511	14.8	14.6	103	5512	14.2	22.9	99	3997	13.7	16.6	96
WKDAY 4:30 PM - 7:30 PM	44079	23894	26.0	54.2	99	6537	27.5	14.8	105	10033	25.8	22.8	98	7323	25.1	16.6	96
WKDAY 7:30 PM - 8:00 PM	61979	33349	36.3	53.8	98	8797	37.1	14.2	100	14109	36.3	22.8	98	10443	35.8	16.8	97
WKDAY 11:00 PM - 11:30 PM	49084	27530	30.0	56.1	103	7369	31.0	15.0	106	11427	29.4	23.3	101	8734	29.9	17.8	102
WKDAY 11:30 PM - 1:00 AM	16560	9368	10.2	56.6	103	2458	10.4	14.8	105	3871	10.0	23.4	101	3040	10.4	18.4	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	37027	40.4	55.3	101	9556	40.3	14.3	101	15628	40.2	23.3	101	11843	40.6	17.7	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	5193	5.7	56.0	102	1441	6.1	15.5	110	2228	5.7	24.0	104	1525	5.2	16.5	95
ANOTHER WORLD N	6138	3450	3.8	56.2	103	656	2.8	10.7	76	1734	4.5	28.3	122	1060	3.6	17.3	99
AS THE WORLD TURNS C	7707	3905	4.3	50.7	93	1120	4.7	14.5	103	1631	4.2	21.2	91	1154	4.0	15.0	86
CAPITOL C	4688	2492	2.7	53.2	97	808	3.4	17.2	122	968	2.5	20.6	89	716	2.5	15.3	88
CBS MORN. NEWS 1 C	2792	1517	1.7	54.3	99	342	1.4	12.2	87	691	1.8	24.7	107	484	1.7	17.3	100
CBS MORN. NEWS 2 C	2071	1075	1.2	51.9	95	243	1.0	11.7	83	481	1.2	23.2	100	351	1.2	16.9	97
DAYS OF OUR LIVES N	8018	4526	4.9	56.4	103	959	4.0	12.0	85	2029	5.2	25.3	109	1538	5.3	19.2	110
FACTS OF LIFE - DAYTIME N	3487	1974	2.2	56.6	103	610	2.6	17.5	124	706	1.8	20.2	87	658	2.3	18.9	109
FAMILY FEUD A	4817	2641	2.9	54.8	100	806	3.4	16.7	118	1054	2.7	21.9	94	781	2.7	16.2	93
GENERAL HOSPITAL A	8333	4436	4.8	53.2	97	1142	4.8	13.7	97	1991	5.1	23.9	103	1303	4.5	15.6	90
GOOD MORNING, AMERICA-730 A	5472	2896	3.2	52.9	97	715	3.0	13.1	92	1191	3.1	21.8	94	990	3.4	18.1	104
GOOD MORNING, AMERICA-830 A	3965	2088	2.3	52.7	96	531	2.2	13.4	95	802	2.1	20.2	87	755	2.6	19.0	110
GUIDING LIGHT C	7542	4080	4.4	54.1	99	1246	5.2	16.5	117	1577	4.1	20.9	90	1257	4.3	16.7	96
ONE LIFE TO LIVE A	6018	3246	3.5	53.9	99	866	3.6	14.4	102	1403	3.6	23.3	101	978	3.4	16.3	93
PRESS YOUR LUCK C	3589	1976	2.2	55.1	101	557	2.3	15.5	110	760	2.0	21.2	91	659	2.3	18.4	106
PRICE IS RIGHT 1 C	7418	3983	4.3	53.7	98	1019	4.3	13.7	97	1768	4.6	23.8	103	1197	4.1	16.1	93
PRICE IS RIGHT 2 C	8276	4512	4.9	54.5	100	1144	4.8	13.8	98	1978	5.1	23.9	103	1389	4.8	16.8	97
RYAN'S HOPE A	4358	2550	2.8	58.5	107	706	3.0	16.2	114	1084	2.8	24.9	107	760	2.6	17.4	100
SALE OF THE CENTURY N	3749	2051	2.2	54.7	100	473	2.0	12.6	89	1045	2.7	27.9	120	532	1.8	14.2	82
SEARCH FOR TOMORROW N	2884	1558	1.7	54.0	99	290	1.2	10.1	71	808	2.1	28.0	121	461	1.6	16.0	92
TODAY SHOW 1 N	4869	2484	2.7	51.0	93	498	2.1	10.2	72	1209	3.1	24.8	107	777	2.7	16.0	92
TODAY SHOW 2 N	4135	2095	2.3	50.7	93	487	2.1	11.8	83	959	2.5	23.2	100	649	2.2	15.7	90
$25,000 PYRAMID C	4361	2373	2.6	54.4	99	590	2.5	13.5	96	1064	2.7	24.4	105	718	2.5	16.5	95
WHEEL OF FORTUNE N	6187	3371	3.7	54.5	100	871	3.7	14.1	99	1543	4.0	24.9	108	958	3.3	15.5	89
YOUNG AND THE RESTLESS C	8186	4247	4.6	51.9	95	1223	5.2	14.9	106	1723	4.4	21.0	91	1300	4.5	15.9	91
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2613	2.8	55.3	101	793	3.3	16.8	119	1040	2.7	22.0	95	779	2.7	16.5	95
NBA PLAYOFF GAME -1 C	5127	3002	3.3	58.6	107	916	3.9	17.9	126	1187	3.1	23.2	100	899	3.1	17.5	101
NBC MAJOR LEAGUE PRE-GAME N	3945	2254	2.5	57.1	104	524	2.2	13.3	94	1110	2.9	28.1	121	620	2.1	15.7	90
SPORTSWORLD - SUN N	3370	1841	2.0	54.6	100	448	1.9	13.3	94	737	1.9	21.9	94	656	2.2	19.5	112
SUNDAY MORNING C	4200	2265	2.5	53.9	99	512	2.2	12.2	86	905	2.3	21.5	93	848	2.9	20.2	116

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS (ADULTS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	91750	100.0	54.7	100	23739	100.0	14.2	100	38849	100.0	23.2	100	29162	100.0	17.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	27691	30.2	53.0	97	7187	30.3	13.7	97	11613	29.9	22.2	96	8890	30.5	17.0	98
NETWORK AFFILIATES - LATE		39164	21587	23.5	55.1	101	5571	23.5	14.2	101	8966	23.1	22.9	99	7050	24.2	18.0	104
INDEPENDENTS - LATE		5133	2866	3.1	55.8	102	877	3.7	17.1	121	1200	3.1	23.4	101	789	2.7	15.4	88
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	12835	14.0	56.2	103	3364	14.2	14.7	104	5501	14.2	24.1	104	3970	13.6	17.4	100
ABC MONDAY NIGHT MOVIE	A	11258	5981	6.5	53.1	97	1392	5.9	12.4	87	2499	6.4	22.2	96	2090	7.2	18.6	107
ABC SUNDAY NIGHT MOVIE	A	23600	12846	14.0	54.4	100	3442	14.5	14.6	103	5284	13.6	22.4	97	4120	14.1	17.5	100
ABC WORLD NEWS TONIGHT	A	12801	6754	7.4	52.8	96	1992	8.4	15.6	110	2771	7.1	21.6	93	1992	6.8	15.6	90
AFTERMASH	C	10966	6077	6.6	55.4	101	1517	6.4	13.8	98	2531	6.5	23.1	100	2030	7.0	18.5	106
ALICE	C	17050	9143	10.0	53.6	98	2261	9.5	13.3	94	3872	10.0	22.7	98	3010	10.3	17.7	102
AMERICAN PARADE	C	11998	6212	6.8	51.8	95	1391	5.9	11.6	82	2684	6.9	22.4	97	2137	7.3	17.8	102
BENSON	A	19258	10444	11.4	54.2	99	2713	11.4	14.1	100	4380	11.3	22.7	98	3351	11.5	17.4	100
BLUE THUNDER	A	11478	6356	6.9	55.4	101	1538	6.5	13.4	95	2650	6.8	23.1	100	2169	7.4	18.9	109
CAGNEY & LACEY	C	18263	10348	11.3	56.7	104	2543	10.7	13.9	98	4338	11.2	23.8	103	3468	11.9	19.0	109
CBS EVENING NEWS-DEAN	C	7733	4000	4.4	51.7	95	1108	4.7	14.3	101	1570	4.0	20.3	88	1322	4.5	17.1	98
CBS EVENING NEWS-RATHER	C	15653	8487	9.3	54.2	99	2219	9.3	14.2	100	3411	8.8	21.8	94	2857	9.8	18.3	105
CBS SAT. NEWS-SCHIEFFER	C	8744	4439	4.8	50.8	93	1168	4.9	13.4	94	1817	4.7	20.8	90	1453	5.0	16.6	96
CBS SATURDAY NIGHT MOVIE	C	12000	6824	7.4	56.9	104	1826	7.7	15.2	108	2826	7.3	23.5	102	2172	7.4	18.1	104
CBS WEDNESDAY NIGHT MOVIE	C	11522	6353	6.9	55.1	101	1595	6.7	13.8	98	2708	7.0	23.5	101	2050	7.0	17.8	102
CHEERS	N	16818	10037	10.9	59.7	109	2242	9.4	13.3	94	4450	11.5	26.5	114	3346	11.5	19.9	114
DALLAS	C	37510	20312	22.1	54.2	99	5341	22.5	14.2	101	8547	22.0	22.8	98	6423	22.0	17.1	98
DIFF'RENT STROKES	N	11258	5985	6.5	53.2	97	1612	6.8	14.3	101	2534	6.5	22.5	97	1839	6.3	16.3	94
DOUBLE TROUBLE	N	12248	6818	7.4	55.7	102	1643	6.9	13.4	95	2769	7.1	22.6	98	2406	8.3	19.6	113
DUCK FACTORY	N	11100	6464	7.0	58.2	106	1535	6.5	13.8	98	2792	7.2	25.2	109	2137	7.3	19.3	111
DUKES OF HAZZARD	C	12353	6782	7.4	54.9	100	1684	7.1	13.6	96	2866	7.4	23.2	100	2231	7.7	18.1	104
DYNASTY	A	33279	18342	20.0	55.1	101	4757	20.0	14.3	101	8036	20.7	24.1	104	5549	19.0	16.7	96
FACTS OF LIFE	N	13410	7429	8.1	55.4	101	1854	7.8	13.8	98	3098	8.0	23.1	100	2477	8.5	18.5	106
FALCON CREST	C	31093	16841	18.4	54.2	99	4395	18.5	14.1	100	7181	18.5	23.1	100	5265	18.1	16.9	97
FALL GUY	A	18649	10421	11.4	55.9	102	2628	11.1	14.1	100	4416	11.4	23.7	102	3377	11.6	18.1	104
FAMILY TIES	N	13101	7468	8.1	57.0	104	1929	8.1	14.7	104	3376	8.7	25.8	111	2162	7.4	16.5	95
FANTASY ISLAND	A	13069	7262	7.9	55.6	102	1991	8.4	15.2	108	2916	7.5	22.3	96	2355	8.1	18.0	104
FOULUPS,BLEEPS & BLUNDERS	A	16588	8757	9.5	52.8	97	2382	10.0	14.4	101	3530	9.1	21.3	92	2845	9.8	17.2	99
FOUR SEASONS	C	9302	5075	5.5	54.6	100	1270	5.3	13.7	96	2085	5.4	22.4	97	1720	5.9	18.5	106
GIMME A BREAK	N	13955	7690	8.4	55.1	101	2090	8.8	15.0	106	3553	9.1	25.5	110	2046	7.0	14.7	84
HART TO HART	A	15735	8485	9.2	53.9	99	2045	8.6	13.0	92	3874	10.0	24.6	106	2566	8.8	16.3	94
HILL STREET BLUES	N	18257	10505	11.4	57.5	105	2557	10.8	14.0	99	4544	11.7	24.9	107	3403	11.7	18.6	107
HOTEL	A	24236	13139	14.3	54.2	99	3345	14.1	13.8	98	5716	14.7	23.6	102	4078	14.0	16.8	97
JEFFERSONS	C	17010	9200	10.0	54.1	99	2452	10.3	14.4	102	3946	10.2	23.2	100	2802	9.6	16.5	95
JENNIFER SLEPT HERE	N	9397	5057	5.5	53.8	98	1290	5.4	13.7	97	2176	5.6	23.2	100	1591	5.5	16.9	97
KATE & ALLIE	C	16762	9332	10.2	55.7	102	2273	9.6	13.6	96	3758	9.7	22.4	97	3301	11.3	19.7	113
KNIGHT RIDER	N	13164	7376	8.0	56.0	102	1909	8.0	14.5	102	3035	7.8	23.1	100	2432	8.3	18.5	106
LOVE BOAT	A	20400	11073	12.1	54.3	99	2893	12.2	14.2	100	4553	11.7	22.3	96	3627	12.4	17.8	102
MAGNUM PI	C	22543	12737	13.9	56.5	103	3029	12.8	13.4	95	5561	14.3	24.7	107	4147	14.2	18.4	106
MAMA'S FAMILY	N	9852	5499	6.0	55.8	102	1266	5.3	12.9	91	2515	6.5	25.5	110	1719	5.9	17.4	100
MASTER, THE	N	8082	4700	5.1	58.2	106	1281	5.4	15.9	112	1800	4.6	22.3	96	1620	5.6	20.0	115
MATT HOUSTON	A	12881	7350	8.0	57.1	104	1881	7.9	14.6	103	3013	7.8	23.4	101	2457	8.4	19.1	110
NBC MONDAY NIGHT MOVIE	N	23889	13512	14.7	56.6	103	3211	13.5	13.4	95	5850	15.1	24.5	106	4451	15.3	18.6	107
NBC NIGHTLY NEWS	N	11156	5760	6.3	51.6	94	1298	5.5	11.6	82	2461	6.3	22.1	95	2001	6.9	17.9	103
NBC NIGHTLY NEWS-SAT	N	7363	3861	4.2	52.4	96	806	3.4	10.9	77	1683	4.3	22.9	99	1371	4.7	18.6	107
NBC NIGHTLY NEWS-SUN	N	6214	3295	3.6	53.0	97	821	3.5	13.2	93	1309	3.4	21.1	91	1165	4.0	18.7	108
NBC SUNDAY NIGHT MOVIE	N	17590	10176	11.1	57.9	106	2754	11.6	15.7	111	4258	11.0	24.2	105	3164	10.8	18.0	103
NEWHART	C	16740	9530	10.4	56.9	104	2359	9.9	14.1	100	3870	10.0	23.1	100	3301	11.3	19.7	113
ONE DAY AT A TIME	C	11820	6401	7.0	54.2	99	1825	7.7	15.4	109	2557	6.6	21.6	93	2019	6.9	17.1	98
PEOPLE ARE FUNNY	N	9138	5032	5.5	55.1	101	1206	5.1	13.2	93	2291	5.9	25.1	108	1535	5.3	16.8	97
REAL PEOPLE	N	15979	8320	9.1	52.1	95	1966	8.3	12.3	87	3460	8.9	21.7	93	2894	9.9	18.1	104
REMINGTON STEELE	N	14395	8258	9.0	57.4	105	2248	9.5	15.6	110	3468	8.9	24.1	104	2541	8.7	17.7	102
RIPLEY'S BELIEVE IT - NOT	A	11362	6112	6.7	53.8	98	1441	6.1	12.7	90	2601	6.7	22.9	99	2070	7.1	18.2	105
RIPTIDE	N	13920	8065	8.8	57.9	106	2069	8.7	14.9	105	3434	8.8	24.7	107	2562	8.8	18.4	106
SCARECROW & MRS. KING	C	17571	9587	10.4	54.6	100	2362	9.9	13.4	95	4045	10.4	23.0	99	3181	10.9	18.1	104
SIMON & SIMON	C	20208	11074	12.1	54.8	100	2564	10.8	12.7	90	4912	12.6	24.3	105	3599	12.3	17.8	102
60 MINUTES	C	27668	15007	16.4	54.2	99	3700	15.6	13.4	94	6418	16.5	23.2	100	4890	16.8	17.7	102
ST. ELSEWHERE	N	13699	8069	8.8	58.9	108	1808	7.6	13.2	93	3535	9.1	25.8	111	2726	9.3	19.9	114
THREE'S COMPANY	A	20632	11227	12.2	54.4	99	2823	11.9	13.7	97	4702	12.1	22.8	98	3702	12.7	17.9	103
T.J. HOOKER	A	17136	9536	10.4	55.6	102	2543	10.7	14.8	105	3821	9.8	22.3	96	3172	10.9	18.5	106
TONIGHT SHOW	N	4963	2794	3.0	56.3	103	717	3.0	14.4	102	1122	2.9	22.6	98	955	3.3	19.2	111
TRAPPER JOHN, M.D.	C	16332	8949	9.8	54.8	100	2215	9.3	13.6	96	3770	9.7	23.1	100	2964	10.2	18.1	104
TV BLOOPERS & PRAC. JOKES	N	18881	10092	11.0	53.5	98	2410	10.2	12.8	90	4427	11.4	23.4	101	3255	11.2	17.2	99
20/20	A	18315	9838	10.7	53.7	98	2386	10.1	13.0	92	4077	10.5	22.3	96	3374	11.6	18.4	106
WEBSTER	A	18722	10216	11.1	54.6	100	2655	11.2	14.2	100	4316	11.1	23.1	100	3245	11.1	17.3	100
WORLD NEWS - SUN	A	5327	2506	2.7	47.0	86	705	3.0	13.2	94	941	2.4	17.7	76	859	2.9	16.1	93
YELLOW ROSE	N	8370	4467	4.9	53.4	98	901	3.8	10.8	76	1921	4.9	23.0	99	1645	5.6	19.7	113
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	15139	16.5	58.5	107	4291	18.1	16.6	117	6397	16.5	24.7	107	4452	15.3	17.2	99
BASKETBALL - COLLEGE GAMES		14468	8656	9.4	59.8	109	2181	9.2	15.1	107	3910	10.1	27.0	117	2565	8.8	17.7	102
BASKETBALL - PRO GAMES		12124	7486	8.2	61.7	113	2252	9.5	18.6	131	3412	8.8	28.1	122	1823	6.3	15.0	86
BOWLING		9412	5405	5.9	57.4	105	1680	7.1	17.8	126	2227	5.7	23.7	102	1498	5.1	15.9	92
BOXING		15409	9420	10.3	61.1	112	3016	12.7	19.6	138	3709	9.5	24.1	104	2695	9.2	17.5	101
FOOTBALL - COLLEGE GAMES		21400	13063	14.2	61.0	112	3582	15.1	16.7	118	5473	14.1	25.6	110	4007	13.7	18.7	108
FOOTBALL - PRO GAMES		35944	22804	24.9	63.4	116	6257	26.4	17.4	123	9704	25.0	27.0	117	6843	23.5	19.0	109
GOLF		9759	5991	6.5	61.4	112	1425	6.0	14.6	103	2544	6.5	26.1	113	2023	6.9	20.7	119
POST-SEASON COLL. FOOTBALL		18123	11626	12.7	64.2	117	2961	12.5	16.3	115	5210	13.4	28.7	124	3455	11.8	19.1	110
POST-SEASON PRO FOOTBALL		22091	14151	15.4	64.1	117	3579	15.1	16.2	114	6269	16.1	28.4	123	4303	14.8	19.5	112
TENNIS		6764	3899	4.2	57.6	105	1071	4.5	15.8	112	1687	4.3	24.9	108	1141	3.9	16.9	97
WRESTLING - PROFESSIONAL		9695	6161	6.7	63.5	116	2158	9.1	22.3	157	2546	6.6	26.3	113	1457	5.0	15.0	86

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS %	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS %	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	45355	100.0	57.2	100	12979	100.0	16.4	100	19128	100.0	24.1	100	13247	100.0	16.7	100
HOUSEHOLD HEADS	66405	36843	81.2	55.5	97	10103	77.8	15.2	93	15783	82.5	23.8	98	10957	82.7	16.5	99
18 - 24	13945	9045	19.9	64.9	113	3283	25.3	23.5	144	3644	19.1	26.1	108	2118	16.0	15.2	91
25 - 34	19334	12686	28.0	65.6	115	3592	27.7	18.6	113	5330	27.9	27.6	114	3765	28.4	19.5	117
35 - 44	14196	8541	18.8	60.2	105	2363	18.2	16.6	102	3651	19.1	25.7	107	2527	19.1	17.8	107
45 - 54	10896	5655	12.5	51.9	91	1461	11.3	13.4	82	2259	11.8	20.7	86	1934	14.6	17.7	106
55 - 64	10378	4974	11.0	47.9	84	1131	8.7	10.9	67	2161	11.3	20.8	86	1682	12.7	16.2	97
65 OR OLDER	10514	4454	9.8	42.4	74	1150	8.9	10.9	67	2083	10.9	19.8	82	1221	9.2	11.6	69
18 - 34	33279	21731	47.9	65.3	114	6875	53.0	20.7	126	8974	46.9	27.0	112	5883	44.4	17.7	106
18 - 49	52904	33196	73.2	62.7	110	10095	77.8	19.1	117	13659	71.4	25.8	107	9441	71.3	17.8	107
25 - 54	44426	26882	59.3	60.5	106	7416	57.1	16.7	102	11240	58.8	25.3	105	8226	62.1	18.5	111
35 - 49	19625	11465	25.3	58.4	102	3221	24.8	16.4	100	4686	24.5	23.9	99	3558	26.9	18.1	108
50 OR OLDER	26359	12159	26.8	46.1	81	2884	22.2	10.9	67	5469	28.6	20.7	86	3806	28.7	14.4	86
GRADUATED COLLEGE	15982	9742	21.5	61.0	107	2055	15.8	12.9	79	4215	22.0	26.4	109	3473	26.2	21.7	130
ATTENDED COLLEGE	13629	8613	19.0	63.2	110	2449	18.9	18.0	110	3572	18.7	26.2	109	2591	19.6	19.0	114
GRADUATED HIGH SCHOOL	28591	16722	36.9	58.5	102	5157	39.7	18.0	110	6796	35.5	23.8	98	4769	36.0	16.7	100
DID NOT GRADUATE HIGH SCHOOL	21061	10278	22.7	48.8	85	3319	25.6	15.8	96	4545	23.8	21.6	89	2414	18.2	11.5	69
EMPLOYED FULL-TIME	52316	30229	66.6	57.8	101	8556	65.9	16.4	100	12409	64.9	23.7	98	9264	69.9	17.7	106
EMPLOYED PART-TIME	4113	2795	6.2	68.0	119	755	5.8	18.4	112	1413	7.4	34.4	142	627	4.7	15.2	91
NOT EMPLOYED	22834	12331	27.2	54.0	94	3669	28.3	16.1	98	5305	27.7	23.2	96	3357	25.3	14.7	88
PROFESSIONAL/MANAGER	15034	8605	19.0	57.2	100	1854	14.3	12.3	75	3602	18.8	24.0	99	3150	23.8	21.0	125
TECH/CLERICAL/SALES	11255	6534	14.4	58.1	101	1779	13.7	15.8	97	2739	14.3	24.3	101	2016	15.2	17.9	107
PRECISION/CRAFT	11607	6921	15.3	59.6	104	1997	15.4	17.2	105	3117	16.3	26.9	111	1808	13.6	15.6	93
OTHER EMPLOYED	18534	10964	24.2	59.2	103	3681	28.4	19.9	121	4365	22.8	23.6	98	2917	22.0	15.7	94
SINGLE	19562	12302	27.1	62.9	110	3994	30.8	20.4	125	5100	26.7	26.1	108	3209	24.2	16.4	98
MARRIED	51896	29090	64.1	56.1	98	7658	59.0	14.8	90	12368	64.7	23.8	99	9064	68.4	17.5	105
DIVORCED/SEPARATED/WIDOWED	7804	3963	8.7	50.8	89	1328	10.2	17.0	104	1660	8.7	21.3	88	975	7.4	12.5	75
PARENTS	25372	16257	35.8	64.1	112	4656	35.9	18.4	112	6776	35.4	26.7	111	4825	36.4	19.0	114
WHITE	69658	39451	87.0	56.6	99	10651	82.1	15.3	93	16800	87.8	24.1	100	12000	90.6	17.2	103
BLACK	7909	4738	10.4	59.9	105	2028	15.6	25.6	157	1870	9.8	23.6	98	840	6.3	10.6	64
OTHER	1696	1166	2.6	68.8	120	**301	2.3	17.7	108	*458	2.4	27.0	112	*408	3.1	24.1	144
NORTHEAST-CENSUS	17202	10444	23.0	60.7	106	3291	25.4	19.1	117	4277	22.4	24.9	103	2876	21.7	16.7	100
NORTH CENTRAL	20461	12245	27.0	59.8	105	3231	24.9	15.8	96	5116	26.7	25.0	104	3898	29.4	19.1	114
SOUTH	26695	13571	29.9	50.8	89	4490	34.6	16.8	103	5642	29.5	21.1	88	3440	26.0	12.9	77
WEST	14906	9095	20.1	61.0	107	1968	15.2	13.2	81	4093	21.4	27.5	114	3034	22.9	20.4	122
NORTHEAST-MKTG.	17962	10638	23.5	59.2	104	3312	25.5	18.4	113	4282	22.4	23.8	99	3044	23.0	16.9	101
EAST CENTRAL	11741	6990	15.4	59.5	104	2084	16.1	17.7	108	2850	14.9	24.3	101	2056	15.5	17.5	105
WEST CENTRAL	13518	8011	17.7	59.3	104	1856	14.3	13.7	84	3589	18.8	26.5	110	2566	19.4	19.0	114
SOUTH	23168	11871	26.2	51.2	90	3977	30.6	17.2	105	4897	25.6	21.1	88	2997	22.6	12.9	77
PACIFIC	12874	7845	17.3	60.9	106	1750	13.5	13.6	83	3510	18.4	27.3	113	2585	19.5	20.1	120
COUNTY SIZE A	32596	19373	42.7	59.4	104	5820	44.8	17.9	109	8168	42.7	25.1	104	5384	40.6	16.5	99
COUNTY SIZE B	23814	13385	29.5	56.2	98	3891	30.0	16.3	100	5399	28.2	22.7	94	4096	30.9	17.2	103
COUNTY SIZE C	12663	6960	15.3	55.0	96	1642	12.7	13.0	79	3056	16.0	24.1	100	2263	17.1	17.9	107
COUNTY SIZE D	10190	5636	12.4	55.3	97	1627	12.5	16.0	98	2505	13.1	24.6	102	1504	11.4	14.8	88
METRO CENTRAL CITY	23190	13414	29.6	57.8	101	4484	34.5	19.3	118	5583	29.2	24.1	100	3347	25.3	14.4	86
METRO SUBURBAN	36920	21508	47.4	58.3	102	5661	43.6	15.3	94	9024	47.2	24.4	101	6822	51.5	18.5	111
NON METRO	19152	10433	23.0	54.5	95	2834	21.8	14.8	90	4520	23.6	23.6	98	3079	23.2	16.1	96
TOP 5 ADI'S	18703	11240	24.8	60.1	105	3372	26.0	18.0	110	4789	25.0	25.6	106	3079	23.2	16.5	99
TOP 10 ADI'S	26158	15371	33.9	58.8	103	4666	36.0	17.8	109	6437	33.7	24.6	102	4268	32.2	16.3	98
TOP 20 ADI'S	36612	21764	48.0	59.4	104	6268	48.3	17.1	105	9196	48.1	25.1	104	6300	47.6	17.2	103
HSHLD INC. $50,000 OR MORE	9326	5413	11.9	58.0	101	1336	10.3	14.3	87	2114	11.1	22.7	94	1963	14.8	21.0	126
$40,000 OR MORE	18002	10572	23.3	58.7	103	2613	20.1	14.5	89	4499	23.5	25.0	104	3461	26.1	19.2	115
$30,000 OR MORE	31361	18626	41.1	59.4	104	4431	34.1	14.1	86	8254	43.2	26.3	109	5941	44.8	18.9	113
$25,000 OR MORE	39858	23570	52.0	59.1	103	5914	45.6	14.8	91	10352	54.1	26.0	108	7303	55.1	18.3	110
$20,000 - $24,999	8664	5080	11.2	58.6	102	1573	12.1	18.2	111	2061	10.8	23.8	99	1446	10.9	16.7	100
$15,000 - $19,999	7964	4489	9.9	56.4	99	1398	10.8	17.6	107	1782	9.3	22.4	93	1309	9.9	16.4	98
$10,000 - $14,999	11093	6361	14.0	57.3	100	2072	16.0	18.7	114	2455	12.8	22.1	92	1834	13.8	16.5	99
UNDER $10,000	11683	5855	12.9	50.1	88	2022	15.6	17.3	106	2477	12.9	21.2	88	1356	10.2	11.6	69
HOUSEHOLD OF 1 PERSON	7453	3861	8.5	51.8	91	1247	9.6	16.7	102	1651	8.6	22.2	92	962	7.3	12.9	77
2 PEOPLE	24757	12739	28.1	51.5	90	3262	25.1	13.2	80	5383	28.1	21.7	90	4093	30.9	16.5	99
3 OR 4 PEOPLE	32682	19718	43.5	60.3	105	5469	42.1	16.7	102	8526	44.6	26.1	108	5723	43.2	17.5	105
5 OR MORE PEOPLE	14370	9037	19.9	62.9	110	3002	23.1	20.9	128	3567	18.6	24.8	103	2468	18.6	17.2	103
NO CHILD IN HSHLD	46768	24540	54.1	52.5	92	6924	53.3	14.8	90	10394	54.3	22.2	92	7222	54.5	15.4	92
CHILD(REN) UNDER 2 YRS	4799	3123	6.9	65.1	114	875	6.7	18.2	111	1282	6.7	26.7	111	966	7.3	20.1	120
2 - 5 YEARS	11125	7539	16.6	67.8	118	2165	16.7	19.5	119	3219	16.8	28.9	120	2155	16.3	19.4	116
6 - 11 YEARS	14193	9184	20.2	64.7	113	2588	19.9	18.2	111	4005	20.9	28.2	117	2591	19.6	18.3	109
12 - 17 YEARS	17402	10864	24.0	62.4	109	3406	26.2	19.6	120	4298	22.5	24.7	102	3160	23.9	18.2	109
RESIDENCE OWNED	56398	31316	69.0	55.5	97	8240	63.5	14.6	89	13407	70.1	23.8	99	9670	73.0	17.1	103
VALUE: $50,000 OR MORE	34811	19983	44.1	57.4	100	5042	38.8	14.5	88	8572	44.8	24.6	102	6370	48.1	18.3	109
VALUE: UNDER $50,000	21587	11333	25.0	52.5	92	3198	24.6	14.8	90	4835	25.3	22.4	93	3300	24.9	15.3	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS (MALES)

0201
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	45355	100.0	57.2	100	12979	100.0	16.4	100	19128	100.0	24.1	100	13247	100.0	16.7	100
MAGAZINES	QUINTILE 1	16033	10403	22.9	64.9	113	3125	24.1	19.5	119	4177	21.8	26.1	108	3101	23.4	19.3	116
	QUINTILE 2	15354	9397	20.7	61.2	107	2604	20.1	17.0	104	3897	20.4	25.4	105	2895	21.9	18.9	113
	QUINTILE 3	15888	8878	19.6	55.9	98	2406	18.5	15.1	92	3836	20.1	24.1	100	2636	19.9	16.6	99
	QUINTILE 4	17310	9601	21.2	55.5	97	2745	21.1	15.9	97	4175	21.8	24.1	100	2681	20.2	15.5	93
	QUINTILE 5	14677	7075	15.6	48.2	84	2098	16.2	14.3	87	3042	15.9	20.7	86	1935	14.6	13.2	79
NEWSPAPERS	QUINTILE 1	15277	8964	19.8	58.7	103	2486	19.2	16.3	99	3830	20.0	25.1	104	2648	20.0	17.3	104
	QUINTILE 2	22745	13379	29.5	58.8	103	3708	28.6	16.3	100	5550	29.0	24.4	101	4122	31.1	18.1	108
	QUINTILE 3	10692	6117	13.5	57.2	100	1750	13.5	16.4	100	2538	13.3	23.7	98	1828	13.8	17.1	102
	QUINTILE 4	11646	6736	14.9	57.8	101	1722	13.3	14.8	90	2961	15.5	25.4	105	2053	15.5	17.6	105
	QUINTILE 5	18903	10159	22.4	53.7	94	3314	25.5	17.5	107	4248	22.2	22.5	93	2597	19.6	13.7	82
OUTDOOR	QUINTILE 1	16620	9891	21.8	59.5	104	2804	21.6	16.9	103	4209	22.0	25.3	105	2877	21.7	17.3	104
	QUINTILE 2	16377	9945	21.9	60.7	106	2803	21.6	17.1	105	4240	22.2	25.9	107	2902	21.9	17.7	106
	QUINTILE 3	15995	9013	19.9	56.3	98	2564	19.8	16.0	98	3679	19.2	23.0	95	2770	20.9	17.3	104
	QUINTILE 4	15592	8742	19.3	56.1	98	2461	19.0	15.8	96	3676	19.2	23.6	98	2606	19.7	16.7	100
	QUINTILE 5	14679	7763	17.1	52.9	92	2347	18.1	16.0	98	3323	17.4	22.6	94	2093	15.8	14.3	85
RADIO-DRIVE TIME	QUINTILE 1	15746	9478	20.9	60.2	105	3144	24.2	20.0	122	3889	20.3	24.7	102	2445	18.5	15.5	93
	QUINTILE 2	15067	8615	19.0	57.2	100	2415	18.6	16.0	98	3676	19.2	24.4	101	2524	19.1	16.8	100
	QUINTILE 3	15631	9125	20.1	58.4	102	2228	17.2	14.3	87	3945	20.6	25.2	105	2952	22.3	18.9	113
	QUINTILE 4	16245	9385	20.7	57.8	101	2815	21.7	17.3	106	3822	20.0	23.5	97	2747	20.7	16.9	101
	QUINTILE 5	16573	8752	19.3	52.8	92	2377	18.3	14.3	88	3795	19.8	22.9	95	2579	19.5	15.6	93
RADIO-MID-DAY	TERCILE 1	21788	13042	28.8	59.9	105	4095	31.6	18.8	115	5613	29.3	25.8	107	3334	25.2	15.3	92
	TERCILE 2	21151	11828	26.1	55.9	98	3215	24.8	15.2	93	5152	26.9	24.4	101	3461	26.1	16.4	98
	TERCILE 3	36323	20485	45.2	56.4	99	5669	43.7	15.6	95	8363	43.7	23.0	95	6452	48.7	17.8	106
RADIO-TOTAL	QUINTILE 1	15977	9886	21.8	61.9	108	3220	24.8	20.2	123	4054	21.2	25.4	105	2613	19.7	16.4	98
	QUINTILE 2	15923	9213	20.3	57.9	101	2772	21.4	17.4	106	4084	21.4	25.6	106	2357	17.8	14.8	89
	QUINTILE 3	14980	8641	19.1	57.7	101	2147	16.5	14.3	88	3900	20.4	26.0	108	2595	19.6	17.3	104
	QUINTILE 4	17123	9602	21.2	56.1	98	2740	21.1	16.0	98	3828	20.0	22.4	93	3033	22.9	17.7	106
	QUINTILE 5	15260	8013	17.7	52.5	92	2101	16.2	13.8	84	3262	17.1	21.4	89	2650	20.0	17.4	104
TV-PRIME TIME	QUINTILE 1	15674	9103	20.1	58.1	101	2295	17.7	14.6	89	3921	20.5	25.0	104	2887	21.8	18.4	110
	QUINTILE 2	15944	9359	20.6	58.7	103	2919	22.5	18.3	112	3852	20.1	24.2	100	2588	19.5	16.2	97
	QUINTILE 3	16037	9516	21.0	59.3	104	2651	20.4	16.5	101	4162	21.8	26.0	108	2703	20.4	16.9	101
	QUINTILE 4	15412	8444	18.6	54.8	96	2668	20.6	17.3	106	3289	17.2	21.3	88	2487	18.8	16.1	97
	QUINTILE 5	16194	8932	19.7	55.2	96	2446	18.8	15.1	92	3905	20.4	24.1	100	2582	19.5	15.9	95
TV-DAYTIME	TERCILE 1	19156	10732	23.7	56.0	98	3448	26.6	18.0	110	4408	23.0	23.0	95	2876	21.7	15.0	90
	TERCILE 2	19343	11478	25.3	59.3	104	3533	27.2	18.3	112	4558	23.8	23.6	98	3387	25.6	17.5	105
	TERCILE 3	40764	23145	51.0	56.8	99	5998	46.2	14.7	90	10162	53.1	24.9	103	6985	52.7	17.1	103
TV-TOTAL	QUINTILE 1	15844	9019	19.9	56.9	99	2949	22.7	18.6	114	3576	18.7	22.6	94	2495	18.8	15.7	94
	QUINTILE 2	15767	8893	19.6	56.4	99	2526	19.5	16.0	98	3821	20.0	24.2	100	2546	19.2	16.1	97
	QUINTILE 3	15775	9190	20.3	58.3	102	2606	20.1	16.5	101	3770	19.7	23.9	99	2814	21.2	17.8	107
	QUINTILE 4	15903	9419	20.8	59.2	104	2664	20.5	16.8	102	3977	20.8	25.0	104	2777	21.0	17.5	104
	QUINTILE 5	15974	8834	19.5	55.3	97	2235	17.2	14.0	85	3984	20.8	24.9	103	2616	19.7	16.4	98
MAGAZINES-NEWSPAPERS: DUAL		21225	13208	29.1	62.2	109	3638	28.0	17.1	105	5484	28.7	25.8	107	4085	30.8	19.2	115
MAGAZINE IMPERATIVE		17728	10930	24.1	61.7	108	3261	25.1	18.4	112	4481	23.4	25.3	105	3188	24.1	18.0	108
NEWSPAPER IMPERATIVE		22987	12305	27.1	53.5	94	3535	27.2	15.4	94	5158	27.0	22.4	93	3613	27.3	15.7	94
MAGAZINES-OUTDOOR: DUAL		16244	10288	22.7	63.3	111	2740	21.1	16.9	103	4625	24.2	28.5	118	2923	22.1	18.0	108
MAGAZINE IMPERATIVE		24016	14321	31.6	59.6	104	4253	32.8	17.7	108	5721	29.9	23.8	99	4347	32.8	18.1	108
OUTDOOR IMPERATIVE		26020	14406	31.8	55.4	97	4039	31.1	15.5	95	6143	32.1	23.6	98	4224	31.9	16.2	97
MAGAZINES-RADIO: DUAL		16918	10861	23.9	64.2	112	3345	25.8	19.8	121	4554	23.8	26.9	112	2962	22.4	17.5	105
MAGAZINE IMPERATIVE		23456	13933	30.7	59.4	104	3744	28.8	16.0	97	5631	29.4	24.0	99	4558	34.4	19.4	116
RADIO IMPERATIVE		23900	13135	29.0	55.0	96	4000	30.8	16.7	102	5728	29.9	24.0	99	3407	25.7	14.3	85
MAGAZINES-TELEVISION: DUAL		15791	9877	21.8	62.5	109	3140	24.2	19.9	121	3922	20.5	24.8	103	2816	21.3	17.8	107
MAGAZINE IMPERATIVE		25476	15498	34.2	60.8	106	4171	32.1	16.4	100	6569	34.3	25.8	107	4758	35.9	18.7	112
TELEVISION IMPERATIVE		25744	13413	29.6	52.1	91	3848	29.6	14.9	91	5686	29.7	22.1	92	3879	29.3	15.1	90
NEWSPAPERS-OUTDOOR: DUAL		17628	10640	23.5	60.4	105	2970	22.9	16.8	103	4608	24.1	26.1	108	3062	23.1	17.4	104
NEWSPAPER IMPERATIVE		26414	14953	33.0	56.6	99	4166	32.1	15.8	96	6051	31.6	22.9	95	4736	35.8	17.9	107
OUTDOOR IMPERATIVE		23059	13409	29.6	58.2	102	3936	30.3	17.1	104	5627	29.4	24.4	101	3847	29.0	16.7	100
NEWSPAPERS-RADIO: DUAL		17996	10817	23.8	60.1	105	3081	23.7	17.1	105	4709	24.6	26.2	108	3027	22.9	16.8	101
NEWSPAPER IMPERATIVE		26269	14994	33.1	57.1	100	3988	30.7	15.2	93	6084	31.8	23.2	96	4922	37.2	18.7	112
RADIO IMPERATIVE		21342	12525	27.6	58.7	103	3976	30.6	18.6	114	5344	27.9	25.0	104	3204	24.2	15.0	90
NEWSPAPERS-TELEVISION: DUAL		17359	10136	22.3	58.4	102	3059	23.6	17.6	108	4108	21.5	23.7	98	2970	22.4	17.1	102
NEWSPAPER IMPERATIVE		26889	15834	34.9	58.9	103	4257	32.8	15.8	97	6705	35.1	24.9	103	4873	36.8	18.1	108
TELEVISION IMPERATIVE		21698	12014	26.5	55.4	97	3753	28.9	17.3	106	4974	26.0	22.9	95	3288	24.8	15.2	91
OUTDOOR-RADIO: DUAL		16456	10022	22.1	60.9	106	3110	24.0	18.9	115	4372	22.9	26.6	110	2541	19.2	15.4	92
OUTDOOR IMPERATIVE		25870	14815	32.7	57.3	100	3762	29.0	14.5	89	6159	32.2	23.8	99	4894	36.9	18.9	113
RADIO IMPERATIVE		23943	13856	30.6	57.9	101	4204	32.4	17.6	107	5774	30.2	24.1	100	3878	29.3	16.2	97
OUTDOOR-TELEVISION: DUAL		15918	9670	21.3	60.7	106	2846	21.9	17.9	109	4045	21.1	25.4	105	2779	21.0	17.5	104
OUTDOOR IMPERATIVE		26398	15584	34.4	59.0	103	4238	32.7	16.1	98	6689	35.0	25.3	105	4658	35.2	17.6	106
TELEVISION IMPERATIVE		24851	13429	29.6	54.0	94	4081	31.4	16.4	100	5495	28.7	22.1	92	3853	29.1	15.5	93
RADIO-TELEVISION: DUAL		15584	9159	20.2	58.8	103	2707	20.9	17.4	106	4058	21.2	26.0	108	2395	18.1	15.4	92
RADIO IMPERATIVE		25472	15119	33.3	59.4	104	4360	33.6	17.1	105	6500	34.0	25.5	106	4259	32.2	16.7	100
TELEVISION IMPERATIVE		25578	14299	31.5	55.9	98	4205	32.4	16.4	100	5666	29.6	22.2	92	4429	33.4	17.3	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS (MALES)

0202
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS %	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS %	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	45355	100.0	57.2	100	12979	100.0	16.4	100	19128	100.0	24.1	100	13247	100.0	16.7	100
ATLANTIC MONTHLY	452	*241	0.5	53.3	93	**38	0.3	8.4	51	**154	0.8	34.1	141	**50	0.4	11.1	66
BARRON'S	1058	731	1.6	69.1	121	*201	1.5	19.0	116	338	1.8	31.9	132	*192	1.4	18.1	109
BETTER HOMES & GARDENS	4773	2843	6.3	59.6	104	793	6.1	16.6	101	1133	5.9	23.7	98	917	6.9	19.2	115
BON APPETIT	1037	716	1.6	69.0	121	*171	1.3	16.5	101	372	1.9	35.9	149	*173	1.3	16.7	100
BUSINESS WEEK	3193	1860	4.1	58.3	102	365	2.8	11.4	70	854	4.5	26.7	111	641	4.8	20.1	120
CAR AND DRIVER	2705	1780	3.9	65.8	115	524	4.0	19.4	118	806	4.2	29.8	123	449	3.4	16.6	99
CBS MAGAZINE NETWORK (GROSS)	5678	3847	8.5	67.8	118	1309	10.1	23.1	141	1718	9.0	30.3	125	820	6.2	14.4	86
CHANGING TIMES	1847	1129	2.5	61.1	107	*307	2.4	16.6	102	435	2.3	23.6	98	388	2.9	21.0	126
COLONIAL HOMES	492	327	0.7	66.5	116	**82	0.6	16.7	102	*159	0.8	32.3	134	**85	0.6	17.3	103
CONDE NAST MAG. PKG. (GROSS)	2066	1318	2.9	63.8	111	576	4.4	27.9	170	444	2.3	21.5	89	297	2.2	14.4	86
CONSUMERS DIGEST	1719	1087	2.4	63.2	111	296	2.3	17.2	105	563	2.9	32.8	136	228	1.7	13.3	79
COSMOPOLITAN	1762	1175	2.6	66.7	117	355	2.7	20.1	123	474	2.5	26.9	111	347	2.6	19.7	118
COUNTRY LIVING	1110	682	1.5	61.4	107	*182	1.4	16.4	100	276	1.4	24.9	103	*224	1.7	20.2	121
CUISINE	660	434	1.0	65.8	115	*127	1.0	19.2	118	*199	1.0	30.2	125	*109	0.8	16.5	99
CYCLE WORLD	1924	1221	2.7	63.5	111	415	3.2	21.6	132	555	2.9	28.8	120	250	1.9	13.0	78
DCI:CREATIVE IDEAS FOR LIV	437	300	0.7	68.6	120	**90	0.7	20.6	126	**144	0.8	33.0	137	**67	0.5	15.3	92
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1470	3.2	59.0	103	359	2.8	14.4	88	608	3.2	24.4	101	503	3.8	20.2	121
DISCOVER	1279	801	1.8	62.6	109	*230	1.8	18.0	110	333	1.7	26.0	108	*238	1.8	18.6	111
EBONY	2898	1885	4.2	65.0	114	811	6.2	28.0	171	695	3.6	24.0	99	379	2.9	13.1	78
ESQUIRE	1384	937	2.1	67.7	118	281	2.2	20.3	124	354	1.9	25.6	106	302	2.3	21.8	131
ESSENCE	850	600	1.3	70.6	123	*278	2.1	32.7	200	*239	1.2	28.1	117	**83	0.6	9.8	58
FAMILY CIRCLE	2430	1561	3.4	64.2	112	400	3.1	16.5	101	604	3.2	24.9	103	557	4.2	22.9	137
THE FAMILY HANDYMAN	2356	1476	3.3	62.6	109	324	2.5	13.8	84	699	3.7	29.7	123	454	3.4	19.3	115
FAMILY WEEKLY	11533	6710	14.8	58.2	102	1815	14.0	15.7	96	2806	14.7	24.3	101	2090	15.8	18.1	108
FIELD & STREAM	7444	4583	10.1	61.6	108	1471	11.3	19.8	121	1915	10.0	25.7	107	1197	9.0	16.1	96
FOOD & WINE	416	223	0.5	53.6	94	**50	0.4	12.0	73	**128	0.7	30.8	128	**44	0.3	10.6	63
FORBES	1865	1048	2.3	56.2	98	*234	1.8	12.5	77	487	2.5	26.1	108	327	2.5	17.5	105
FORTUNE	1849	1243	2.7	67.2	117	315	2.4	17.0	104	492	2.6	26.6	110	436	3.3	23.6	141
GENTLEMEN'S QUARTERLY	2284	1677	3.7	73.4	128	669	5.2	29.3	179	683	3.6	29.9	124	324	2.4	14.2	85
GLAMOUR	538	*314	0.7	58.4	102	**127	1.0	23.6	144	**95	0.5	17.7	73	**92	0.7	17.1	102
GOLF DIGEST	1649	1047	2.3	63.5	111	255	2.0	15.5	94	421	2.2	25.5	106	371	2.8	22.5	135
GOLF DIGEST/TENNIS (GROSS)	2294	1513	3.3	66.0	115	366	2.8	16.0	97	648	3.4	28.2	117	499	3.8	21.8	130
GOLF MAGAZINE	1577	949	2.1	60.2	105	*249	1.9	15.8	96	434	2.3	27.5	114	267	2.0	16.9	101
GOLF MAGAZINE/SKI (GROSS)	2487	1536	3.4	61.8	108	432	3.3	17.4	106	639	3.3	25.7	106	466	3.5	18.7	112
GOOD HOUSEKEEPING	2569	1531	3.4	59.6	104	398	3.1	15.5	95	679	3.5	26.4	110	454	3.4	17.7	106
HARPER'S BAZAAR	431	*257	0.6	59.6	104	**101	0.8	23.4	143	**114	0.6	26.5	110	**43	0.3	10.0	60
HEALTH	788	557	1.2	70.7	124	*163	1.3	20.7	126	*316	1.7	40.1	166	**77	0.6	9.8	58
HEARST MAG CORP. BUY (GROSS)	18781	12182	26.9	64.9	113	3520	27.1	18.7	114	5364	28.0	28.6	118	3299	24.9	17.6	105
HEARST MAN POWER (GROSS)	9169	6118	13.5	66.7	117	1814	14.0	19.8	121	2738	14.3	29.9	124	1567	11.8	17.1	102
HEARST WOMAN POWER (GROSS)	5452	3411	7.5	62.6	109	939	7.2	17.2	105	1461	7.6	26.8	111	1011	7.6	18.5	111
HOUSE BEAUTIFUL	1020	631	1.4	61.9	108	*170	1.3	16.7	102	*263	1.4	25.8	107	*198	1.5	19.4	116
INC.	993	656	1.4	66.1	115	*219	1.7	22.1	135	*205	1.1	20.6	86	*232	1.8	23.4	140
JET	2808	1756	3.9	62.5	109	630	4.9	22.4	137	762	4.0	27.1	112	363	2.7	12.9	77
LADIES' HOME JOURNAL	1868	1176	2.6	63.0	110	*226	1.7	12.1	74	558	2.9	29.9	124	392	3.0	21.0	126
LHJ FAMILY GRP COMBO(GROSS)	3582	2417	5.3	67.5	118	551	4.2	15.4	94	1219	6.4	34.0	141	647	4.9	18.1	108
LIFE	4817	3094	6.8	64.2	112	987	7.6	20.5	125	1256	6.6	26.1	108	851	6.4	17.7	106
L.A. TIMES HOME MAGAZINE	1465	923	2.0	63.0	110	239	1.8	16.3	100	360	1.9	24.6	102	325	2.5	22.2	133
MADEMOISELLE	460	*242	0.5	52.6	92	**101	0.8	22.0	134	**99	0.5	21.5	89	**41	0.3	8.9	53
MC CALL'S	1764	1120	2.5	63.5	111	316	2.4	17.9	109	463	2.4	26.2	109	341	2.6	19.3	116
MC CALL'S/WRK MOTHER (GROSS)	2062	1375	3.0	66.7	117	375	2.9	18.2	111	587	3.1	28.5	118	413	3.1	20.0	120
MECHANIX ILLUSTRATED	3625	2449	5.4	67.6	118	701	5.4	19.3	118	980	5.1	27.0	112	768	5.8	21.2	127
METROPOLITAN HOME	495	382	0.8	77.2	135	**84	0.6	17.0	104	**108	0.6	21.8	90	*190	1.4	38.4	230
MONEY	3017	1951	4.3	64.7	113	556	4.3	18.4	113	773	4.0	25.6	106	623	4.7	20.6	124
MOTHER EARTH NEWS	1203	822	1.8	68.3	119	*185	1.4	15.4	94	484	2.5	40.2	167	*153	1.2	12.7	76
MS.	*257	**156	0.3	60.7	106	**49	0.4	19.1	116	**93	0.5	36.2	150	**13	0.1	5.1	30
NATIONAL ENQUIRER	6921	4157	9.2	60.1	105	1436	11.1	20.7	127	1643	8.6	23.7	98	1079	8.1	15.6	93
NATIONAL GEOGRAPHIC	11626	7174	15.8	61.7	108	1838	14.2	15.8	97	2809	14.7	24.2	100	2527	19.1	21.7	130
NATIONAL SUNDAY MAGAZINE PKG	49424	28949	63.8	58.6	102	7945	61.2	16.1	98	12420	64.9	25.1	104	8584	64.8	17.4	104
NATURAL HISTORY	753	458	1.0	60.8	106	*186	1.4	24.7	151	*153	0.8	20.3	84	*120	0.9	15.9	95
NEW WOMAN	*296	*203	0.4	68.6	120	**90	0.7	30.4	186	**84	0.4	28.4	118	**29	0.2	9.8	59
NEW YORK INCLUDING CUE	541	351	0.8	64.9	113	**94	0.7	17.4	106	*165	0.9	30.5	126	**93	0.7	17.2	103
THE NEW YORKER	1078	668	1.5	62.0	108	*132	1.0	12.2	75	327	1.7	30.3	126	209	1.6	19.4	116
NEWSWEEK	9602	6004	13.2	62.5	109	1638	12.6	17.1	104	2416	12.6	25.2	104	1949	14.7	20.3	121
THE N.Y. TIMES DAILY EDITION	1376	855	1.9	62.1	109	214	1.6	15.6	95	386	2.0	28.1	116	255	1.9	18.5	111
THE N.Y. TIMES MAGAZINE	2110	1344	3.0	63.7	111	324	2.5	15.4	94	632	3.3	30.0	124	387	2.9	18.3	110
OMNI	1927	1406	3.1	73.0	128	390	3.0	20.2	124	680	3.6	35.3	146	336	2.5	17.4	104
ON CABLE	911	625	1.4	68.6	120	*257	2.0	28.2	172	*158	0.8	17.3	72	*210	1.6	23.1	138
1001 HOME IDEAS	927	684	1.5	73.8	129	*162	1.2	17.5	107	345	1.8	37.2	154	*178	1.3	19.2	115
ORGANIC GARDENING	1430	784	1.7	54.8	96	*166	1.3	11.6	71	400	2.1	28.0	116	218	1.6	15.2	91
OUTDOOR LIFE	4064	2581	5.7	63.5	111	850	6.5	20.9	128	1100	5.8	27.1	112	631	4.8	15.5	93
PARADE MAGAZINE	24538	14248	31.4	58.1	101	3933	30.3	16.0	98	6149	32.1	25.1	104	4165	31.4	17.0	102

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS (MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	45355	100.0	57.2	100	12979	100.0	16.4	100	19128	100.0	24.1	100	13247	100.0	16.7	100
PARENTS	1126	883	1.9	78.4	137	316	2.4	28.1	171	*268	1.4	23.8	99	300	2.3	26.6	159
PENTHOUSE	4157	2770	6.1	66.6	116	879	6.8	21.1	129	1161	6.1	27.9	116	730	5.5	17.6	105
PEOPLE	7591	4900	10.8	64.6	113	1562	12.0	20.6	126	2059	10.8	27.1	112	1279	9.7	16.8	101
PLAYBOY	8379	5425	12.0	64.7	113	1786	13.8	21.3	130	2114	11.1	25.2	105	1525	11.5	18.2	109
POPULAR HOT RODDING	2110	1495	3.3	70.9	124	546	4.2	25.9	158	613	3.2	29.1	120	*336	2.5	15.9	95
POPULAR MECHANICS	4850	3329	7.3	68.6	120	930	7.2	19.2	117	1479	7.7	30.5	126	920	6.9	19.0	114
POPULAR SCIENCE	3397	2264	5.0	66.6	116	560	4.3	16.5	101	949	5.0	27.9	116	755	5.7	22.2	133
PREVENTION	1720	1001	2.2	58.2	102	313	2.4	18.2	111	470	2.5	27.3	113	218	1.6	12.7	76
PSYCHOLOGY TODAY	1344	929	2.0	69.1	121	*296	2.3	22.0	134	438	2.3	32.6	135	*195	1.5	14.5	87
READER'S DIGEST	16016	9255	20.4	57.8	101	2541	19.6	15.9	97	3876	20.3	24.2	100	2838	21.4	17.7	106
REDBOOK	1121	706	1.6	63.0	110	*187	1.4	16.7	102	*309	1.6	27.6	114	*210	1.6	18.7	112
ROAD & TRACK	2161	1506	3.3	69.7	122	609	4.7	28.2	172	607	3.2	28.1	116	290	2.2	13.4	80
ROLLING STONE	1948	1465	3.2	75.2	131	450	3.5	23.1	141	592	3.1	30.4	126	424	3.2	21.8	130
RUNNER'S WORLD	899	640	1.4	71.2	124	**114	0.9	12.7	77	*318	1.7	35.4	147	*208	1.6	23.1	138
SATURDAY EVENING POST	841	571	1.3	67.9	119	*152	1.2	18.1	110	*246	1.3	29.3	121	*173	1.3	20.6	123
SCIENCE 84	841	592	1.3	70.4	123	**121	0.9	14.4	88	*292	1.5	34.7	144	*178	1.3	21.2	127
SCIENCE DIGEST	1194	838	1.8	70.2	123	*275	2.1	23.0	141	348	1.8	29.1	121	*214	1.6	17.9	107
SCIENTIFIC AMERICAN	1379	866	1.9	62.8	110	*249	1.9	18.1	110	344	1.8	24.9	103	272	2.1	19.7	118
SELF	436	331	0.7	75.9	133	**175	1.3	40.1	245	**107	0.6	24.5	102	**48	0.4	11.0	66
SEVENTEEN	614	*337	0.7	54.9	96	**122	0.9	19.9	121	**137	0.7	22.3	92	**79	0.6	12.9	77
SKI	910	587	1.3	64.5	113	*183	1.4	20.1	123	*205	1.1	22.5	93	*199	1.5	21.9	131
SMITHSONIAN	2937	1803	4.0	61.4	107	426	3.3	14.5	89	723	3.8	24.6	102	655	4.9	22.3	133
SOAP OPERA DIGEST	545	388	0.9	71.2	124	**118	0.9	21.7	132	**174	0.9	31.9	132	**96	0.7	17.6	105
SOUTHERN LIVING	2054	1170	2.6	57.0	100	*269	2.1	13.1	80	465	2.4	22.6	94	436	3.3	21.2	127
SPORT	2799	1885	4.2	67.3	118	668	5.1	23.9	146	682	3.6	24.4	101	535	4.0	19.1	114
THE SPORTING NEWS	1938	1300	2.9	67.1	117	482	3.7	24.9	152	515	2.7	26.6	110	303	2.3	15.6	94
SPORTS AFIELD	3125	1952	4.3	62.5	109	609	4.7	19.5	119	910	4.8	29.1	121	433	3.3	13.9	83
SPORTS ILLUSTRATED	11159	7093	15.6	63.6	111	2341	18.0	21.0	128	2924	15.3	26.2	109	1827	13.8	16.4	98
STAR	4095	2503	5.5	61.1	107	877	6.8	21.4	131	1028	5.4	25.1	104	598	4.5	14.6	87
SUNDAY	25169	14895	32.8	59.2	103	4421	34.1	17.6	107	6391	33.4	25.4	105	4083	30.8	16.2	97
SUNSET	1294	812	1.8	62.8	110	**85	0.7	6.6	40	369	1.9	28.5	118	*358	2.7	27.7	166
TV GUIDE	18508	11364	25.1	61.4	107	3742	28.8	20.2	123	4855	25.4	26.2	109	2768	20.9	15.0	89
TENNIS	645	466	1.0	72.2	126	**111	0.9	17.2	105	*227	1.2	35.2	146	**127	1.0	19.7	118
TIME	12124	7668	16.9	63.2	111	2249	17.3	18.5	113	3262	17.1	26.9	111	2157	16.3	17.8	106
TOWN & COUNTRY	493	345	0.8	70.0	122	**85	0.7	17.2	105	*186	1.0	37.7	156	**73	0.6	14.8	89
TRAVEL & LEISURE	1122	719	1.6	64.1	112	*243	1.9	21.7	132	*265	1.4	23.6	98	211	1.6	18.8	113
TRUE STORY	690	467	1.0	67.7	118	**134	1.0	19.4	119	**171	0.9	24.8	103	**163	1.2	23.6	141
U.S.NEWS & WORLD REPORT	6571	3878	8.6	59.0	103	1249	9.6	19.0	116	1538	8.0	23.4	97	1091	8.2	16.6	99
USA TODAY	3120	1919	4.2	61.5	107	598	4.6	19.2	117	814	4.3	26.1	108	507	3.8	16.3	97
US	1315	968	2.1	73.6	129	368	2.8	28.0	171	395	2.1	30.0	124	*205	1.5	15.6	93
VOGUE	632	431	1.0	68.2	119	**173	1.3	27.4	167	**143	0.7	22.6	94	**115	0.9	18.2	109
WALL STREET JOURNAL	4247	2501	5.5	58.9	103	618	4.8	14.6	89	1026	5.4	24.2	100	857	6.5	20.2	121
WEIGHT WATCHERS	398	*241	0.5	60.6	106	**55	0.4	13.8	84	**98	0.5	24.6	102	**88	0.7	22.1	132
WOMAN'S DAY	1139	759	1.7	66.6	116	*233	1.8	20.5	125	309	1.6	27.1	112	218	1.6	19.1	115
WORKING MOTHER	*298	*256	0.6	85.9	150	**59	0.5	19.8	121	**125	0.7	41.9	174	**72	0.5	24.2	145
WORKING WOMAN	327	*258	0.6	78.9	138	**84	0.6	25.7	157	**126	0.7	38.5	160	**48	0.4	14.7	88
WORLD TENNIS	397	*311	0.7	78.3	137	**80	0.6	20.2	123	**175	0.9	44.1	183	**56	0.4	14.1	84
ZIFF-DAVIS MAG NETWK (GROSS)	9635	6503	14.3	67.5	118	2053	15.8	21.3	130	2700	14.1	28.0	116	1750	13.2	18.2	109
BLAIR INSERTS	43762	25582	56.4	58.5	102	6911	53.2	15.8	96	11067	57.9	25.3	105	7605	57.4	17.4	104
DAILY NEWSPAPERS																	
READ ANY	52459	30528	67.3	58.2	102	8645	66.6	16.5	101	12750	66.7	24.3	101	9133	68.9	17.4	104
READ ONE	41891	24324	53.6	58.1	101	6924	53.3	16.5	101	10211	53.4	24.4	101	7190	54.3	17.2	103
READ TWO OR MORE	10568	6204	13.7	58.7	103	1721	13.3	16.3	99	2539	13.3	24.0	100	1944	14.7	18.4	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	30468	67.2	58.7	103	8317	64.1	16.0	98	13064	68.3	25.2	104	9087	68.6	17.5	105
READ ONE	44561	26072	57.5	58.5	102	7045	54.3	15.8	97	11260	58.9	25.3	105	7767	58.6	17.4	104
READ TWO OR MORE	7368	4396	9.7	59.7	104	1271	9.8	17.3	105	1804	9.4	24.5	101	1321	10.0	17.9	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.34				29.64				29.92				31.62			
30 DAY REACH	71522	41323	91.1	57.8	101	11668	89.9	16.3	100	17551	91.8	24.5	102	12105	91.4	16.9	101
50 SHWG - 30 DAY AV FREQ	15.55	15.84				15.28				15.78				16.47			
30 DAY REACH	68168	39571	87.2	58.0	101	11314	87.2	16.6	101	16629	86.9	24.4	101	11628	87.8	17.1	102
25 SHWG - 30 DAY AV FREQ	8.43	8.56				8.37				8.52				8.80			
30 DAY REACH	62898	36623	80.7	58.2	102	10326	79.6	16.4	100	15424	80.6	24.5	102	10874	82.1	17.3	103
CABLE TV: HOME WIRED	31664	18326	40.4	57.9	101	5426	41.8	17.1	105	7393	38.7	23.3	97	5507	41.6	17.4	104
HOME NOT WIRED	47599	27029	59.6	56.8	99	7553	58.2	15.9	97	11735	61.3	24.7	102	7741	58.4	16.3	97
HAVE PAY CABLE	17139	10405	22.9	60.7	106	3124	24.1	18.2	111	4225	22.1	24.7	102	3056	23.1	17.8	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS (MALES)

0204
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	45355	100.0	57.2	100	12979	100.0	16.4	100	19128	100.0	24.1	100	13247	100.0	16.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	27916	61.5	58.6	102	7831	60.3	16.4	100	11798	61.7	24.8	103	8286	62.6	17.4	104
10:00 AM - 3:00 PM	29926	17435	38.4	58.3	102	5109	39.4	17.1	104	7585	39.7	25.3	105	4742	35.8	15.8	95
3:00 PM - 7:00 PM	37666	22225	49.0	59.0	103	6394	49.3	17.0	104	9256	48.4	24.6	102	6576	49.6	17.5	104
7:00 PM - MIDNIGHT	18909	11709	25.8	61.9	108	3742	28.8	19.8	121	4954	25.9	26.2	109	3013	22.7	15.9	95
MIDNIGHT - 6:00 AM	11822	7233	15.9	61.2	107	2056	15.8	17.4	106	3052	16.0	25.8	107	2126	16.0	18.0	108
6:00 AM - MIDNIGHT	63254	36849	81.2	58.3	102	10474	80.7	16.6	101	15654	81.8	24.7	103	10721	80.9	16.9	101
ENTIRE DAY	64057	37299	82.2	58.2	102	10618	81.8	16.6	101	15859	82.9	24.8	103	10822	81.7	16.9	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	10170	22.4	61.3	107	2648	20.4	16.0	97	4429	23.2	26.7	111	3093	23.3	18.6	112
ALL NEWS	3542	2041	4.5	57.6	101	584	4.5	16.5	101	818	4.3	23.1	96	639	4.8	18.0	108
AOR/PROGRESSIVE	7465	4721	10.4	63.2	111	1373	10.6	18.4	112	1994	10.4	26.7	111	1354	10.2	18.1	109
BEAUTIFUL MUSIC	5061	2823	6.2	55.8	97	728	5.6	14.4	88	1317	6.9	26.0	108	778	5.9	15.4	92
BLACK	1914	1164	2.6	60.8	106	510	3.9	26.6	163	389	2.0	20.3	84	*265	2.0	13.8	83
CLASSICAL	2304	1323	2.9	57.4	100	380	2.9	16.5	101	523	2.7	22.7	94	420	3.2	18.2	109
CHR/ROCK	10663	6544	14.4	61.4	107	2099	16.2	19.7	120	2676	14.0	25.1	104	1769	13.4	16.6	99
COUNTRY	13919	7842	17.3	56.3	98	2299	17.7	16.5	101	3360	17.6	24.1	100	2183	16.5	15.7	94
GOLDEN OLDIES	2040	1246	2.7	61.1	107	332	2.6	16.3	99	490	2.6	24.0	100	424	3.2	20.8	124
MOR/NOSTALGIA	5105	3018	6.7	59.1	103	736	5.7	14.4	88	1318	6.9	25.8	107	963	7.3	18.9	113
NEWS/TALK	4764	2601	5.7	54.6	95	680	5.2	14.3	87	1159	6.1	24.3	101	761	5.7	16.0	96
RELIGIOUS	2164	1198	2.6	55.4	97	337	2.6	15.6	95	424	2.2	19.6	81	438	3.3	20.2	121
SOFT ROCK	623	373	0.8	59.9	105	**82	0.6	13.2	80	*181	0.9	29.1	120	**110	0.8	17.7	106
URBAN CONTEMPORARY	1331	820	1.8	61.6	108	326	2.5	24.5	150	402	2.1	30.2	125	*93	0.7	7.0	42
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	2120	4.7	66.5	116	752	5.8	23.6	144	813	4.3	25.5	106	556	4.2	17.5	104
ABC DIRECTION	2724	1669	3.7	61.3	107	658	5.1	24.2	148	548	2.9	20.1	83	463	3.5	17.0	102
ABC ENTERTAINMENT	5256	3175	7.0	60.4	106	812	6.3	15.4	94	1372	7.2	26.1	108	991	7.5	18.9	113
ABC FM	2263	1457	3.2	64.4	113	545	4.2	24.1	147	538	2.8	23.8	99	374	2.8	16.5	99
ABC INFORMATION	5618	3131	6.9	55.7	97	766	5.9	13.6	83	1415	7.4	25.2	104	950	7.2	16.9	101
ABC ROCK	2857	1817	4.0	63.6	111	712	5.5	24.9	152	882	3.6	23.9	99	423	3.2	14.8	89
CBS	5953	3222	7.1	54.1	95	824	6.3	13.8	85	1448	7.6	24.3	101	950	7.2	16.0	95
MUTUAL	4979	2785	6.1	55.9	98	571	4.4	11.5	70	1297	6.8	26.0	108	917	6.9	18.4	110
NBC	7279	4078	9.0	56.0	98	1088	8.4	14.9	91	1706	8.9	23.4	97	1284	9.7	17.6	106
RADIORADIO	2389	1436	3.2	60.1	105	472	3.6	19.8	121	589	3.1	24.7	102	375	2.8	15.7	94
RKO ONE	2583	1571	3.5	60.8	106	516	4.0	20.0	122	630	3.3	24.4	101	426	3.2	16.5	99
RKO TWO	3674	2023	4.5	55.1	96	534	4.1	14.5	89	910	4.8	24.8	103	578	4.4	15.7	94
THE SOURCE	3514	2225	4.9	63.3	111	669	5.2	19.0	116	986	5.2	28.1	116	571	4.3	16.2	97
NON-WIRED : BLAIR	9864	5734	12.6	58.1	102	1791	13.8	18.2	111	2229	11.7	22.6	94	1714	12.9	17.4	104
INTERNET	13522	7884	17.4	58.3	102	2089	16.1	15.4	94	3532	18.5	26.1	108	2263	17.1	16.7	100
KATZ RADIO GROUP	19321	11341	25.0	58.7	103	3009	23.2	15.6	95	4816	25.2	24.9	103	3517	26.5	18.2	109
SUPERNET	10739	6527	14.4	60.8	106	1797	13.8	16.7	102	2980	15.6	27.7	115	1750	13.2	16.3	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	2981	6.6	58.4	102	899	6.9	17.6	108	1297	6.8	25.4	105	785	5.9	15.4	92
WKDAY 9:00 AM - 1:00 PM	5383	3015	6.6	56.0	98	1057	8.1	19.6	120	1143	6.0	21.2	88	815	6.2	15.1	91
WKDAY 1:00 PM - 4:30 PM	6469	3601	7.9	55.7	97	1230	9.5	19.0	116	1408	7.4	21.8	90	963	7.3	14.9	89
WKDAY 4:30 PM - 7:30 PM	19661	11165	24.6	56.8	99	3378	26.0	17.2	105	4529	23.7	23.0	95	3258	24.6	16.6	99
WKDAY 7:30 PM - 8:00 PM	27579	15525	34.2	56.3	98	4642	35.8	16.8	103	6445	33.7	23.4	97	4438	33.5	16.1	96
WKDAY 11:00 PM - 11:30 PM	22964	13436	29.6	58.5	102	4065	31.3	17.7	108	5564	29.1	24.2	100	3807	28.7	16.6	99
WKDAY 11:30 PM - 1:00 AM	8158	4763	10.5	58.4	102	1419	10.9	17.4	106	1924	10.1	23.6	98	1420	10.7	17.4	104
M-SAT 8-11 PM+SUN 7-11 PM	30140	17499	38.6	58.1	101	4945	38.1	16.4	100	7374	38.6	24.5	101	5180	39.1	17.2	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	1078	2.4	52.6	92	373	2.9	18.2	111	444	2.3	21.7	90	260	2.0	12.7	76
ANOTHER WORLD N	1214	740	1.6	61.0	107	224	1.7	18.5	113	371	1.9	30.6	127	145	1.1	11.9	71
AS THE WORLD TURNS C	1740	875	1.9	50.3	88	371	2.9	21.3	130	301	1.6	17.3	72	204	1.5	11.7	70
CAPITOL C	1016	554	1.2	54.5	95	268	2.1	26.4	161	149	0.8	14.7	61	*137	1.0	13.5	81
CBS MORN. NEWS 1 C	1203	742	1.6	61.7	108	240	1.8	20.0	122	276	1.4	22.9	95	226	1.7	18.8	112
CBS MORN. NEWS 2 C	773	403	0.9	52.1	91	116	0.9	15.0	92	175	0.9	22.6	94	112	0.8	14.5	87
DAYS OF OUR LIVES N	1629	1030	2.3	63.2	110	259	2.0	15.9	97	500	2.6	30.7	127	271	2.0	16.6	100
FACTS OF LIFE - DAYTIME N	961	633	1.4	65.9	115	259	2.0	27.0	165	209	1.1	21.7	90	165	1.2	17.2	103
FAMILY FEUD A	1390	796	1.8	57.3	100	301	2.3	21.7	132	292	1.5	21.0	87	204	1.5	14.7	88
GENERAL HOSPITAL A	1463	796	1.8	54.4	95	235	1.8	16.1	98	313	1.6	21.4	89	248	1.9	17.0	101
GOOD MORNING, AMERICA-730 A	1705	982	2.2	57.6	101	280	2.2	16.4	100	421	2.2	24.7	102	282	2.1	16.5	99
GOOD MORNING, AMERICA-830 A	889	501	1.1	56.4	98	145	1.1	16.3	100	234	1.2	26.3	109	122	0.9	13.7	82
GUIDING LIGHT C	1754	891	2.0	50.8	89	360	2.8	20.5	125	291	1.5	16.6	69	240	1.8	13.7	82
ONE LIFE TO LIVE A	1100	607	1.3	55.2	96	184	1.4	16.7	102	235	1.2	21.4	89	188	1.4	17.1	102
PRESS YOUR LUCK C	1222	676	1.5	55.3	97	253	1.9	20.7	126	217	1.1	17.8	74	206	1.6	16.9	101
PRICE IS RIGHT 1 C	2692	1407	3.1	52.3	91	431	3.3	16.0	98	538	2.8	20.0	83	438	3.3	16.3	97
PRICE IS RIGHT 2 C	2764	1505	3.3	54.5	95	428	3.3	15.5	95	596	3.1	21.6	89	481	3.6	17.4	104
RYAN'S HOPE A	880	543	1.2	61.7	108	186	1.4	21.1	129	194	1.0	22.0	91	162	1.2	18.4	110
SALE OF THE CENTURY N	926	587	1.3	63.4	111	154	1.2	16.6	102	298	1.6	32.2	133	136	1.0	14.7	88
SEARCH FOR TOMORROW N	359	220	0.5	61.3	107	*73	0.6	20.3	124	*92	0.5	25.6	106	*56	0.4	15.6	93
TODAY SHOW 1 N	1890	1046	2.3	55.3	97	239	1.8	12.6	77	520	2.7	27.5	114	288	2.2	15.2	91
TODAY SHOW 2 N	1344	719	1.6	53.5	93	197	1.5	14.7	90	385	2.0	28.6	119	137	1.0	10.2	61
$25,000 PYRAMID C	1462	829	1.8	56.7	99	301	2.3	20.6	126	305	1.6	20.9	86	223	1.7	15.3	91
WHEEL OF FORTUNE N	1497	872	1.9	58.2	102	291	2.2	19.4	119	394	2.1	26.3	109	187	1.4	12.5	75
YOUNG AND THE RESTLESS C	1954	910	2.0	46.6	81	400	3.1	20.5	125	282	1.5	14.4	60	229	1.7	11.7	70
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	1584	3.5	57.5	100	523	4.0	19.0	116	628	3.3	22.8	94	433	3.3	15.7	94
NBA PLAYOFF GAME -1 C	3881	2277	5.0	58.7	103	720	5.5	18.6	113	851	4.4	21.9	91	706	5.3	18.2	109
NBC MAJOR LEAGUE PRE-GAME N	2805	1648	3.6	58.8	103	455	3.5	16.2	99	703	3.7	25.1	104	490	3.7	17.5	105
SPORTSWORLD - SUN N	2041	1168	2.6	57.2	100	269	2.1	13.2	80	503	2.6	24.6	102	395	3.0	19.4	116
SUNDAY MORNING C	2555	1443	3.2	56.5	99	359	2.8	14.1	86	559	2.9	21.9	91	525	4.0	20.5	123

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(MALES)

0205
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	45355	100.0	57.2	100	12979	100.0	16.4	100	19128	100.0	24.1	100	13247	100.0	16.7	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	13478	29.7	55.4	97	3779	29.1	15.5	95	5642	29.5	23.2	96	4057	30.6	16.7	100
NETWORK AFFILIATES - LATE		17197	9949	21.9	57.9	101	2952	22.7	17.2	105	4133	21.6	24.0	100	2864	21.6	16.7	100
INDEPENDENTS - LATE		2887	1721	3.8	59.6	104	570	4.4	19.7	121	691	3.6	23.9	99	461	3.5	16.0	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	6476	14.3	57.3	100	1890	14.6	16.7	102	2677	14.0	23.7	98	1909	14.4	16.9	101
ABC MONDAY NIGHT MOVIE	A	4379	2408	5.3	55.0	96	588	4.5	13.4	82	1033	5.4	23.6	98	787	5.9	18.0	108
ABC SUNDAY NIGHT MOVIE	A	9910	5894	13.0	59.5	104	1754	13.5	17.7	108	2441	12.8	24.6	102	1699	12.8	17.1	103
ABC WORLD NEWS TONIGHT	A	6212	3449	7.6	55.5	97	1124	8.7	18.1	111	1377	7.2	22.2	92	949	7.2	15.3	91
AFTERMASH	C	4575	2637	5.8	57.6	101	764	5.9	16.7	102	996	5.2	21.8	90	878	6.6	19.2	115
ALICE	C	6777	3735	8.2	55.1	96	1008	7.8	14.9	91	1517	7.9	22.4	93	1211	9.1	17.9	107
AMERICAN PARADE	C	4868	2650	5.8	54.4	95	688	5.3	14.1	86	1098	5.7	22.6	93	864	6.5	17.7	106
BENSON	A	7593	4176	9.2	55.0	96	1105	8.5	14.6	89	1794	9.4	23.6	98	1278	9.6	16.8	101
BLUE THUNDER	A	6036	3478	7.7	57.6	101	951	7.3	15.8	96	1473	7.7	24.4	101	1054	8.0	17.5	104
CAGNEY & LACEY	C	7698	4492	9.9	58.4	102	1358	10.5	17.6	108	1778	9.3	23.1	96	1356	10.2	17.6	105
CBS EVENING NEWS-DEAN	C	4066	2218	4.9	54.5	95	741	5.7	18.2	111	773	4.0	19.0	79	704	5.3	17.3	104
CBS EVENING NEWS-RATHER	C	8092	4590	10.1	56.7	99	1372	10.6	17.0	104	1718	9.0	21.2	88	1500	11.3	18.5	111
CBS SAT. NEWS-SCHIEFFER	C	4795	2462	5.4	51.3	90	772	5.9	16.1	98	921	4.8	19.2	80	769	5.8	16.0	96
CBS SATURDAY NIGHT MOVIE	C	6034	3661	8.1	60.7	106	958	7.4	15.9	97	1584	8.3	26.3	109	1119	8.4	18.5	111
CBS WEDNESDAY NIGHT MOVIE	C	4993	3037	6.7	60.8	106	766	5.9	15.3	94	1284	6.7	25.7	107	987	7.5	19.8	118
CHEERS	N	6976	4387	9.7	62.9	110	1049	8.1	15.0	92	1979	10.3	28.4	118	1359	10.3	19.5	117
DALLAS	C	13575	7642	16.8	56.3	98	2181	16.8	16.1	98	3284	17.2	24.2	100	2177	16.4	16.0	96
DIFF'RENT STROKES	N	3684	2049	4.5	55.6	97	621	4.8	16.9	103	796	4.2	21.6	90	631	4.8	17.1	102
DOUBLE TROUBLE	N	4462	2791	6.2	62.6	109	685	5.3	15.4	94	1195	6.2	26.8	111	911	6.9	20.4	122
DUCK FACTORY	N	4810	2983	6.6	62.0	108	678	5.2	14.1	86	1345	7.0	28.0	116	961	7.3	20.0	120
DUKES OF HAZZARD	C	5951	3391	7.5	57.0	100	842	6.5	14.1	86	1442	7.5	24.2	100	1107	8.4	18.6	111
DYNASTY	A	11325	6516	14.4	57.5	101	1984	15.3	17.5	107	2697	14.1	23.8	99	1835	13.9	16.2	97
FACTS OF LIFE	N	4512	2635	5.8	58.4	102	717	5.5	15.9	97	1114	5.8	24.7	102	804	6.1	17.8	107
FALCON CREST	C	9215	5286	11.7	57.4	100	1625	12.5	17.6	108	2263	11.8	24.6	102	1398	10.6	15.2	91
FALL GUY	A	8604	5065	11.2	58.9	103	1458	11.2	16.9	103	2090	10.9	24.3	101	1517	11.5	17.6	105
FAMILY TIES	N	4179	2471	5.4	59.1	103	732	5.6	17.5	107	1149	6.0	27.5	114	590	4.5	14.1	84
FANTASY ISLAND	A	4781	2824	6.2	59.1	103	818	6.3	17.1	104	1143	6.0	23.9	99	863	6.5	18.1	108
FOULUPS,BLEEPS & BLUNDERS	A	6697	3822	8.4	57.1	100	1150	8.9	17.2	105	1528	8.0	22.8	95	1145	8.6	17.1	102
FOUR SEASONS	C	3873	2219	4.9	57.3	100	595	4.6	15.4	94	835	4.4	21.6	89	789	6.0	20.4	122
GIMME A BREAK	N	4310	2370	5.2	55.0	96	734	5.7	17.0	104	1062	5.6	24.6	102	574	4.3	13.3	80
HART TO HART	A	5751	3143	6.9	54.7	96	899	6.9	15.6	95	1439	7.5	25.0	104	805	6.1	14.0	84
HILL STREET BLUES	N	8568	5192	11.4	60.6	106	1329	10.2	15.5	95	2293	12.0	26.8	111	1570	11.9	18.3	110
HOTEL	A	8801	4910	10.8	55.8	97	1444	11.1	16.4	100	1956	10.2	22.2	92	1509	11.4	17.1	103
JEFFERSONS	C	6978	3676	8.1	52.7	92	1046	8.1	15.0	92	1482	7.7	21.2	88	1148	8.7	16.5	98
JENNIFER SLEPT HERE	N	3021	1666	3.7	55.1	96	433	3.3	14.3	88	746	3.9	24.7	102	488	3.7	16.2	97
KATE & ALLIE	C	6811	3955	8.7	58.1	101	1116	8.6	16.4	100	1518	7.9	22.3	92	1322	10.0	19.4	116
KNIGHT RIDER	N	5256	3267	7.2	62.2	109	971	7.5	18.5	113	1360	7.1	25.9	107	936	7.1	17.8	107
LOVE BOAT	A	7174	4096	9.0	57.1	100	1113	8.6	15.5	95	1734	9.1	24.2	100	1248	9.4	17.4	104
MAGNUM PI	C	10438	6186	13.6	59.3	104	1677	12.9	16.1	98	2656	13.9	25.4	105	1853	14.0	17.8	106
MAMA'S FAMILY	N	3488	1985	4.4	56.9	99	451	3.5	12.9	79	850	4.4	24.4	101	684	5.2	19.6	117
MASTER, THE	N	4127	2484	5.5	60.2	105	812	6.3	19.7	120	859	4.5	20.8	86	814	6.1	19.7	118
MATT HOUSTON	A	5978	3558	7.8	59.5	104	850	6.5	14.2	87	1529	8.0	25.6	106	1179	8.9	19.7	118
NBC MONDAY NIGHT MOVIE	N	10446	6126	13.5	58.6	102	1512	11.6	14.5	88	2715	14.2	26.0	108	1899	14.3	18.2	109
NBC NIGHTLY NEWS	N	5571	2960	6.5	53.1	93	750	5.8	13.5	82	1260	6.6	22.6	94	950	7.2	17.1	102
NBC NIGHTLY NEWS-SAT	N	3675	1982	4.4	53.9	94	434	3.3	11.8	72	854	4.5	23.2	96	695	5.2	18.9	113
NBC NIGHTLY NEWS-SUN	N	2905	1632	3.6	56.2	98	410	3.2	14.1	86	653	3.4	22.5	93	569	4.3	19.6	117
NBC SUNDAY NIGHT MOVIE	N	8352	4789	10.6	57.3	100	1228	9.5	14.7	90	2229	11.7	26.7	111	1333	10.1	16.0	95
NEWHART	C	6864	4038	8.9	58.8	103	1163	9.0	16.9	103	1522	8.0	22.2	92	1353	10.2	19.7	118
ONE DAY AT A TIME	C	3866	2172	4.8	56.2	98	723	5.6	18.7	114	851	4.4	22.0	91	598	4.5	15.5	93
PEOPLE ARE FUNNY	N	3956	2269	5.0	57.4	100	596	4.6	15.1	92	978	5.1	24.7	102	695	5.2	17.6	105
REAL PEOPLE	N	6305	3407	7.5	54.0	94	918	7.1	14.6	89	1319	6.9	20.9	87	1170	8.8	18.6	111
REMINGTON STEELE	N	5884	3631	8.0	61.7	108	1100	8.5	18.7	114	1522	8.0	25.9	107	1009	7.6	17.1	103
RIPLEY'S BELIEVE IT - NOT	A	5706	3226	7.1	56.5	99	808	6.2	14.2	86	1443	7.5	25.3	105	975	7.4	17.1	102
RIPTIDE	N	6202	3619	8.0	58.4	102	1118	8.6	18.0	110	1538	8.0	24.8	103	963	7.3	15.5	93
SCARECROW & MRS. KING	C	6513	3884	8.6	59.6	104	1033	8.0	15.9	97	1627	8.5	25.0	104	1224	9.2	18.8	112
SIMON & SIMON	C	8593	4894	10.8	57.0	100	1238	9.5	14.4	88	2212	11.6	25.7	107	1444	10.9	16.8	101
60 MINUTES	C	13342	7721	17.0	57.9	101	2151	16.6	16.1	98	3161	16.5	23.7	98	2409	18.2	18.1	108
ST. ELSEWHERE	N	6029	3799	8.4	63.0	110	929	7.2	15.4	94	1694	8.9	28.1	116	1176	8.9	19.5	117
THREE'S COMPANY	A	8565	4976	11.0	58.1	102	1326	10.2	15.5	95	2015	10.5	23.5	97	1635	12.3	19.1	114
T.J. HOOKER	A	7400	4318	9.5	58.4	102	1242	9.6	16.8	102	1747	9.1	23.6	98	1328	10.0	17.9	107
TONIGHT SHOW	N	2433	1390	3.1	57.1	100	391	3.0	16.1	98	621	3.2	25.5	106	377	2.8	15.5	93
TRAPPER JOHN, M.D.	C	5958	3299	7.3	55.4	97	864	6.7	14.5	89	1398	7.3	23.5	97	1038	7.8	17.4	104
TV BLOOPERS & PRAC. JOKES	N	9086	5135	11.3	56.5	99	1307	10.1	14.4	88	2193	11.5	24.1	100	1635	12.3	18.0	108
20/20	A	8306	4655	10.3	56.0	98	1205	9.3	14.5	89	2011	10.5	24.2	100	1439	10.9	17.3	104
WEBSTER	A	6788	3779	8.3	55.7	97	945	7.3	13.9	85	1643	8.6	24.2	100	1192	9.0	17.6	105
WORLD NEWS - SUN	A	2036	1028	2.3	50.5	88	319	2.5	15.7	96	396	2.1	19.4	81	313	2.4	15.4	92
YELLOW ROSE	N	3174	1785	3.9	56.2	98	406	3.1	12.8	78	690	3.6	21.7	90	689	5.2	21.7	130
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	10169	22.4	62.4	109	3004	23.1	18.4	113	4412	23.1	27.1	112	2753	20.8	16.9	101
BASKETBALL - COLLEGE GAMES		10054	6331	14.0	63.0	110	1595	12.3	15.9	97	2775	14.5	27.6	114	1961	14.8	19.5	117
BASKETBALL - PRO GAMES		8248	5243	11.6	63.6	111	1608	12.4	19.5	119	2397	12.5	29.1	120	1238	9.3	15.0	90
BOWLING		5356	3060	6.7	57.1	100	899	6.9	16.8	103	1320	6.9	24.6	102	841	6.3	15.7	94
BOXING		11255	6905	15.2	61.4	107	2261	17.4	20.1	123	2823	14.8	25.1	104	1821	13.7	16.2	97
FOOTBALL - COLLEGE GAMES		14647	9335	20.6	63.7	111	2591	20.0	17.7	108	3892	20.3	26.6	110	2852	21.5	19.5	117
FOOTBALL - PRO GAMES		23581	15605	34.4	66.2	116	4305	33.2	18.3	111	6861	35.9	29.1	121	4439	33.5	18.8	113
GOLF		6145	3830	8.4	62.3	109	936	7.2	15.2	93	1656	8.7	26.9	112	1239	9.4	20.2	121
POST-SEASON COLL. FOOTBALL		12828	8219	18.1	64.1	112	2235	17.2	17.4	106	3586	18.7	28.0	116	2398	18.1	18.7	112
POST-SEASON PRO FOOTBALL		15397	10094	22.3	65.6	115	2503	19.3	16.3	99	4627	24.2	30.1	125	2964	22.4	19.3	115
TENNIS		3483	2182	4.8	62.6	109	648	5.0	18.6	114	999	5.2	28.7	119	535	4.0	15.4	92
WRESTLING - PROFESSIONAL		6023	3858	8.5	64.1	112	1423	11.0	23.6	144	1625	8.5	27.0	112	810	6.1	13.4	80

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0206
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	46395	100.0	52.4	100	10759	100.0	12.2	100	19721	100.0	22.3	100	15914	100.0	18.0	100
FEMALE HOMEMAKERS	80986	42056	90.6	51.9	99	9477	88.1	11.7	96	17711	89.8	21.9	98	14869	93.4	18.4	102
EMPLOYED MOTHERS	18702	11009	23.7	58.9	112	2635	24.5	14.1	116	4488	22.8	24.0	108	3887	24.4	20.8	116
18 - 24	14726	8738	18.8	59.3	113	2629	24.4	17.9	147	3970	20.1	27.0	121	2139	13.4	14.5	81
25 - 34	20202	12255	26.4	60.7	116	2715	25.2	13.4	111	4657	23.6	23.1	103	4883	30.7	24.2	134
35 - 44	14781	8102	17.5	54.8	105	1858	17.3	12.6	103	3477	17.6	23.5	106	2768	17.4	18.7	104
45 - 54	11449	5462	11.8	47.7	91	1051	9.8	9.2	75	2344	11.9	20.5	92	2067	13.0	18.1	100
55 - 64	11846	5444	11.7	46.0	88	1294	12.0	10.9	90	2358	12.0	19.9	89	1792	11.3	15.1	84
65 OR OLDER	15459	6393	13.8	41.4	79	1212	11.3	7.8	64	2916	14.8	18.9	85	2266	14.2	14.7	81
18 - 34	34928	20993	45.2	60.1	115	5345	49.7	15.3	126	8627	43.7	24.7	111	7022	44.1	20.1	112
18 - 49	55154	31915	68.8	57.9	110	7752	72.1	14.1	116	13289	67.4	24.1	108	10874	68.3	19.7	110
25 - 54	46433	25820	55.7	55.6	106	5624	52.3	12.1	100	10478	53.1	22.6	101	9718	61.1	20.9	116
35 - 49	20226	10921	23.5	54.0	103	2407	22.4	11.9	98	4662	23.6	23.0	103	3852	24.2	19.0	106
50 OR OLDER	33310	14480	31.2	43.5	83	3008	28.0	9.0	74	6433	32.6	19.3	87	5040	31.7	15.1	84
GRADUATED COLLEGE	12110	6562	14.1	54.2	103	1138	10.6	9.4	77	2565	13.0	21.2	95	2859	18.0	23.6	131
ATTENDED COLLEGE	15309	8201	17.7	53.6	102	1741	16.2	11.4	94	3162	16.0	20.7	93	3298	20.7	21.5	120
GRADUATED HIGH SCHOOL	36912	19596	42.2	53.1	101	4391	40.8	11.9	98	8530	43.3	23.1	104	6676	42.0	18.1	101
DID NOT GRADUATE HIGH SCHOOL	24134	12036	25.9	49.9	95	3490	32.4	14.5	119	5465	27.7	22.6	102	3082	19.4	12.8	71
EMPLOYED FULL-TIME	35457	19235	41.5	54.2	103	4675	43.5	13.2	108	7996	40.5	22.6	101	6564	41.2	18.5	103
EMPLOYED PART-TIME	8514	4566	9.8	53.6	102	693	6.4	8.1	67	1994	10.1	23.4	105	1879	11.8	22.1	123
NOT EMPLOYED	44494	22594	48.7	50.8	97	5392	50.1	12.1	100	9731	49.3	21.9	98	7471	46.9	16.8	93
PROFESSIONAL/MANAGER	10811	5831	12.6	53.9	103	1079	10.0	10.0	82	2378	12.1	22.0	99	2374	14.9	22.0	122
TECH/CLERICAL/SALES	19640	10556	22.8	53.7	102	2188	20.3	11.1	92	4490	22.8	22.9	103	3878	24.4	19.7	110
PRECISION/CRAFT	1023	627	1.4	61.3	117	**200	1.9	19.6	161	**191	1.0	18.7	84	**236	1.5	23.1	128
OTHER EMPLOYED	12498	6787	14.6	54.3	104	1901	17.7	15.2	125	2931	14.9	23.5	105	1955	12.3	15.6	87
SINGLE	15995	9415	20.3	58.9	112	2604	24.2	16.3	134	4162	21.1	26.0	117	2649	16.6	16.6	92
MARRIED	51689	27141	58.5	52.5	100	5615	52.2	10.9	89	11476	58.2	22.2	100	10051	63.2	19.4	108
DIVORCED/SEPARATED/WIDOWED	20780	9840	21.2	47.4	90	2541	23.6	12.2	101	4084	20.7	19.7	88	3215	20.2	15.5	86
PARENTS	33922	19892	42.9	58.6	112	4684	43.5	13.8	114	8233	41.7	24.3	109	6975	43.8	20.6	114
WHITE	76422	39035	84.1	51.1	97	8303	77.2	10.9	89	16457	83.4	21.5	97	14274	89.7	18.7	104
BLACK	10066	6118	13.2	60.8	116	2081	19.3	20.7	170	2708	13.7	26.9	121	1330	8.4	13.2	73
OTHER	1976	1242	2.7	62.9	120	**375	3.5	19.0	156	**557	2.8	28.2	126	**310	1.9	15.7	87
NORTHEAST-CENSUS	19803	11222	24.2	56.7	108	3337	31.0	16.9	139	4503	22.8	22.7	102	3383	21.3	17.1	95
NORTH CENTRAL	22181	12417	26.8	56.0	107	2092	19.4	9.4	78	5296	26.9	23.9	107	5029	31.6	22.7	126
SOUTH	30082	14717	31.7	48.9	93	3922	36.5	13.0	107	6308	32.0	21.0	94	4488	28.2	14.9	83
WEST	16398	8039	17.3	49.0	93	1409	13.1	8.6	71	3615	18.3	22.0	99	3015	18.9	18.4	102
NORTHEAST-MKTG.	20163	11186	24.1	55.5	106	3319	30.8	16.5	135	4678	23.7	23.2	104	3190	20.0	15.8	88
EAST CENTRAL	13054	6829	14.7	52.3	100	1283	11.9	9.8	81	2882	14.6	22.1	99	2664	16.7	20.4	113
WEST CENTRAL	14993	8709	18.8	58.1	111	1402	13.0	9.4	77	3587	18.2	23.9	107	3720	23.4	24.8	138
SOUTH	25785	12710	27.4	49.3	94	3474	32.3	13.5	111	5423	27.5	21.0	94	3813	24.0	14.8	82
PACIFIC	14470	6961	15.0	48.1	92	1282	11.9	8.9	73	3151	16.0	21.8	98	2528	15.9	17.5	97
COUNTY SIZE A	36705	19337	41.7	52.7	100	4871	45.3	13.3	109	8133	41.2	22.2	99	6333	39.8	17.3	96
COUNTY SIZE B	26819	14207	30.6	53.0	101	3322	30.9	12.4	102	6024	30.5	22.5	101	4861	30.5	18.1	101
COUNTY SIZE C	13597	7022	15.1	51.6	98	1463	13.6	10.8	88	3123	15.8	23.0	103	2435	15.3	17.9	100
COUNTY SIZE D	11344	5829	12.6	51.4	98	1103	10.3	9.7	80	2440	12.4	21.5	96	2285	14.4	20.1	112
METRO CENTRAL CITY	26825	14571	31.4	54.3	104	4038	37.5	15.1	124	5927	30.1	22.1	99	4607	28.9	17.2	95
METRO SUBURBAN	39912	20573	44.3	51.5	98	4383	40.7	11.0	90	8908	45.2	22.3	100	7281	45.8	18.2	101
NON METRO	21728	11251	24.3	51.8	99	2338	21.7	10.8	88	4887	24.8	22.5	101	4027	25.3	18.5	103
TOP 5 ADI'S	20847	11687	25.2	56.1	107	3171	29.5	15.2	125	4988	25.3	23.9	107	3528	22.2	16.9	94
TOP 10 ADI'S	28719	15381	33.2	53.6	102	4068	37.8	14.2	116	6579	33.4	22.9	103	4734	29.7	16.5	92
TOP 20 ADI'S	40904	21748	46.9	53.2	101	5455	50.7	13.3	110	8930	45.3	21.8	98	7363	46.3	18.0	100
HSHLD INC. $50,000 OR MORE	7931	4029	8.7	50.8	97	*738	6.9	9.3	77	1754	8.9	22.1	99	1537	9.7	19.4	108
$40,000 OR MORE	15233	7877	17.0	51.7	99	1833	17.0	12.0	99	3230	16.4	21.2	95	2814	17.7	18.5	103
$30,000 OR MORE	28333	14860	32.0	52.4	100	3196	29.7	11.3	93	6290	31.9	22.2	100	5375	33.8	19.0	105
$25,000 OR MORE	36417	19219	41.4	52.8	101	3936	36.6	10.8	89	8148	41.3	22.4	100	7135	44.8	19.6	109
$20,000 - $24,999	9943	5425	11.7	54.6	104	1133	10.5	11.4	94	2473	12.5	24.9	112	1820	11.4	18.3	102
$15,000 - $19,999	9211	4963	10.7	53.9	103	1092	10.1	11.9	97	1929	9.8	20.9	94	1942	12.2	21.1	117
$10,000 - $14,999	13477	7171	15.5	53.2	101	2016	18.7	15.0	123	2842	14.4	21.1	95	2313	14.5	17.2	95
UNDER $10,000	19418	9617	20.7	49.5	94	2583	24.0	13.3	109	4330	22.0	22.3	100	2705	17.0	13.9	77
HOUSEHOLD OF 1 PERSON	11987	5217	11.2	43.5	83	1067	9.9	8.9	73	2140	10.9	17.9	80	2009	12.6	16.8	93
2 PEOPLE	27046	13556	29.2	50.1	96	2862	26.6	10.6	87	5876	29.8	21.7	97	4818	30.3	17.8	99
3 OR 4 PEOPLE	34251	18489	39.9	54.0	103	4379	40.7	12.8	105	7949	40.3	23.2	104	6161	38.7	18.0	100
5 OR MORE PEOPLE	15180	9134	19.7	60.2	115	2451	22.8	16.1	133	3757	19.1	24.7	111	2926	18.4	19.3	107
NO CHILD IN HSHLD	49819	23989	51.7	48.2	92	5336	49.6	10.7	88	10429	52.9	20.9	94	8224	51.7	16.5	92
CHILD(REN) UNDER 2 YRS	6045	3966	8.5	65.6	125	1088	10.1	18.0	148	1364	6.9	22.6	101	1515	9.5	25.1	139
2 - 5 YEARS	15233	9044	19.5	59.4	113	2243	20.8	14.7	121	3500	17.7	23.0	103	3301	20.7	21.7	120
6 - 11 YEARS	16260	9811	21.1	60.3	115	2235	20.8	13.7	113	4232	21.5	26.0	117	3344	21.0	20.6	114
12 - 17 YEARS	19173	10801	23.3	56.3	107	2805	26.1	14.6	120	4561	23.1	23.8	107	3435	21.6	17.9	100
RESIDENCE OWNED	61371	30927	66.7	50.4	96	6327	58.8	10.3	85	13428	68.1	21.9	98	11172	70.2	18.2	101
VALUE: $50,000 OR MORE	35355	17602	37.9	49.8	95	3263	30.3	9.2	76	7404	37.5	20.9	94	6934	43.6	19.6	109
VALUE: UNDER $50,000	26016	13326	28.7	51.2	98	3064	28.5	11.8	97	6024	30.5	23.2	104	4238	26.6	16.3	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0207
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	46395	100.0	52.4	100	10759	100.0	12.2	100	19721	100.0	22.3	100	15914	100.0	18.0	100
MAGAZINES	QUINTILE 1	17988	10060	21.7	55.9	107	2307	21.4	12.8	105	4350	22.1	24.2	108	3403	21.4	18.9	105
	QUINTILE 2	19446	10406	22.4	53.5	102	2375	22.1	12.2	100	4376	22.2	22.5	101	3655	23.0	18.8	104
	QUINTILE 3	14626	8001	17.2	54.7	104	1848	17.2	12.6	104	3405	17.3	23.3	104	2748	17.3	18.8	104
	QUINTILE 4	16014	7941	17.1	49.6	95	1752	16.3	10.9	90	3180	16.1	19.9	89	3009	18.9	18.8	104
	QUINTILE 5	20389	9987	21.5	49.0	93	2477	23.0	12.1	100	4410	22.4	21.6	97	3100	19.5	15.2	85
NEWSPAPERS	QUINTILE 1	13830	7804	16.8	56.4	108	1798	16.7	13.0	107	3211	16.3	23.2	104	2796	17.6	20.2	112
	QUINTILE 2	26350	13292	28.6	50.4	96	2818	26.2	10.7	88	5887	29.9	22.3	100	4587	28.8	17.4	97
	QUINTILE 3	12415	6396	13.8	51.5	98	1721	16.0	13.9	114	2641	13.4	21.3	95	2033	12.8	16.4	91
	QUINTILE 4	21911	11890	25.6	54.3	103	2446	22.7	11.2	92	5149	26.1	23.5	105	4296	27.0	19.6	109
	QUINTILE 5	13960	7014	15.1	50.2	96	1976	18.4	14.2	116	2834	14.4	20.3	91	2203	13.8	15.8	88
OUTDOOR	QUINTILE 1	16810	9149	19.7	54.4	104	2221	20.6	13.2	109	3893	19.7	23.2	104	3035	19.1	18.1	100
	QUINTILE 2	17101	9845	21.2	57.6	110	2108	19.6	12.3	101	4310	21.9	25.2	113	3427	21.5	20.0	111
	QUINTILE 3	17579	9343	20.1	53.1	101	2316	21.5	13.2	108	3960	20.1	22.5	101	3067	19.3	17.4	97
	QUINTILE 4	18343	9351	20.2	51.0	97	2002	18.6	10.9	90	3937	20.0	21.5	96	3412	21.4	18.6	103
	QUINTILE 5	18631	8707	18.8	46.7	89	2112	19.6	11.3	93	3622	18.4	19.4	87	2974	18.7	16.0	89
RADIO-DRIVE TIME	QUINTILE 1	17390	9548	20.6	54.9	105	2422	22.5	13.9	115	4045	20.5	23.3	104	3082	19.4	17.7	99
	QUINTILE 2	16591	8710	18.8	52.5	100	2090	19.4	12.6	104	3568	18.1	21.5	96	3052	19.2	18.4	102
	QUINTILE 3	16910	9055	19.5	53.5	102	1985	18.4	11.7	97	3917	19.9	23.2	104	3153	19.8	18.6	104
	QUINTILE 4	18002	9531	20.5	52.9	101	2207	20.5	12.3	101	4211	21.4	23.4	105	3113	19.6	17.3	96
	QUINTILE 5	19572	9550	20.6	48.8	93	2056	19.1	10.5	86	3981	20.2	20.3	91	3514	22.1	18.0	100
RADIO-MID-DAY	TERCILE 1	23248	12621	27.2	54.3	104	2975	27.7	12.8	105	5316	27.0	22.9	103	4330	27.2	18.6	104
	TERCILE 2	23667	12841	27.7	54.3	103	3289	30.6	13.9	114	5190	26.3	21.9	98	4362	27.4	18.4	102
	TERCILE 3	41549	20934	45.1	50.4	96	4496	41.8	10.8	89	9215	46.7	22.2	99	7223	45.4	17.4	97
RADIO-TOTAL	QUINTILE 1	17786	9753	21.0	54.8	105	2578	24.0	14.5	119	4074	20.7	22.9	103	3101	19.5	17.4	97
	QUINTILE 2	17316	9422	20.3	54.4	104	2337	21.7	13.5	111	3766	19.1	21.7	98	3319	20.9	19.2	107
	QUINTILE 3	18428	9358	20.2	50.8	97	2027	18.8	11.0	90	4022	20.4	21.8	98	3309	20.8	18.0	100
	QUINTILE 4	17669	9503	20.5	53.8	103	2096	19.5	11.9	98	4390	22.3	24.8	111	3018	19.0	17.1	95
	QUINTILE 5	17265	8359	18.0	48.4	92	1721	16.0	10.0	82	3469	17.6	20.1	90	3169	19.9	18.4	102
TV-PRIME TIME	QUINTILE 1	17416	9246	19.9	53.1	101	2341	21.8	13.4	111	3840	19.5	22.0	99	3064	19.3	17.6	98
	QUINTILE 2	17413	9235	19.9	53.0	101	2078	19.3	11.9	98	3974	20.2	22.8	102	3183	20.0	18.3	102
	QUINTILE 3	17943	9734	21.0	54.2	103	2231	20.7	12.4	102	4047	20.5	22.6	101	3457	21.7	19.3	107
	QUINTILE 4	18442	9485	20.4	51.4	98	2048	19.0	11.1	91	4287	21.7	23.2	104	3150	19.8	17.1	95
	QUINTILE 5	17250	8695	18.7	50.4	96	2061	19.2	11.9	98	3573	18.1	20.7	93	3060	19.2	17.7	99
TV-DAYTIME	TERCILE 1	29966	15947	34.4	53.2	101	3892	36.2	13.0	107	6930	35.1	23.1	104	5125	32.2	17.1	95
	TERCILE 2	29480	15518	33.4	52.6	100	3907	36.3	13.3	109	6188	31.4	21.0	94	5423	34.1	18.4	102
	TERCILE 3	29018	14931	32.2	51.5	98	2960	27.5	10.2	84	6604	33.5	22.8	102	5367	33.7	18.5	103
TV-TOTAL	QUINTILE 1	17740	9462	20.4	53.3	102	2455	22.8	13.8	114	4054	20.6	22.9	103	2952	18.5	16.6	93
	QUINTILE 2	17674	9186	19.8	52.0	99	2319	21.6	13.1	108	3757	19.1	21.3	95	3110	19.5	17.6	98
	QUINTILE 3	17730	9044	19.5	51.0	97	1898	17.6	10.7	88	3832	19.4	21.6	97	3314	20.8	18.7	104
	QUINTILE 4	17563	9705	20.9	55.3	105	2106	19.6	12.0	99	4069	20.6	23.2	104	3530	22.2	20.1	112
	QUINTILE 5	17757	8998	19.4	50.7	97	1981	18.4	11.2	92	4010	20.3	22.6	101	3008	18.9	16.9	94
MAGAZINES-NEWSPAPERS: DUAL		23278	12749	27.5	54.8	104	2777	25.8	11.9	98	5522	28.0	23.7	106	4450	28.0	19.1	106
MAGAZINE IMPERATIVE		21634	12009	25.9	55.5	106	3009	28.0	13.9	114	4986	25.3	23.0	103	4014	25.2	18.6	103
NEWSPAPER IMPERATIVE		23455	11652	25.1	49.7	95	2661	24.7	11.3	93	4973	25.2	21.2	95	4018	25.2	17.1	95
MAGAZINES-OUTDOOR: DUAL		17482	9939	21.4	56.9	108	2108	19.6	12.1	99	4498	22.8	25.7	115	3334	21.0	19.1	106
MAGAZINE IMPERATIVE		28830	15199	32.8	52.7	101	3677	34.2	12.8	105	6272	31.8	21.8	98	5251	33.0	18.2	101
OUTDOOR IMPERATIVE		26119	13869	29.9	53.1	101	3371	31.3	12.9	106	5822	29.5	22.3	100	4677	29.4	17.9	100
MAGAZINES-RADIO: DUAL		20162	10972	23.6	54.4	104	2648	24.6	13.1	108	4619	23.4	22.9	103	3704	23.3	18.4	102
MAGAZINE IMPERATIVE		26292	14309	30.8	54.4	104	3001	27.9	11.4	94	6388	32.4	24.3	109	4920	30.9	18.7	104
RADIO IMPERATIVE		25308	13319	28.7	52.6	100	3435	31.9	13.6	112	5317	27.0	21.0	94	4567	28.7	18.0	100
MAGAZINES-TELEVISION: DUAL		17312	9798	21.1	56.6	108	2304	21.4	13.3	109	4174	21.2	24.1	108	3321	20.9	19.2	107
MAGAZINE IMPERATIVE		29099	15641	33.7	53.8	102	3335	31.0	11.5	94	6797	34.5	23.4	105	5509	34.6	18.9	105
TELEVISION IMPERATIVE		27505	13370	28.8	48.6	93	3331	31.0	12.1	100	5569	28.2	20.2	91	4471	28.1	16.3	90
NEWSPAPERS-OUTDOOR: DUAL		18628	10511	22.7	56.4	108	2448	22.8	13.1	108	4567	23.2	24.5	110	3497	22.0	18.8	104
NEWSPAPER IMPERATIVE		29178	14499	31.3	49.7	95	3256	30.3	11.2	92	6184	31.4	21.2	95	5059	31.8	17.3	96
OUTDOOR IMPERATIVE		25260	13745	29.6	54.4	104	3334	31.0	13.2	109	5780	29.3	22.9	103	4632	29.1	18.3	102
NEWSPAPERS-RADIO: DUAL		19246	10479	22.6	54.4	104	2387	22.2	12.4	102	4532	23.0	23.5	106	3560	22.4	18.5	103
NEWSPAPER IMPERATIVE		28155	14468	31.2	51.4	98	3130	29.1	11.1	91	6365	32.3	22.6	101	4973	31.2	17.7	98
RADIO IMPERATIVE		25308	13521	29.1	53.4	102	3568	33.2	14.1	116	5387	27.3	21.3	95	4566	28.7	18.0	100
NEWSPAPERS-TELEVISION: DUAL		18615	9960	21.5	53.5	102	2545	23.7	13.7	112	4080	20.7	21.9	98	3335	21.0	17.9	100
NEWSPAPER IMPERATIVE		29207	15021	32.4	51.4	98	3062	28.5	10.5	86	6549	33.2	22.4	101	5410	34.0	18.5	103
TELEVISION IMPERATIVE		25472	13261	28.6	52.1	99	3347	31.1	13.1	108	5540	28.1	21.7	98	4375	27.5	17.2	95
OUTDOOR-RADIO: DUAL		17292	9584	20.7	55.4	106	2440	22.7	14.1	116	3961	20.1	22.9	103	3183	20.0	18.4	102
OUTDOOR IMPERATIVE		26915	14590	31.4	54.2	103	3167	29.4	11.8	97	6426	32.6	23.9	107	4998	31.4	18.6	103
RADIO IMPERATIVE		28938	14909	32.1	51.5	98	3631	33.7	12.5	103	6065	30.8	21.0	94	5213	32.8	18.0	100
OUTDOOR-TELEVISION: DUAL		16112	9162	19.7	56.9	108	2359	21.9	14.6	120	3648	18.5	22.6	102	3156	19.8	19.6	109
OUTDOOR IMPERATIVE		28228	15430	33.3	54.7	104	3399	31.6	12.0	99	6850	34.7	24.3	109	5181	32.6	18.4	102
TELEVISION IMPERATIVE		30024	14917	32.2	49.7	95	3547	33.0	11.8	97	6306	32.0	21.0	94	5063	31.8	16.9	94
RADIO-TELEVISION: DUAL		17803	9826	21.2	55.2	105	2614	24.3	14.7	121	4212	21.4	23.7	106	3001	18.9	16.9	94
RADIO IMPERATIVE		28338	14931	32.2	52.7	100	3454	32.1	12.2	100	6193	31.4	21.9	98	5284	33.2	18.6	104
TELEVISION IMPERATIVE		28445	14241	30.7	50.1	95	3110	28.9	10.9	90	6086	30.9	21.4	96	5046	31.7	17.7	99

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS %	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS %	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	46395	100.0	52.4	100	10759	100.0	12.2	100	19721	100.0	22.3	100	15914	100.0	18.0	100
ATLANTIC MONTHLY	415	*222	0.5	53.5	102	**45	0.4	10.8	89	**53	0.3	12.8	57	**124	0.8	29.9	166
BARRON'S	522	*300	0.6	57.5	110	**45	0.4	8.6	71	**152	0.8	29.1	131	**104	0.7	19.9	111
BETTER HOMES & GARDENS	17429	9584	20.7	55.0	105	1997	18.6	11.5	94	4137	21.0	23.7	106	3450	21.7	19.8	110
BON APPETIT	2772	1407	3.0	50.8	97	*193	1.8	7.0	57	727	3.7	26.2	118	487	3.1	17.6	98
BUSINESS WEEK	1469	843	1.8	57.4	109	*190	1.8	12.9	106	343	1.7	23.3	105	310	1.9	21.1	117
CAR AND DRIVER	397	*197	0.4	49.6	95	**51	0.5	12.8	106	**121	0.6	30.5	137	**25	0.2	6.3	35
CBS MAGAZINE NETWORK (GROSS)	1633	986	2.1	60.4	115	*303	2.8	18.6	153	476	2.4	29.1	131	*207	1.3	12.7	70
CHANGING TIMES	1554	761	1.6	49.0	93	*240	2.2	15.4	127	291	1.5	18.7	84	*230	1.4	14.8	82
COLONIAL HOMES	1304	709	1.5	54.4	104	*161	1.5	12.3	102	274	1.4	21.0	94	275	1.7	21.1	117
CONDE NAST MAG. PKG. (GROSS)	17858	9765	21.0	54.7	104	2526	23.5	14.1	116	4068	20.6	22.8	102	3171	19.9	17.8	99
CONSUMERS DIGEST	1406	721	1.6	51.3	98	*208	1.9	14.8	122	*229	1.2	16.3	73	284	1.8	20.2	112
COSMOPOLITAN	8815	4863	10.5	55.2	105	1345	12.5	15.3	125	2020	10.2	22.9	103	1498	9.4	17.0	94
COUNTRY LIVING	2636	1414	3.0	53.6	102	*231	2.1	8.8	72	587	3.0	22.3	100	596	3.7	22.6	126
CUISINE	1554	801	1.7	51.5	98	*144	1.3	9.3	76	419	2.1	27.0	121	*238	1.5	15.3	85
CYCLE WORLD	469	*305	0.7	65.0	124	**78	0.7	16.6	137	**153	0.8	32.6	146	**74	0.5	15.8	88
DCI:CREATIVE IDEAS FOR LIV	2631	1624	3.5	61.7	118	385	3.6	14.6	120	733	3.7	27.9	125	507	3.2	19.3	107
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3687	7.9	52.2	100	916	8.5	13.0	107	1532	7.8	21.7	97	1238	7.8	17.5	97
DISCOVER	998	541	1.2	54.2	103	*146	1.4	14.6	120	*193	1.0	19.3	87	*203	1.3	20.3	113
EBONY	4289	2649	5.7	61.8	118	985	9.2	23.0	189	1203	6.1	28.0	126	461	2.9	10.7	60
ESQUIRE	1176	713	1.5	60.6	116	*219	2.0	18.6	153	296	1.5	25.2	113	*198	1.2	16.8	94
ESSENCE	2392	1609	3.5	67.3	128	635	5.9	26.5	218	703	3.6	29.4	132	271	1.7	11.3	63
FAMILY CIRCLE	17209	9200	19.8	53.5	102	1944	18.1	11.3	93	3958	20.1	23.0	103	3297	20.7	19.2	107
THE FAMILY HANDYMAN	1184	686	1.5	57.9	110	*199	1.8	16.8	138	294	1.5	24.8	111	*196	1.2	16.4	91
FAMILY WEEKLY	12391	6451	13.9	52.1	99	1304	12.1	10.5	87	2754	14.0	22.2	100	2393	15.0	19.3	107
FIELD & STREAM	2438	1431	3.1	58.7	112	365	3.4	15.0	123	505	2.6	20.7	93	560	3.5	23.0	128
FOOD & WINE	614	309	0.7	50.3	96	**88	0.8	14.3	118	*143	0.7	23.3	104	**78	0.5	12.7	71
FORBES	813	472	1.0	58.1	111	*111	1.0	13.7	112	*177	0.9	21.8	98	*185	1.2	22.8	126
FORTUNE	1083	721	1.6	66.6	127	*145	1.3	13.4	110	*358	1.8	33.1	148	*218	1.4	20.1	112
GENTLEMEN'S QUARTERLY	1197	672	1.4	56.1	107	*296	2.8	24.7	203	*255	1.3	21.3	96	**120	0.8	10.0	56
GLAMOUR	6625	3533	7.6	53.3	102	846	7.9	12.8	105	1496	7.6	22.6	101	1190	7.5	18.0	100
GOLF DIGEST	707	350	0.8	49.5	94	**57	0.5	8.1	66	*173	0.9	24.5	110	**121	0.8	17.1	95
GOLF DIGEST/TENNIS (GROSS)	1316	672	1.4	51.1	97	*155	1.4	11.8	97	344	1.7	26.1	117	*172	1.1	13.1	73
GOLF MAGAZINE	469	*278	0.6	59.3	113	**60	0.6	12.8	105	**116	0.6	24.7	111	**101	0.6	21.5	120
GOLF MAGAZINE/SKI (GROSS)	1060	662	1.4	62.5	119	*144	1.3	13.6	112	*263	1.3	24.8	111	*255	1.6	24.1	134
GOOD HOUSEKEEPING	17784	9707	20.9	54.6	104	2185	20.3	12.3	101	3993	20.2	22.5	101	3529	22.2	19.8	110
HARPER'S BAZAAR	2931	1694	3.7	57.8	110	364	3.4	12.4	102	739	3.7	25.2	113	591	3.7	20.2	112
HEALTH	2199	1217	2.6	55.3	106	271	2.5	12.3	101	572	2.9	26.0	117	374	2.4	17.0	95
HEARST MAG CORP. BUY (GROSS)	49148	26801	57.8	54.5	104	6114	56.8	12.4	102	11364	57.6	23.1	104	9324	58.6	19.0	105
HEARST MAN POWER (GROSS)	2113	1198	2.6	56.7	108	*223	2.1	10.6	87	476	2.4	22.5	101	499	3.1	23.6	131
HEARST WOMAN POWER (GROSS)	35062	19005	41.0	54.2	103	4484	41.7	12.8	105	8084	41.0	23.1	103	6437	40.4	18.4	102
HOUSE BEAUTIFUL	3865	2081	4.5	53.8	103	491	4.6	12.7	104	841	4.3	21.8	98	749	4.7	19.4	108
INC.	315	*195	0.4	61.9	118	**73	0.7	23.2	191	**57	0.3	18.1	81	**65	0.4	20.6	115
JET	3690	2460	5.3	66.7	127	884	8.2	24.0	197	1193	6.0	32.3	145	383	2.4	10.4	58
LADIES' HOME JOURNAL	12930	6909	14.9	53.4	102	1517	14.1	11.7	96	3132	15.9	24.2	109	2260	14.2	17.5	97
LHJ FAMILY GRP COMBO(GROSS)	18161	9773	21.1	53.8	103	2022	18.8	11.1	92	4533	23.0	25.0	112	3219	20.2	17.7	99
LIFE	5065	3021	6.5	59.6	114	737	6.9	14.6	120	1343	6.8	26.5	119	941	5.9	18.6	103
L.A. TIMES HOME MAGAZINE	1310	679	1.5	51.8	99	**147	1.4	11.2	92	283	1.4	21.6	97	248	1.6	18.9	105
MADEMOISELLE	3759	2109	4.5	56.1	107	516	4.8	13.7	113	912	4.6	24.3	109	681	4.3	18.1	101
MC CALL'S	14658	7946	17.1	54.2	103	1677	15.6	11.4	94	3639	18.5	24.8	111	2630	16.5	17.9	100
MC CALL'S/WRK MOTHER (GROSS)	15857	8690	18.7	54.8	104	1904	17.7	12.0	99	3954	20.0	24.9	112	2832	17.8	17.9	99
MECHANIX ILLUSTRATED	809	435	0.9	53.8	103	**110	1.0	13.6	112	*242	1.2	29.9	134	**84	0.5	10.4	58
METROPOLITAN HOME	1009	577	1.2	57.2	109	*117	1.1	11.6	95	264	1.3	26.2	117	*196	1.2	19.4	108
MONEY	1707	847	1.8	49.6	95	*165	1.5	9.7	79	314	1.6	18.4	83	369	2.3	21.6	120
MOTHER EARTH NEWS	1123	652	1.4	58.1	111	**109	1.0	9.7	80	*288	1.5	25.6	115	*255	1.6	22.7	126
MS.	932	547	1.2	58.7	112	*142	1.3	15.2	125	239	1.2	25.6	115	*166	1.0	17.8	99
NATIONAL ENQUIRER	11971	6498	14.0	54.3	104	1776	16.5	14.8	122	2855	14.5	23.8	107	1867	11.7	15.6	87
NATIONAL GEOGRAPHIC	10503	5697	12.3	54.2	103	1085	10.1	10.3	85	2311	11.7	22.0	99	2300	14.5	21.9	122
NATIONAL SUNDAY MAGAZINE PKG	54325	28625	61.7	52.7	100	6367	59.2	11.7	96	12199	61.9	22.5	101	10059	63.2	18.5	103
NATURAL HISTORY	626	353	0.8	56.4	108	**65	0.6	10.4	85	**106	0.5	16.9	76	*182	1.1	29.1	162
NEW WOMAN	1992	927	2.0	46.5	89	*194	1.8	9.7	80	378	1.9	19.0	85	354	2.2	17.8	99
NEW YORK INCLUDING CUE	547	305	0.7	55.8	106	**91	0.8	16.6	137	*146	0.7	26.7	120	**68	0.4	12.4	69
THE NEW YORKER	1380	718	1.5	52.0	99	*136	1.3	9.9	81	328	1.7	23.8	107	253	1.6	18.3	102
NEWSWEEK	6925	3749	8.1	54.1	103	763	7.1	11.0	91	1559	7.9	22.5	101	1428	9.0	20.6	115
THE N.Y. TIMES DAILY EDITION	1363	757	1.6	55.5	106	*245	2.3	18.0	148	259	1.3	19.0	85	253	1.6	18.6	103
THE N.Y. TIMES MAGAZINE	2333	1381	3.0	59.2	113	446	4.1	19.1	157	539	2.7	23.1	104	395	2.5	16.9	94
OMNI	872	512	1.1	58.7	112	**94	0.9	10.8	89	*226	1.1	25.9	116	*192	1.2	22.0	122
ON CABLE	1298	715	1.5	55.1	105	*171	1.6	13.2	108	*293	1.5	22.6	101	*251	1.6	19.3	107
1001 HOME IDEAS	3032	1647	3.5	54.3	104	234	2.2	7.7	63	829	4.2	27.3	123	584	3.7	19.3	107
ORGANIC GARDENING	1680	939	2.0	55.9	107	*201	1.9	12.0	98	454	2.3	27.0	121	284	1.8	16.9	94
OUTDOOR LIFE	960	636	1.4	66.3	126	*138	1.3	14.4	118	*212	1.1	22.1	99	286	1.8	29.8	166
PARADE MAGAZINE	26755	14381	31.0	53.8	102	3332	31.0	12.5	102	6270	31.8	23.4	105	4779	30.0	17.9	99

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0209
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS %	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS %	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	46395	100.0	52.4	100	10759	100.0	12.2	100	19721	100.0	22.3	100	15914	100.0	18.0	100
PARENTS	4173	2658	5.7	63.7	121	642	6.0	15.4	126	1051	5.3	25.2	113	965	6.1	23.1	129
PENTHOUSE	973	556	1.2	57.3	109	*134	1.2	13.8	113	*303	1.5	31.1	140	**121	0.8	12.4	69
PEOPLE	13479	7593	16.4	56.3	107	1729	16.1	12.8	105	3194	16.2	23.7	106	2670	16.8	19.8	110
PLAYBOY	2183	1210	2.6	55.4	106	380	3.5	17.4	143	497	2.5	22.8	102	334	2.1	15.3	85
POPULAR HOT RODDING	386	*241	0.5	62.1	118	**83	0.8	21.4	176	**110	0.6	28.4	127	**48	0.3	12.4	69
POPULAR MECHANICS	1037	491	1.1	47.3	90	**93	0.9	9.0	74	*223	1.1	21.5	96	**175	1.1	16.9	94
POPULAR SCIENCE	920	515	1.1	56.0	107	**92	0.9	10.0	82	*240	1.2	26.1	117	*184	1.2	20.0	111
PREVENTION	4071	1770	3.8	43.5	83	354	3.3	8.7	71	783	4.0	19.2	86	633	4.0	15.5	86
PSYCHOLOGY TODAY	1940	1018	2.2	52.5	100	*291	2.7	15.0	123	427	2.2	22.0	99	300	1.9	15.5	86
READER'S DIGEST	24031	12355	26.6	51.4	98	2547	23.7	10.6	87	5470	27.7	22.8	102	4339	27.3	18.1	100
REDBOOK	8464	4436	9.6	52.4	100	955	8.9	11.3	93	2071	10.5	24.5	110	1410	8.9	16.7	93
ROAD & TRACK	429	*208	0.4	48.5	92	**18	0.2	4.2	34	**153	0.8	35.7	160	**37	0.2	8.6	48
ROLLING STONE	1355	783	1.7	57.8	110	*178	1.7	13.1	108	338	1.7	24.9	112	268	1.7	19.8	110
RUNNER'S WORLD	329	*140	0.3	42.6	81	**49	0.5	14.9	122	**51	0.3	15.5	70	**40	0.3	12.2	68
SATURDAY EVENING POST	1268	735	1.6	58.0	111	*218	2.0	17.2	141	299	1.5	23.6	106	218	1.4	17.2	96
SCIENCE 84	702	428	0.9	61.0	116	**93	0.9	13.2	109	**102	0.5	14.5	65	*234	1.5	33.3	185
SCIENCE DIGEST	553	359	0.8	64.9	124	**73	0.7	13.2	109	**152	0.8	27.5	123	*134	0.8	24.2	135
SCIENTIFIC AMERICAN	615	357	0.8	58.0	111	**110	1.0	17.9	147	*147	0.7	23.9	107	**100	0.6	16.3	90
SELF	2683	1410	3.0	52.6	100	384	3.6	14.3	118	520	2.6	19.4	87	505	3.2	18.8	105
SEVENTEEN	3309	1974	4.3	59.7	114	680	6.3	20.6	169	744	3.8	22.5	101	551	3.5	16.7	93
SKI	591	385	0.8	65.1	124	**84	0.8	14.2	117	*147	0.7	24.9	112	*154	1.0	26.1	145
SMITHSONIAN	3039	1527	3.3	50.2	96	254	2.4	8.4	69	596	3.0	19.6	88	677	4.3	22.3	124
SOAP OPERA DIGEST	3683	2118	4.6	57.5	110	592	5.5	16.1	132	1028	5.2	27.9	125	498	3.1	13.5	75
SOUTHERN LIVING	4434	2062	4.4	46.5	89	532	4.9	12.0	99	799	4.1	18.0	81	732	4.6	16.5	92
SPORT	701	464	1.0	66.2	126	**110	1.0	15.7	129	*274	1.4	39.1	175	**81	0.5	11.6	64
THE SPORTING NEWS	518	*337	0.7	65.1	124	**75	0.7	14.5	119	**156	0.8	30.1	135	**105	0.7	20.3	113
SPORTS AFIELD	523	348	0.8	66.5	127	**57	0.5	10.9	90	**101	0.5	19.3	87	*189	1.2	36.1	201
SPORTS ILLUSTRATED	3325	1818	3.9	54.7	104	495	4.6	14.9	122	753	3.8	22.6	102	570	3.6	17.1	95
STAR	8567	4786	10.3	55.9	107	1361	12.6	15.9	131	2120	10.7	24.7	111	1305	8.2	15.2	85
SUNDAY	27630	14348	30.9	51.9	99	3473	32.3	12.6	103	5914	30.0	21.4	96	4961	31.2	18.0	100
SUNSET	2219	1179	2.5	53.1	101	*138	1.3	6.2	51	432	2.2	19.5	87	610	3.8	27.5	153
TV GUIDE	24258	13276	28.6	54.7	104	3479	32.3	14.3	118	5513	28.0	22.7	102	4284	26.9	17.7	98
TENNIS	609	322	0.7	52.9	101	**99	0.9	16.3	134	*172	0.9	28.2	127	**52	0.3	8.5	47
TIME	9929	5255	11.3	52.9	101	1269	11.8	12.8	105	2091	10.6	21.1	94	1895	11.9	19.1	106
TOWN & COUNTRY	1062	631	1.4	59.4	113	*135	1.3	12.7	105	343	1.7	32.3	145	*153	1.0	14.4	80
TRAVEL & LEISURE	1051	607	1.3	57.8	110	**81	0.8	7.7	63	289	1.5	27.5	123	237	1.5	22.5	125
TRUE STORY	3946	2353	5.1	59.6	114	767	7.1	19.4	160	1023	5.2	25.9	116	563	3.5	14.3	79
U.S.NEWS & WORLD REPORT	3782	1957	4.2	51.7	99	493	4.6	13.0	107	909	4.6	24.0	108	555	3.5	14.7	82
USA TODAY	1874	1102	2.4	58.8	112	*203	1.9	10.8	89	557	2.8	29.7	133	342	2.1	18.2	101
US	2213	1350	2.9	61.0	116	373	3.5	16.9	139	593	3.0	26.8	120	384	2.4	17.4	96
VOGUE	4792	2714	5.8	56.6	108	780	7.2	16.3	134	1139	5.8	23.8	107	795	5.0	16.6	92
WALL STREET JOURNAL	2045	1061	2.3	51.9	99	*151	1.4	7.4	61	481	2.4	23.5	106	429	2.7	21.0	117
WEIGHT WATCHERS	2364	1227	2.6	51.9	99	317	2.9	13.4	110	444	2.3	18.8	84	465	2.9	19.7	109
WOMAN'S DAY	15182	8262	17.8	54.4	104	1896	17.6	12.5	103	3718	18.9	24.5	110	2648	16.6	17.4	97
WORKING MOTHER	1198	744	1.6	62.1	118	*227	2.1	18.9	156	315	1.6	26.3	118	*202	1.3	16.9	94
WORKING WOMAN	1523	932	2.0	61.2	117	*219	2.0	14.4	118	381	1.9	25.0	112	333	2.1	21.9	122
WORLD TENNIS	*183	**102	0.2	55.7	106	**23	0.2	12.6	103	**63	0.3	34.4	154	**15	0.1	8.2	46
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1324	2.9	47.7	91	309	2.9	11.1	92	688	3.5	24.8	111	327	2.1	11.8	65
BLAIR INSERTS	47909	25240	54.4	52.7	100	5823	54.1	12.2	100	10678	54.1	22.3	100	8740	54.9	18.2	101
DAILY NEWSPAPERS																	
READ ANY	56731	29603	63.8	52.2	99	6490	60.3	11.4	94	12736	64.6	22.4	101	10377	65.2	18.3	102
READ ONE	47696	24565	52.9	51.5	98	5347	49.7	11.2	92	10593	53.7	22.2	100	8626	54.2	18.1	101
READ TWO OR MORE	9034	5038	10.9	55.8	106	1144	10.6	12.7	104	2143	10.9	23.7	106	1751	11.0	19.4	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	30509	65.8	52.8	101	6910	64.2	12.0	98	12987	65.9	22.5	101	10612	66.7	18.4	102
READ ONE	50513	26411	56.9	52.3	100	5963	55.4	11.8	97	11344	57.5	22.5	101	9104	57.2	18.0	100
READ TWO OR MORE	7219	4098	8.8	56.8	108	947	8.8	13.1	108	1643	8.3	22.8	102	1508	9.5	20.9	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.67				29.36				29.52				27.18			
30 DAY REACH	78184	41552	89.6	53.1	101	9626	89.5	12.3	101	17520	88.8	22.4	101	14406	90.5	18.4	102
50 SHWG - 30 DAY AV FREQ	14.80	15.09				15.38				15.48				14.43			
30 DAY REACH	74239	39538	85.2	53.3	102	9202	85.5	12.4	102	16741	84.9	22.6	101	13596	85.4	18.3	102
25 SHWG - 30 DAY AV FREQ	8.05	8.10				8.39				8.24				7.73			
30 DAY REACH	68254	36845	79.4	54.0	103	8407	78.1	12.3	101	15745	79.8	23.1	103	12694	79.8	18.6	103
CABLE TV: HOME WIRED	35215	18423	39.7	52.3	100	4354	40.5	12.4	102	7859	39.9	22.3	100	6210	39.0	17.6	98
HOME NOT WIRED	53250	27972	60.3	52.5	100	6405	59.5	12.0	99	11863	60.2	22.3	100	9704	61.0	18.2	101
HAVE PAY CABLE	17885	9676	20.9	54.1	103	2282	21.2	12.8	105	4243	21.5	23.7	106	3152	19.8	17.6	98

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0210
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	46395	100.0	52.4	100	10759	100.0	12.2	100	19721	100.0	22.3	100	15914	100.0	18.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	25686	55.4	53.5	102	5943	55.2	12.4	102	11263	57.1	23.5	105	8480	53.3	17.7	98
10:00 AM - 3:00 PM	33674	18080	39.0	53.7	102	4454	41.4	13.2	109	7482	37.9	22.2	100	6144	38.6	18.2	101
3:00 PM - 7:00 PM	34431	18676	40.3	54.2	103	4375	40.7	12.7	104	7864	39.9	22.8	102	6438	40.5	18.7	104
7:00 PM - MIDNIGHT	17761	9770	21.1	55.0	105	2615	24.3	14.7	121	3954	20.0	22.3	100	3202	20.1	18.0	100
MIDNIGHT - 6:00 AM	10087	5277	11.4	52.3	100	1291	12.0	12.8	105	2119	10.7	21.0	94	1867	11.7	18.5	103
6:00 AM - MIDNIGHT	64318	34619	74.6	53.8	103	8269	76.9	12.9	106	14755	74.8	22.9	103	11595	72.9	18.0	100
ENTIRE DAY	65181	34990	75.4	53.7	102	8372	77.8	12.8	106	14946	75.8	22.9	103	11672	73.3	17.9	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	9515	20.5	54.6	104	2076	19.3	11.9	98	4106	20.8	23.6	106	3333	20.9	19.1	106
ALL NEWS	2520	1401	3.0	55.6	106	368	3.4	14.6	120	549	2.8	21.8	98	483	3.0	19.2	107
AOR/PROGRESSIVE	4419	2595	5.6	58.7	112	690	6.4	15.6	128	1028	5.2	23.3	104	877	5.5	19.8	110
BEAUTIFUL MUSIC	6119	2946	6.3	48.1	92	683	6.3	11.2	92	1231	6.2	20.1	90	1032	6.5	16.9	94
BLACK	2623	1586	3.4	60.5	115	585	5.4	22.3	183	631	3.2	24.1	108	370	2.3	14.1	78
CLASSICAL	1553	825	1.8	53.1	101	*164	1.5	10.6	87	385	2.0	24.8	111	277	1.7	17.8	99
CHR/ROCK	11282	6575	14.2	58.3	111	1484	13.8	13.2	108	2905	14.7	25.7	116	2186	13.7	19.4	108
COUNTRY	13343	6945	15.0	52.0	99	1530	14.2	11.5	94	2894	14.7	21.7	97	2521	15.8	18.9	105
GOLDEN OLDIES	1299	785	1.7	60.4	115	*239	2.2	18.4	151	366	1.9	28.2	126	*180	1.1	13.9	77
MOR/NOSTALGIA	5241	2658	5.7	50.7	97	616	5.7	11.8	97	1048	5.3	20.0	90	994	6.2	19.0	105
NEWS/TALK	4165	1973	4.3	47.4	90	432	4.0	10.4	85	813	4.1	19.5	88	728	4.6	17.5	97
RELIGIOUS	3324	1810	3.9	54.5	104	524	4.9	15.8	130	781	4.0	23.5	105	505	3.2	15.2	84
SOFT ROCK	609	333	0.7	54.7	104	**46	0.4	7.6	62	**184	0.9	30.2	136	**102	0.6	16.7	93
URBAN CONTEMPORARY	1853	1243	2.7	67.1	128	433	4.0	23.4	192	594	3.0	32.1	144	217	1.4	11.7	65
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2324	5.0	62.4	119	592	5.5	15.9	131	1078	5.5	28.9	130	655	4.1	17.6	98
ABC DIRECTION	2488	1374	3.0	55.2	105	431	4.0	17.3	142	600	3.0	24.1	108	343	2.2	13.8	77
ABC ENTERTAINMENT	5129	2523	5.4	49.2	94	611	5.7	11.9	98	1045	5.3	20.4	91	867	5.4	16.9	94
ABC FM	2498	1684	3.6	67.4	129	403	3.7	16.1	133	733	3.7	29.3	132	548	3.4	21.9	122
ABC INFORMATION	5721	2827	6.1	49.4	94	599	5.6	10.5	86	1190	6.0	20.8	93	1038	6.5	18.1	101
ABC ROCK	2021	1295	2.8	64.1	122	*305	2.8	15.1	124	633	3.2	31.3	140	357	2.2	17.7	98
CBS	4756	2497	5.4	52.5	100	455	4.2	9.6	79	1094	5.5	23.0	103	948	6.0	19.9	111
MUTUAL	5272	2809	6.1	53.3	102	721	6.7	13.7	112	1136	5.8	21.5	97	952	6.0	18.1	100
NBC	4964	2509	5.4	50.5	96	518	4.8	10.4	86	1052	5.3	21.2	95	938	5.9	18.9	105
RADIORADIO	2218	1242	2.7	56.0	107	*257	2.4	11.6	95	515	2.6	23.2	104	470	3.0	21.2	118
RKO ONE	2565	1399	3.0	54.5	104	387	3.6	15.1	124	545	2.8	21.2	95	467	2.9	18.2	101
RKO TWO	3640	1824	3.9	50.1	96	361	3.4	9.9	82	733	3.7	20.1	90	730	4.6	20.1	111
THE SOURCE	2467	1500	3.2	60.8	116	526	4.9	21.3	175	481	2.4	19.5	87	493	3.1	20.0	111
NON-WIRED : BLAIR	9466	5061	10.9	53.5	102	1043	9.7	11.0	91	2285	11.6	24.1	108	1733	10.9	18.3	102
INTERNET	13616	7579	16.3	55.7	106	1874	17.4	13.8	113	3353	17.0	24.6	110	2353	14.8	17.3	96
KATZ RADIO GROUP	16998	9112	19.6	53.6	102	2141	19.9	12.6	104	3647	18.5	21.5	96	3323	20.9	19.5	109
SUPERNET	11622	6227	13.4	53.6	102	1606	14.9	13.8	114	2630	13.3	22.6	102	1991	12.5	17.1	95
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	4771	10.3	50.6	97	1083	10.1	11.5	94	2022	10.3	21.5	96	1667	10.5	17.7	98
WKDAY 9:00 AM - 1:00 PM	13304	7051	15.2	53.0	101	1685	15.7	12.7	104	3041	15.4	22.9	103	2325	14.6	17.5	97
WKDAY 1:00 PM - 4:30 PM	17591	9420	20.3	53.6	102	2282	21.2	13.0	107	4104	20.8	23.3	105	3034	19.1	17.2	96
WKDAY 4:30 PM - 7:30 PM	24418	12729	27.4	52.1	99	3160	29.4	12.9	106	5504	27.9	22.5	101	4065	25.5	16.6	93
WKDAY 7:30 PM - 8:00 PM	34400	17824	38.4	51.8	99	4155	38.6	12.1	99	7664	38.9	22.3	100	6005	37.7	17.5	97
WKDAY 11:00 PM - 11:30 PM	26120	14094	30.4	54.0	103	3303	30.7	12.6	104	5863	29.7	22.4	101	4927	31.0	18.9	105
WKDAY 11:30 PM - 1:00 AM	8402	4605	9.9	54.8	105	1039	9.7	12.4	102	1947	9.9	23.2	104	1620	10.2	19.3	107
M-SAT 8-11 PM+SUN 7-11 PM	36828	19528	42.1	53.0	101	4611	42.9	12.5	103	8254	41.9	22.4	101	6663	41.9	18.1	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	4116	8.9	57.0	109	1068	9.9	14.8	122	1783	9.0	24.7	111	1264	7.9	17.5	97
ANOTHER WORLD N	4924	2710	5.8	55.0	105	432	4.0	8.8	72	1363	6.9	27.7	124	915	5.7	18.6	103
AS THE WORLD TURNS C	5966	3029	6.5	50.8	97	750	7.0	12.6	103	1330	6.7	22.3	100	950	6.0	15.9	89
CAPITOL C	3672	1938	4.2	52.8	101	539	5.0	14.7	121	820	4.2	22.3	100	579	3.6	15.8	88
CBS MORN. NEWS 1 C	1590	775	1.7	48.7	93	102	0.9	6.4	53	415	2.1	26.1	117	258	1.6	16.2	90
CBS MORN. NEWS 2 C	1298	671	1.4	51.7	99	127	1.2	9.8	80	306	1.6	23.6	106	239	1.5	18.4	102
DAYS OF OUR LIVES N	6389	3495	7.5	54.7	104	700	6.5	11.0	90	1528	7.7	23.9	107	1267	8.0	19.8	110
FACTS OF LIFE - DAYTIME N	2526	1341	2.9	53.1	101	350	3.3	13.9	114	497	2.5	19.7	88	493	3.1	19.5	108
FAMILY FEUD A	3427	1844	4.0	53.8	103	505	4.7	14.7	121	762	3.9	22.2	100	577	3.6	16.8	94
GENERAL HOSPITAL A	6870	3640	7.8	53.0	101	908	8.4	13.2	109	1677	8.5	24.4	109	1055	6.6	15.4	85
GOOD MORNING, AMERICA-730 A	3767	1914	4.1	50.8	97	435	4.0	11.5	95	771	3.9	20.5	92	708	4.4	18.8	104
GOOD MORNING, AMERICA-830 A	3076	1587	3.4	51.6	98	386	3.6	12.5	103	568	2.9	18.5	83	633	4.0	20.6	114
GUIDING LIGHT C	5789	3188	6.9	55.1	105	886	8.2	15.3	126	1285	6.5	22.2	100	1017	6.4	17.6	98
ONE LIFE TO LIVE A	4918	2640	5.7	53.7	102	681	6.3	13.8	114	1168	5.9	23.7	107	791	5.0	16.1	89
PRESS YOUR LUCK C	2367	1299	2.8	54.9	105	304	2.8	12.8	106	543	2.8	22.9	103	452	2.8	19.1	106
PRICE IS RIGHT 1 C	4727	2577	5.6	54.5	104	587	5.5	12.4	102	1230	6.2	26.0	117	759	4.8	16.1	89
PRICE IS RIGHT 2 C	5511	3007	6.5	54.6	104	716	6.7	13.0	107	1383	7.0	25.1	113	908	5.7	16.5	92
RYAN'S HOPE A	3479	2007	4.3	57.7	110	520	4.8	14.9	123	889	4.5	25.6	115	598	3.8	17.2	96
SALE OF THE CENTURY N	2823	1463	3.2	51.8	99	319	3.0	11.3	93	748	3.8	26.5	119	397	2.5	14.1	78
SEARCH FOR TOMORROW N	2525	1338	2.9	53.0	101	217	2.0	8.6	71	715	3.6	28.3	127	405	2.5	16.0	89
TODAY SHOW 1 N	2979	1438	3.1	48.3	92	259	2.4	8.7	71	689	3.5	23.1	104	490	3.1	16.4	91
TODAY SHOW 2 N	2792	1376	3.0	49.3	94	289	2.7	10.4	85	574	2.9	20.6	92	512	3.2	18.3	102
$25,000 PYRAMID C	2899	1543	3.3	53.2	101	289	2.7	10.0	82	759	3.8	26.2	117	495	3.1	17.1	95
WHEEL OF FORTUNE N	4689	2499	5.4	53.3	102	580	5.4	12.4	102	1148	5.8	24.5	110	771	4.8	16.4	91
YOUNG AND THE RESTLESS C	6231	3336	7.2	53.5	102	823	7.6	13.2	109	1442	7.3	23.1	104	1071	6.7	17.2	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	1028	2.2	52.1	99	270	2.5	13.7	113	412	2.1	20.9	94	346	2.2	17.5	98
NBA PLAYOFF GAME -1 C	1246	725	1.6	58.2	111	196	1.8	15.7	129	336	1.7	27.0	121	193	1.2	15.5	86
NBC MAJOR LEAGUE PRE-GAME N	1140	606	1.3	53.2	101	**69	0.6	6.1	50	407	2.1	35.7	160	**130	0.8	11.4	63
SPORTSWORLD - SUN N	1328	673	1.5	50.7	97	*179	1.7	13.5	111	234	1.2	17.6	79	261	1.6	19.7	109
SUNDAY MORNING C	1645	822	1.8	50.0	95	*153	1.4	9.3	76	346	1.8	21.0	94	323	2.0	19.6	109

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): USAGE IN LAST 7 DAYS
(FEMALES)

0211
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FIVE OR MORE A '000	HEAVY USERS FIVE OR MORE B % DOWN	HEAVY USERS FIVE OR MORE C % ACROSS	HEAVY USERS FIVE OR MORE D INDX	MEDIUM USERS TWO - FOUR A '000	MEDIUM USERS TWO - FOUR B % DOWN	MEDIUM USERS TWO - FOUR C % ACROSS	MEDIUM USERS TWO - FOUR D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	46395	100.0	52.4	100	10759	100.0	12.2	100	19721	100.0	22.3	100	15914	100.0	18.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	14212	30.6	50.8	97	3408	31.7	12.2	100	5971	30.3	21.3	96	4833	30.4	17.3	96
NETWORK AFFILIATES - LATE		21966	11638	25.1	53.0	101	2618	24.3	11.9	98	4833	24.5	22.0	99	4187	26.3	19.1	106
INDEPENDENTS - LATE		2247	1144	2.5	50.9	97	307	2.9	13.7	112	508	2.6	22.6	101	329	2.1	14.6	81
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	6360	13.7	55.2	105	1474	13.7	12.8	105	2825	14.3	24.5	110	2061	13.0	17.9	99
ABC MONDAY NIGHT MOVIE	A	6879	3573	7.7	51.9	99	804	7.5	11.7	96	1467	7.4	21.3	96	1302	8.2	18.9	105
ABC SUNDAY NIGHT MOVIE	A	13690	6952	15.0	50.8	97	1688	15.7	12.3	101	2843	14.4	20.8	93	2421	15.2	17.7	98
ABC WORLD NEWS TONIGHT	A	6589	3305	7.1	50.2	96	868	8.1	13.2	108	1395	7.1	21.2	95	1042	6.5	15.8	88
AFTERMASH	C	6391	3440	7.4	53.8	103	753	7.0	11.8	97	1536	7.8	24.0	108	1152	7.2	18.0	100
ALICE	C	10273	5407	11.7	52.6	100	1253	11.6	12.2	100	2355	11.9	22.9	103	1800	11.3	17.5	97
AMERICAN PARADE	C	7130	3563	7.7	50.0	95	702	6.5	9.8	81	1587	8.0	22.3	100	1274	8.0	17.9	99
BENSON	A	11665	6268	13.5	53.7	102	1609	15.0	13.8	113	2586	13.1	22.2	99	2073	13.0	17.8	99
BLUE THUNDER	A	5442	2878	6.2	52.9	101	586	5.4	10.8	89	1177	6.0	21.6	97	1115	7.0	20.5	114
CAGNEY & LACEY	C	10565	5856	12.6	55.4	106	1185	11.0	11.2	92	2560	13.0	24.2	109	2111	13.3	20.0	111
CBS EVENING NEWS-DEAN	C	3668	1782	3.8	48.6	93	367	3.4	10.0	82	797	4.0	21.7	97	618	3.9	16.8	94
CBS EVENING NEWS-RATHER	C	7561	3897	8.4	51.5	98	847	7.9	11.2	92	1693	8.6	22.4	100	1357	8.5	17.9	100
CBS SAT. NEWS-SCHIEFFER	C	3948	1977	4.3	50.1	95	396	3.7	10.0	82	896	4.5	22.7	102	684	4.3	17.3	96
CBS SATURDAY NIGHT MOVIE	C	5966	3163	6.8	53.0	101	867	8.1	14.5	119	1243	6.3	20.8	93	1053	6.6	17.7	98
CBS WEDNESDAY NIGHT MOVIE	C	6529	3316	7.1	50.8	97	829	7.7	12.7	104	1424	7.2	21.8	98	1063	6.7	16.3	91
CHEERS	N	9842	5651	12.2	57.4	109	1193	11.1	12.1	100	2471	12.5	25.1	113	1987	12.5	20.2	112
DALLAS	C	23935	12669	27.3	52.9	101	3160	29.4	13.2	109	5264	26.7	22.0	99	4246	26.7	17.7	99
DIFF'RENT STROKES	N	7574	3937	8.5	52.0	99	991	9.2	13.1	108	1738	8.8	22.9	103	1208	7.6	15.9	89
DOUBLE TROUBLE	N	7786	4028	8.7	51.7	99	958	8.9	12.3	101	1574	8.0	20.2	91	1496	9.4	19.2	107
DUCK FACTORY	N	6290	3481	7.5	55.3	106	857	8.0	13.6	112	1448	7.3	23.0	103	1176	7.4	18.7	104
DUKES OF HAZZARD	C	6402	3390	7.3	53.0	101	842	7.8	13.2	108	1424	7.2	22.2	100	1124	7.1	17.6	98
DYNASTY	A	21955	11826	25.5	53.9	103	2773	25.8	12.6	104	5339	27.1	24.3	109	3714	23.3	16.9	94
FACTS OF LIFE	N	8898	4794	10.3	53.9	103	1137	10.6	12.8	105	1984	10.1	22.3	100	1673	10.5	18.8	105
FALCON CREST	C	21877	11556	24.9	52.8	101	2771	25.8	12.7	104	4918	24.9	22.5	101	3867	24.3	17.7	98
FALL GUY	A	10045	5356	11.5	53.3	102	1170	10.9	11.6	96	2326	11.8	23.2	104	1860	11.7	18.5	103
FAMILY TIES	N	8922	4997	10.8	56.0	107	1198	11.1	13.4	110	2227	11.3	25.0	112	1572	9.9	17.6	98
FANTASY ISLAND	A	8288	4438	9.6	53.5	102	1173	10.9	14.2	116	1773	9.0	21.4	96	1492	9.4	18.0	100
FOULUPS,BLEEPS & BLUNDERS	A	9891	4935	10.6	49.9	95	1232	11.5	12.5	102	2002	10.2	20.2	91	1700	10.7	17.2	96
FOUR SEASONS	C	5429	2857	6.2	52.6	100	675	6.3	12.4	102	1250	6.3	23.0	103	932	5.9	17.2	95
GIMME A BREAK	N	9646	5320	11.5	55.2	105	1356	12.6	14.1	116	2492	12.6	25.8	116	1472	9.2	15.3	85
HART TO HART	A	9983	5342	11.5	53.5	102	1146	10.7	11.5	94	2436	12.4	24.4	109	1761	11.1	17.6	98
HILL STREET BLUES	N	9688	5313	11.5	54.8	105	1229	11.4	12.7	104	2252	11.4	23.2	104	1833	11.5	18.9	105
HOTEL	A	15435	8229	17.7	53.3	102	1901	17.7	12.3	101	3760	19.1	24.4	109	2568	16.1	16.6	92
JEFFERSONS	C	10031	5524	11.9	55.1	105	1406	13.1	14.0	115	2464	12.5	24.6	110	1654	10.4	16.5	92
JENNIFER SLEPT HERE	N	6376	3391	7.3	53.2	101	857	8.0	13.4	111	1430	7.3	22.4	101	1103	6.9	17.3	96
KATE & ALLIE	C	9951	5377	11.6	54.0	103	1157	10.8	11.6	96	2240	11.4	22.5	101	1979	12.4	19.9	111
KNIGHT RIDER	N	7908	4109	8.9	52.0	99	937	8.7	11.8	97	1676	8.5	21.2	95	1496	9.4	18.9	105
LOVE BOAT	A	13226	6977	15.0	52.8	101	1780	16.5	13.5	111	2819	14.3	21.3	96	2378	14.9	18.0	100
MAGNUM PI	C	12105	6551	14.1	54.1	103	1352	12.6	11.2	92	2905	14.7	24.0	108	2294	14.4	19.0	105
MAMA'S FAMILY	N	6364	3515	7.6	55.2	105	815	7.6	12.8	105	1665	8.4	26.2	117	1035	6.5	16.3	90
MASTER, THE	N	3955	2216	4.8	56.0	107	469	4.4	11.9	98	941	4.8	23.8	107	806	5.1	20.4	113
MATT HOUSTON	A	6903	3793	8.2	54.9	105	1031	9.6	14.9	123	1484	7.5	21.5	96	1278	8.0	18.5	103
NBC MONDAY NIGHT MOVIE	N	13443	7386	15.9	54.9	105	1699	15.8	12.6	104	3135	15.9	23.3	105	2552	16.0	19.0	106
NBC NIGHTLY NEWS	N	5585	2801	6.0	50.2	96	548	5.1	9.8	81	1201	6.1	21.5	96	1052	6.6	18.8	105
NBC NIGHTLY NEWS-SAT	N	3688	1879	4.1	50.9	97	372	3.5	10.1	83	830	4.2	22.5	101	677	4.3	18.4	102
NBC NIGHTLY NEWS-SUN	N	3310	1663	3.6	50.2	96	411	3.8	12.4	102	656	3.3	19.8	89	596	3.7	18.0	100
NBC SUNDAY NIGHT MOVIE	N	9238	5387	11.6	58.3	111	1527	14.2	16.5	136	2029	10.3	22.0	99	1831	11.5	19.8	110
NEWHART	C	9876	5492	11.8	55.6	106	1196	11.1	12.1	100	2348	11.9	23.8	107	1948	12.2	19.7	110
ONE DAY AT A TIME	C	7954	4229	9.1	53.2	101	1102	10.2	13.9	114	1706	8.7	21.4	96	1421	8.9	17.9	99
PEOPLE ARE FUNNY	N	5182	2763	6.0	53.3	102	610	5.7	11.8	97	1313	6.7	25.3	114	840	5.3	16.2	90
REAL PEOPLE	N	9674	4913	10.6	50.8	97	1048	9.7	10.8	89	2141	10.9	22.1	99	1724	10.8	17.8	99
REMINGTON STEELE	N	8511	4627	10.0	54.4	104	1148	10.7	13.5	111	1947	9.9	22.9	103	1532	9.6	18.0	100
RIPLEY'S BELIEVE IT - NOT	A	5656	2886	6.2	51.0	97	633	5.9	11.2	92	1158	5.9	20.5	92	1095	6.9	19.4	108
RIPTIDE	N	7718	4446	9.6	57.6	110	951	8.8	12.3	101	1896	9.6	24.6	110	1599	10.0	20.7	115
SCARECROW & MRS. KING	C	11058	5704	12.3	51.6	98	1328	12.3	12.0	99	2418	12.3	21.9	98	1957	12.3	17.7	98
SIMON & SIMON	C	11615	6180	13.3	53.2	101	1326	12.3	11.4	94	2699	13.7	23.2	104	2155	13.5	18.6	103
60 MINUTES	C	14326	7286	15.7	50.9	97	1548	14.4	10.8	89	3257	16.5	22.7	102	2481	15.6	17.3	96
ST. ELSEWHERE	N	7670	4270	9.2	55.7	106	879	8.2	11.5	94	1840	9.3	24.0	108	1550	9.7	20.2	112
THREE'S COMPANY	A	12068	6251	13.5	51.8	99	1496	13.9	12.4	102	2687	13.6	22.3	100	2068	13.0	17.1	95
T.J. HOOKER	A	9735	5218	11.2	53.6	102	1301	12.1	13.4	110	2074	10.5	21.3	96	1844	11.6	18.9	105
TONIGHT SHOW	N	2531	1405	3.0	55.5	106	326	3.0	12.9	106	501	2.5	19.8	89	578	3.6	22.8	127
TRAPPER JOHN, M.D.	C	10374	5650	12.2	54.5	104	1351	12.6	13.0	107	2372	12.0	22.9	103	1926	12.1	18.6	103
TV BLOOPERS & PRAC. JOKES	N	9795	4957	10.7	50.6	96	1103	10.3	11.3	93	2234	11.3	22.8	102	1620	10.2	16.5	92
20/20	A	10009	5183	11.2	51.8	99	1182	11.0	11.8	97	2066	10.5	20.6	93	1936	12.2	19.3	108
WEBSTER	A	11934	6438	13.9	53.9	103	1711	15.9	14.3	118	2674	13.6	22.4	101	2053	12.9	17.2	96
WORLD NEWS - SUN	A	3291	1477	3.2	44.9	86	386	3.6	11.7	96	545	2.8	16.6	74	546	3.4	16.6	92
YELLOW ROSE	N	5196	2682	5.8	51.6	98	495	4.6	9.5	78	1231	6.2	23.7	106	956	6.0	18.4	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	4970	10.7	52.0	99	1287	12.0	13.5	111	1985	10.1	20.8	93	1699	10.7	17.8	99
BASKETBALL - COLLEGE GAMES		4414	2324	5.0	52.7	100	586	5.4	13.3	109	1135	5.8	25.7	115	604	3.8	13.7	76
BASKETBALL - PRO GAMES		3876	2244	4.8	57.9	110	644	6.0	16.6	137	1014	5.1	26.2	117	586	3.7	15.1	84
BOWLING		4056	2345	5.1	57.8	110	781	7.3	19.3	158	907	4.6	22.4	100	657	4.1	16.2	90
BOXING		4154	2515	5.4	60.5	115	755	7.0	18.2	149	886	4.5	21.3	96	874	5.5	21.0	117
FOOTBALL - COLLEGE GAMES		6754	3728	8.0	55.2	105	991	9.2	14.7	121	1582	8.0	23.4	105	1155	7.3	17.1	95
FOOTBALL - PRO GAMES		12364	7199	15.5	58.2	111	1952	18.1	15.8	130	2843	14.4	23.0	103	2404	15.1	19.4	108
GOLF		3615	2161	4.7	59.8	114	*489	4.5	13.5	111	888	4.5	24.6	110	784	4.9	21.7	121
POST-SEASON COLL. FOOTBALL		5296	3407	7.3	64.3	123	726	6.7	13.7	113	1624	8.2	30.7	138	1057	6.6	20.0	111
POST-SEASON PRO FOOTBALL		6693	4057	8.7	60.6	116	1076	10.0	16.1	132	1642	8.3	24.5	110	1339	8.4	20.0	111
TENNIS		3281	1717	3.7	52.3	100	*423	3.9	12.9	106	689	3.5	21.0	94	606	3.8	18.5	103
WRESTLING - PROFESSIONAL		3672	2303	5.0	62.7	120	736	6.8	20.0	165	920	4.7	25.1	112	647	4.1	17.6	98

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - KINDS
(ADULTS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS %	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS %	CANNED D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	62638	100.0	37.3	100	49845	100.0	29.7	100								
MALES	79263	30509	48.7	38.5	103	26094	52.4	32.9	111								
FEMALES	88464	32129	51.3	36.3	97	23751	47.6	26.8	90								
18 - 24	28671	12381	19.8	43.2	116	11112	22.3	38.8	130								
25 - 34	39536	17356	27.7	43.9	118	14724	29.5	37.2	125								
35 - 44	28978	11590	18.5	40.0	107	9331	18.7	32.2	108								
45 - 54	22345	7369	11.8	33.0	88	5829	11.7	26.1	88								
55 - 64	22224	7042	11.2	31.7	85	4702	9.4	21.2	71								
65 OR OLDER	25973	6901	11.0	26.6	71	4148	8.3	16.0	54								
18 - 34	68207	29737	47.5	43.6	117	25836	51.8	37.9	127								
18 - 49	108058	45279	72.3	41.9	112	38263	76.8	35.4	119								
25 - 54	90859	36314	58.0	40.0	107	29884	60.0	32.9	111								
35 - 49	39851	15542	24.8	39.0	104	12427	24.9	31.2	105								
50 OR OLDER	59669	17360	27.7	29.1	78	11582	23.2	19.4	65								
GRADUATED COLLEGE	28091	11450	18.3	40.8	109	9656	19.4	34.4	116								
ATTENDED COLLEGE	28938	11557	18.5	39.9	107	9826	19.7	34.0	114								
GRADUATED HIGH SCHOOL	65503	24813	39.6	37.9	101	19498	39.1	29.8	100								
DID NOT GRADUATE HIGH SCHOOL	45195	14819	23.7	32.8	88	10866	21.8	24.0	81								
EMPLOYED MALES	56429	22401	35.8	39.7	106	19446	39.0	34.5	116								
EMPLOYED FEMALES	43971	16582	26.5	37.7	101	13079	26.2	29.7	100								
EMPLOYED FULL-TIME	87773	33879	54.1	38.6	103	28158	56.5	32.1	108								
EMPLOYED PART-TIME	12627	5104	8.1	40.4	108	4368	8.8	34.6	116								
NOT EMPLOYED	67327	23655	37.8	35.1	94	17319	34.7	25.7	87								
PROFESSIONAL/MANAGER	25845	10295	16.4	39.8	107	8393	16.8	32.5	109								
TECH/CLERICAL/SALES	30895	11649	18.6	37.7	101	9858	19.8	31.9	107								
PRECISION/CRAFT	12629	5085	8.1	40.3	108	4269	8.6	33.8	114								
OTHER EMPLOYED	31031	11954	19.1	38.5	103	10007	20.1	32.2	109								
SINGLE	35557	14424	23.0	40.6	109	13490	27.1	37.9	128								
MARRIED	103585	39151	62.5	37.8	101	29433	59.0	28.4	96								
DIVORCED/SEPARATED/WIDOWED	28585	9063	14.5	31.7	85	6923	13.9	24.2	81								
PARENTS	59295	25391	40.5	42.8	115	20536	41.2	34.6	117								
WHITE	146081	53541	85.5	36.7	98	41903	84.1	28.7	97								
BLACK	17974	7536	12.0	41.9	112	6368	12.8	35.4	119								
OTHER	3672	1562	2.5	42.5	114	1574	3.2	42.9	144								
NORTHEAST-CENSUS	37005	16474	26.3	44.5	119	10222	20.5	27.6	93								
NORTH CENTRAL	42642	17714	28.3	41.5	111	13375	26.8	31.4	106								
SOUTH	56777	19631	31.3	34.6	93	14550	29.2	25.6	86								
WEST	31303	8820	14.1	28.2	75	11697	23.5	37.4	126								
NORTHEAST-MKTG.	38125	16347	26.1	42.9	115	10234	20.5	26.8	90								
EAST CENTRAL	24794	10739	17.1	43.3	116	6370	12.8	25.7	86								
WEST CENTRAL	28511	10822	17.3	38.0	102	10452	21.0	36.7	123								
SOUTH	48953	16911	27.0	34.5	93	12928	25.9	26.4	89								
PACIFIC	27344	7819	12.5	28.6	77	9862	19.8	36.1	121								
COUNTY SIZE A	69301	26847	42.9	38.7	104	21346	42.8	30.8	104								
COUNTY SIZE B	50633	19510	31.1	38.5	103	14417	28.9	28.5	96								
COUNTY SIZE C	26259	8585	13.7	32.7	88	7666	15.4	29.2	98								
COUNTY SIZE D	21534	7696	12.3	35.7	96	6416	12.9	29.8	100								
METRO CENTRAL CITY	50014	19069	30.4	38.1	102	15946	32.0	31.9	107								
METRO SUBURBAN	76832	29326	46.8	38.2	102	21897	43.9	28.5	96								
NON METRO	40881	14244	22.7	34.8	93	12002	24.1	29.4	99								
TOP 5 ADI'S	39550	15730	25.1	39.8	106	12294	24.7	31.1	105								
TOP 10 ADI'S	54877	21421	34.2	39.0	105	16458	33.0	30.0	101								
TOP 20 ADI'S	77516	29935	47.8	38.6	103	23659	47.5	30.5	103								
HSHLD INC. $50,000 OR MORE	17257	6689	10.7	38.8	104	5305	10.6	30.7	103								
$40,000 OR MORE	33235	12793	20.4	38.5	103	10509	21.1	31.6	106								
$30,000 OR MORE	59693	23334	37.3	39.1	105	18877	37.9	31.6	106								
$25,000 OR MORE	76275	29923	47.8	39.2	105	23798	47.7	31.2	105								
$20,000 - $24,999	18607	6997	11.2	37.6	101	5802	11.6	31.2	105								
$15,000 - $19,999	17175	6940	11.1	40.4	108	5128	10.3	29.9	100								
$10,000 - $14,999	24569	8976	14.3	36.5	98	7030	14.1	28.6	96								
UNDER $10,000	31101	9803	15.7	31.5	84	8088	16.2	26.0	88								
HOUSEHOLD OF 1 PERSON	19441	5760	9.2	29.6	79	4632	9.3	23.8	80								
2 PEOPLE	51803	17101	27.3	33.0	88	13509	27.1	26.1	88								
3 OR 4 PEOPLE	66933	27099	43.3	40.5	108	21190	42.5	31.7	107								
5 OR MORE PEOPLE	29550	12679	20.2	42.9	115	10515	21.1	35.6	120								
NO CHILD IN HSHLD	96587	32302	51.6	33.4	90	24684	49.5	25.6	86								
CHILD(REN) UNDER 2 YRS	10844	5008	8.0	46.2	124	4292	8.6	39.6	133								
2 - 5 YEARS	26358	11822	18.9	44.9	120	9415	18.9	35.7	120								
6 - 11 YEARS	30453	13324	21.3	43.8	117	11179	22.4	36.7	124								
12 - 17 YEARS	36575	15013	24.0	41.0	110	12569	25.2	34.4	116								
RESIDENCE OWNED	117770	43020	68.7	36.5	98	32390	65.0	27.5	93								
VALUE: $50,000 OR MORE	70166	25805	41.2	36.8	98	19996	40.1	28.5	96								
VALUE: UNDER $50,000	47604	17215	27.5	36.2	97	12393	24.9	26.0	88								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - KINDS
(ADULTS)

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		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	62638	100.0	37.3	100	49845	100.0	29.7	100								
MAGAZINES	QUINTILE 1	34022	14287	22.8	42.0	112	11449	23.0	33.7	113								
	QUINTILE 2	34800	13850	22.1	39.8	107	10397	20.9	29.9	101								
	QUINTILE 3	30514	11662	18.6	38.2	102	9346	18.8	30.6	103								
	QUINTILE 4	33324	11591	18.5	34.8	93	9781	19.6	29.4	99								
	QUINTILE 5	35066	11249	18.0	32.1	86	8872	17.8	25.3	85								
NEWSPAPERS	QUINTILE 1	29107	12158	19.4	41.8	112	8669	17.4	29.8	100								
	QUINTILE 2	49095	18417	29.4	37.5	100	14374	28.8	29.3	99								
	QUINTILE 3	23107	8754	14.0	37.9	101	6878	13.8	29.8	100								
	QUINTILE 4	33556	12540	20.0	37.4	100	10391	20.8	31.0	104								
	QUINTILE 5	32863	10769	17.2	32.8	88	9533	19.1	29.0	98								
OUTDOOR	QUINTILE 1	33431	13397	21.4	40.1	107	11113	22.3	33.2	112								
	QUINTILE 2	33478	13903	22.2	41.5	111	10868	21.8	32.5	109								
	QUINTILE 3	33574	12415	19.8	37.0	99	9684	19.4	28.8	97								
	QUINTILE 4	33935	12186	19.5	35.9	96	9607	19.3	28.3	95								
	QUINTILE 5	33310	10738	17.1	32.2	86	8573	17.2	25.7	87								
RADIO-DRIVE TIME	QUINTILE 1	33136	12760	20.4	38.5	103	10517	21.1	31.7	107								
	QUINTILE 2	31658	11879	19.0	37.5	100	9495	19.0	30.0	101								
	QUINTILE 3	32541	12798	20.4	39.3	105	9962	20.0	30.6	103								
	QUINTILE 4	34247	13181	21.0	38.5	103	10209	20.5	29.8	100								
	QUINTILE 5	36144	12021	19.2	33.3	89	9662	19.4	26.7	90								
RADIO-MID-DAY	TERCILE 1	45037	17651	28.2	39.2	105	14190	28.5	31.5	106								
	TERCILE 2	44819	16953	27.1	37.8	101	13471	27.0	30.1	101								
	TERCILE 3	77872	28034	44.8	36.0	96	22184	44.5	28.5	96								
RADIO-TOTAL	QUINTILE 1	33763	13211	21.1	39.1	105	10914	21.9	32.3	109								
	QUINTILE 2	33240	13017	20.8	39.2	105	10399	20.9	31.3	105								
	QUINTILE 3	33408	12262	19.6	36.7	98	10099	20.3	30.2	102								
	QUINTILE 4	34792	13559	21.6	39.0	104	9941	19.9	28.6	96								
	QUINTILE 5	32524	10589	16.9	32.6	87	8492	17.0	26.1	88								
TV-PRIME TIME	QUINTILE 1	33090	12136	19.4	36.7	98	9732	19.5	29.4	99								
	QUINTILE 2	33357	12525	20.0	37.5	101	9692	19.4	29.1	98								
	QUINTILE 3	33980	13836	22.1	40.7	109	10084	20.2	29.7	100								
	QUINTILE 4	33854	12311	19.7	36.4	97	9980	20.0	29.5	99								
	QUINTILE 5	33444	11831	18.9	35.4	95	10357	20.8	31.0	104								
TV-DAYTIME	TERCILE 1	49121	18158	29.0	37.0	99	13675	27.4	27.8	94								
	TERCILE 2	48823	18514	29.6	37.9	102	14566	29.2	29.8	100								
	TERCILE 3	69782	25966	41.5	37.2	100	21604	43.3	31.0	104								
TV-TOTAL	QUINTILE 1	33584	12265	19.6	36.5	98	9607	19.3	28.6	96								
	QUINTILE 2	33441	12280	19.6	36.7	98	9085	18.2	27.2	91								
	QUINTILE 3	33505	12664	20.2	37.8	101	9961	20.0	29.7	100								
	QUINTILE 4	33466	13472	21.5	40.3	108	10650	21.4	31.8	107								
	QUINTILE 5	33731	11957	19.1	35.4	95	10541	21.1	31.3	105								
MAGAZINES-NEWSPAPERS: DUAL		44503	18345	29.3	41.2	110	13774	27.6	31.0	104								
MAGAZINE IMPERATIVE		39363	15602	24.9	39.6	106	13014	26.1	33.1	111								
NEWSPAPER IMPERATIVE		46441	16737	26.7	36.0	97	12794	25.7	27.5	93								
MAGAZINES-OUTDOOR: DUAL		33726	14522	23.2	43.1	115	11135	22.3	33.0	111								
MAGAZINE IMPERATIVE		52846	19993	31.9	37.8	101	15734	31.6	29.8	100								
OUTDOOR IMPERATIVE		52140	19233	30.7	36.9	99	15883	31.9	30.5	103								
MAGAZINES-RADIO: DUAL		37081	15124	24.1	40.8	109	12048	24.2	32.5	109								
MAGAZINE IMPERATIVE		49747	19726	31.5	39.7	106	15037	30.2	30.2	102								
RADIO IMPERATIVE		49208	17791	28.4	36.2	97	14787	29.7	30.0	101								
MAGAZINES-TELEVISION: DUAL		33103	13834	22.1	41.8	112	9903	19.9	29.9	101								
MAGAZINE IMPERATIVE		54575	21781	34.8	39.9	107	17907	35.9	32.8	110								
TELEVISION IMPERATIVE		53249	17511	28.0	32.9	88	14255	28.6	26.8	90								
NEWSPAPERS-OUTDOOR: DUAL		36255	15582	24.9	43.0	115	11492	23.1	31.7	107								
NEWSPAPER IMPERATIVE		55591	19889	31.8	35.8	96	15302	30.7	27.5	93								
OUTDOOR IMPERATIVE		48319	18121	28.9	37.5	100	15515	31.1	32.1	108								
NEWSPAPERS-RADIO: DUAL		37242	14867	23.7	39.9	107	11768	23.6	31.6	106								
NEWSPAPER IMPERATIVE		54423	20668	33.0	38.0	102	15350	30.8	28.2	95								
RADIO IMPERATIVE		46650	17232	27.5	36.9	99	14907	29.9	32.0	108								
NEWSPAPERS-TELEVISION: DUAL		35974	13923	22.2	38.7	104	10252	20.6	28.5	96								
NEWSPAPER IMPERATIVE		56095	21818	34.8	38.9	104	17233	34.6	30.7	103								
TELEVISION IMPERATIVE		47170	16713	26.7	35.4	95	13418	26.9	28.4	96								
OUTDOOR-RADIO: DUAL		33748	13590	21.7	40.3	108	11300	22.7	33.5	113								
OUTDOOR IMPERATIVE		52785	20637	32.9	39.1	105	15754	31.6	29.8	100								
RADIO IMPERATIVE		52882	19441	31.0	36.8	98	15516	31.1	29.3	99								
OUTDOOR-TELEVISION: DUAL		32030	12915	20.6	40.3	108	10206	20.5	31.9	107								
OUTDOOR IMPERATIVE		54626	21988	35.1	40.3	108	17829	35.8	32.6	110								
TELEVISION IMPERATIVE		54874	18772	30.0	34.2	92	14207	28.5	25.9	87								
RADIO-TELEVISION: DUAL		33386	13126	21.0	39.3	105	10331	20.7	30.9	104								
RADIO IMPERATIVE		53810	20571	32.8	38.2	102	17351	34.8	32.2	109								
TELEVISION IMPERATIVE		54023	19101	30.5	35.4	95	14363	28.8	26.6	89								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - KINDS
(ADULTS)

0214
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	62638	100.0	37.3	100	49845	100.0	29.7	100								
ATLANTIC MONTHLY	867	253	0.4	29.2	78	*197	0.4	22.7	76								
BARRON'S	1580	756	1.2	47.8	128	567	1.1	35.9	121								
BETTER HOMES & GARDENS	22203	8795	14.0	39.6	106	6245	12.5	28.1	95								
BON APPETIT	3810	1594	2.5	41.8	112	1207	2.4	31.7	107								
BUSINESS WEEK	4663	1914	3.1	41.0	110	1455	2.9	31.2	105								
CAR AND DRIVER	3102	1474	2.4	47.5	127	1240	2.5	40.0	135								
CBS MAGAZINE NETWORK (GROSS)	7311	3353	5.4	45.9	123	2847	5.7	38.9	131								
CHANGING TIMES	3400	1360	2.2	40.0	107	946	1.9	27.8	94								
COLONIAL HOMES	1796	755	1.2	42.0	113	536	1.1	29.8	100								
CONDE NAST MAG. PKG. (GROSS)	19924	7971	12.7	40.0	107	6129	12.3	30.8	104								
CONSUMERS DIGEST	3125	1300	2.1	41.6	111	837	1.7	26.8	90								
COSMOPOLITAN	10577	4386	7.0	41.5	111	3273	6.6	30.9	104								
COUNTRY LIVING	3746	1623	2.6	43.3	116	1079	2.2	28.8	97								
CUISINE	2214	849	1.4	38.3	103	665	1.3	30.0	101								
CYCLE WORLD	2394	1018	1.6	42.5	114	850	1.7	35.5	119								
DCI:CREATIVE IDEAS FOR LIV	3068	1316	2.1	42.9	115	929	1.9	30.3	102								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3606	5.8	37.7	101	2475	5.0	25.9	87								
DISCOVER	2277	988	1.6	43.4	116	753	1.5	33.1	111								
EBONY	7187	3252	5.2	45.2	121	2542	5.1	35.4	119								
ESQUIRE	2560	1198	1.9	46.8	125	897	1.8	35.0	118								
ESSENCE	3242	1545	2.5	47.7	128	1146	2.3	35.3	119								
FAMILY CIRCLE	19639	7535	12.0	38.4	103	5440	10.9	27.7	93								
THE FAMILY HANDYMAN	3540	1451	2.3	41.0	110	1286	2.6	36.3	122								
FAMILY WEEKLY	23924	8734	13.9	36.5	98	7433	14.9	31.1	105								
FIELD & STREAM	9883	3785	6.0	38.3	103	3631	7.3	36.7	124								
FOOD & WINE	1030	358	0.6	34.8	93	285	0.6	27.7	93								
FORBES	2679	1151	1.8	43.0	115	829	1.7	30.9	104								
FORTUNE	2931	1429	2.3	48.8	131	1101	2.2	37.6	126								
GENTLEMEN'S QUARTERLY	3481	1684	2.7	48.4	130	1395	2.8	40.1	135								
GLAMOUR	7163	2762	4.4	38.6	103	2172	4.4	30.3	102								
GOLF DIGEST	2355	924	1.5	39.2	105	828	1.7	35.2	118								
GOLF DIGEST/TENNIS (GROSS)	3610	1493	2.4	41.4	111	1239	2.5	34.3	115								
GOLF MAGAZINE	2046	826	1.3	40.4	108	712	1.4	34.8	117								
GOLF MAGAZINE/SKI (GROSS)	3547	1477	2.4	41.6	112	1252	2.5	35.3	119								
GOOD HOUSEKEEPING	20353	7883	12.6	38.7	104	5562	11.2	27.3	92								
HARPER'S BAZAAR	3362	1396	2.2	41.5	111	1070	2.1	31.8	107								
HEALTH	2987	1223	2.0	40.9	110	957	1.9	32.0	108								
HEARST MAG CORP. BUY (GROSS)	67928	28051	44.8	41.3	111	20558	41.2	30.3	102								
HEARST MAN POWER (GROSS)	11282	5120	8.2	45.4	122	4365	8.8	38.7	130								
HEARST WOMAN POWER (GROSS)	40514	15995	25.5	39.5	106	11436	22.9	28.2	95								
HOUSE BEAUTIFUL	4885	2052	3.3	42.0	112	1366	2.7	28.0	94								
INC.	1308	634	1.0	48.5	130	489	1.0	37.4	126								
JET	6498	3100	4.9	47.7	128	2365	4.7	36.4	122								
LADIES' HOME JOURNAL	14797	5770	9.2	39.0	104	4085	8.2	27.6	93								
LHJ FAMILY GRP COMBO(GROSS)	21743	8631	13.8	39.7	106	6259	12.6	28.8	97								
LIFE	9881	4346	6.9	44.0	118	3577	7.2	36.2	122								
L.A. TIMES HOME MAGAZINE	2775	780	1.2	28.1	75	1192	2.4	43.0	145								
MADEMOISELLE	4219	1695	2.7	40.2	108	1294	2.6	30.7	103								
MC CALL'S	16422	6213	9.9	37.8	101	4587	9.2	27.9	94								
MC CALL'S/WRK MOTHER (GROSS)	17919	6949	11.1	38.8	104	5143	10.3	28.7	97								
MECHANIX ILLUSTRATED	4433	2014	3.2	45.4	122	1778	3.6	40.1	135								
METROPOLITAN HOME	1504	725	1.2	48.2	129	489	1.0	32.5	109								
MONEY	4723	2090	3.3	44.3	118	1567	3.1	33.2	112								
MOTHER EARTH NEWS	2325	1084	1.7	46.6	125	1004	2.0	43.2	145								
MS.	1189	441	0.7	37.1	99	425	0.9	35.7	120								
NATIONAL ENQUIRER	18892	7162	11.4	37.9	102	5726	11.5	30.3	102								
NATIONAL GEOGRAPHIC	22129	9122	14.6	41.2	110	7257	14.6	32.8	110								
NATIONAL SUNDAY MAGAZINE PKG	103750	40169	64.1	38.7	104	31165	62.5	30.0	101								
NATURAL HISTORY	1379	599	1.0	43.4	116	421	0.8	30.5	103								
NEW WOMAN	2289	766	1.2	33.5	90	637	1.3	27.8	94								
NEW YORK INCLUDING CUE	1088	492	0.8	45.2	121	338	0.7	31.1	105								
THE NEW YORKER	2459	1086	1.7	44.2	118	785	1.6	31.9	107								
NEWSWEEK	16527	6603	10.5	40.0	107	5564	11.2	33.7	113								
THE N.Y. TIMES DAILY EDITION	2739	1301	2.1	47.5	127	687	1.4	25.1	84								
THE N.Y. TIMES MAGAZINE	4443	2228	3.6	50.1	134	1254	2.5	28.2	95								
OMNI	2799	1487	2.4	53.1	142	1252	2.5	44.7	151								
ON CABLE	2209	988	1.6	44.7	120	640	1.3	29.0	97								
1001 HOME IDEAS	3959	1638	2.6	41.4	111	1218	2.4	30.8	104								
ORGANIC GARDENING	3111	1259	2.0	40.5	108	920	1.8	29.6	100								
OUTDOOR LIFE	5024	2023	3.2	40.3	108	1991	4.0	39.6	133								
PARADE MAGAZINE	51292	20489	32.7	39.9	107	14887	29.9	29.0	98								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - KINDS
(ADULTS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	62638	100.0	37.3	100	49845	100.0	29.7	100								
PARENTS	5298	2445	3.9	46.1	124	2052	4.1	38.7	130								
PENTHOUSE	5129	2340	3.7	45.6	122	1858	3.7	36.2	122								
PEOPLE	21070	8482	13.5	40.3	108	7040	14.1	33.4	112								
PLAYBOY	10562	4529	7.2	42.9	115	3842	7.7	36.4	122								
POPULAR HOT RODDING	2498	1216	1.9	48.7	130	934	1.9	37.4	126								
POPULAR MECHANICS	5887	2684	4.3	45.6	122	2250	4.5	38.2	129								
POPULAR SCIENCE	4317	1896	3.0	43.9	118	1661	3.3	38.5	129								
PREVENTION	5792	1944	3.1	33.6	90	1127	2.3	19.5	65								
PSYCHOLOGY TODAY	3284	1360	2.2	41.4	111	1095	2.2	33.3	112								
READER'S DIGEST	40046	14608	23.3	36.5	98	11543	23.2	28.8	97								
REDBOOK	9584	3726	5.9	38.9	104	2600	5.2	27.1	91								
ROAD & TRACK	2590	1236	2.0	47.7	128	1042	2.1	40.2	135								
ROLLING STONE	3302	1696	2.7	51.4	138	1297	2.6	39.3	132								
RUNNER'S WORLD	1229	515	0.8	41.9	112	482	1.0	39.2	132								
SATURDAY EVENING POST	2110	891	1.4	42.2	113	656	1.3	31.1	105								
SCIENCE 84	1543	695	1.1	45.0	121	616	1.2	39.9	134								
SCIENCE DIGEST	1747	769	1.2	44.0	118	812	1.6	46.5	156								
SCIENTIFIC AMERICAN	1994	967	1.5	48.5	130	830	1.7	41.6	140								
SELF	3119	1241	2.0	39.8	107	974	2.0	31.2	105								
SEVENTEEN	3923	1567	2.5	39.9	107	1311	2.6	33.4	112								
SKI	1501	651	1.0	43.4	116	540	1.1	36.0	121								
SMITHSONIAN	5976	2336	3.7	39.1	105	1901	3.8	31.8	107								
SOAP OPERA DIGEST	4228	1784	2.8	42.2	113	1483	3.0	35.1	118								
SOUTHERN LIVING	6488	2289	3.7	35.3	94	1546	3.1	23.8	80								
SPORT	3500	1622	2.6	46.3	124	1347	2.7	38.5	130								
THE SPORTING NEWS	2456	1103	1.8	44.9	120	886	1.8	36.1	121								
SPORTS AFIELD	3648	1666	2.7	45.7	122	1302	2.6	35.7	120								
SPORTS ILLUSTRATED	14484	6371	10.2	44.0	118	5038	10.1	34.8	117								
STAR	12661	5229	8.3	41.3	111	3359	6.7	26.5	89								
SUNDAY	52799	21092	33.7	39.9	107	15792	31.7	29.9	101								
SUNSET	3513	1221	1.9	34.8	93	1276	2.6	36.3	122								
TV GUIDE	42766	16806	26.8	39.3	105	13566	27.2	31.7	107								
TENNIS	1254	570	0.9	45.5	122	411	0.8	32.8	110								
TIME	22054	9196	14.7	41.7	112	6917	13.9	31.4	106								
TOWN & COUNTRY	1555	734	1.2	47.2	126	453	0.9	29.1	98								
TRAVEL & LEISURE	2173	867	1.4	39.9	107	764	1.5	35.2	118								
TRUE STORY	4636	1891	3.0	40.8	109	1455	2.9	31.4	106								
U.S.NEWS & WORLD REPORT	10353	4014	6.4	38.8	104	3355	6.7	32.4	109								
USA TODAY	4994	2101	3.4	42.1	113	1728	3.5	34.6	116								
US	3528	1708	2.7	48.4	130	1458	2.9	41.3	139								
VOGUE	5424	2273	3.6	41.9	112	1690	3.4	31.2	105								
WALL STREET JOURNAL	6292	2551	4.1	40.5	109	2028	4.1	32.2	108								
WEIGHT WATCHERS	2762	1004	1.6	36.4	97	832	1.7	30.1	101								
WOMAN'S DAY	16320	6269	10.0	38.4	103	4519	9.1	27.7	93								
WORKING MOTHER	1496	736	1.2	49.2	132	556	1.1	37.2	125								
WORKING WOMAN	1851	888	1.4	48.0	128	594	1.2	32.1	108								
WORLD TENNIS	580	*257	0.4	44.3	119	*225	0.5	38.8	131								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	5468	8.7	44.1	118	4887	9.8	39.4	132								
BLAIR INSERTS	91671	36076	57.6	39.4	105	27226	54.6	29.7	100								
DAILY NEWSPAPERS																	
READ ANY	109190	41717	66.6	38.2	102	32221	64.6	29.5	99								
READ ONE	89587	33584	53.6	37.5	100	26404	53.0	29.5	99								
READ TWO OR MORE	19602	8133	13.0	41.5	111	5817	11.7	29.7	100								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	42888	68.5	39.1	105	32887	66.0	30.0	101								
READ ONE	95074	36853	58.8	38.8	104	28389	57.0	29.9	100								
READ TWO OR MORE	14588	6035	9.6	41.4	111	4498	9.0	30.8	104								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.26				30.86											
30 DAY REACH	149706	56744	90.6	37.9	101	45237	90.8	30.2	102								
50 SHWG - 30 DAY AV FREQ	15.16	15.80				16.15											
30 DAY REACH	142406	54370	86.8	38.2	102	43258	86.8	30.4	102								
25 SHWG - 30 DAY AV FREQ	8.23	8.49				8.68											
30 DAY REACH	131152	50611	80.8	38.6	103	40265	80.8	30.7	103								
CABLE TV: HOME WIRED	66879	25671	41.0	38.4	103	19247	38.6	28.8	97								
HOME NOT WIRED	100848	36967	59.0	36.7	98	30598	61.4	30.3	102								
HAVE PAY CABLE	35024	14402	23.0	41.1	110	10811	21.7	30.9	104								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - KINDS
(ADULTS)

0216
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	62638	100.0	37.3	100	49845	100.0	29.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	36876	58.9	38.6	103	29477	59.1	30.8	104								
10:00 AM - 3:00 PM	63599	24208	38.6	38.1	102	19687	39.5	31.0	104								
3:00 PM - 7:00 PM	72097	28481	45.5	39.5	106	22856	45.9	31.7	107								
7:00 PM - MIDNIGHT	36670	14591	23.3	39.8	107	12423	24.9	33.9	114								
MIDNIGHT - 6:00 AM	21908	8268	13.2	37.7	101	7112	14.3	32.5	109								
6:00 AM - MIDNIGHT	127571	49299	78.7	38.6	103	39494	79.2	31.0	104								
ENTIRE DAY	129239	49844	79.6	38.6	103	39971	80.2	30.9	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	13569	21.7	39.9	107	10656	21.4	31.3	105								
ALL NEWS	6062	2389	3.8	39.4	106	1836	3.7	30.3	102								
AOR/PROGRESSIVE	11884	4988	8.0	42.0	112	4365	8.8	36.7	124								
BEAUTIFUL MUSIC	11180	4264	6.8	38.1	102	2890	5.8	25.8	87								
BLACK	4538	1908	3.0	42.0	113	1623	3.3	35.8	120								
CLASSICAL	3857	1512	2.4	39.2	105	1220	2.4	31.6	106								
CHR/ROCK	21946	9234	14.7	42.1	113	7518	15.1	34.3	115								
COUNTRY	27262	9799	15.6	35.9	96	8309	16.7	30.5	103								
GOLDEN OLDIES	3339	1418	2.3	42.5	114	1133	2.3	33.9	114								
MOR/NOSTALGIA	10346	3877	6.2	37.5	100	2956	5.9	28.6	96								
NEWS/TALK	8929	3177	5.1	35.6	95	2584	5.2	28.9	97								
RELIGIOUS	5488	2129	3.4	38.8	104	1622	3.3	29.6	99								
SOFT ROCK	1232	491	0.8	39.9	107	456	0.9	37.0	125								
URBAN CONTEMPORARY	3184	1453	2.3	45.6	122	1202	2.4	37.8	127								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3138	5.0	45.4	122	2542	5.1	36.8	124								
ABC DIRECTION	5212	2159	3.4	41.4	111	1559	3.1	29.9	101								
ABC ENTERTAINMENT	10385	3850	6.1	37.1	99	3070	6.2	29.6	99								
ABC FM	4762	2105	3.4	44.2	118	1938	3.9	40.7	137								
ABC INFORMATION	11339	4068	6.5	35.9	96	3493	7.0	30.8	104								
ABC ROCK	4878	2247	3.6	46.1	123	1830	3.7	37.5	126								
CBS	10709	3889	6.2	36.3	97	2965	5.9	27.7	93								
MUTUAL	10251	3634	5.8	35.5	95	2938	5.9	28.7	96								
NBC	12243	4506	7.2	36.8	99	3364	6.7	27.5	92								
RADIORADIO	4606	2033	3.2	44.1	118	1448	2.9	31.4	106								
RKO ONE	5148	2043	3.3	39.7	106	1737	3.5	33.7	114								
RKO TWO	7313	2742	4.4	37.5	100	1976	4.0	27.0	91								
THE SOURCE	5981	2584	4.1	43.2	116	1921	3.9	32.1	108								
NON-WIRED : BLAIR	19329	7472	11.9	38.7	104	6092	12.2	31.5	106								
INTERNET	27139	10368	16.6	38.2	102	8856	17.8	32.6	110								
KATZ RADIO GROUP	36319	14202	22.7	39.1	105	11342	22.8	31.2	105								
SUPERNET	22361	9022	14.4	40.3	108	6909	13.9	30.9	104								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	5387	8.6	37.1	99	3944	7.9	27.1	91								
WKDAY 9:00 AM - 1:00 PM	18688	6897	11.0	36.9	99	5028	10.1	26.9	91								
WKDAY 1:00 PM - 4:30 PM	24061	8868	14.2	36.9	99	6548	13.1	27.2	92								
WKDAY 4:30 PM - 7:30 PM	44079	16097	25.7	36.5	98	12378	24.8	28.1	94								
WKDAY 7:30 PM - 8:00 PM	61979	22569	36.0	36.4	98	17469	35.0	28.2	95								
WKDAY 11:00 PM - 11:30 PM	49084	19066	30.4	38.8	104	14624	29.3	29.8	100								
WKDAY 11:30 PM - 1:00 AM	16560	6360	10.2	38.4	103	5095	10.2	30.8	104								
M-SAT 8-11 PM+SUN 7-11 PM	66967	25194	40.2	37.6	101	19632	39.4	29.3	99								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	3527	5.6	38.1	102	2670	5.4	28.8	97								
ANOTHER WORLD N	6138	2400	3.8	39.1	105	1459	2.9	23.8	80								
AS THE WORLD TURNS C	7707	2682	4.3	34.8	93	1966	3.9	25.5	86								
CAPITOL C	4688	1694	2.7	36.1	97	1317	2.6	28.1	95								
CBS MORN. NEWS 1 C	2792	1063	1.7	38.1	102	797	1.6	28.5	96								
CBS MORN. NEWS 2 C	2071	747	1.2	36.1	97	502	1.0	24.2	82								
DAYS OF OUR LIVES N	8018	3149	5.0	39.3	105	2104	4.2	26.2	88								
FACTS OF LIFE - DAYTIME N	3487	1440	2.3	41.3	111	943	1.9	27.0	91								
FAMILY FEUD A	4817	1766	2.8	36.7	98	1447	2.9	30.0	101								
GENERAL HOSPITAL A	8333	2945	4.7	35.3	95	2261	4.5	27.1	91								
GOOD MORNING, AMERICA-730 A	5472	1878	3.0	34.3	92	1519	3.0	27.8	93								
GOOD MORNING, AMERICA-830 A	3965	1352	2.2	34.1	91	987	2.0	24.9	84								
GUIDING LIGHT C	7542	2870	4.6	38.1	102	2086	4.2	27.7	93								
ONE LIFE TO LIVE A	6018	2121	3.4	35.2	94	1715	3.4	28.5	96								
PRESS YOUR LUCK C	3589	1269	2.0	35.4	95	1066	2.1	29.7	100								
PRICE IS RIGHT 1 C	7418	2645	4.2	35.7	95	2044	4.1	27.6	93								
PRICE IS RIGHT 2 C	8276	3057	4.9	36.9	99	2256	4.5	27.3	92								
RYAN'S HOPE A	4358	1688	2.7	38.7	104	1249	2.5	28.7	96								
SALE OF THE CENTURY N	3749	1424	2.3	38.0	102	987	2.0	26.3	89								
SEARCH FOR TOMORROW N	2884	1024	1.6	35.5	95	726	1.5	25.2	85								
TODAY SHOW 1 N	4869	1713	2.7	35.2	94	1225	2.5	25.2	85								
TODAY SHOW 2 N	4135	1553	2.5	37.6	101	915	1.8	22.1	74								
$25,000 PYRAMID C	4361	1545	2.5	35.4	95	1201	2.4	27.5	93								
WHEEL OF FORTUNE N	6187	2384	3.8	38.5	103	1671	3.4	27.0	91								
YOUNG AND THE RESTLESS C	8186	2862	4.6	35.0	94	2122	4.3	25.9	87								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1724	2.8	36.5	98	1495	3.0	31.6	106								
NBA PLAYOFF GAME -1 C	5127	2156	3.4	42.1	113	1635	3.3	31.9	107								
NBC MAJOR LEAGUE PRE-GAME N	3945	1532	2.4	38.8	104	1115	2.2	28.3	95								
SPORTSWORLD - SUN N	3370	1270	2.0	37.7	101	1073	2.2	31.8	107								
SUNDAY MORNING C	4200	1418	2.3	33.8	90	1232	2.5	29.3	99								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - KINDS
(ADULTS)

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		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS %	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS %	CANNED D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	62638	100.0	37.3	100	49845	100.0	29.7	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	18734	29.9	35.8	96	14239	28.6	27.2	92								
NETWORK AFFILIATES - LATE		39164	14960	23.9	38.2	102	11343	22.8	29.0	97								
INDEPENDENTS - LATE		5133	1965	3.1	38.3	103	1649	3.3	32.1	108								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	8880	14.2	38.9	104	6877	13.8	30.1	101								
ABC MONDAY NIGHT MOVIE	A	11258	4073	6.5	36.2	97	3249	6.5	28.9	97								
ABC SUNDAY NIGHT MOVIE	A	23600	8880	14.2	37.6	101	6887	13.8	29.2	98								
ABC WORLD NEWS TONIGHT	A	12801	4609	7.4	36.0	96	3283	6.6	25.6	86								
AFTERMASH	C	10966	4188	6.7	38.2	102	3162	6.3	28.8	97								
ALICE	C	17050	6143	9.8	36.0	96	4644	9.3	27.2	92								
AMERICAN PARADE	C	11998	4043	6.5	33.7	90	3102	6.2	25.9	87								
BENSON	A	19258	6857	10.9	35.6	95	5638	11.3	29.3	99								
BLUE THUNDER	A	11478	4063	6.5	35.4	95	3638	7.3	31.7	107								
CAGNEY & LACEY	C	18263	7059	11.3	38.7	103	5608	11.3	30.7	103								
CBS EVENING NEWS-DEAN	C	7733	2470	3.9	31.9	86	2084	4.2	26.9	91								
CBS EVENING NEWS-RATHER	C	15653	5627	9.0	35.9	96	4480	9.0	28.6	96								
CBS SAT. NEWS-SCHIEFFER	C	8744	2893	4.6	33.1	89	2256	4.5	25.8	87								
CBS SATURDAY NIGHT MOVIE	C	12000	4685	7.5	39.0	105	3633	7.3	30.3	102								
CBS WEDNESDAY NIGHT MOVIE	C	11522	4110	6.6	35.7	96	3456	6.9	30.0	101								
CHEERS	N	16818	6809	10.9	40.5	108	5603	11.2	33.3	112								
DALLAS	C	37510	14081	22.5	37.5	101	9442	18.9	25.2	85								
DIFF'RENT STROKES	N	11258	3996	6.4	35.5	95	3116	6.3	27.7	93								
DOUBLE TROUBLE	N	12248	4755	7.6	38.8	104	3752	7.5	30.6	103								
DUCK FACTORY	N	11100	4302	6.9	38.8	104	3533	7.1	31.8	107								
DUKES OF HAZZARD	C	12353	4659	7.4	37.7	101	3427	6.9	27.7	93								
DYNASTY	A	33279	12285	19.6	36.9	99	9781	19.6	29.4	99								
FACTS OF LIFE	N	13410	5070	8.1	37.8	101	3768	7.6	28.1	95								
FALCON CREST	C	31093	11543	18.4	37.1	99	7907	15.9	25.4	86								
FALL GUY	A	18649	7090	11.3	38.0	102	5829	11.7	31.3	105								
FAMILY TIES	N	13101	5065	8.1	38.7	104	4116	8.3	31.4	106								
FANTASY ISLAND	A	13069	4888	7.8	37.4	100	3853	7.7	29.5	99								
FOULUPS,BLEEPS & BLUNDERS	A	16588	6032	9.6	36.4	97	4666	9.4	28.1	95								
FOUR SEASONS	C	9302	3315	5.3	35.6	95	2772	5.6	29.8	100								
GIMME A BREAK	N	13955	5325	8.5	38.2	102	4144	8.3	29.7	100								
HART TO HART	A	15735	5820	9.3	37.0	99	4516	9.1	28.7	97								
HILL STREET BLUES	N	18257	7130	11.4	39.1	105	5497	11.0	30.1	101								
HOTEL	A	24236	9091	14.5	37.5	100	6916	13.9	28.5	96								
JEFFERSONS	C	17010	6130	9.8	36.0	96	4705	9.4	27.7	93								
JENNIFER SLEPT HERE	N	9397	3380	5.4	36.0	96	2617	5.3	27.8	94								
KATE & ALLIE	C	16762	6246	10.0	37.3	100	4871	9.8	29.1	98								
KNIGHT RIDER	N	13164	5005	8.0	38.0	102	4118	8.3	31.3	105								
LOVE BOAT	A	20400	7223	11.5	35.4	95	5882	11.8	28.8	97								
MAGNUM PI	C	22543	8620	13.8	38.2	102	6854	13.8	30.4	102								
MAMA'S FAMILY	N	9852	3591	5.7	36.4	98	2679	5.4	27.2	92								
MASTER, THE	N	8082	3150	5.0	39.0	104	2501	5.0	30.9	104								
MATT HOUSTON	A	12881	4630	7.4	35.9	96	4039	8.1	31.4	106								
NBC MONDAY NIGHT MOVIE	N	23889	9274	14.8	38.8	104	7371	14.8	30.9	104								
NBC NIGHTLY NEWS	N	11156	3853	6.2	34.5	92	3034	6.1	27.2	92								
NBC NIGHTLY NEWS-SAT	N	7363	2569	4.1	34.9	93	1899	3.8	25.8	87								
NBC NIGHTLY NEWS-SUN	N	6214	2268	3.6	36.5	98	1518	3.0	24.4	82								
NBC SUNDAY NIGHT MOVIE	N	17590	6891	11.0	39.2	105	5611	11.3	31.9	107								
NEWHART	C	16740	6434	10.3	38.4	103	4968	10.0	29.7	100								
ONE DAY AT A TIME	C	11820	4350	6.9	36.8	99	3332	6.7	28.2	95								
PEOPLE ARE FUNNY	N	9138	3378	5.4	37.0	99	2666	5.3	29.2	98								
REAL PEOPLE	N	15979	5444	8.7	34.1	91	4116	8.3	25.8	87								
REMINGTON STEELE	N	14395	5781	9.2	40.2	108	4367	8.8	30.3	102								
RIPLEY'S BELIEVE IT - NOT	A	11362	3830	6.1	33.7	90	3527	7.1	31.0	104								
RIPTIDE	N	13920	5583	8.9	40.1	107	4490	9.0	32.3	109								
SCARECROW & MRS. KING	C	17571	6515	10.4	37.1	99	5020	10.1	28.6	96								
SIMON & SIMON	C	20208	7165	11.4	35.5	95	6059	12.2	30.0	101								
60 MINUTES	C	27668	10049	16.0	36.3	97	7796	15.6	28.2	95								
ST. ELSEWHERE	N	13699	5541	8.8	40.4	108	4468	9.0	32.6	110								
THREE'S COMPANY	A	20632	7545	12.0	36.6	98	6282	12.6	30.4	102								
T.J. HOOKER	A	17136	6174	9.9	36.0	96	5029	10.1	29.3	99								
TONIGHT SHOW	N	4963	1969	3.1	39.7	106	1460	2.9	29.4	99								
TRAPPER JOHN, M.D.	C	16332	6080	9.7	37.2	100	4429	8.9	27.1	91								
TV BLOOPERS & PRAC. JOKES	N	18881	6733	10.7	35.7	95	5432	10.9	28.8	97								
20/20	A	18315	6596	10.5	36.0	96	5235	10.5	28.6	96								
WEBSTER	A	18722	6661	10.6	35.6	95	5528	11.1	29.5	99								
WORLD NEWS - SUN	A	5327	1643	2.6	30.8	83	1290	2.6	24.2	81								
YELLOW ROSE	N	8370	2685	4.3	32.1	86	2425	4.9	29.0	97								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	10567	16.9	40.9	109	8421	16.9	32.6	110								
BASKETBALL - COLLEGE GAMES		14468	6249	10.0	43.2	116	5241	10.5	36.2	122								
BASKETBALL - PRO GAMES		12124	5120	8.2	42.2	113	4711	9.5	38.9	131								
BOWLING		9412	3763	6.0	40.0	107	2995	6.0	31.8	107								
BOXING		15409	6406	10.2	41.6	111	5445	10.9	35.3	119								
FOOTBALL - COLLEGE GAMES		21400	9218	14.7	43.1	115	7611	15.3	35.6	120								
FOOTBALL - PRO GAMES		35944	16000	25.5	44.5	119	13521	27.1	37.6	127								
GOLF		9759	4103	6.6	42.0	113	3450	6.9	35.4	119								
POST-SEASON COLL. FOOTBALL		18123	8273	13.2	45.6	122	6832	13.7	37.7	127								
POST-SEASON PRO FOOTBALL		22091	10241	16.3	46.4	124	8457	17.0	38.3	129								
TENNIS		6764	2912	4.6	43.1	115	2332	4.7	34.5	116								
WRESTLING - PROFESSIONAL		9695	4279	6.8	44.1	118	3426	6.9	35.3	119								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

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	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	58070	100.0	34.6	100	34293	100.0	20.4	100	20333	100.0	12.1	100	31635	100.0	18.9	100
MALES	79263	29133	50.2	36.8	106	17281	50.4	21.8	107	10091	49.6	12.7	105	15331	48.5	19.3	103
FEMALES	88464	28937	49.8	32.7	94	17012	49.6	19.2	94	10242	50.4	11.6	96	16304	51.5	18.4	98
18 - 24	28671	12217	21.0	42.6	123	7999	23.3	27.9	136	5002	24.6	17.4	144	5505	17.4	19.2	102
25 - 34	39536	16089	27.7	40.7	118	10091	29.4	25.5	125	5811	28.6	14.7	121	8394	26.5	21.2	113
35 - 44	28978	10313	17.8	35.6	103	6012	17.5	20.7	101	3435	16.9	11.9	98	5904	18.7	20.4	108
45 - 54	22345	6879	11.8	30.8	89	3814	11.1	17.1	83	2337	11.5	10.5	86	3687	11.7	16.5	87
55 - 64	22224	6220	10.7	28.0	81	3167	9.2	14.3	70	2104	10.3	9.5	78	4161	13.2	18.7	99
65 OR OLDER	25973	6352	10.9	24.5	71	3210	9.4	12.4	60	1644	8.1	6.3	52	3985	12.6	15.3	81
18 - 34	68207	28306	48.7	41.5	120	18090	52.8	26.5	130	10813	53.2	15.9	131	13899	43.9	20.4	108
18 - 49	108055	42267	72.8	39.1	113	26125	76.2	24.2	118	15509	76.3	14.4	118	21739	68.7	20.1	107
25 - 54	90859	33281	57.3	36.6	106	19916	58.1	21.9	107	11583	57.0	12.7	105	17984	56.8	19.8	105
35 - 49	39851	13962	24.0	35.0	101	8036	23.4	20.2	99	4696	23.1	11.8	97	7840	24.8	19.7	104
50 OR OLDER	59669	15803	27.2	26.5	76	8167	23.8	13.7	67	4824	23.7	8.1	67	9897	31.3	16.6	88
GRADUATED COLLEGE	28091	9958	17.1	35.4	102	5366	15.6	19.1	93	3166	15.6	11.3	93	6293	19.9	22.4	119
ATTENDED COLLEGE	28938	10951	18.9	37.8	109	5844	17.0	20.2	99	4031	19.8	13.9	115	5789	18.3	20.0	106
GRADUATED HIGH SCHOOL	65503	22867	39.4	34.9	101	13686	39.9	20.9	102	8129	40.0	12.4	102	12184	38.5	18.6	99
DID NOT GRADUATE HIGH SCHOOL	45195	14293	24.6	31.6	91	9397	27.4	20.8	102	5007	24.6	11.1	91	7369	23.3	16.3	86
EMPLOYED MALES	56429	21090	36.3	37.4	108	12521	36.5	22.2	109	7215	35.5	12.8	105	11160	35.3	19.8	105
EMPLOYED FEMALES	43971	14566	25.1	33.1	96	8694	25.4	19.8	97	5433	26.7	12.4	102	8388	26.5	19.1	101
EMPLOYED FULL-TIME	87773	30579	52.7	34.8	101	18434	53.8	21.0	103	10975	54.0	12.5	103	17028	53.8	19.4	103
EMPLOYED PART-TIME	12627	5078	8.7	40.2	116	2781	8.1	22.0	108	1673	8.2	13.2	109	2520	8.0	20.0	106
NOT EMPLOYED	67327	22414	38.6	33.3	96	13078	38.1	19.4	95	7685	37.8	11.4	94	12087	38.2	18.0	95
PROFESSIONAL/MANAGER	25845	8652	14.9	33.5	97	4913	14.3	19.0	93	3203	15.8	12.4	102	5602	17.7	21.7	115
TECH/CLERICAL/SALES	30895	10504	18.1	34.0	98	5802	16.9	18.8	92	3730	18.3	12.1	100	5869	18.6	19.0	101
PRECISION/CRAFT	12629	5107	8.8	40.4	117	3007	8.8	23.8	116	1849	9.1	14.6	121	2481	7.8	19.6	104
OTHER EMPLOYED	31031	11393	19.6	36.7	106	7494	21.9	24.2	118	3867	19.0	12.5	103	5596	17.7	18.0	96
SINGLE	35557	14057	24.2	39.5	114	9533	27.8	26.8	131	5712	28.1	16.1	133	7641	24.2	21.5	114
MARRIED	103585	35873	61.8	34.6	100	19972	58.2	19.3	94	11868	58.4	11.5	95	18852	59.6	18.2	96
DIVORCED/SEPARATED/WIDOWED	28585	8141	14.0	28.5	82	4787	14.0	16.7	82	2754	13.5	9.6	79	5142	16.3	18.0	95
PARENTS	59295	23937	41.2	40.4	117	14450	42.1	24.4	119	8509	41.8	14.4	118	11488	36.3	19.4	103
WHITE	146081	49563	85.4	33.9	98	27514	80.2	18.8	92	16038	78.9	11.0	91	26710	84.4	18.3	97
BLACK	17974	6934	11.9	38.6	111	5752	16.8	32.0	157	3730	18.3	20.8	171	4153	13.1	23.1	123
OTHER	3672	1573	2.7	42.8	124	1027	3.0	28.0	137	*564	2.8	15.4	127	773	2.4	21.1	112
NORTHEAST-CENSUS	37005	11658	20.1	31.5	91	7963	23.2	21.5	105	4040	19.9	10.9	90	12814	40.5	34.6	184
NORTH CENTRAL	42642	17396	30.0	40.8	118	9065	26.4	21.3	104	5898	29.0	13.8	114	6291	19.9	14.8	78
SOUTH	56777	17323	29.8	30.5	88	11373	33.2	20.0	98	6314	31.1	11.1	92	8474	26.8	14.9	79
WEST	31303	11694	20.1	37.4	108	5892	17.2	18.8	92	4081	20.1	13.0	108	4056	12.8	13.0	69
NORTHEAST-MKTG.	38125	11540	19.9	30.3	87	7770	22.7	20.4	100	3922	19.3	10.3	85	12430	39.3	32.6	173
EAST CENTRAL	24794	8889	15.3	35.9	104	4892	14.3	19.7	97	3130	15.4	12.6	104	5680	18.0	22.9	121
WEST CENTRAL	28511	12282	21.2	43.1	124	6469	18.9	22.7	111	4080	20.1	14.3	118	3180	10.1	11.2	59
SOUTH	48953	15194	26.2	31.0	90	10081	29.4	20.6	101	5689	28.0	11.6	96	6806	21.5	13.9	74
PACIFIC	27344	10165	17.5	37.2	107	5080	14.8	18.6	91	3513	17.3	12.8	106	3539	11.2	12.9	69
COUNTY SIZE A	69301	22894	39.4	33.0	95	14223	41.5	20.5	100	8689	42.7	12.5	103	15594	49.3	22.5	119
COUNTY SIZE B	50633	17749	30.6	35.1	101	10420	30.4	20.6	101	6223	30.6	12.3	101	9179	29.0	18.1	96
COUNTY SIZE C	26259	9179	15.8	35.0	101	5277	15.4	20.1	98	2715	13.4	10.3	85	4519	14.3	17.2	91
COUNTY SIZE D	21534	8248	14.2	38.3	111	4374	12.8	20.3	99	2707	13.3	12.6	104	2344	7.4	10.9	58
METRO CENTRAL CITY	50014	17311	29.8	34.6	100	10744	31.3	21.5	105	7190	35.4	14.4	119	10293	32.5	20.6	109
METRO SUBURBAN	76832	25994	44.8	33.8	98	15233	44.4	19.8	97	8268	40.7	10.8	89	15562	49.2	20.3	107
NON METRO	40881	14765	25.4	36.1	104	8316	24.2	20.3	99	4875	24.0	11.9	98	5781	18.3	14.1	75
TOP 5 ADI'S	39550	13746	23.7	34.8	100	8138	23.7	20.6	101	4694	23.1	11.9	98	9986	31.6	25.2	134
TOP 10 ADI'S	54877	17713	30.5	32.3	93	10983	32.0	20.0	98	6815	33.5	12.4	102	13275	42.0	24.2	128
TOP 20 ADI'S	77516	25732	44.3	33.2	96	15978	46.6	20.6	101	9664	47.5	12.5	103	17667	55.8	22.8	121
HSHLD INC. $50,000 OR MORE	17257	5511	9.5	31.9	92	2922	8.5	16.9	83	2125	10.5	12.3	102	3449	10.9	20.0	106
$40,000 OR MORE	33235	10983	18.9	33.0	95	6022	17.6	18.1	89	3856	19.0	11.6	96	6880	21.7	20.7	110
$30,000 OR MORE	59693	20450	35.2	34.3	99	11218	32.7	18.8	92	7139	35.1	12.0	99	12114	38.3	20.3	108
$25,000 OR MORE	76275	26116	45.0	34.2	99	14554	42.4	19.1	93	8845	43.5	11.6	96	15207	48.1	19.9	106
$20,000 - $24,999	18607	6946	12.0	37.3	108	4222	12.3	22.7	111	2620	12.9	14.1	116	3583	11.3	19.3	102
$15,000 - $19,999	17175	6236	10.7	36.3	105	3878	11.3	22.6	110	2198	10.8	12.8	106	3312	10.5	19.3	102
$10,000 - $14,999	24569	8762	15.1	35.7	103	5154	15.0	21.0	103	2962	14.6	12.1	99	4458	14.1	18.1	96
UNDER $10,000	31101	10011	17.2	32.2	93	6484	18.9	20.8	102	3708	18.2	11.9	98	5076	16.0	16.3	87
HOUSEHOLD OF 1 PERSON	19441	5323	9.2	27.4	79	2688	7.8	13.8	68	1871	9.2	9.6	79	3539	11.2	18.2	97
2 PEOPLE	51803	15752	27.1	30.4	88	8449	24.6	16.3	80	4847	23.8	9.4	77	9235	29.2	17.8	95
3 OR 4 PEOPLE	66933	25292	43.6	37.8	109	15025	43.8	22.4	110	9076	44.6	13.6	112	12851	40.6	19.2	102
5 OR MORE PEOPLE	29550	11703	20.2	39.6	114	8130	23.7	27.5	135	4539	22.3	15.4	127	6010	19.0	20.3	108
NO CHILD IN HSHLD	96587	29593	51.0	30.6	88	16719	48.8	17.3	85	9745	47.9	10.1	83	17675	55.9	18.3	97
CHILD(REN) UNDER 2 YRS	10844	4835	8.3	44.6	129	3119	9.1	28.8	141	1853	9.1	17.1	141	2031	6.4	18.7	99
2 - 5 YEARS	26358	11247	19.4	42.7	123	7180	20.9	27.2	133	4021	19.8	15.3	126	5170	16.3	19.6	104
6 - 11 YEARS	30453	12852	22.1	42.2	122	8340	24.3	27.4	134	4591	22.6	15.1	124	6167	19.5	20.3	107
12 - 17 YEARS	36575	13768	23.7	37.6	109	8519	24.8	23.3	114	5264	25.9	14.4	119	7148	22.6	19.5	104
RESIDENCE OWNED	117770	39082	67.3	33.2	96	21694	63.3	18.4	90	12718	62.5	10.8	89	20973	66.3	17.8	94
VALUE: $50,000 OR MORE	70166	22676	39.0	32.3	93	12302	35.9	17.5	86	6985	34.4	10.0	82	14091	44.5	20.1	106
VALUE: UNDER $50,000	47604	16406	28.3	34.5	100	9392	27.4	19.7	96	5733	28.2	12.0	99	6882	21.8	14.5	77

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0219
P-18

		TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS		167727	58070	100.0	34.6	100	34293	100.0	20.4	100	20333	100.0	12.1	100	31635	100.0	18.9	100
MAGAZINES	QUINTILE 1	34022	13362	23.0	39.3	113	7740	22.6	22.7	111	4799	23.6	14.1	116	8254	26.1	24.3	129
	QUINTILE 2	34800	12207	21.0	35.1	101	7406	21.6	21.3	104	4379	21.5	12.6	104	7194	22.7	20.7	110
	QUINTILE 3	30514	10806	18.6	35.4	102	5808	16.9	19.0	93	3426	16.8	11.2	93	5443	17.2	17.8	95
	QUINTILE 4	33324	11498	19.8	34.5	100	6698	19.5	20.1	98	4139	20.4	12.4	102	5563	17.6	16.7	89
	QUINTILE 5	35066	10197	17.6	29.1	84	6641	19.4	18.9	93	3590	17.7	10.2	84	5181	16.4	14.8	78
NEWSPAPERS	QUINTILE 1	29107	9967	17.2	34.2	99	5788	16.9	19.9	97	3376	16.6	11.6	96	6849	21.7	23.5	125
	QUINTILE 2	49095	16339	28.1	33.3	96	9428	27.5	19.2	94	5845	28.7	11.9	98	10119	32.0	20.6	109
	QUINTILE 3	23107	7962	13.7	34.5	100	5186	15.1	22.4	110	2950	14.5	12.8	105	4202	13.3	18.2	96
	QUINTILE 4	33556	12412	21.4	37.0	107	6461	18.8	19.3	94	4050	19.9	12.1	100	5872	18.6	17.5	93
	QUINTILE 5	32863	11390	19.6	34.7	100	7431	21.7	22.6	111	4112	20.2	12.5	103	4593	14.5	14.0	74
OUTDOOR	QUINTILE 1	33431	12391	21.3	37.1	107	7754	22.6	23.2	113	4615	22.7	13.8	114	6280	19.9	18.8	100
	QUINTILE 2	33478	12459	21.5	37.2	107	7410	21.6	22.1	108	4004	19.7	12.0	99	6819	21.6	20.4	108
	QUINTILE 3	33574	11495	19.8	34.2	99	6566	19.1	19.6	96	3911	19.2	11.6	96	6727	21.3	20.0	106
	QUINTILE 4	33935	11373	19.6	33.5	97	6530	19.0	19.2	94	4154	20.4	12.2	101	6364	20.1	18.8	99
	QUINTILE 5	33310	10353	17.8	31.1	90	6032	17.6	18.1	89	3649	17.9	11.0	90	5446	17.2	16.3	87
RADIO-DRIVE TIME	QUINTILE 1	33136	12159	20.9	36.7	106	7306	21.3	22.0	108	4488	22.1	13.5	112	6771	21.4	20.4	108
	QUINTILE 2	31658	10975	18.9	34.7	100	6561	19.1	20.7	101	3480	17.1	11.0	91	6018	19.0	19.0	101
	QUINTILE 3	32541	11537	19.9	35.5	102	6670	19.5	20.5	100	4356	21.4	13.4	110	6093	19.3	18.7	99
	QUINTILE 4	34247	12007	20.7	35.1	101	6915	20.2	20.2	99	3991	19.6	11.7	96	6906	21.8	20.2	107
	QUINTILE 5	36144	11392	19.6	31.5	91	6842	20.0	18.9	93	4019	19.8	11.1	92	5848	18.5	16.2	86
RADIO-MID-DAY	TERCILE 1	45037	16435	28.3	36.5	105	9331	27.2	20.7	101	5896	29.0	13.1	108	9320	29.5	20.7	110
	TERCILE 2	44819	16224	27.9	36.2	105	9610	28.0	21.4	105	5538	27.2	12.4	102	8717	27.6	19.4	103
	TERCILE 3	77872	25411	43.8	32.6	94	15352	44.8	19.7	96	8899	43.8	11.4	94	13598	43.0	17.5	93
RADIO-TOTAL	QUINTILE 1	33763	12509	21.5	37.0	107	7476	21.8	22.1	108	4704	23.1	13.9	115	7028	22.2	20.8	110
	QUINTILE 2	33240	11921	20.5	35.9	104	7010	20.4	21.1	103	4341	21.3	13.1	108	6520	20.6	19.6	104
	QUINTILE 3	33408	11207	19.3	33.5	97	7055	20.6	21.1	103	3567	17.5	10.7	88	6148	19.4	18.4	98
	QUINTILE 4	34792	12346	21.3	35.5	102	7043	20.5	20.2	99	4431	21.8	12.7	105	6722	21.2	19.3	102
	QUINTILE 5	32524	10088	17.4	31.0	90	5708	16.6	17.6	86	3290	16.2	10.1	83	5217	16.5	16.0	85
TV-PRIME TIME	QUINTILE 1	33090	11538	19.9	34.9	101	7029	20.5	21.2	104	4065	20.0	12.3	101	6853	21.7	20.7	110
	QUINTILE 2	33357	11608	20.0	34.8	101	6366	18.6	19.1	93	4069	20.0	12.2	101	6727	21.3	20.2	107
	QUINTILE 3	33980	12142	20.9	35.7	103	7304	21.3	21.5	105	3969	19.5	11.7	96	6617	20.9	19.5	103
	QUINTILE 4	33854	11375	19.6	33.6	97	6743	19.7	19.9	97	4443	21.9	13.1	108	6207	19.6	18.3	97
	QUINTILE 5	33444	11408	19.6	34.1	99	6851	20.0	20.5	100	3788	18.6	11.3	93	5232	16.5	15.6	83
TV-DAYTIME	TERCILE 1	49121	16890	29.1	34.4	99	10265	29.9	20.9	102	6191	30.4	12.6	104	9424	29.8	19.2	102
	TERCILE 2	48823	17473	30.1	35.8	103	10059	29.3	20.6	101	6028	29.6	12.3	102	9265	29.3	19.0	101
	TERCILE 3	69782	23708	40.8	34.0	98	13969	40.7	20.0	98	8113	39.9	11.6	96	12945	40.9	18.6	98
TV-TOTAL	QUINTILE 1	33584	11982	20.6	35.7	103	7335	21.4	21.8	107	4178	20.5	12.4	103	6820	21.6	20.3	108
	QUINTILE 2	33441	11168	19.2	33.4	96	6454	18.8	19.3	94	4018	19.8	12.0	99	6114	19.3	18.3	97
	QUINTILE 3	33505	11662	20.1	34.8	101	6259	18.3	18.7	91	3874	19.1	11.6	95	6717	21.2	20.0	106
	QUINTILE 4	33466	12102	20.8	36.2	104	6966	20.3	20.8	102	4240	20.9	12.7	105	6463	20.4	19.3	102
	QUINTILE 5	33731	11157	19.2	33.1	96	7278	21.2	21.6	106	4023	19.8	11.9	98	5521	17.5	16.4	87
MAGAZINES-NEWSPAPERS: DUAL		44503	15918	27.4	35.8	103	9360	27.3	21.0	103	5717	28.1	12.8	106	10582	33.5	23.8	126
MAGAZINE IMPERATIVE		39363	15415	26.5	39.2	113	9103	26.5	23.1	113	5384	26.5	13.7	113	7401	23.4	18.8	100
NEWSPAPER IMPERATIVE		46441	14455	24.9	31.1	90	8444	24.6	18.2	89	4906	24.1	10.6	87	8416	26.6	18.1	96
MAGAZINES-OUTDOOR: DUAL		33726	12840	22.1	38.1	110	7666	22.4	22.7	111	4333	21.3	12.8	106	7142	22.6	21.2	112
MAGAZINE IMPERATIVE		52846	18767	32.3	35.5	103	10576	30.8	20.0	98	6755	33.2	12.8	105	11290	35.7	21.4	113
OUTDOOR IMPERATIVE		52140	17884	30.8	34.3	99	10758	31.4	20.6	101	6129	30.1	11.8	97	9088	28.7	17.4	92
MAGAZINES-RADIO: DUAL		37081	13977	24.1	37.7	109	8331	24.3	22.5	110	4974	24.5	13.4	111	7990	25.3	21.5	114
MAGAZINE IMPERATIVE		49747	17880	30.8	35.9	104	10127	29.5	20.4	100	6065	29.8	12.2	101	10550	33.3	21.2	112
RADIO IMPERATIVE		49208	16747	28.8	34.0	98	10112	29.5	20.5	101	5960	29.3	12.1	100	8648	27.3	17.6	93
MAGAZINES-TELEVISION: DUAL		33103	12205	21.0	36.9	106	7399	21.6	22.4	109	4183	20.6	12.6	104	7722	24.4	23.3	124
MAGAZINE IMPERATIVE		54575	19985	34.4	36.6	106	11357	33.1	20.8	102	6873	33.8	12.6	104	11214	35.4	20.5	109
TELEVISION IMPERATIVE		53249	17037	29.3	32.0	92	9674	28.2	18.2	89	6065	29.8	11.4	94	8651	27.3	16.2	86
NEWSPAPERS-OUTDOOR: DUAL		36255	12989	22.4	35.8	103	7979	23.3	22.0	108	4489	22.1	12.4	102	7881	24.9	21.7	115
NEWSPAPER IMPERATIVE		55591	17914	30.8	32.2	93	10017	29.2	18.0	88	6439	31.7	11.6	96	11404	36.0	20.5	109
OUTDOOR IMPERATIVE		48319	18102	31.2	37.5	108	10869	31.7	22.5	110	6253	30.8	12.9	107	8486	26.8	17.6	93
NEWSPAPERS-RADIO: DUAL		37242	13104	22.6	35.2	102	7911	23.1	21.2	104	4630	22.8	12.4	103	8240	26.0	22.1	117
NEWSPAPER IMPERATIVE		54423	17787	30.6	32.7	94	10401	30.3	19.1	93	6269	30.8	11.5	95	11181	35.3	20.5	109
RADIO IMPERATIVE		46650	17396	30.0	37.3	108	10422	30.4	22.3	109	6143	30.2	13.2	109	7897	25.0	16.9	90
NEWSPAPERS-TELEVISION: DUAL		35974	11921	20.5	33.1	96	7197	21.0	20.0	98	4491	22.1	12.5	103	7774	24.6	21.6	115
NEWSPAPER IMPERATIVE		56095	19046	32.8	34.0	98	11010	32.1	19.6	96	6399	31.5	11.4	94	11587	36.6	20.7	110
TELEVISION IMPERATIVE		47170	17061	29.4	36.2	104	9891	28.8	21.0	103	5833	28.7	12.4	102	8031	25.4	17.0	90
OUTDOOR-RADIO: DUAL		33748	12446	21.4	36.9	107	7560	22.0	22.4	110	4677	23.0	13.9	114	6519	20.6	19.3	102
OUTDOOR IMPERATIVE		52785	18700	32.2	35.4	102	11244	32.8	21.3	104	5962	29.3	11.3	93	10134	32.0	19.2	102
RADIO IMPERATIVE		52882	18320	31.5	34.6	100	10728	31.3	20.3	99	6474	31.8	12.2	101	10409	32.9	19.7	104
OUTDOOR-TELEVISION: DUAL		32030	12126	20.9	37.9	109	7405	21.6	23.1	113	4341	21.3	13.6	112	6780	21.4	21.2	112
OUTDOOR IMPERATIVE		54626	19675	33.9	36.0	104	11593	33.8	21.2	104	6700	33.0	12.3	101	10302	32.6	18.9	100
TELEVISION IMPERATIVE		54874	17763	30.6	32.4	93	9974	29.1	18.2	89	6170	30.3	11.2	93	10247	32.4	18.7	99
RADIO-TELEVISION: DUAL		33386	11940	20.6	35.8	103	7240	21.1	21.7	106	4345	21.4	13.0	107	6968	22.0	20.9	111
RADIO IMPERATIVE		53810	19127	32.9	35.5	103	11396	33.2	21.2	104	6878	33.8	12.8	105	10319	32.6	19.2	102
TELEVISION IMPERATIVE		54023	18115	31.2	33.5	97	10286	30.0	19.0	93	6200	30.5	11.5	95	9824	31.1	18.2	96

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0220
P-18

	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	58070	100.0	34.6	100	34293	100.0	20.4	100	20333	100.0	12.1	100	31635	100.0	18.9	100
ATLANTIC MONTHLY	867	*246	0.4	28.4	82	**80	0.2	9.2	45	**65	0.3	7.5	62	*202	0.6	23.3	124
BARRON'S	1580	644	1.1	40.8	118	324	0.9	20.5	100	*213	1.0	13.5	111	538	1.7	34.1	181
BETTER HOMES & GARDENS	22203	7634	13.1	34.4	99	4494	13.1	20.2	99	3009	14.8	13.6	112	4602	14.5	20.7	110
BON APPETIT	3810	1209	2.1	31.7	92	621	1.8	16.3	80	430	2.1	11.3	93	890	2.8	23.4	124
BUSINESS WEEK	4663	1611	2.8	34.5	100	852	2.5	18.3	89	618	3.0	13.3	109	1153	3.6	24.7	131
CAR AND DRIVER	3102	1421	2.4	45.8	132	744	2.2	24.0	117	486	2.4	15.7	129	855	2.7	27.6	146
CBS MAGAZINE NETWORK (GROSS)	7311	3288	5.7	45.0	130	1845	5.4	25.2	123	1062	5.2	14.5	120	1710	5.4	23.4	124
CHANGING TIMES	3400	1153	2.0	33.9	98	676	2.0	19.9	97	408	2.0	12.0	99	800	2.5	23.5	125
COLONIAL HOMES	1796	685	1.2	38.1	110	365	1.1	20.3	99	*205	1.0	11.4	94	415	1.3	23.1	123
CONDE NAST MAG. PKG. (GROSS)	19924	6880	11.8	34.5	100	4207	12.3	21.1	103	2652	13.0	13.3	110	4383	13.9	22.0	117
CONSUMERS DIGEST	3125	1029	1.8	32.9	95	567	1.7	18.1	89	405	2.0	13.0	107	825	2.6	26.4	140
COSMOPOLITAN	10577	3603	6.2	34.1	98	2481	7.2	23.5	115	1443	7.1	13.6	113	2278	7.2	21.5	114
COUNTRY LIVING	3746	1352	2.3	36.1	104	736	2.1	19.6	96	427	2.1	11.4	94	773	2.4	20.6	109
CUISINE	2214	678	1.2	30.6	88	446	1.3	20.1	99	259	1.3	11.7	96	529	1.7	23.9	127
CYCLE WORLD	2394	1069	1.8	44.7	129	423	1.2	17.7	86	333	1.6	13.9	115	493	1.6	20.6	109
DCI:CREATIVE IDEAS FOR LIV	3068	1382	2.4	45.0	130	681	2.0	22.2	109	510	2.5	16.6	137	670	2.1	21.8	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3348	5.8	35.0	101	1855	5.4	19.4	95	1173	5.8	12.3	101	1855	5.9	19.4	103
DISCOVER	2277	898	1.5	39.4	114	483	1.4	21.2	104	245	1.2	10.8	89	497	1.6	21.8	116
EBONY	7187	2900	5.0	40.4	117	2438	7.1	33.9	166	1541	7.6	21.4	177	1947	6.2	27.1	144
ESQUIRE	2560	985	1.7	38.5	111	623	1.8	24.3	119	335	1.6	13.1	108	702	2.2	27.4	145
ESSENCE	3242	1407	2.4	43.4	125	1071	3.1	33.0	162	737	3.6	22.7	188	884	2.8	27.3	145
FAMILY CIRCLE	19639	6587	11.3	33.5	97	3708	10.8	18.9	92	2405	11.8	12.2	101	4334	13.7	22.1	117
THE FAMILY HANDYMAN	3540	1425	2.5	40.3	116	728	2.1	20.6	101	492	2.4	13.9	115	797	2.5	22.5	119
FAMILY WEEKLY	23924	8850	15.2	37.0	107	4975	14.5	20.8	102	2451	12.1	10.2	85	4023	12.7	16.8	89
FIELD & STREAM	9883	4199	7.2	42.5	123	2150	6.3	21.8	106	1335	6.6	13.5	111	1826	5.8	18.5	98
FOOD & WINE	1030	341	0.6	33.1	96	*168	0.5	16.3	80	*165	0.8	16.0	132	*212	0.7	20.6	109
FORBES	2679	910	1.6	34.0	98	497	1.4	18.6	91	359	1.8	13.4	111	700	2.2	26.1	139
FORTUNE	2931	1151	2.0	39.3	113	680	2.0	23.2	113	474	2.3	16.2	133	879	2.8	30.0	159
GENTLEMEN'S QUARTERLY	3481	1548	2.7	44.5	128	1053	3.1	30.2	148	698	3.4	20.1	165	906	2.9	26.0	138
GLAMOUR	7163	2402	4.1	33.5	97	1491	4.3	20.8	102	1019	5.0	14.2	117	1457	4.6	20.3	108
GOLF DIGEST	2355	860	1.5	36.5	105	418	1.2	17.7	87	275	1.4	11.7	96	540	1.7	22.9	122
GOLF DIGEST/TENNIS (GROSS)	3610	1265	2.2	35.0	101	690	2.0	19.1	93	439	2.2	12.2	100	852	2.7	23.6	125
GOLF MAGAZINE	2046	723	1.2	35.3	102	401	1.2	19.6	96	*209	1.0	10.2	84	516	1.6	25.2	134
GOLF MAGAZINE/SKI (GROSS)	3547	1373	2.4	38.7	112	696	2.0	19.6	96	434	2.1	12.2	101	823	2.6	23.2	123
GOOD HOUSEKEEPING	20353	7222	12.4	35.5	102	3823	11.1	18.8	92	2282	11.2	11.2	92	4571	14.4	22.5	119
HARPER'S BAZAAR	3362	1210	2.1	36.0	104	731	2.1	21.7	106	436	2.1	13.0	107	767	2.4	22.8	121
HEALTH	2987	1155	2.0	38.7	112	764	2.2	25.6	125	409	2.0	13.7	113	694	2.2	23.2	123
HEARST MAG CORP. BUY (GROSS)	67928	25051	43.1	36.9	107	14171	41.3	20.9	102	8868	43.6	13.1	108	15008	47.4	22.1	117
HEARST MAN POWER (GROSS)	11282	5019	8.6	44.5	128	2786	8.1	24.7	121	1873	9.2	16.6	137	2466	7.8	21.9	116
HEARST WOMAN POWER (GROSS)	40514	14209	24.5	35.1	101	8105	23.6	20.0	98	4937	24.3	12.2	101	8780	27.8	21.7	115
HOUSE BEAUTIFUL	4885	1770	3.0	36.2	105	966	2.8	19.8	97	633	3.1	13.0	107	1156	3.7	23.7	125
INC.	1308	571	1.0	43.7	126	*303	0.9	23.2	113	*204	1.0	15.6	129	363	1.1	27.8	147
JET	6498	2770	4.8	42.6	123	2195	6.4	33.8	165	1528	7.5	23.5	194	1716	5.4	26.4	140
LADIES' HOME JOURNAL	14797	5332	9.2	36.0	104	2884	8.4	19.5	95	1788	8.8	12.1	100	3106	9.8	21.0	111
LHJ FAMILY GRP COMBO(GROSS)	21743	8068	13.9	37.1	107	4357	12.7	20.0	98	2695	13.3	12.4	102	4608	14.6	21.2	112
LIFE	9881	3786	6.5	38.3	111	2246	6.5	22.7	111	1552	7.6	15.7	130	2433	7.7	24.6	131
L.A. TIMES HOME MAGAZINE	2775	1091	1.9	39.3	114	550	1.6	19.8	97	383	1.9	13.8	114	606	1.9	21.8	116
MADEMOISELLE	4219	1352	2.3	32.0	93	930	2.7	22.0	108	523	2.6	12.4	102	969	3.1	23.0	122
MC CALL'S	16422	5778	10.0	35.2	102	3128	9.1	19.0	93	1989	9.8	12.1	100	3115	9.8	19.0	101
MC CALL'S/WRK MOTHER (GROSS)	17919	6471	11.1	36.1	104	3510	10.2	19.6	96	2321	11.4	13.0	107	3536	11.2	19.7	105
MECHANIX ILLUSTRATED	4433	1817	3.1	41.0	118	944	2.8	21.3	104	683	3.4	15.4	127	840	2.7	18.9	100
METROPOLITAN HOME	1504	614	1.1	40.8	118	328	1.0	21.8	107	*217	1.1	14.4	119	355	1.1	23.6	125
MONEY	4723	1792	3.1	37.9	110	1007	2.9	21.3	104	638	3.1	13.5	111	1176	3.7	24.9	132
MOTHER EARTH NEWS	2325	1022	1.8	44.0	127	533	1.6	22.9	112	410	2.0	17.6	145	512	1.6	22.0	117
MS.	1189	466	0.8	39.2	113	323	0.9	27.2	133	*164	0.8	13.8	114	259	0.8	21.8	115
NATIONAL ENQUIRER	18892	7053	12.1	37.3	108	4334	12.6	22.9	112	2358	11.6	12.5	103	3665	11.6	19.4	103
NATIONAL GEOGRAPHIC	22129	8268	14.2	37.4	108	4464	13.0	20.2	99	2916	14.3	13.2	109	4874	15.4	22.0	117
NATIONAL SUNDAY MAGAZINE PKG	103750	35830	61.7	34.5	100	20755	60.5	20.0	98	12479	61.4	12.0	99	21186	67.0	20.4	108
NATURAL HISTORY	1379	550	0.9	39.9	115	293	0.9	21.2	104	*249	1.2	18.1	149	295	0.9	21.4	113
NEW WOMAN	2289	722	1.2	31.5	91	417	1.2	18.2	89	312	1.5	13.6	112	367	1.2	16.0	85
NEW YORK INCLUDING CUE	1088	303	0.5	27.8	80	*210	0.6	19.3	94	*180	0.9	16.5	136	359	1.1	33.0	175
THE NEW YORKER	2459	744	1.3	30.3	87	471	1.4	19.2	94	354	1.7	14.4	119	757	2.4	30.8	163
NEWSWEEK	16527	6189	10.7	37.4	108	3363	9.8	20.3	100	2002	9.8	12.1	100	3755	11.9	22.7	120
THE N.Y. TIMES DAILY EDITION	2739	810	1.4	29.6	85	411	1.2	15.0	73	280	1.4	10.2	84	928	2.9	33.9	180
THE N.Y. TIMES MAGAZINE	4443	1190	2.0	26.8	77	758	2.2	17.1	83	474	2.3	10.7	88	1623	5.1	36.5	194
OMNI	2799	1333	2.3	47.6	138	805	2.3	28.8	141	461	2.3	16.5	136	701	2.2	25.0	133
ON CABLE	2209	831	1.4	37.6	109	423	1.2	19.1	94	327	1.6	14.8	122	488	1.5	22.1	117
1001 HOME IDEAS	3959	1581	2.7	39.9	115	709	2.1	17.9	88	498	2.4	12.6	104	808	2.6	20.4	108
ORGANIC GARDENING	3111	1179	2.0	37.9	109	537	1.6	17.3	84	422	2.1	13.6	112	618	2.0	19.9	105
OUTDOOR LIFE	5024	2213	3.8	44.0	127	1204	3.5	24.0	117	699	3.4	13.9	115	974	3.1	19.4	103
PARADE MAGAZINE	51292	17006	29.3	33.2	96	10108	29.5	19.7	96	6363	31.3	12.4	102	11638	36.8	22.7	120

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0221
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	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	58070	100.0	34.6	100	34293	100.0	20.4	100	20333	100.0	12.1	100	31635	100.0	18.9	100
PARENTS	5298	2579	4.4	48.7	141	1479	4.3	27.9	137	1034	5.1	19.5	161	1231	3.9	23.2	123
PENTHOUSE	5129	2199	3.8	42.9	124	1411	4.1	27.5	135	932	4.6	18.2	150	1312	4.1	25.6	136
PEOPLE	21070	7921	13.6	37.6	109	4793	14.0	22.7	111	2886	14.2	13.7	113	4584	14.5	21.8	115
PLAYBOY	10562	4308	7.4	40.8	118	2672	7.8	25.3	124	1690	8.3	16.0	132	2226	7.0	21.1	112
POPULAR HOT RODDING	2498	1368	2.4	54.8	158	633	1.8	25.3	124	613	3.0	24.5	202	538	1.7	21.5	114
POPULAR MECHANICS	5887	2667	4.6	45.3	131	1636	4.8	27.8	136	1056	5.2	17.9	148	1298	4.1	22.0	117
POPULAR SCIENCE	4317	1950	3.4	45.2	130	1082	3.2	25.1	123	644	3.2	14.9	123	1078	3.4	25.0	132
PREVENTION	5792	1733	3.0	29.9	86	753	2.2	13.0	64	525	2.6	9.1	75	1006	3.2	17.4	92
PSYCHOLOGY TODAY	3284	1241	2.1	37.8	109	585	1.7	17.8	87	509	2.5	15.5	128	856	2.7	26.1	138
READER'S DIGEST	40046	14228	24.5	35.5	103	7490	21.8	18.7	91	4435	21.8	11.1	91	7500	23.7	18.7	99
REDBOOK	9584	3384	5.8	35.3	102	1800	5.2	18.8	92	1212	6.0	12.6	104	1931	6.1	20.1	107
ROAD & TRACK	2590	1109	1.9	42.8	124	708	2.1	27.3	134	375	1.8	14.5	119	585	1.8	22.6	120
ROLLING STONE	3302	1538	2.6	46.6	135	1068	3.1	32.3	158	592	2.9	17.9	148	961	3.0	29.1	154
RUNNER'S WORLD	1229	436	0.8	35.5	102	*209	0.6	17.0	83	*241	1.2	19.6	162	*259	0.8	21.1	112
SATURDAY EVENING POST	2110	832	1.4	39.4	114	464	1.4	22.0	108	344	1.7	16.3	134	464	1.5	22.0	117
SCIENCE 84	1543	700	1.2	45.4	131	412	1.2	26.7	131	311	1.5	20.2	166	363	1.1	23.5	125
SCIENCE DIGEST	1747	782	1.3	44.8	129	325	0.9	18.6	91	292	1.4	16.7	138	489	1.5	28.0	148
SCIENTIFIC AMERICAN	1994	707	1.2	35.5	102	349	1.0	17.5	86	*289	1.4	14.5	120	585	1.8	29.3	156
SELF	3119	1216	2.1	39.0	113	725	2.1	23.2	114	368	1.8	11.8	97	576	1.8	18.5	98
SEVENTEEN	3923	1529	2.6	39.0	113	1042	3.0	26.6	130	664	3.3	16.9	140	838	2.6	21.4	113
SKI	1501	650	1.1	43.3	125	294	0.9	19.6	96	*226	1.1	15.1	124	307	1.0	20.5	108
SMITHSONIAN	5976	2065	3.6	34.6	100	970	2.8	16.2	79	763	3.8	12.8	105	1478	4.7	24.7	131
SOAP OPERA DIGEST	4228	1696	2.9	40.1	116	1213	3.5	28.7	140	611	3.0	14.5	119	739	2.3	17.5	93
SOUTHERN LIVING	6488	1966	3.4	30.3	88	1173	3.4	18.1	88	663	3.3	10.2	84	1185	3.7	18.3	97
SPORT	3500	1436	2.5	41.0	119	957	2.8	27.3	134	525	2.6	15.0	124	940	3.0	26.9	142
THE SPORTING NEWS	2456	1078	1.9	43.9	127	602	1.8	24.5	120	372	1.8	15.1	125	507	1.6	20.6	109
SPORTS AFIELD	3648	1571	2.7	43.1	124	825	2.4	22.6	111	526	2.6	14.4	119	679	2.1	18.6	99
SPORTS ILLUSTRATED	14484	5596	9.6	38.6	112	3408	9.9	23.5	115	2036	10.0	14.1	116	3269	10.3	22.6	120
STAR	12661	4614	7.9	36.4	105	2902	8.5	22.9	112	1662	8.2	13.1	108	2671	8.4	21.1	112
SUNDAY	52799	17533	30.2	33.2	96	10398	30.3	19.7	96	6701	33.0	12.7	105	11253	35.6	21.3	113
SUNSET	3513	1349	2.3	38.4	111	546	1.6	15.5	76	556	2.7	15.8	131	564	1.8	16.1	85
TV GUIDE	42766	16024	27.6	37.5	108	10184	29.7	23.8	116	5896	29.0	13.8	114	8738	27.6	20.4	108
TENNIS	1254	405	0.7	32.3	93	272	0.8	21.7	106	*164	0.8	13.1	108	313	1.0	25.0	132
TIME	22054	8145	14.0	36.9	107	4465	13.0	20.2	99	2798	13.8	12.7	105	5278	16.7	23.9	127
TOWN & COUNTRY	1555	510	0.9	32.8	95	301	0.9	19.4	95	*231	1.1	14.9	123	489	1.5	31.4	167
TRAVEL & LEISURE	2173	785	1.4	36.1	104	448	1.3	20.6	101	309	1.5	14.2	117	526	1.7	24.2	128
TRUE STORY	4636	1875	3.2	40.4	117	1282	3.7	27.7	135	673	3.3	14.5	120	741	2.3	16.0	85
U.S.NEWS & WORLD REPORT	10353	3838	6.6	37.1	107	2204	6.4	21.3	104	1416	7.0	13.7	113	2058	6.5	19.9	105
USA TODAY	4994	1848	3.2	37.0	107	979	2.9	19.6	96	681	3.3	13.6	112	1424	4.5	28.5	151
US	3528	1628	2.8	46.1	133	1005	2.9	28.5	139	536	2.6	15.2	125	931	2.9	26.4	140
VOGUE	5424	1910	3.3	35.2	102	1061	3.1	19.6	96	742	3.6	13.7	113	1382	4.4	25.5	135
WALL STREET JOURNAL	6292	2086	3.6	33.2	96	991	2.9	15.8	77	788	3.9	12.5	103	1593	5.0	25.3	134
WEIGHT WATCHERS	2762	1007	1.7	36.5	105	542	1.6	19.6	96	308	1.5	11.2	92	438	1.4	15.9	84
WOMAN'S DAY	16320	5582	9.6	34.2	99	3094	9.0	19.0	93	1969	9.7	12.1	100	3485	11.0	21.4	113
WORKING MOTHER	1496	693	1.2	46.3	134	382	1.1	25.5	125	332	1.6	22.2	183	421	1.3	28.1	149
WORKING WOMAN	1851	717	1.2	38.7	112	437	1.3	23.6	115	325	1.6	17.6	145	427	1.3	23.1	122
WORLD TENNIS	580	*268	0.5	46.2	133	*149	0.4	25.7	126	**103	0.5	17.8	146	**133	0.4	22.9	122
ZIFF-DAVIS MAG NETWK (GROSS)	12412	5443	9.4	43.9	127	2977	8.7	24.0	117	1998	9.8	16.1	133	3096	9.8	24.9	132
BLAIR INSERTS	91671	31043	53.5	33.9	98	18071	52.7	19.7	96	11531	56.7	12.6	104	19825	62.7	21.6	115
DAILY NEWSPAPERS																	
READ ANY	109190	37323	64.3	34.2	99	21655	63.1	19.8	97	12922	63.6	11.8	98	22145	70.0	20.3	108
READ ONE	89587	30640	52.8	34.2	99	17613	51.4	19.7	96	10636	52.3	11.9	98	17591	55.6	19.6	104
READ TWO OR MORE	19602	6683	11.5	34.1	98	4041	11.8	20.6	101	2286	11.2	11.7	96	4554	14.4	23.2	123
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	37777	65.1	34.4	100	22027	64.2	20.1	98	13375	65.8	12.2	101	22628	71.5	20.6	109
READ ONE	95074	32866	56.6	34.6	100	19201	56.0	20.2	99	11571	56.9	12.2	100	19138	60.5	20.1	107
READ TWO OR MORE	14588	4911	8.5	33.7	97	2827	8.2	19.4	95	1804	8.9	12.4	102	3490	11.0	23.9	127
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.72				31.37				30.56				29.00			
30 DAY REACH	149706	52583	90.6	35.1	101	30911	90.1	20.6	101	18367	90.3	12.3	101	28572	90.3	19.1	101
50 SHWG - 30 DAY AV FREQ	15.16	15.60				16.35				16.06				15.13			
30 DAY REACH	142406	50137	86.3	35.2	102	29694	86.6	20.9	102	17517	86.2	12.3	101	27424	86.7	19.3	102
25 SHWG - 30 DAY AV FREQ	8.23	8.38				8.78				8.55				8.14			
30 DAY REACH	131152	46649	80.3	35.6	103	27677	80.7	21.1	103	16403	80.7	12.5	103	25494	80.6	19.4	103
CABLE TV: HOME WIRED	66879	23305	40.1	34.8	101	13572	39.6	20.3	99	8135	40.0	12.2	100	13000	41.1	19.4	103
HOME NOT WIRED	100848	34765	59.9	34.5	100	20721	60.4	20.5	100	12198	60.0	12.1	100	18635	58.9	18.5	98
HAVE PAY CABLE	35024	12720	21.9	36.3	105	7356	21.5	21.0	103	4615	22.7	13.2	109	7502	23.7	21.4	114

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0222
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	TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS	167727	58070	100.0	34.6	100	34293	100.0	20.4	100	20333	100.0	12.1	100	31635	100.0	18.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	33847	58.3	35.4	102	20187	58.9	21.1	103	11814	58.1	12.4	102	18908	59.8	19.8	105
10:00 AM - 3:00 PM	63599	23069	39.7	36.3	105	13201	38.5	20.8	102	8004	39.4	12.6	104	12654	40.0	19.9	105
3:00 PM - 7:00 PM	72097	26205	45.1	36.3	105	15689	45.7	21.8	106	9475	46.6	13.1	108	14347	45.4	19.9	106
7:00 PM - MIDNIGHT	36670	13728	23.6	37.4	108	8706	25.4	23.7	116	5359	26.4	14.6	121	7627	24.1	20.8	110
MIDNIGHT - 6:00 AM	21908	8207	14.1	37.5	108	4840	14.1	22.1	108	2702	13.3	12.3	102	4254	13.4	19.4	103
6:00 AM - MIDNIGHT	127571	45464	78.3	35.6	103	26981	78.7	21.1	103	15867	78.0	12.4	103	25115	79.4	19.7	104
ENTIRE DAY	129239	46070	79.3	35.6	103	27353	79.8	21.2	104	16085	79.1	12.4	103	25426	80.4	19.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	13135	22.6	38.6	112	7323	21.4	21.5	105	4520	22.2	13.3	110	7136	22.6	21.0	111
ALL NEWS	6062	1883	3.2	31.1	90	1160	3.4	19.1	94	657	3.2	10.8	89	1540	4.9	25.4	135
AOR/PROGRESSIVE	11884	4573	7.9	38.5	111	2815	8.2	23.7	116	1858	9.1	15.6	129	2782	8.8	23.4	124
BEAUTIFUL MUSIC	11180	3541	6.1	31.7	91	2060	6.0	18.4	90	1193	5.9	10.7	88	2191	6.9	19.6	104
BLACK	4538	1812	3.1	39.9	115	1346	3.9	29.7	145	964	4.7	21.2	175	1134	3.6	25.0	132
CLASSICAL	3857	1230	2.1	31.9	92	797	2.3	20.7	101	420	2.1	10.9	90	798	2.5	20.7	110
CHR/ROCK	21946	8519	14.7	38.8	112	5400	15.7	24.6	120	2968	14.6	13.5	112	4625	14.6	21.1	112
COUNTRY	27262	9684	16.7	35.5	103	5468	15.9	20.1	98	3190	15.7	11.7	97	4253	13.4	15.6	83
GOLDEN OLDIES	3339	1288	2.2	38.6	111	732	2.1	21.9	107	344	1.7	10.3	85	710	2.2	21.3	113
MOR/NOSTALGIA	10346	3655	6.3	35.3	102	1838	5.4	17.8	87	1161	5.7	11.2	93	2068	6.5	20.0	106
NEWS/TALK	8929	2825	4.9	31.6	91	1486	4.3	16.6	81	876	4.3	9.8	81	1750	5.5	19.6	104
RELIGIOUS	5488	1908	3.3	34.8	100	1166	3.4	21.2	104	839	4.1	15.3	126	928	2.9	16.9	90
SOFT ROCK	1232	474	0.8	38.5	111	342	1.0	27.8	136	*231	1.1	18.8	155	249	0.8	20.2	107
URBAN CONTEMPORARY	3184	1294	2.2	40.6	117	1050	3.1	33.0	161	541	2.7	17.0	140	743	2.3	23.3	124
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3031	5.2	43.9	127	1877	5.5	27.2	133	1202	5.9	17.4	143	1570	5.0	22.7	120
ABC DIRECTION	5212	1711	2.9	32.8	95	1084	3.2	20.8	102	692	3.4	13.3	110	1280	4.0	24.6	130
ABC ENTERTAINMENT	10385	3444	5.9	33.2	96	2059	6.0	19.8	97	1123	5.5	10.8	89	2275	7.2	21.9	116
ABC FM	4762	2089	3.6	43.9	127	1296	3.8	27.2	133	719	3.5	15.1	125	971	3.1	20.4	108
ABC INFORMATION	11339	3960	6.8	34.9	101	2222	6.5	19.6	96	1372	6.7	12.1	100	2117	6.7	18.7	99
ABC ROCK	4878	1951	3.4	40.0	116	1231	3.6	25.2	123	754	3.7	15.5	128	1046	3.3	21.4	114
CBS	10709	3661	6.3	34.2	99	1948	5.7	18.2	89	1247	6.1	11.6	96	1909	6.0	17.8	95
MUTUAL	10251	3737	6.4	36.5	105	2037	5.9	19.9	97	1158	5.7	11.3	93	1990	6.3	19.4	103
NBC	12243	4393	7.6	35.9	104	2117	6.2	17.3	85	1511	7.4	12.3	102	2418	7.6	19.8	105
RADIORADIO	4606	1722	3.0	37.4	108	1084	3.2	23.5	115	734	3.6	15.9	131	1007	3.2	21.9	116
RKO ONE	5148	1992	3.4	38.7	112	1213	3.5	23.6	115	686	3.4	13.3	110	964	3.0	18.7	99
RKO TWO	7313	2305	4.0	31.5	91	1478	4.3	20.2	99	703	3.5	9.6	79	1361	4.3	18.6	99
THE SOURCE	5981	2278	3.9	38.1	110	1541	4.5	25.8	126	907	4.5	15.2	125	1265	4.0	21.2	112
NON-WIRED : BLAIR	19329	6970	12.0	36.1	104	4071	11.9	21.1	103	2357	11.6	12.2	101	3388	10.7	17.5	93
INTERNET	27139	10140	17.5	37.4	108	5931	17.3	21.9	107	3367	16.6	12.4	102	5634	17.8	20.8	110
KATZ RADIO GROUP	36319	12686	21.8	34.9	101	7386	21.5	20.3	99	4419	21.7	12.2	100	7786	24.6	21.4	114
SUPERNET	22361	8326	14.3	37.2	108	4783	13.9	21.4	105	3161	15.5	14.1	117	4509	14.3	20.2	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4939	8.5	34.0	98	2802	8.2	19.3	94	1765	8.7	12.1	100	2808	8.9	19.3	102
WKDAY 9:00 AM - 1:00 PM	18688	6360	11.0	34.0	98	3943	11.5	21.1	103	2269	11.2	12.1	100	3572	11.3	19.1	101
WKDAY 1:00 PM - 4:30 PM	24061	8319	14.3	34.6	100	5174	15.1	21.5	105	3029	14.9	12.6	104	4652	14.7	19.3	103
WKDAY 4:30 PM - 7:30 PM	44079	15241	26.2	34.6	100	9000	26.2	20.4	100	5191	25.5	11.8	97	8680	27.4	19.7	104
WKDAY 7:30 PM - 8:00 PM	61979	21125	36.4	34.1	98	12337	36.0	19.9	97	7484	36.8	12.1	100	11602	36.7	18.7	99
WKDAY 11:00 PM - 11:30 PM	49084	17566	30.2	35.8	103	10129	29.5	20.6	101	6146	30.2	12.5	103	9606	30.4	19.6	104
WKDAY 11:30 PM - 1:00 AM	16560	6121	10.5	37.0	107	3577	10.4	21.6	106	2093	10.3	12.6	104	3215	10.2	19.4	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	23338	40.2	34.8	101	13681	39.9	20.4	100	8171	40.2	12.2	101	13291	42.0	19.8	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	3211	5.5	34.6	100	2093	6.1	22.6	110	1070	5.3	11.5	95	1783	5.6	19.2	102
ANOTHER WORLD N	6138	2197	3.8	35.8	103	1370	4.0	22.3	109	758	3.7	12.3	102	1299	4.1	21.2	112
AS THE WORLD TURNS C	7707	2588	4.5	33.6	97	1548	4.5	20.1	98	1021	5.0	13.2	109	1306	4.1	16.9	90
CAPITOL C	4688	1646	2.8	35.1	101	1169	3.4	24.9	122	700	3.4	14.9	123	947	3.0	20.2	107
CBS MORN. NEWS 1 C	2792	1017	1.8	36.4	105	444	1.3	15.9	78	261	1.3	9.3	77	559	1.8	20.0	106
CBS MORN. NEWS 2 C	2071	738	1.3	35.6	103	305	0.9	14.7	72	162	0.8	7.8	65	409	1.3	19.7	105
DAYS OF OUR LIVES N	8018	2907	5.0	36.3	105	1715	5.0	21.4	105	1066	5.2	13.3	110	1539	4.9	19.2	102
FACTS OF LIFE - DAYTIME N	3487	1269	2.2	36.4	105	729	2.1	20.9	102	446	2.2	12.8	106	727	2.3	20.8	111
FAMILY FEUD A	4817	1537	2.6	31.9	92	1066	3.1	22.1	108	698	3.4	14.5	120	815	2.6	16.9	90
GENERAL HOSPITAL A	8333	2832	4.9	34.0	98	1827	5.3	21.9	107	1041	5.1	12.5	103	1698	5.4	20.4	108
GOOD MORNING, AMERICA-730 A	5472	1875	3.2	34.3	99	1073	3.1	19.6	96	752	3.7	13.7	113	973	3.1	17.8	94
GOOD MORNING, AMERICA-830 A	3965	1294	2.2	32.6	94	781	2.3	19.7	96	481	2.4	12.1	100	648	2.0	16.3	87
GUIDING LIGHT C	7542	2613	4.5	34.6	100	1628	4.7	21.6	106	980	4.8	13.0	107	1556	4.9	20.6	109
ONE LIFE TO LIVE A	6018	1997	3.4	33.2	96	1347	3.9	22.4	109	659	3.2	11.0	90	1051	3.3	17.5	93
PRESS YOUR LUCK C	3589	1378	2.4	38.4	111	722	2.1	20.1	98	460	2.3	12.8	106	653	2.1	18.2	96
PRICE IS RIGHT 1 C	7418	2697	4.6	36.4	105	1427	4.2	19.2	94	931	4.6	12.6	104	1389	4.4	18.7	99
PRICE IS RIGHT 2 C	8276	2940	5.1	35.5	103	1743	5.1	21.1	103	1034	5.1	12.5	103	1629	5.1	19.7	104
RYAN'S HOPE A	4358	1377	2.4	31.6	91	1095	3.2	25.1	123	566	2.8	13.0	107	906	2.9	20.8	110
SALE OF THE CENTURY N	3749	1349	2.3	36.0	104	845	2.5	22.5	110	528	2.6	14.1	116	752	2.4	20.1	106
SEARCH FOR TOMORROW N	2884	965	1.7	33.5	97	557	1.6	19.3	94	269	1.3	9.3	77	618	2.0	21.4	114
TODAY SHOW 1 N	4869	1536	2.6	31.5	91	793	2.3	16.3	80	483	2.4	9.9	82	948	3.0	19.5	103
TODAY SHOW 2 N	4135	1377	2.4	33.3	96	726	2.1	17.6	86	386	1.9	9.3	77	851	2.7	20.6	109
$25,000 PYRAMID C	4361	1527	2.6	35.0	101	862	2.5	19.8	97	509	2.5	11.7	96	899	2.8	20.6	109
WHEEL OF FORTUNE N	6187	2100	3.6	33.9	98	1284	3.7	20.8	102	671	3.3	10.8	89	1187	3.8	19.2	102
YOUNG AND THE RESTLESS C	8186	2848	4.9	34.8	100	1651	4.8	20.2	99	1040	5.1	12.7	105	1519	4.8	18.6	98
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1755	3.0	37.1	107	1022	3.0	21.6	106	588	2.9	12.4	103	871	2.8	18.4	98
NBA PLAYOFF GAME -1 C	5127	1942	3.3	37.9	109	1109	3.2	21.6	106	733	3.6	14.3	118	1088	3.4	21.2	113
NBC MAJOR LEAGUE PRE-GAME N	3945	1573	2.7	39.9	115	703	2.0	17.8	87	458	2.3	11.6	96	691	2.2	17.5	93
SPORTSWORLD - SUN N	3370	1229	2.1	36.5	105	720	2.1	21.4	104	442	2.2	13.1	108	611	1.9	18.1	96
SUNDAY MORNING C	4200	1439	2.5	34.3	99	623	1.8	14.8	73	371	1.8	8.8	73	817	2.6	19.5	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0223
P-18

		TOTAL U.S. '000	LEMON/LIME A '000	LEMON/LIME B % DOWN	LEMON/LIME C % ACROSS	LEMON/LIME D INDX	ORANGE A '000	ORANGE B % DOWN	ORANGE C % ACROSS	ORANGE D INDX	OTHER FRUIT A '000	OTHER FRUIT B % DOWN	OTHER FRUIT C % ACROSS	OTHER FRUIT D INDX	GINGER ALE A '000	GINGER ALE B % DOWN	GINGER ALE C % ACROSS	GINGER ALE D INDX
TOTAL ADULTS		167727	58070	100.0	34.6	100	34293	100.0	20.4	100	20333	100.0	12.1	100	31635	100.0	18.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	17647	30.4	33.7	97	10004	29.2	19.1	94	5820	28.6	11.1	92	9551	30.2	18.3	97
NETWORK AFFILIATES - LATE		39164	13671	23.5	34.9	101	7838	22.9	20.0	98	4828	23.7	12.3	102	7481	23.6	19.1	101
INDEPENDENTS - LATE		5133	1807	3.1	35.2	102	1070	3.1	20.8	102	640	3.1	12.5	103	1212	3.8	23.6	125
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	8428	14.5	36.9	107	5034	14.7	22.1	108	3230	15.9	14.2	117	3993	12.6	17.5	93
ABC MONDAY NIGHT MOVIE	A	11258	3800	6.5	33.8	97	2212	6.5	19.6	96	1251	6.2	11.1	92	2023	6.4	18.0	95
ABC SUNDAY NIGHT MOVIE	A	23600	8179	14.1	34.7	100	4934	14.4	20.9	102	2939	14.5	12.5	103	4325	13.7	18.3	97
ABC WORLD NEWS TONIGHT	A	12801	4420	7.6	34.5	100	2528	7.4	19.7	97	1388	6.8	10.8	89	2269	7.2	17.7	94
AFTERMASH	C	10966	4064	7.0	37.1	107	2281	6.7	20.8	102	1365	6.7	12.4	103	2142	6.8	19.5	104
ALICE	C	17050	5844	10.1	34.3	99	3253	9.5	19.1	93	1739	8.6	10.2	84	3361	10.6	19.7	105
AMERICAN PARADE	C	11998	3844	6.6	32.0	93	2324	6.8	19.4	95	1077	5.3	9.0	74	2006	6.3	16.7	89
BENSON	A	19258	6552	11.3	34.0	98	3898	11.4	20.2	99	2307	11.3	12.0	99	3754	11.9	19.5	103
BLUE THUNDER	A	11478	4105	7.1	35.8	103	2417	7.0	21.1	103	1438	7.1	12.5	103	2059	6.5	17.9	95
CAGNEY & LACEY	C	18263	6641	11.4	36.4	105	3651	10.6	20.0	98	2196	10.8	12.0	99	3703	11.7	20.3	108
CBS EVENING NEWS-DEAN	C	7733	2706	4.7	35.0	101	1444	4.2	18.7	91	717	3.5	9.3	76	1500	4.7	19.4	103
CBS EVENING NEWS-RATHER	C	15653	5456	9.4	34.9	101	2958	8.6	18.9	92	1567	7.7	10.0	83	3109	9.8	19.9	105
CBS SAT. NEWS-SCHIEFFER	C	8744	2863	4.9	32.7	95	1432	4.2	16.4	80	712	3.5	8.1	67	1427	4.5	16.3	87
CBS SATURDAY NIGHT MOVIE	C	12000	4382	7.5	36.5	105	2479	7.2	20.7	101	1438	7.1	12.0	99	2229	7.0	18.6	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	4154	7.2	36.1	104	2614	7.6	22.7	111	1211	6.0	10.5	87	2063	6.5	17.9	95
CHEERS	N	16818	6455	11.1	38.4	111	3533	10.3	21.0	103	2138	10.5	12.7	105	3816	12.1	22.7	120
DALLAS	C	37510	12254	21.1	32.7	94	7220	21.1	19.2	94	4093	20.1	10.9	90	7002	22.1	18.7	99
DIFF'RENT STROKES	N	11258	3962	6.8	35.2	102	2227	6.5	19.8	97	1329	6.5	11.8	97	2057	6.5	18.3	97
DOUBLE TROUBLE	N	12248	4472	7.7	36.5	105	2460	7.2	20.1	98	1670	8.2	13.6	112	2207	7.0	18.0	96
DUCK FACTORY	N	11100	4265	7.3	38.4	111	2433	7.1	21.9	107	1365	6.7	12.3	101	2374	7.5	21.4	113
DUKES OF HAZZARD	C	12353	4330	7.5	35.1	101	2474	7.2	20.0	98	1425	7.0	11.5	95	2218	7.0	18.0	95
DYNASTY	A	33279	11318	19.5	34.0	98	6955	20.3	20.9	102	4114	20.2	12.4	102	6467	20.4	19.4	103
FACTS OF LIFE	N	13410	4802	8.3	35.8	103	2622	7.6	19.6	96	1676	8.2	12.5	103	2648	8.4	19.7	105
FALCON CREST	C	31093	10355	17.8	33.3	96	6093	17.8	19.6	96	3369	16.6	10.8	89	6127	19.4	19.7	104
FALL GUY	A	18649	6657	11.5	35.7	103	4259	12.4	22.8	112	2518	12.4	13.5	111	3494	11.0	18.7	99
FAMILY TIES	N	13101	4918	8.5	37.5	108	2685	7.8	20.5	100	1772	8.7	13.5	112	2761	8.7	21.1	112
FANTASY ISLAND	A	13069	4442	7.6	34.0	98	2812	8.2	21.5	105	1594	7.8	12.2	101	2636	8.3	20.2	107
FOULUPS,BLEEPS & BLUNDERS	A	16588	5551	9.6	33.5	97	3318	9.7	20.0	98	1930	9.5	11.6	96	3019	9.5	18.2	96
FOUR SEASONS	C	9302	3411	5.9	36.7	106	1908	5.6	20.5	100	1135	5.6	12.2	101	1799	5.7	19.3	103
GIMME A BREAK	N	13955	4928	8.5	35.3	102	2849	8.3	20.4	100	2160	10.6	15.5	128	2799	8.8	20.1	106
HART TO HART	A	15735	5165	8.9	32.8	95	3233	9.4	20.5	100	1916	9.4	12.2	100	2786	8.8	17.7	94
HILL STREET BLUES	N	18257	6602	11.4	36.2	104	3655	10.7	20.0	98	2230	11.0	12.2	101	3906	12.3	21.4	113
HOTEL	A	24236	7978	13.7	32.9	95	5043	14.7	20.8	102	2902	14.3	12.0	99	4365	13.8	18.0	95
JEFFERSONS	C	17010	6067	10.4	35.7	103	3532	10.3	20.8	102	1888	9.3	11.1	92	3338	10.6	19.6	104
JENNIFER SLEPT HERE	N	9397	3291	5.7	35.0	101	1752	5.1	18.6	91	1037	5.1	11.0	91	1714	5.4	18.2	97
KATE & ALLIE	C	16762	6078	10.5	36.3	105	3477	10.1	20.7	101	2068	10.2	12.3	102	3290	10.4	19.6	104
KNIGHT RIDER	N	13164	4512	7.8	34.3	99	2985	8.7	22.7	111	1852	9.1	14.1	116	2689	8.5	20.4	108
LOVE BOAT	A	20400	6704	11.5	32.9	95	4020	11.7	19.7	96	2198	10.8	10.8	89	3984	12.6	19.5	104
MAGNUM PI	C	22543	7982	13.7	35.4	102	4846	14.1	21.5	105	2480	12.2	11.0	91	4175	13.2	18.5	98
MAMA'S FAMILY	N	9852	3733	6.4	37.9	109	1816	5.3	18.4	90	1075	5.3	10.9	90	1878	5.9	19.1	101
MASTER, THE	N	8082	3078	5.3	38.1	110	1824	5.3	22.6	110	1087	5.3	13.4	111	1670	5.3	20.7	110
MATT HOUSTON	A	12881	4452	7.7	34.6	100	2730	8.0	21.2	104	1636	8.0	12.7	105	2565	8.1	19.9	106
NBC MONDAY NIGHT MOVIE	N	23889	8586	14.8	35.9	104	5235	15.3	21.9	107	3063	15.1	12.8	106	4813	15.2	20.1	107
NBC NIGHTLY NEWS	N	11156	3724	6.4	33.4	96	2040	5.9	18.3	89	1228	6.0	11.0	91	2013	6.4	18.0	96
NBC NIGHTLY NEWS-SAT	N	7363	2344	4.0	31.8	92	1281	3.7	17.4	85	578	2.8	7.9	65	1346	4.3	18.3	97
NBC NIGHTLY NEWS-SUN	N	6214	1989	3.4	32.0	92	1140	3.3	18.3	90	538	2.6	8.7	71	1163	3.7	18.7	99
NBC SUNDAY NIGHT MOVIE	N	17590	6398	11.0	36.4	105	4237	12.4	24.1	118	2466	12.1	14.0	116	3659	11.6	20.8	110
NEWHART	C	16740	6329	10.9	37.8	109	3498	10.2	20.9	102	2025	10.0	12.1	100	3366	10.6	20.1	107
ONE DAY AT A TIME	C	11820	4188	7.2	35.4	102	2471	7.2	20.9	102	1525	7.5	12.9	106	2266	7.2	19.2	102
PEOPLE ARE FUNNY	N	9138	3459	6.0	37.9	109	1731	5.0	18.9	93	1107	5.4	12.1	100	1702	5.4	18.6	99
REAL PEOPLE	N	15979	5600	9.6	35.0	101	2805	8.2	17.6	86	1786	8.8	11.2	92	2895	9.2	18.1	96
REMINGTON STEELE	N	14395	5373	9.3	37.3	108	3215	9.4	22.3	109	1839	9.0	12.8	105	2784	8.8	19.3	103
RIPLEY'S BELIEVE IT - NOT	A	11362	3850	6.6	33.9	98	2205	6.4	19.4	95	1239	6.1	10.9	90	2016	6.4	17.7	94
RIPTIDE	N	13920	5286	9.1	38.0	110	3386	9.9	24.3	119	2042	10.0	14.7	121	2639	8.3	19.0	101
SCARECROW & MRS. KING	C	17571	5986	10.3	34.1	98	3421	10.0	19.5	95	1994	9.8	11.3	94	3230	10.2	18.4	97
SIMON & SIMON	C	20208	6975	12.0	34.5	100	4256	12.4	21.1	103	2277	11.2	11.3	93	3543	11.2	17.5	93
60 MINUTES	C	27668	9524	16.4	34.4	99	5247	15.3	19.0	93	2906	14.3	10.5	87	5336	16.9	19.3	102
ST. ELSEWHERE	N	13699	5361	9.2	39.1	113	2830	8.3	20.7	101	1798	8.8	13.1	108	2939	9.3	21.5	114
THREE'S COMPANY	A	20632	7044	12.1	34.1	99	4122	12.0	20.0	98	2527	12.4	12.2	101	3898	12.3	18.9	100
T.J. HOOKER	A	17136	6037	10.4	35.2	102	3535	10.3	20.6	101	2101	10.3	12.3	101	3439	10.9	20.1	106
TONIGHT SHOW	N	4963	1758	3.0	35.4	102	1011	2.9	20.4	100	574	2.8	11.6	95	1074	3.4	21.6	115
TRAPPER JOHN, M.D.	C	16332	5673	9.8	34.7	100	3310	9.7	20.3	99	1860	9.1	11.4	94	3358	10.6	20.6	109
TV BLOOPERS & PRAC. JOKES	N	18881	6614	11.4	35.0	101	3566	10.4	18.9	92	2317	11.4	12.3	101	3229	10.2	17.1	91
20/20	A	18315	6251	10.8	34.1	99	3575	10.4	19.5	95	1893	9.3	10.3	85	3442	10.9	18.8	100
WEBSTER	A	18722	6289	10.8	33.6	97	3771	11.0	20.1	99	2143	10.5	11.4	94	3600	11.4	19.2	102
WORLD NEWS - SUN	A	5327	1487	2.6	27.9	81	944	2.8	17.7	87	507	2.5	9.5	79	928	2.9	17.4	92
YELLOW ROSE	N	8370	2953	5.1	35.3	102	1437	4.2	17.2	84	907	4.5	10.8	89	1403	4.4	16.8	89
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	10087	17.4	39.0	113	5784	16.9	22.4	109	3063	15.1	11.8	98	5833	18.4	22.6	120
BASKETBALL - COLLEGE GAMES		14468	6303	10.9	43.6	126	3514	10.2	24.3	119	2038	10.0	14.1	116	3152	10.0	21.8	116
BASKETBALL - PRO GAMES		12124	5457	9.4	45.0	130	3329	9.7	27.5	134	1922	9.5	15.9	131	3051	9.6	25.2	133
BOWLING		9412	3561	6.1	37.8	109	2196	6.4	23.3	114	1155	5.7	12.3	101	2188	6.9	23.2	123
BOXING		15409	6368	11.0	41.3	119	3911	11.4	25.4	124	2458	12.1	16.0	132	3317	10.5	21.5	114
FOOTBALL - COLLEGE GAMES		21400	8536	14.7	39.9	115	4850	14.1	22.7	111	2777	13.7	13.0	107	4462	14.1	20.9	111
FOOTBALL - PRO GAMES		35944	15545	26.8	43.2	125	8751	25.5	24.3	119	5430	26.7	15.1	125	8315	26.3	23.1	123
GOLF		9759	3740	6.4	38.3	111	2006	5.8	20.6	101	1099	5.4	11.3	93	2117	6.7	21.7	115
POST-SEASON COLL. FOOTBALL		18123	7800	13.4	43.0	124	4446	13.0	24.5	120	2744	13.5	15.1	125	4172	13.2	23.0	122
POST-SEASON PRO FOOTBALL		22091	9522	16.4	43.1	124	5271	15.4	23.9	117	3116	15.3	14.1	116	5389	17.0	24.4	129
TENNIS		6764	2567	4.4	38.0	110	1527	4.5	22.6	110	854	4.2	12.6	104	1603	5.1	23.7	126
WRESTLING - PROFESSIONAL		9695	4239	7.3	43.7	126	3104	9.1	32.0	157	1855	9.1	19.1	158	1885	6.0	19.4	103

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

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	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % ACROSS DOWN	ROOT BEER C % ACROSS %	ROOT BEER D INDX	CLUB SODA A '000	CLUB SODA B % ACROSS DOWN	CLUB SODA C % ACROSS %	CLUB SODA D INDX	SELTZER A '000	SELTZER B % ACROSS DOWN	SELTZER C % ACROSS %	SELTZER D INDX	TONIC A '000	TONIC B % ACROSS DOWN	TONIC C % ACROSS %	TONIC D INDX
TOTAL ADULTS	167727	42109	100.0	25.1	100	10107	100.0	6.0	100	3291	100.0	2.0	100	7177	100.0	4.3	100
MALES	79263	22339	53.1	28.2	112	4936	48.8	6.2	103	1590	48.3	2.0	102	3750	52.3	4.7	111
FEMALES	88464	19770	46.9	22.3	89	5171	51.2	5.8	97	1700	51.7	1.9	98	3427	47.7	3.9	91
18 - 24	28671	8574	20.4	29.9	119	1401	13.9	4.9	81	*465	14.1	1.6	83	1038	14.5	3.6	85
25 - 34	39536	12331	29.3	31.2	124	2474	24.5	6.3	104	890	27.0	2.3	115	1717	23.9	4.3	101
35 - 44	28978	7289	17.3	25.2	100	1753	17.3	6.0	100	549	16.7	1.9	97	1616	22.5	5.6	130
45 - 54	22345	4962	11.8	22.2	88	1533	15.2	6.9	114	503	15.3	2.3	115	987	13.8	4.4	103
55 - 64	22224	4394	10.4	19.8	79	1653	16.4	7.4	123	561	17.0	2.5	129	1158	16.1	5.2	122
65 OR OLDER	25973	4559	10.8	17.6	70	1292	12.8	5.0	83	323	9.8	1.2	63	660	9.2	2.5	59
18 - 34	68207	20905	49.6	30.6	122	3876	38.3	5.7	94	1355	41.2	2.0	101	2756	38.4	4.0	94
18 - 49	108058	30716	72.9	28.4	113	6411	63.4	5.9	98	2155	65.5	2.0	102	4923	68.6	4.6	106
25 - 54	90859	24582	58.4	27.1	108	5761	57.0	6.3	105	1942	59.0	2.1	109	4320	60.2	4.8	111
35 - 49	39851	9811	23.3	24.6	98	2536	25.1	6.4	106	801	24.3	2.0	102	2167	30.2	5.4	127
50 OR OLDER	59669	11394	27.1	19.1	76	3696	36.6	6.2	103	1135	34.5	1.9	97	2254	31.4	3.8	88
GRADUATED COLLEGE	28091	6886	16.4	24.5	98	2652	26.2	9.4	157	960	29.2	3.4	174	2578	35.9	9.2	214
ATTENDED COLLEGE	28938	7401	17.6	25.6	102	2125	21.0	7.3	122	530	16.1	1.8	93	1775	24.7	6.1	143
GRADUATED HIGH SCHOOL	65503	17559	41.7	26.8	107	3243	32.1	5.0	82	1210	36.8	1.8	94	1938	27.0	3.0	69
DID NOT GRADUATE HIGH SCHOOL	45195	10264	24.4	22.7	90	2087	20.6	4.6	77	591	18.0	1.3	67	886	12.3	2.0	46
EMPLOYED MALES	56429	16342	38.8	29.0	115	3681	36.4	6.5	108	1251	38.0	2.2	113	2821	39.3	5.0	117
EMPLOYED FEMALES	43971	9567	22.7	21.8	87	2704	26.8	6.1	102	964	29.3	2.2	112	2097	29.2	4.8	111
EMPLOYED FULL-TIME	87773	22496	53.4	25.6	102	5786	57.2	6.6	109	2017	61.3	2.3	117	4311	60.1	4.9	115
EMPLOYED PART-TIME	12627	3413	8.1	27.0	108	599	5.9	4.7	79	**198	6.0	1.6	80	606	8.4	4.8	112
NOT EMPLOYED	67327	16200	38.5	24.1	96	3722	36.8	5.5	92	1075	32.7	1.6	81	2260	31.5	3.4	78
PROFESSIONAL/MANAGER	25845	6360	15.1	24.6	98	2474	24.5	9.6	159	883	26.8	3.4	174	2286	31.9	8.8	207
TECH/CLERICAL/SALES	30895	7300	17.3	23.6	94	1994	19.7	6.5	107	570	17.3	1.8	94	1444	20.1	4.7	109
PRECISION/CRAFT	12629	3852	9.1	30.5	121	557	5.5	4.4	73	*312	9.5	2.5	126	511	7.1	4.0	95
OTHER EMPLOYED	31031	8398	19.9	27.1	108	1360	13.5	4.4	73	*451	13.7	1.5	74	676	9.4	2.2	51
SINGLE	35557	10330	24.5	29.1	116	2205	21.8	6.2	103	775	23.5	2.2	111	1754	24.4	4.9	115
MARRIED	103585	25860	61.4	25.0	99	6143	60.8	5.9	98	2092	63.6	2.0	103	4421	61.6	4.3	100
DIVORCED/SEPARATED/WIDOWED	28585	5919	14.1	20.7	82	1760	17.4	6.2	102	424	12.9	1.5	76	1001	13.9	3.5	82
PARENTS	59295	17720	42.1	29.9	119	3111	30.8	5.2	87	1100	33.4	1.9	95	2309	32.2	3.9	91
WHITE	146081	36736	87.2	25.1	100	8820	87.3	6.0	100	2859	86.9	2.0	100	6375	88.8	4.4	102
BLACK	17974	4382	10.4	24.4	97	1074	10.6	6.0	99	*353	10.7	2.0	100	612	8.5	3.4	80
OTHER	3672	992	2.4	27.0	108	**213	2.1	5.8	96	**79	2.4	2.2	110	**190	2.6	5.2	121
NORTHEAST-CENSUS	37005	9367	22.2	25.3	101	3667	36.3	9.9	164	2084	63.3	5.6	287	2052	28.6	5.5	130
NORTH CENTRAL	42642	13049	31.0	30.6	122	1627	16.1	3.8	63	*345	10.5	0.8	41	1553	21.6	3.6	85
SOUTH	56777	11479	27.3	20.2	81	2635	26.1	4.6	77	581	17.7	1.0	52	1698	23.7	3.0	70
WEST	31303	8214	19.5	26.2	105	2179	21.6	7.0	116	*281	8.5	0.9	46	1873	26.1	6.0	140
NORTHEAST-MKTG.	38125	8919	21.2	23.4	93	3898	38.6	10.2	170	2203	66.9	5.8	294	2373	33.1	6.2	145
EAST CENTRAL	24794	7269	17.3	29.3	117	1035	10.2	4.2	69	**199	6.0	0.8	41	854	11.9	3.4	80
WEST CENTRAL	28511	8796	20.9	30.9	123	1112	11.0	3.9	65	*238	7.2	0.8	43	1104	15.4	3.9	90
SOUTH	48953	10045	23.9	20.5	82	2149	21.3	4.4	73	*398	12.1	0.8	41	1211	16.9	2.5	58
PACIFIC	27344	7081	16.8	25.9	103	1913	18.9	7.0	116	**253	7.7	0.9	47	1636	22.8	6.0	140
COUNTY SIZE A	69301	17362	41.2	25.1	100	5674	56.1	8.2	136	2373	72.1	3.4	175	4155	57.9	6.0	140
COUNTY SIZE B	50633	13082	31.1	25.8	103	2981	29.5	5.9	98	575	17.5	1.1	58	1843	25.7	3.6	85
COUNTY SIZE C	26259	6426	15.3	24.5	97	942	9.3	3.6	60	**141	4.3	0.5	27	828	11.5	3.2	74
COUNTY SIZE D	21534	5239	12.4	24.3	97	510	5.0	2.4	39	**201	6.1	0.9	48	*351	4.9	1.6	38
METRO CENTRAL CITY	50014	12357	29.3	24.7	98	3831	37.9	7.7	127	1427	43.4	2.9	145	2451	34.2	4.9	115
METRO SUBURBAN	76832	19614	46.6	25.5	102	4997	49.4	6.5	108	1554	47.2	2.0	103	3757	52.3	4.9	114
NON METRO	40881	10138	24.1	24.8	99	1279	12.7	3.1	52	**310	9.4	0.8	39	969	13.5	2.4	55
TOP 5 ADI'S	39550	10071	23.9	25.5	101	4019	39.8	10.2	169	1947	59.2	4.9	251	2439	34.0	6.2	144
TOP 10 ADI'S	54877	13297	31.6	24.2	97	4933	48.8	9.0	149	2248	68.3	4.1	209	3297	45.9	6.0	140
TOP 20 ADI'S	77516	19616	46.6	25.3	101	6402	63.3	8.3	137	2480	75.4	3.2	163	4400	61.3	5.7	133
HSHLD INC. $50,000 OR MORE	17257	4111	9.8	23.8	95	1631	16.1	9.5	157	733	22.3	4.2	216	1495	20.8	8.7	202
$40,000 OR MORE	33235	8275	19.7	24.9	99	3125	30.9	9.4	156	1313	39.9	4.0	201	2521	35.1	7.6	177
$30,000 OR MORE	59693	15407	36.6	25.8	103	4813	47.6	8.1	134	1861	56.5	3.1	159	3921	54.6	6.6	154
$25,000 OR MORE	76275	19668	46.7	25.8	103	5796	57.3	7.6	126	2165	65.8	2.8	145	4806	67.0	6.3	147
$20,000 - $24,999	18607	4481	10.6	24.1	96	1096	10.8	5.9	98	*278	8.4	1.5	76	537	7.5	2.9	67
$15,000 - $19,999	17175	4452	10.6	25.9	103	870	8.6	5.1	84	**224	6.8	1.3	66	656	9.1	3.8	89
$10,000 - $14,999	24569	6171	14.7	25.1	100	1217	12.0	5.0	82	*296	9.0	1.2	61	616	8.6	2.5	59
UNDER $10,000	31101	7337	17.4	23.6	94	1128	11.2	3.6	60	*328	10.0	1.1	54	562	7.8	1.8	42
HOUSEHOLD OF 1 PERSON	19441	3839	9.1	19.7	79	1422	14.1	7.3	121	397	12.1	2.0	104	954	13.3	4.9	115
2 PEOPLE	51803	11072	26.3	21.4	85	3518	34.8	6.8	113	978	29.7	1.9	96	2375	33.1	4.6	107
3 OR 4 PEOPLE	66933	17759	42.2	26.5	106	3776	37.4	5.6	94	1543	46.9	2.3	117	3031	42.2	4.5	106
5 OR MORE PEOPLE	29550	9440	22.4	31.9	127	1391	13.8	4.7	78	*373	11.3	1.3	64	817	11.4	2.8	65
NO CHILD IN HSHLD	96587	20947	49.7	21.7	86	6389	63.2	6.6	110	2051	62.3	2.1	108	4501	62.7	4.7	109
CHILD(REN) UNDER 2 YRS	10844	3683	8.7	34.0	135	*443	4.4	4.1	68	**173	5.3	1.6	81	*384	5.4	3.5	83
2 - 5 YEARS	26358	7958	18.9	30.2	120	1290	12.8	4.9	81	*441	13.4	1.7	85	915	12.7	3.5	81
6 - 11 YEARS	30453	9487	22.5	31.2	124	1452	14.4	4.8	79	489	14.9	1.6	82	1074	15.0	3.5	82
12 - 17 YEARS	36575	10481	24.9	28.7	114	2032	20.1	5.6	92	652	19.8	1.8	91	1500	20.9	4.1	96
RESIDENCE OWNED	117770	28624	68.0	24.3	97	6757	66.9	5.7	95	2182	66.3	1.9	94	5409	75.4	4.6	107
VALUE: $50,000 OR MORE	70166	16948	40.2	24.2	96	5136	50.8	7.3	121	1928	58.6	2.7	140	4430	61.7	6.3	148
VALUE: UNDER $50,000	47604	11676	27.7	24.5	98	1621	16.0	3.4	57	**254	7.7	0.5	27	979	13.6	2.1	48

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

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		TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	CLUB SODA A '000	CLUB SODA B % DOWN	CLUB SODA C % ACROSS	CLUB SODA D INDX	SELTZER A '000	SELTZER B % DOWN	SELTZER C % ACROSS	SELTZER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX
TOTAL ADULTS		167727	42109	100.0	25.1	100	10107	100.0	6.0	100	3291	100.0	2.0	100	7177	100.0	4.3	100
MAGAZINES	QUINTILE 1	34022	9661	22.9	28.4	113	2602	25.7	7.6	127	702	21.3	2.1	105	2142	29.8	6.3	147
	QUINTILE 2	34800	8883	21.1	25.5	102	2667	26.4	7.7	127	853	25.9	2.5	125	2005	27.9	5.8	135
	QUINTILE 3	30514	7593	18.0	24.9	99	1765	17.5	5.8	96	637	19.4	2.1	106	1101	15.3	3.6	84
	QUINTILE 4	33324	8156	19.4	24.5	97	1421	14.1	4.3	71	446	13.6	1.3	68	1201	16.7	3.6	84
	QUINTILE 5	35066	7817	18.6	22.3	89	1653	16.4	4.7	78	653	19.8	1.9	95	729	10.2	2.1	49
NEWSPAPERS	QUINTILE 1	29107	7355	17.5	25.3	101	2672	26.4	9.2	152	1043	31.7	3.6	183	1931	26.9	6.6	155
	QUINTILE 2	49095	12492	29.7	25.4	101	2927	29.0	6.0	99	1041	31.6	2.1	108	2203	30.7	4.5	105
	QUINTILE 3	23107	5828	13.8	25.2	100	1584	15.7	6.9	114	*365	11.1	1.6	81	1102	15.4	4.8	111
	QUINTILE 4	33556	8002	19.0	23.8	95	1517	15.0	4.5	75	*504	15.3	1.5	77	1132	15.8	3.4	79
	QUINTILE 5	32863	8432	20.0	25.7	102	1408	13.9	4.3	71	*337	10.2	1.0	52	808	11.3	2.5	57
OUTDOOR	QUINTILE 1	33431	9124	21.7	27.3	109	2286	22.6	6.8	113	832	25.3	2.5	127	1623	22.6	4.9	113
	QUINTILE 2	33478	9274	22.0	27.7	110	2117	20.9	6.3	105	746	22.7	2.2	114	1509	21.0	4.5	105
	QUINTILE 3	33574	8454	20.1	25.2	100	1905	18.8	5.7	94	530	16.1	1.6	80	1470	20.5	4.4	102
	QUINTILE 4	33935	8005	19.0	23.6	94	1815	18.0	5.3	89	675	20.5	2.0	101	1365	19.0	4.0	94
	QUINTILE 5	33310	7252	17.2	21.8	87	1984	19.6	6.0	99	507	15.4	1.5	78	1210	16.9	3.6	85
RADIO-DRIVE TIME	QUINTILE 1	33136	8917	21.2	26.9	107	2153	21.3	6.5	108	730	22.2	2.2	112	1401	19.5	4.2	99
	QUINTILE 2	31658	7901	18.8	25.0	99	1940	19.2	6.1	102	550	16.7	1.7	89	1588	22.1	5.0	117
	QUINTILE 3	32541	8164	19.4	25.1	100	2280	22.6	7.0	116	699	21.2	2.1	109	1548	21.6	4.8	111
	QUINTILE 4	34247	9041	21.5	26.4	105	2037	20.2	5.9	99	667	20.3	1.9	99	1548	21.6	4.5	106
	QUINTILE 5	36144	8088	19.2	22.4	89	1697	16.8	4.7	78	644	19.6	1.8	91	1092	15.2	3.0	71
RADIO-MID-DAY	TERCILE 1	45037	11926	28.3	26.5	105	2846	28.2	6.3	105	1135	34.5	2.5	128	1884	26.3	4.2	98
	TERCILE 2	44819	11583	27.5	25.8	103	2614	25.9	5.8	97	735	22.3	1.6	84	2104	29.3	4.7	110
	TERCILE 3	77872	18601	44.2	23.9	95	4647	46.0	6.0	99	1421	43.2	1.8	93	3189	44.4	4.1	96
RADIO-TOTAL	QUINTILE 1	33763	9276	22.0	27.5	109	2093	20.7	6.2	103	731	22.2	2.2	110	1365	19.0	4.0	94
	QUINTILE 2	33240	8780	20.9	26.4	105	2133	21.1	6.4	106	698	21.2	2.1	107	1505	21.0	4.5	106
	QUINTILE 3	33408	8267	19.6	24.7	99	2099	20.8	6.3	104	668	20.3	2.0	102	1770	24.7	5.3	124
	QUINTILE 4	34792	8727	20.7	25.1	100	2279	22.5	6.6	109	653	19.8	1.9	96	1481	20.6	4.3	99
	QUINTILE 5	32524	7059	16.8	21.7	86	1503	14.9	4.6	77	541	16.4	1.7	85	1056	14.7	3.2	76
TV-PRIME TIME	QUINTILE 1	33090	8250	19.6	24.9	99	2022	20.0	6.1	101	694	21.1	2.1	107	1160	16.2	3.5	82
	QUINTILE 2	33357	8988	21.3	26.9	107	1949	19.3	5.8	97	834	25.3	2.5	127	1845	25.7	5.5	129
	QUINTILE 3	33980	8911	21.2	26.2	104	2143	21.2	6.3	105	552	16.8	1.6	83	1392	19.4	4.1	96
	QUINTILE 4	33854	7775	18.5	23.0	91	2341	23.2	6.9	115	716	21.8	2.1	108	1563	21.8	4.6	108
	QUINTILE 5	33444	8186	19.4	24.5	97	1653	16.4	4.9	82	496	15.1	1.5	76	1218	17.0	3.6	85
TV-DAYTIME	TERCILE 1	49121	12544	29.8	25.5	102	2446	24.2	5.0	83	744	22.6	1.5	77	1486	20.7	3.0	71
	TERCILE 2	48823	12119	28.8	24.8	99	2888	28.6	5.9	98	792	24.1	1.6	83	2177	30.3	4.5	104
	TERCILE 3	69782	17446	41.4	25.0	100	4773	47.2	6.8	114	1755	53.3	2.5	128	3514	49.0	5.0	118
TV-TOTAL	QUINTILE 1	33584	8576	20.4	25.5	102	1879	18.6	5.6	93	508	15.4	1.5	77	1072	14.9	3.2	75
	QUINTILE 2	33441	8333	19.8	24.9	99	1964	19.4	5.9	97	762	23.2	2.3	116	1576	22.0	4.7	110
	QUINTILE 3	33505	8287	19.7	24.7	99	2035	20.1	6.1	101	682	20.7	2.0	104	1324	18.4	4.0	92
	QUINTILE 4	33466	8640	20.5	25.8	103	2342	23.2	7.0	116	754	22.9	2.3	115	1818	25.3	5.4	127
	QUINTILE 5	33731	8273	19.6	24.5	98	1888	18.7	5.6	93	585	17.8	1.7	88	1386	19.3	4.1	96
MAGAZINES-NEWSPAPERS: DUAL		44503	12094	28.7	27.2	108	3670	36.3	8.2	137	1180	35.9	2.7	135	2719	37.9	6.1	143
MAGAZINE IMPERATIVE		39363	10439	24.8	26.5	106	2365	23.4	6.0	100	613	18.6	1.6	79	1873	26.1	4.8	111
NEWSPAPER IMPERATIVE		46441	10760	25.6	23.2	92	2653	26.2	5.7	95	1135	34.5	2.4	125	1739	24.2	3.7	88
MAGAZINES-OUTDOOR: DUAL		33726	9100	21.6	27.0	107	2581	25.5	7.7	127	746	22.7	2.2	113	2042	28.5	6.1	141
MAGAZINE IMPERATIVE		52846	13355	31.7	25.3	101	3624	35.9	6.9	114	1094	33.2	2.1	106	2717	37.9	5.1	120
OUTDOOR IMPERATIVE		52140	13703	32.5	26.3	105	2783	27.5	5.3	89	1105	33.6	2.1	108	1758	24.5	3.4	79
MAGAZINES-RADIO: DUAL		37081	10161	24.1	27.4	109	2600	25.7	7.0	116	857	26.0	2.3	118	2049	28.5	5.5	129
MAGAZINE IMPERATIVE		49747	12647	30.0	25.4	101	3699	36.6	7.4	123	1082	32.9	2.2	111	2827	39.4	5.7	133
RADIO IMPERATIVE		49208	12520	29.7	25.4	101	2536	25.1	5.2	86	901	27.4	1.8	93	1583	22.1	3.2	75
MAGAZINES-TELEVISION: DUAL		33103	9301	22.1	28.1	112	2481	24.5	7.5	124	658	20.0	2.0	101	1687	23.5	5.1	119
MAGAZINE IMPERATIVE		54575	13935	33.1	25.5	102	3928	38.9	7.2	119	1327	40.3	2.4	124	3169	44.2	5.8	136
TELEVISION IMPERATIVE		53249	12171	28.9	22.9	91	2400	23.7	4.5	75	957	29.1	1.8	92	1522	21.2	2.9	67
NEWSPAPERS-OUTDOOR: DUAL		36255	9807	23.3	27.1	108	2870	28.4	7.9	131	981	29.8	2.7	138	2147	29.9	5.9	138
NEWSPAPER IMPERATIVE		55591	13359	31.7	24.0	96	3655	36.2	6.6	109	1225	37.2	2.2	112	2663	37.1	4.8	112
OUTDOOR IMPERATIVE		48319	12846	30.5	26.6	106	2449	24.2	5.1	84	817	24.8	1.7	86	1687	23.5	3.5	82
NEWSPAPERS-RADIO: DUAL		37242	9927	23.6	26.7	106	2865	28.3	7.7	128	1060	32.2	2.8	145	1913	26.7	5.1	120
NEWSPAPER IMPERATIVE		54423	13347	31.7	24.5	98	3754	37.1	6.9	114	1287	39.1	2.4	121	3004	41.9	5.5	129
RADIO IMPERATIVE		46650	12440	29.5	26.7	106	2308	22.8	4.9	82	679	20.6	1.5	74	1672	23.3	3.6	84
NEWSPAPERS-TELEVISION: DUAL		35974	9812	23.3	27.3	109	2562	25.3	7.1	118	805	24.5	2.2	114	1760	24.5	4.9	114
NEWSPAPER IMPERATIVE		56095	13713	32.6	24.4	97	4117	40.7	7.3	122	1487	45.2	2.7	135	3140	43.8	5.6	131
TELEVISION IMPERATIVE		47170	11551	27.4	24.5	98	2186	21.6	4.6	77	678	20.6	1.4	73	1418	19.8	3.0	70
OUTDOOR-RADIO: DUAL		33748	9915	23.5	29.4	117	2208	21.8	6.5	109	789	24.0	2.3	119	1476	20.6	4.4	102
OUTDOOR IMPERATIVE		52785	13164	31.3	24.9	99	3248	32.1	6.2	102	1071	32.5	2.0	103	2416	33.7	4.6	107
RADIO IMPERATIVE		52882	12905	30.6	24.4	97	3121	30.9	5.9	98	970	29.5	1.8	93	2379	33.1	4.5	105
OUTDOOR-TELEVISION: DUAL		32030	8914	21.2	27.8	111	2145	21.2	6.7	111	658	20.0	2.1	105	1518	21.2	4.7	111
OUTDOOR IMPERATIVE		54626	14476	34.4	26.5	106	3425	33.9	6.3	104	1178	35.8	2.2	110	2573	35.9	4.7	110
TELEVISION IMPERATIVE		54874	12640	30.0	23.0	92	2855	28.2	5.2	86	934	28.4	1.7	87	1868	26.0	3.4	80
RADIO-TELEVISION: DUAL		33386	8458	20.1	25.3	101	2170	21.5	6.5	108	616	18.7	1.8	94	1466	20.4	4.4	103
RADIO IMPERATIVE		53810	14221	33.8	26.4	105	3367	33.3	6.3	104	1184	36.0	2.2	112	2512	35.0	4.7	109
TELEVISION IMPERATIVE		54023	13362	31.7	24.7	99	2937	29.1	5.4	90	1082	32.9	2.0	102	1954	27.2	3.6	85

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0226
P-18

	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	CLUB SODA A '000	CLUB SODA B % DOWN	CLUB SODA C % ACROSS	CLUB SODA D INDX	SELTZER A '000	SELTZER B % DOWN	SELTZER C % ACROSS	SELTZER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX
TOTAL ADULTS	167727	42109	100.0	25.1	100	10107	100.0	6.0	100	3291	100.0	2.0	100	7177	100.0	4.3	100
ATLANTIC MONTHLY	867	*248	0.6	28.6	114	*131	1.3	15.1	251	**25	0.8	2.9	147	**89	1.2	10.3	240
BARRON'S	1580	523	1.2	33.1	132	*280	2.8	17.7	294	**36	1.1	2.3	116	*266	3.7	16.8	393
BETTER HOMES & GARDENS	22203	5790	13.8	26.1	104	1258	12.4	5.7	94	379	11.5	1.7	87	1166	16.2	5.3	123
BON APPETIT	3810	845	2.0	22.2	88	444	4.4	11.7	193	*176	5.3	4.6	235	381	5.3	10.0	234
BUSINESS WEEK	4663	1251	3.0	26.8	107	353	3.5	7.6	126	*130	4.0	2.8	142	429	6.0	9.2	215
CAR AND DRIVER	3102	976	2.3	31.5	125	*169	1.7	5.4	90	**45	1.4	1.5	74	*168	2.3	5.4	127
CBS MAGAZINE NETWORK (GROSS)	7311	2589	6.1	35.4	141	481	4.8	6.6	109	**74	2.2	1.0	52	332	4.6	4.5	106
CHANGING TIMES	3400	974	2.3	28.6	114	339	3.4	10.0	165	**78	2.4	2.3	117	258	3.6	7.6	177
COLONIAL HOMES	1796	586	1.4	32.6	130	*174	1.7	9.7	161	**32	1.0	1.8	91	*124	1.7	6.9	161
CONDE NAST MAG. PKG. (GROSS)	19924	4586	10.9	23.0	92	1475	14.6	7.4	123	520	15.8	2.6	133	1199	16.7	6.0	141
CONSUMERS DIGEST	3125	933	2.2	29.9	119	*271	2.7	8.7	144	**92	2.8	2.9	150	*198	2.8	6.3	148
COSMOPOLITAN	10577	2512	6.0	23.7	95	944	9.3	8.9	148	276	8.4	2.6	133	622	8.7	5.9	137
COUNTRY LIVING	3746	1000	2.4	26.7	106	*174	1.7	4.6	77	**32	1.0	0.9	44	*152	2.1	4.1	95
CUISINE	2214	493	1.2	22.3	89	262	2.6	11.8	196	**88	2.7	4.0	203	*187	2.6	8.4	197
CYCLE WORLD	2394	851	2.0	35.5	142	**93	0.9	3.9	64	**12	0.4	0.5	26	**88	1.2	3.7	86
DCI:CREATIVE IDEAS FOR LIV	3068	934	2.2	30.4	121	*157	1.6	5.1	85	**21	0.6	0.7	35	*151	2.1	4.9	115
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2092	5.0	21.9	87	537	5.3	5.6	93	**89	2.7	0.9	47	529	7.4	5.5	129
DISCOVER	2277	704	1.7	30.9	123	*130	1.3	5.7	95	**52	1.6	2.3	116	*114	1.6	5.0	117
EBONY	7187	1973	4.7	27.5	109	436	4.3	6.1	101	*133	4.0	1.9	94	304	4.2	4.2	99
ESQUIRE	2560	814	1.9	31.8	127	*192	1.9	7.5	124	**69	2.1	2.7	137	*212	3.0	8.3	194
ESSENCE	3242	936	2.2	28.9	115	*205	2.0	6.3	105	**108	3.3	3.3	170	*201	2.8	6.2	145
FAMILY CIRCLE	19639	4666	11.1	23.8	95	1180	11.7	6.0	100	366	11.1	1.9	95	827	11.5	4.2	98
THE FAMILY HANDYMAN	3540	1221	2.9	34.5	137	*191	1.9	5.4	90	**35	1.1	1.0	50	*199	2.8	5.6	131
FAMILY WEEKLY	23924	6173	14.7	25.8	103	975	9.6	4.1	68	*192	5.8	0.8	41	944	13.2	3.9	92
FIELD & STREAM	9883	3210	7.6	32.5	129	431	4.3	4.4	72	**173	5.3	1.8	89	331	4.6	3.3	78
FOOD & WINE	1030	*182	0.4	17.7	70	*100	1.0	9.7	161	**40	1.2	3.9	198	**81	1.1	7.9	184
FORBES	2679	797	1.9	29.7	118	489	4.8	18.3	303	*118	3.6	4.4	224	442	6.2	16.5	386
FORTUNE	2931	1032	2.5	35.2	140	496	4.9	16.9	281	*100	3.0	3.4	174	390	5.4	13.3	311
GENTLEMEN'S QUARTERLY	3481	1104	2.6	31.7	126	385	3.8	11.1	184	**92	2.8	2.6	135	*288	4.0	8.3	193
GLAMOUR	7163	1644	3.9	23.0	91	463	4.6	6.5	107	*180	5.5	2.5	128	426	5.9	5.9	139
GOLF DIGEST	2355	588	1.4	25.0	99	*163	1.6	6.9	115	**45	1.4	1.9	97	*137	1.9	5.8	136
GOLF DIGEST/TENNIS (GROSS)	3610	893	2.1	24.7	99	246	2.4	6.8	113	**80	2.4	2.2	113	219	3.1	6.1	142
GOLF MAGAZINE	2046	498	1.2	24.3	97	*136	1.3	6.6	110	**48	1.5	2.3	120	*182	2.5	8.9	208
GOLF MAGAZINE/SKI (GROSS)	3547	910	2.2	25.7	102	271	2.7	7.6	127	**88	2.7	2.5	126	278	3.9	7.8	183
GOOD HOUSEKEEPING	20353	4988	11.8	24.5	98	1287	12.7	6.3	105	326	9.9	1.6	82	771	10.7	3.8	89
HARPER'S BAZAAR	3362	799	1.9	23.8	95	*270	2.7	8.0	133	**72	2.2	2.1	109	*234	3.3	7.0	163
HEALTH	2987	875	2.1	29.3	117	*234	2.3	7.8	130	**68	2.1	2.3	116	*197	2.7	6.6	154
HEARST MAG CORP. BUY (GROSS)	67928	18006	42.8	26.5	106	4614	45.7	6.8	113	1183	35.9	1.7	89	3384	47.2	5.0	116
HEARST MAN POWER (GROSS)	11282	3877	9.2	34.4	137	607	6.0	5.4	89	*132	4.0	1.2	60	498	6.9	4.4	103
HEARST WOMAN POWER (GROSS)	40514	9843	23.4	24.3	97	2742	27.1	6.8	112	720	21.9	1.8	91	1730	24.1	4.3	100
HOUSE BEAUTIFUL	4885	1228	2.9	25.1	100	434	4.3	8.9	147	*129	3.9	2.6	135	397	5.5	8.1	190
INC.	1308	407	1.0	31.1	124	*196	1.9	15.0	249	**10	0.3	0.8	39	*230	3.2	17.6	411
JET	6498	1931	4.6	29.7	118	451	4.5	6.9	115	*181	5.5	2.8	142	*251	3.5	3.9	90
LADIES' HOME JOURNAL	14797	3516	8.3	23.8	95	943	9.3	6.4	106	383	11.6	2.6	132	514	7.2	3.5	81
LHJ FAMILY GRP COMBO(GROSS)	21743	5394	12.8	24.8	99	1413	14.0	6.5	108	503	15.3	2.3	118	876	12.2	4.0	94
LIFE	9881	2723	6.5	27.6	110	889	8.8	9.0	149	*235	7.1	2.4	121	582	8.1	5.9	138
L.A. TIMES HOME MAGAZINE	2775	547	1.3	19.7	79	263	2.6	9.5	157	**56	1.7	2.0	103	*195	2.7	7.0	164
MADEMOISELLE	4219	906	2.2	21.5	86	362	3.6	8.6	142	**100	3.0	2.4	121	*286	4.0	6.8	158
MC CALL'S	16422	3942	9.4	24.0	96	988	9.8	6.0	100	285	8.7	1.7	88	654	9.1	4.0	93
MC CALL'S/WRK MOTHER (GROSS)	17919	4463	10.6	24.9	99	1117	11.1	6.2	103	327	9.9	1.8	93	691	9.6	3.9	90
MECHANIX ILLUSTRATED	4433	1520	3.6	34.3	137	*220	2.2	5.0	82	**49	1.5	1.1	56	*243	3.4	5.5	128
METROPOLITAN HOME	1504	395	0.9	26.3	105	*244	2.4	16.2	269	**92	2.8	6.1	312	*106	1.5	7.0	165
MONEY	4723	1422	3.4	30.1	120	525	5.2	11.1	184	*102	3.1	2.2	110	438	6.1	9.3	217
MOTHER EARTH NEWS	2325	802	1.9	34.5	137	*173	1.7	7.4	123	**11	0.3	0.5	24	*194	2.7	8.3	195
MS.	1189	284	0.7	23.9	95	*119	1.2	10.0	166	**45	1.4	3.8	193	**86	1.2	7.2	169
NATIONAL ENQUIRER	18892	5122	12.2	27.1	108	921	9.1	4.9	81	*179	5.4	0.9	48	566	7.9	3.0	70
NATIONAL GEOGRAPHIC	22129	5875	14.0	26.5	106	1774	17.6	8.0	133	382	11.6	1.7	88	1564	21.8	7.1	165
NATIONAL SUNDAY MAGAZINE PKG	103750	26335	62.5	25.4	101	6945	68.7	6.7	111	2288	69.5	2.2	112	5090	70.9	4.9	115
NATURAL HISTORY	1379	421	1.0	30.5	122	**119	1.2	8.6	143	**38	1.2	2.8	140	**75	1.0	5.4	127
NEW WOMAN	2289	441	1.0	19.3	77	*114	1.1	5.0	83	**30	0.9	1.3	67	**110	1.5	4.8	112
NEW YORK INCLUDING CUE	1088	287	0.7	26.4	105	*125	1.2	11.5	191	*121	3.7	11.1	567	*137	1.9	12.6	294
THE NEW YORKER	2459	625	1.5	25.4	101	310	3.1	12.6	209	*158	4.8	6.4	327	372	5.2	15.1	354
NEWSWEEK	16527	4529	10.8	27.4	109	1280	12.7	7.7	129	364	11.1	2.2	112	1232	17.2	7.5	174
THE N.Y. TIMES DAILY EDITION	2739	608	1.4	22.2	88	541	5.4	19.8	328	285	8.7	10.4	530	320	4.5	11.7	273
THE N.Y. TIMES MAGAZINE	4443	938	2.2	21.1	84	872	8.6	19.6	326	555	16.9	12.5	637	535	7.5	12.0	281
OMNI	2799	981	2.3	35.0	140	*262	2.6	9.4	155	**41	1.2	1.5	75	*211	2.9	7.5	176
ON CABLE	2209	807	1.9	36.5	146	**108	1.1	4.9	81	**17	0.5	0.8	39	**69	1.0	3.1	73
1001 HOME IDEAS	3959	1002	2.4	25.3	101	*235	2.3	5.9	99	**52	1.6	1.3	67	*165	2.3	4.2	97
ORGANIC GARDENING	3111	922	2.2	29.6	118	*163	1.6	5.2	87	**63	1.9	2.0	103	*153	2.1	4.9	115
OUTDOOR LIFE	5024	1650	3.9	32.8	131	*197	1.9	3.9	65	**90	2.7	1.8	91	*165	2.3	3.3	77
PARADE MAGAZINE	51292	13051	31.0	25.4	101	3983	39.4	7.8	129	1480	45.0	2.9	147	2611	36.4	5.1	119

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0227
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	TOTAL U.S. '000	ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CLUB SODA A '000	B % DOWN	C % ACROSS	D INDX	SELTZER A '000	B % DOWN	C % ACROSS	D INDX	TONIC A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	42109	100.0	25.1	100	10107	100.0	6.0	100	3291	100.0	2.0	100	7177	100.0	4.3	100
PARENTS	5298	1714	4.1	32.4	129	323	3.2	6.1	101	**118	3.6	2.2	114	*221	3.1	4.2	97
PENTHOUSE	5129	1844	4.4	36.0	143	309	3.1	6.0	100	**77	2.3	1.5	77	248	3.5	4.8	113
PEOPLE	21070	5696	13.5	27.0	108	1445	14.3	6.9	114	415	12.6	2.0	100	1188	16.6	5.6	132
PLAYBOY	10562	3253	7.7	30.8	123	725	7.2	6.9	114	*186	5.7	1.8	90	568	7.9	5.4	126
POPULAR HOT RODDING	2498	919	2.2	36.8	147	*173	1.7	6.9	115	**45	1.4	1.8	92	**159	2.2	6.4	149
POPULAR MECHANICS	5887	2096	5.0	35.6	142	351	3.5	6.0	99	**82	2.5	1.4	71	294	4.1	5.0	117
POPULAR SCIENCE	4317	1423	3.4	33.0	131	291	2.9	6.7	112	**65	2.0	1.5	77	343	4.8	7.9	186
PREVENTION	5792	1290	3.1	22.3	89	352	3.5	6.1	101	**85	2.6	1.5	75	224	3.1	3.9	90
PSYCHOLOGY TODAY	3284	890	2.1	27.1	108	290	2.9	8.8	147	**78	2.4	2.4	121	257	3.6	7.8	183
READER'S DIGEST	40046	9545	22.7	23.8	95	2421	24.0	6.0	100	608	18.5	1.5	77	1799	25.1	4.5	105
REDBOOK	9584	2343	5.6	24.4	97	511	5.1	5.3	88	*119	3.6	1.2	63	337	4.7	3.5	82
ROAD & TRACK	2590	871	2.1	33.6	134	*176	1.7	6.8	113	**29	0.9	1.1	57	*108	1.5	4.2	97
ROLLING STONE	3302	1032	2.5	31.3	124	291	2.9	8.8	146	**47	1.4	1.4	73	284	4.0	8.6	201
RUNNER'S WORLD	1229	438	1.0	35.6	142	*247	2.4	20.1	334	**57	1.7	4.6	236	**137	1.9	11.1	261
SATURDAY EVENING POST	2110	695	1.7	32.9	131	**84	0.8	4.0	66	**30	0.9	1.4	72	**76	1.1	3.6	84
SCIENCE 84	1543	514	1.2	33.3	133	*143	1.4	9.3	154	**36	1.1	2.3	119	*139	1.9	9.0	211
SCIENCE DIGEST	1747	641	1.5	36.7	146	**87	0.9	5.0	83	**22	0.7	1.3	64	**67	0.9	3.8	90
SCIENTIFIC AMERICAN	1994	559	1.3	28.0	112	*227	2.2	11.4	189	**36	1.1	1.8	92	202	2.8	10.1	237
SELF	3119	742	1.8	23.8	95	*238	2.4	7.6	127	**75	2.3	2.4	123	*200	2.8	6.4	150
SEVENTEEN	3923	1130	2.7	28.8	115	*219	2.2	5.6	93	**127	3.9	3.2	165	*181	2.5	4.6	108
SKI	1501	413	1.0	27.5	110	*135	1.3	9.0	149	**40	1.2	2.7	136	*96	1.3	6.4	149
SMITHSONIAN	5976	1584	3.8	26.5	106	645	6.4	10.8	179	*207	6.3	3.5	177	636	8.9	10.6	249
SOAP OPERA DIGEST	4228	1100	2.6	26.0	104	*194	1.9	4.6	76	**48	1.5	1.1	58	**73	1.0	1.7	40
SOUTHERN LIVING	6488	1158	2.8	17.8	71	380	3.8	5.9	97	**68	2.1	1.0	53	378	5.3	5.8	136
SPORT	3500	1054	2.5	30.1	120	*293	2.9	8.4	139	**48	1.5	1.4	70	*207	2.9	5.9	138
THE SPORTING NEWS	2456	752	1.8	30.6	122	**106	1.0	4.3	72	**58	1.8	2.4	120	*188	2.6	7.7	179
SPORTS AFIELD	3648	1140	2.7	31.3	124	*170	1.7	4.7	77	**28	0.9	0.8	39	*137	1.9	3.8	88
SPORTS ILLUSTRATED	14484	4413	10.5	30.5	121	988	9.8	6.8	113	313	9.5	2.2	110	828	11.5	5.7	134
STAR	12661	3366	8.0	26.6	106	718	7.1	5.7	94	*212	6.4	1.7	85	463	6.5	3.7	85
SUNDAY	52799	13572	32.2	25.7	102	3767	37.3	7.1	118	1334	40.5	2.5	129	2846	39.7	5.4	126
SUNSET	3513	985	2.3	28.0	112	432	4.3	12.3	204	**76	2.3	2.2	110	461	6.4	13.1	307
TV GUIDE	42766	11665	27.7	27.3	109	2543	25.2	5.9	99	773	23.5	1.8	92	1633	22.8	3.8	89
TENNIS	1254	305	0.7	24.3	97	**83	0.8	6.6	110	**35	1.1	2.8	142	**82	1.1	6.5	153
TIME	22054	5787	13.7	26.2	105	1934	19.1	8.8	146	599	18.2	2.7	138	1609	22.4	7.3	171
TOWN & COUNTRY	1555	450	1.1	28.9	115	*168	1.7	10.8	179	**51	1.5	3.3	167	*189	2.6	12.2	284
TRAVEL & LEISURE	2173	645	1.5	29.7	118	375	3.7	17.3	286	*118	3.6	5.4	277	269	3.7	12.4	289
TRUE STORY	4636	1204	2.9	26.0	103	**147	1.5	3.2	53	**45	1.4	1.0	49	**60	0.8	1.3	30
U.S.NEWS & WORLD REPORT	10353	2843	6.8	27.5	109	785	7.8	7.6	126	263	8.0	2.5	129	673	9.4	6.5	152
USA TODAY	4994	1569	3.7	31.4	125	431	4.3	8.6	143	*152	4.6	3.0	155	354	4.9	7.1	166
US	3528	1177	2.8	33.4	133	309	3.1	8.8	145	**53	1.6	1.5	77	*171	2.4	4.8	113
VOGUE	5424	1293	3.1	23.8	95	412	4.1	7.6	126	*165	5.0	3.0	155	286	4.0	5.3	123
WALL STREET JOURNAL	6292	1475	3.5	23.4	93	761	7.5	12.1	201	186	5.7	3.0	151	703	9.8	11.2	261
WEIGHT WATCHERS	2762	546	1.3	19.8	79	*243	2.4	8.8	146	**37	1.1	1.3	68	*187	2.6	6.8	158
WOMAN'S DAY	16320	3904	9.3	23.9	95	1024	10.1	6.3	104	339	10.3	2.1	106	630	8.8	3.9	90
WORKING MOTHER	1496	521	1.2	34.8	139	**129	1.3	8.6	143	**43	1.3	2.9	146	**37	0.5	2.5	58
WORKING WOMAN	1851	535	1.3	28.9	115	*186	1.8	10.0	167	**42	1.3	2.3	116	**151	2.1	8.2	191
WORLD TENNIS	580	**155	0.4	26.7	106	**41	0.4	7.1	117	**15	0.5	2.6	132	**58	0.8	10.0	234
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4213	10.0	33.9	135	725	7.2	5.8	97	*161	4.9	1.3	66	706	9.8	5.7	133
BLAIR INSERTS	91671	22951	54.5	25.0	100	6746	66.7	7.4	122	2438	74.1	2.7	136	4943	68.9	5.4	126
DAILY NEWSPAPERS																	
READ ANY	109190	27191	64.6	24.9	99	7258	71.8	6.6	110	2500	76.0	2.3	117	5227	72.8	4.8	112
READ ONE	89587	22248	52.8	24.8	99	5465	54.1	6.1	101	1817	55.2	2.0	103	4014	55.9	4.5	105
READ TWO OR MORE	19602	4943	11.7	25.2	100	1793	17.7	9.1	152	684	20.8	3.5	178	1213	16.9	6.2	145
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27827	66.1	25.4	101	7506	74.3	6.8	114	2588	78.6	2.4	120	5520	76.9	5.0	118
READ ONE	95074	24077	57.2	25.3	101	6149	60.8	6.5	107	2120	64.4	2.2	114	4469	62.3	4.7	110
READ TWO OR MORE	14588	3750	8.9	25.7	102	1357	13.4	9.3	154	468	14.2	3.2	164	1052	14.7	7.2	169
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.65				29.53				31.66				28.91			
30 DAY REACH	149706	38163	90.6	25.5	102	9121	90.2	6.1	101	3034	92.2	2.0	103	6412	89.3	4.3	100
50 SHWG - 30 DAY AV FREQ	15.16	16.04				15.63				16.44				15.03			
30 DAY REACH	142406	36513	86.7	25.6	102	8613	85.2	6.0	100	2911	88.5	2.0	104	6167	85.9	4.3	101
25 SHWG - 30 DAY AV FREQ	8.23	8.62				8.48				8.98				7.98			
30 DAY REACH	131152	33980	80.7	25.9	103	7903	78.2	6.0	100	2674	81.3	2.0	104	5800	80.8	4.4	103
CABLE TV: HOME WIRED	66879	17401	41.3	26.0	104	3715	36.8	5.6	92	1093	33.2	1.6	83	2981	41.5	4.5	104
HOME NOT WIRED	100848	24708	58.7	24.5	98	6393	63.3	6.3	105	2198	66.8	2.2	111	4196	58.5	4.2	97
HAVE PAY CABLE	35024	9545	22.7	27.3	109	2203	21.8	6.3	104	626	19.0	1.8	91	1812	25.2	5.2	121

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0228
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	TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	CLUB SODA A '000	CLUB SODA B % DOWN	CLUB SODA C % ACROSS	CLUB SODA D INDX	SELTZER A '000	SELTZER B % DOWN	SELTZER C % ACROSS	SELTZER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX
TOTAL ADULTS	167727	42109	100.0	25.1	100	10107	100.0	6.0	100	3291	100.0	2.0	100	7177	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	24728	58.7	25.9	103	6117	60.5	6.4	106	1985	60.3	2.1	106	4500	62.7	4.7	110
10:00 AM - 3:00 PM	63599	16750	39.8	26.3	105	3959	39.2	6.2	103	1355	41.2	2.1	109	2832	39.5	4.5	104
3:00 PM - 7:00 PM	72097	19247	45.7	26.7	106	4599	45.5	6.4	106	1481	45.0	2.1	105	3312	46.1	4.6	107
7:00 PM - MIDNIGHT	36670	10383	24.7	28.3	113	2251	22.3	6.1	102	731	22.2	2.0	102	1513	21.1	4.1	96
MIDNIGHT - 6:00 AM	21908	5894	14.0	26.9	107	1311	13.0	6.0	99	386	11.7	1.8	90	1009	14.1	4.6	108
6:00 AM - MIDNIGHT	127571	33400	79.3	26.2	104	8009	79.2	6.3	104	2592	78.8	2.0	104	5790	80.7	4.5	106
ENTIRE DAY	129239	33796	80.3	26.1	104	8067	79.8	6.2	104	2610	79.3	2.0	103	5852	81.5	4.5	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9329	22.2	27.4	109	2137	21.1	6.3	104	698	21.2	2.1	105	1758	24.5	5.2	121
ALL NEWS	6062	1483	3.5	24.5	97	710	7.0	11.7	194	362	11.0	6.0	304	392	5.5	6.5	151
AOR/PROGRESSIVE	11884	3547	8.4	29.8	119	777	7.7	6.5	109	293	8.9	2.5	126	741	10.3	6.2	146
BEAUTIFUL MUSIC	11180	2555	6.1	22.9	91	705	7.0	6.3	105	270	8.2	2.4	123	520	7.2	4.7	109
BLACK	4538	1339	3.2	29.5	118	337	3.3	7.4	123	**52	1.6	1.1	58	*222	3.1	4.9	114
CLASSICAL	3857	1042	2.5	27.0	108	322	3.2	8.3	139	*84	2.6	2.2	111	365	5.1	9.5	221
CHR/ROCK	21946	6226	14.8	28.4	113	1553	15.4	7.1	117	527	16.0	2.4	122	919	12.8	4.2	98
COUNTRY	27262	7215	17.1	26.5	105	1123	11.1	4.1	68	261	7.9	1.0	49	916	12.8	3.4	79
GOLDEN OLDIES	3339	960	2.3	28.8	115	307	3.0	9.2	153	*135	4.1	4.0	206	*107	1.5	3.2	75
MOR/NOSTALGIA	10346	2588	6.1	25.0	100	604	6.0	5.8	97	*181	5.5	1.7	89	468	6.5	4.5	106
NEWS/TALK	8929	1911	4.5	21.4	85	853	8.4	9.6	159	272	8.3	3.0	155	498	6.9	5.6	130
RELIGIOUS	5488	1404	3.3	25.6	102	365	3.6	6.7	110	**150	4.6	2.7	139	*264	3.7	4.8	112
SOFT ROCK	1232	369	0.9	30.0	119	**82	0.8	6.7	110	**1	0.0	0.1	4	**65	0.9	5.3	123
URBAN CONTEMPORARY	3184	880	2.1	27.6	110	222	2.2	7.0	116	**65	2.0	2.0	104	*103	1.4	3.2	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2124	5.0	30.7	122	435	4.3	6.3	104	**113	3.4	1.6	83	330	4.6	4.8	112
ABC DIRECTION	5212	1457	3.5	28.0	111	443	4.4	8.5	141	219	6.7	4.2	214	314	4.4	6.0	141
ABC ENTERTAINMENT	10385	2482	5.9	23.9	95	595	5.9	5.7	95	225	6.8	2.2	110	409	5.7	3.9	92
ABC FM	4762	1507	3.6	31.6	126	263	2.6	5.5	92	**40	1.2	0.8	43	*163	2.3	3.4	80
ABC INFORMATION	11339	2813	6.7	24.8	99	747	7.4	6.6	109	*205	6.2	1.8	92	527	7.3	4.6	109
ABC ROCK	4878	1695	4.0	34.7	138	368	3.6	7.5	125	**153	4.6	3.1	160	309	4.3	6.3	148
CBS	10709	2714	6.4	25.3	101	731	7.2	6.8	113	240	7.3	2.2	114	544	7.6	5.1	119
MUTUAL	10251	2587	6.1	25.2	101	674	6.7	6.6	109	*150	4.6	1.5	75	536	7.5	5.2	122
NBC	12243	3048	7.2	24.9	99	888	8.8	7.3	120	268	8.1	2.2	112	608	8.5	5.0	116
RADIORADIO	4606	1308	3.1	28.4	113	283	2.8	6.1	102	*151	4.6	3.3	167	*157	2.2	3.4	80
RKO ONE	5148	1263	3.0	24.5	98	330	3.3	6.4	106	**72	2.2	1.4	71	*147	2.0	2.9	67
RKO TWO	7313	1480	3.5	20.2	81	413	4.1	5.6	94	206	6.3	2.8	144	308	4.3	4.2	98
THE SOURCE	5981	1722	4.1	28.8	115	368	3.6	6.2	102	*147	4.5	2.5	125	299	4.2	5.0	117
NON-WIRED : BLAIR	19329	5465	13.0	28.3	113	1257	12.4	6.5	108	358	10.9	1.9	94	971	13.5	5.0	117
INTERNET	27139	7140	17.0	26.3	105	1891	18.7	7.0	116	555	16.9	2.0	104	1348	18.8	5.0	116
KATZ RADIO GROUP	36319	9120	21.7	25.1	100	2567	25.4	7.1	117	963	29.3	2.7	135	1968	27.4	5.4	127
SUPERNET	22361	6073	14.4	27.2	108	1347	13.3	6.0	100	373	11.3	1.7	85	887	12.4	4.0	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3412	8.1	23.5	94	883	8.7	6.1	101	204	6.2	1.4	72	605	8.4	4.2	97
WKDAY 9:00 AM - 1:00 PM	18688	4652	11.0	24.9	99	923	9.1	4.9	82	243	7.4	1.3	66	577	8.0	3.1	72
WKDAY 1:00 PM - 4:30 PM	24061	6009	14.3	25.0	99	1194	11.8	5.0	82	354	10.8	1.5	75	705	9.8	2.9	68
WKDAY 4:30 PM - 7:30 PM	44079	10754	25.5	24.4	97	2722	26.9	6.2	102	812	24.7	1.8	94	1748	24.4	4.0	93
WKDAY 7:30 PM - 8:00 PM	61979	14896	35.4	24.0	96	3725	36.9	6.0	100	1191	36.2	1.9	98	2542	35.4	4.1	96
WKDAY 11:00 PM - 11:30 PM	49084	12950	30.8	26.4	105	2846	28.2	5.8	96	1038	31.5	2.1	108	1879	26.2	3.8	89
WKDAY 11:30 PM - 1:00 AM	16560	4535	10.8	27.4	109	922	9.1	5.6	92	280	8.5	1.7	86	628	8.8	3.8	89
M-SAT 8-11 PM+SUN 7-11 PM	66967	16983	40.3	25.4	101	4110	40.7	6.1	102	1424	43.3	2.1	108	2873	40.0	4.3	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2468	5.9	26.6	106	475	4.7	5.1	85	142	4.3	1.5	78	354	4.9	3.8	89
ANOTHER WORLD N	6138	1625	3.9	26.5	105	349	3.5	5.7	94	*59	1.8	1.0	49	183	2.5	3.0	70
AS THE WORLD TURNS C	7707	1754	4.2	22.8	91	326	3.2	4.2	70	*55	1.7	0.7	36	149	2.1	1.9	45
CAPITOL C	4638	1227	2.9	26.2	104	217	2.1	4.6	77	**49	1.5	1.0	53	*88	1.2	1.9	44
CBS MORN. NEWS 1 C	2792	655	1.6	23.5	93	210	2.1	7.5	125	**22	0.7	0.8	40	112	1.6	4.0	94
CBS MORN. NEWS 2 C	2071	480	1.1	23.2	92	158	1.6	7.6	127	**10	0.3	0.5	25	113	1.6	5.5	128
DAYS OF OUR LIVES N	8018	2087	5.0	26.0	104	419	4.1	5.2	87	*75	2.3	0.9	48	254	3.5	3.2	74
FACTS OF LIFE - DAYTIME N	3487	920	2.2	26.4	105	154	1.5	4.4	73	*40	1.2	1.1	58	125	1.7	3.6	84
FAMILY FEUD A	4817	1124	2.7	23.3	93	219	2.2	4.5	75	*92	2.8	1.9	97	160	2.2	3.3	78
GENERAL HOSPITAL A	8333	1947	4.6	23.4	93	454	4.5	5.4	90	226	6.9	2.7	138	267	3.7	3.2	75
GOOD MORNING, AMERICA-730 A	5472	1237	2.9	22.6	90	385	3.8	7.0	117	*97	2.9	1.8	90	217	3.0	4.0	93
GOOD MORNING, AMERICA-830 A	3965	797	1.9	20.1	80	269	2.7	6.8	113	*65	2.0	1.6	84	138	1.9	3.5	81
GUIDING LIGHT C	7542	1864	4.4	24.7	98	371	3.7	4.9	82	*78	2.4	1.0	53	188	2.6	2.5	58
ONE LIFE TO LIVE A	6018	1450	3.4	24.1	96	218	2.2	3.6	60	*127	3.9	2.1	108	163	2.3	2.7	63
PRESS YOUR LUCK C	3589	846	2.0	23.6	94	163	1.6	4.5	75	**43	1.3	1.2	61	*96	1.3	2.7	63
PRICE IS RIGHT 1 C	7418	1766	4.2	23.8	95	276	2.7	3.7	62	*57	1.7	0.8	39	190	2.6	2.6	60
PRICE IS RIGHT 2 C	8276	2047	4.9	24.7	99	347	3.4	4.2	70	*59	1.8	0.7	36	230	3.2	2.8	65
RYAN'S HOPE A	4358	1189	2.8	27.3	109	270	2.7	6.2	103	*89	2.7	2.0	104	117	1.6	2.7	63
SALE OF THE CENTURY N	3749	940	2.2	25.1	100	229	2.3	6.1	101	**57	1.7	1.5	77	96	1.3	2.6	60
SEARCH FOR TOMORROW N	2884	649	1.5	22.5	90	*118	1.2	4.1	68	**21	0.6	0.7	37	*80	1.1	2.8	65
TODAY SHOW 1 N	4869	973	2.3	20.0	80	267	2.6	5.5	91	*77	2.3	1.6	81	238	3.3	4.9	114
TODAY SHOW 2 N	4135	848	2.0	20.5	82	177	1.8	4.3	71	**45	1.4	1.1	55	149	2.1	3.6	84
$25,000 PYRAMID C	4361	1026	2.4	23.5	94	252	2.5	5.8	96	**30	0.9	0.7	35	*93	1.3	2.1	50
WHEEL OF FORTUNE N	6187	1607	3.8	26.0	103	321	3.2	5.2	86	*95	2.9	1.5	78	164	2.3	2.7	62
YOUNG AND THE RESTLESS C	8186	1978	4.7	24.2	96	361	3.6	4.4	73	*80	2.4	1.0	50	142	2.0	1.7	41
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1127	2.7	23.8	95	254	2.5	5.4	89	*90	2.7	1.9	97	247	3.4	5.2	122
NBA PLAYOFF GAME -1 C	5127	1429	3.4	27.9	111	348	3.4	6.8	113	*116	3.5	2.3	115	282	3.9	5.5	129
NBC MAJOR LEAGUE PRE-GAME N	3945	1027	2.4	26.0	104	299	3.0	7.6	126	**68	2.1	1.7	88	*179	2.5	4.5	106
SPORTSWORLD - SUN N	3370	881	2.1	26.1	104	153	1.5	4.5	75	**26	0.8	0.8	39	*132	1.8	3.9	92
SUNDAY MORNING C	4200	1076	2.6	25.6	102	341	3.4	8.1	135	*121	3.7	2.9	147	253	3.5	6.0	141

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0229
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		TOTAL U.S. '000	ROOT BEER A '000	ROOT BEER B % DOWN	ROOT BEER C % ACROSS	ROOT BEER D INDX	CLUB SODA A '000	CLUB SODA B % DOWN	CLUB SODA C % ACROSS	CLUB SODA D INDX	SELTZER A '000	SELTZER B % DOWN	SELTZER C % ACROSS	SELTZER D INDX	TONIC A '000	TONIC B % DOWN	TONIC C % ACROSS	TONIC D INDX
TOTAL ADULTS		167727	42109	100.0	25.1	100	10107	100.0	6.0	100	3291	100.0	2.0	100	7177	100.0	4.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	12236	29.1	23.4	93	3099	30.7	5.9	98	971	29.5	1.9	95	2072	28.9	4.0	93
NETWORK AFFILIATES - LATE		39164	10058	23.9	25.7	102	2194	21.7	5.6	93	756	23.0	1.9	98	1505	21.0	3.8	90
INDEPENDENTS - LATE		5133	1335	3.2	26.0	104	549	5.4	10.7	177	215	6.5	4.2	213	306	4.3	6.0	139
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6068	14.4	26.6	106	1342	13.3	5.9	98	460	14.0	2.0	103	765	10.7	3.4	78
ABC MONDAY NIGHT MOVIE	A	11258	2729	6.5	24.2	97	631	6.2	5.6	93	291	8.8	2.6	132	497	6.9	4.4	103
ABC SUNDAY NIGHT MOVIE	A	23600	5895	14.0	25.0	99	1408	13.9	6.0	99	548	16.7	2.3	118	956	13.3	4.1	95
ABC WORLD NEWS TONIGHT	A	12801	2930	7.0	22.9	91	744	7.4	5.8	96	210	6.4	1.6	84	463	6.5	3.6	85
AFTERMASH	C	10966	2558	6.1	23.3	93	801	7.9	7.3	121	*166	5.0	1.5	77	454	6.3	4.1	97
ALICE	C	17050	4189	9.9	24.6	98	1093	10.8	6.4	106	282	8.6	1.7	84	698	9.7	4.1	96
AMERICAN PARADE	C	11998	2606	6.2	21.7	87	692	6.8	5.8	96	166	5.0	1.4	71	580	8.1	4.8	113
BENSON	A	19258	4766	11.3	24.7	99	1069	10.6	5.6	92	339	10.3	1.8	90	899	12.5	4.7	109
BLUE THUNDER	A	11478	2891	6.9	25.2	100	589	5.8	5.1	85	*159	4.8	1.4	71	538	7.5	4.7	110
CAGNEY & LACEY	C	18263	4905	11.6	26.9	107	1113	11.0	6.1	101	358	10.9	2.0	100	761	10.6	4.2	97
CBS EVENING NEWS-DEAN	C	7733	1785	4.2	23.1	92	429	4.2	5.5	92	*157	4.8	2.0	103	324	4.5	4.2	98
CBS EVENING NEWS-RATHER	C	15653	3729	8.9	23.8	95	1017	10.1	6.5	108	270	8.2	1.7	88	689	9.6	4.4	103
CBS SAT. NEWS-SCHIEFFER	C	8744	1908	4.5	21.8	87	519	5.1	5.9	99	175	5.3	2.0	102	379	5.3	4.3	101
CBS SATURDAY NIGHT MOVIE	C	12000	3205	7.6	26.7	106	703	7.0	5.9	97	249	7.6	2.1	106	580	8.1	4.8	113
CBS WEDNESDAY NIGHT MOVIE	C	11522	3107	7.4	27.0	107	570	5.6	4.9	82	140	4.3	1.2	62	348	4.8	3.0	71
CHEERS	N	16818	4654	11.1	27.7	110	1219	12.1	7.2	120	428	13.0	2.5	130	929	12.9	5.5	129
DALLAS	C	37510	8566	20.3	22.8	91	2372	23.5	6.3	105	836	25.4	2.2	114	1527	21.3	4.1	95
DIFF'RENT STROKES	N	11258	2870	6.8	25.5	102	627	6.2	5.6	92	*206	6.3	1.8	93	376	5.2	3.3	78
DOUBLE TROUBLE	N	12248	3312	7.9	27.0	108	775	7.7	6.3	105	*204	6.2	1.7	85	555	7.7	4.5	106
DUCK FACTORY	N	11100	2962	7.0	26.7	106	708	7.0	6.4	106	*229	7.0	2.1	105	557	7.8	5.0	117
DUKES OF HAZZARD	C	12353	2912	6.9	23.6	94	718	7.1	5.8	96	*226	6.9	1.8	93	465	6.5	3.8	88
DYNASTY	A	33279	8059	19.1	24.2	96	1929	19.1	5.8	96	802	24.4	2.4	123	1466	20.4	4.4	103
FACTS OF LIFE	N	13410	3363	8.0	25.1	100	733	7.3	5.5	91	*195	5.9	1.5	74	600	8.4	4.5	105
FALCON CREST	C	31093	7023	16.7	22.6	90	1814	17.9	5.8	97	689	20.9	2.2	113	1275	17.8	4.1	96
FALL GUY	A	18649	4654	11.1	25.0	99	1097	10.9	5.9	98	344	10.5	1.8	94	698	9.7	3.7	87
FAMILY TIES	N	13101	3532	8.4	27.0	107	736	7.3	5.6	93	*189	5.7	1.4	74	483	6.7	3.7	86
FANTASY ISLAND	A	13069	3199	7.6	24.5	97	877	8.7	6.7	111	324	9.8	2.5	126	574	8.0	4.4	103
FOULUPS,BLEEPS & BLUNDERS	A	16588	3944	9.4	23.8	95	878	8.7	5.3	88	253	7.7	1.5	78	700	9.8	4.2	99
FOUR SEASONS	C	9302	2144	5.1	23.0	92	629	6.2	6.8	112	*151	4.6	1.6	83	436	6.1	4.7	110
GIMME A BREAK	N	13955	3528	8.4	25.3	101	783	7.7	5.6	93	*225	6.8	1.6	82	461	6.4	3.3	77
HART TO HART	A	15735	3681	8.7	23.4	93	933	9.2	5.9	98	348	10.6	2.2	113	532	7.4	3.4	79
HILL STREET BLUES	N	18257	4639	11.0	25.4	101	1319	13.1	7.2	120	432	13.1	2.4	121	945	13.2	5.2	121
HOTEL	A	24236	5639	13.4	23.3	93	1367	13.5	5.6	94	475	14.4	2.0	100	914	12.7	3.8	88
JEFFERSONS	C	17010	4225	10.0	24.8	99	1075	10.6	6.3	105	259	7.9	1.5	78	684	9.5	4.0	94
JENNIFER SLEPT HERE	N	9397	2285	5.4	24.3	97	487	4.8	5.2	86	*155	4.7	1.6	84	370	5.2	3.9	92
KATE & ALLIE	C	16762	4024	9.6	24.0	96	938	9.3	5.6	93	288	8.8	1.7	88	640	8.9	3.8	89
KNIGHT RIDER	N	13164	3514	8.3	26.7	106	735	7.3	5.6	93	260	7.9	2.0	101	422	5.9	3.2	75
LOVE BOAT	A	20400	4801	11.4	23.5	94	1279	12.7	6.3	104	497	15.1	2.4	124	809	11.3	4.0	93
MAGNUM PI	C	22543	5769	13.7	25.6	102	1358	13.4	6.0	100	337	10.2	1.5	76	925	12.9	4.1	96
MAMA'S FAMILY	N	9852	2657	6.3	27.0	107	468	4.6	4.8	79	*169	5.1	1.7	87	305	4.2	3.1	72
MASTER, THE	N	8082	2170	5.2	26.8	107	400	4.0	4.9	82	*176	5.3	2.2	111	269	3.7	3.3	78
MATT HOUSTON	A	12881	3361	8.0	26.1	104	759	7.5	5.9	98	*195	5.9	1.5	77	567	7.9	4.4	103
NBC MONDAY NIGHT MOVIE	N	23889	6431	15.3	26.9	107	1411	14.0	5.9	98	408	12.4	1.7	87	1067	14.9	4.5	104
NBC NIGHTLY NEWS	N	11156	2653	6.3	23.8	95	610	6.0	5.5	91	222	6.7	2.0	101	522	7.3	4.7	109
NBC NIGHTLY NEWS-SAT	N	7363	1700	4.0	23.1	92	454	4.5	6.2	102	*166	5.0	2.3	115	293	4.1	4.0	93
NBC NIGHTLY NEWS-SUN	N	6214	1445	3.4	23.3	93	357	3.5	5.7	95	*122	3.7	2.0	100	247	3.4	4.0	93
NBC SUNDAY NIGHT MOVIE	N	17590	5123	12.2	29.1	116	956	9.5	5.4	90	307	9.3	1.7	89	805	11.2	4.6	107
NEWHART	C	16740	4349	10.3	26.0	103	1035	10.2	6.2	103	302	9.2	1.8	92	704	9.8	4.2	98
ONE DAY AT A TIME	C	11820	3007	7.1	25.4	101	627	6.2	5.3	88	209	6.4	1.8	90	506	7.1	4.3	100
PEOPLE ARE FUNNY	N	9138	2547	6.0	27.9	111	463	4.6	5.1	84	*151	4.6	1.7	84	288	4.0	3.2	74
REAL PEOPLE	N	15979	3689	8.8	23.1	92	755	7.5	4.7	78	243	7.4	1.5	78	586	8.2	3.7	86
REMINGTON STEELE	N	14395	4017	9.5	27.9	111	935	9.3	6.5	108	348	10.6	2.4	123	582	8.1	4.0	94
RIPLEY'S BELIEVE IT - NOT	A	11362	2928	7.0	25.8	103	594	5.9	5.2	87	*138	4.2	1.2	62	405	5.6	3.6	83
RIPTIDE	N	13920	3949	9.4	28.4	113	807	8.0	5.8	96	325	9.9	2.3	119	502	7.0	3.6	84
SCARECROW & MRS. KING	C	17571	4072	9.7	23.2	92	970	9.6	5.5	92	206	6.3	1.2	60	710	9.9	4.0	94
SIMON & SIMON	C	20208	4931	11.7	24.4	97	1190	11.8	5.9	98	360	10.9	1.8	91	786	11.0	3.9	91
60 MINUTES	C	27668	6706	15.9	24.2	97	1851	18.3	6.7	111	564	17.1	2.0	104	1370	19.1	5.0	116
ST. ELSEWHERE	N	13699	3802	9.0	27.8	111	852	8.4	6.2	103	332	10.1	2.4	124	791	11.0	5.8	135
THREE'S COMPANY	A	20632	5153	12.2	25.0	99	1154	11.4	5.6	93	432	13.1	2.1	107	833	11.6	4.0	94
T.J. HOOKER	A	17136	4235	10.1	24.7	98	1012	10.0	5.9	98	224	6.8	1.3	67	813	11.3	4.7	111
TONIGHT SHOW	N	4963	1274	3.0	25.7	102	267	2.6	5.4	89	79	2.4	1.6	81	208	2.9	4.2	98
TRAPPER JOHN, M.D.	C	16332	3830	9.1	23.5	93	1019	10.1	6.2	104	387	11.8	2.4	121	690	9.6	4.2	99
TV BLOOPERS & PRAC. JOKES	N	18881	4612	11.0	24.4	97	1038	10.3	5.5	91	396	12.0	2.1	107	781	10.9	4.1	97
20/20	A	18315	4541	10.8	24.8	99	990	9.8	5.4	90	326	9.9	1.8	91	722	10.1	3.9	92
WEBSTER	A	18722	4626	11.0	24.7	98	1135	11.2	6.1	101	280	8.5	1.5	76	911	12.7	4.9	114
WORLD NEWS - SUN	A	5327	1021	2.4	19.2	76	277	2.7	5.2	86	**91	2.8	1.7	87	*205	2.9	3.8	90
YELLOW ROSE	N	8370	2036	4.8	24.3	97	410	4.1	4.9	81	**115	3.5	1.4	70	269	3.7	3.2	75
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7211	17.1	27.9	111	1526	15.1	5.9	98	553	16.8	2.1	109	969	13.5	3.7	88
BASKETBALL - COLLEGE GAMES		14468	4073	9.7	28.2	112	890	8.8	6.2	102	*347	10.5	2.4	122	746	10.4	5.2	121
BASKETBALL - PRO GAMES		12124	3311	7.9	27.3	109	760	7.5	6.3	104	*241	7.3	2.0	101	476	6.6	3.9	92
BOWLING		9412	2636	6.3	28.0	112	442	4.4	4.7	78	**144	4.4	1.5	78	*306	4.3	3.3	76
BOXING		15409	4386	10.4	28.5	113	809	8.0	5.3	87	**198	6.0	1.3	65	584	8.1	3.8	89
FOOTBALL - COLLEGE GAMES		21400	6292	14.9	29.4	117	1511	15.0	7.1	117	*362	11.0	1.7	86	1127	15.7	5.3	123
FOOTBALL - PRO GAMES		35944	11228	26.7	31.2	124	2102	20.8	5.8	97	437	13.3	1.2	62	1616	22.5	4.5	105
GOLF		9759	2720	6.5	27.9	111	882	8.7	9.0	150	*206	6.3	2.1	108	678	9.4	6.9	162
POST-SEASON COLL. FOOTBALL		18123	5828	13.8	32.2	128	1262	12.5	7.0	116	*245	7.4	1.4	69	1220	17.0	6.7	157
POST-SEASON PRO FOOTBALL		22091	7029	16.7	31.8	127	1609	15.9	7.3	121	419	12.7	1.9	97	1211	16.9	5.5	128
TENNIS		6764	1906	4.5	28.2	112	674	6.7	10.0	165	*201	6.1	3.0	151	*420	5.9	6.2	145
WRESTLING - PROFESSIONAL		9695	3073	7.3	31.7	126	*427	4.2	4.4	73	**125	3.8	1.3	66	**200	2.8	2.1	48

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0230
P-18

	TOTAL U.S. '000	BITTER LEMON A '000	BITTER LEMON B % DOWN	BITTER LEMON C % ACROSS	BITTER LEMON D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	2733	100.0	1.6	100	9539	100.0	5.7	100								
MALES	79263	1322	48.4	1.7	102	4769	50.0	6.0	106								
FEMALES	88464	1411	51.6	1.6	98	4770	50.0	5.4	95								
18 - 24	28671	*508	18.6	1.8	109	2442	25.6	8.5	150								
25 - 34	39536	578	21.1	1.5	90	3135	32.9	7.9	139								
35 - 44	28978	551	20.2	1.9	117	1822	19.1	6.3	111								
45 - 54	22345	*377	13.8	1.7	104	894	9.4	4.0	70								
55 - 64	22224	*389	14.2	1.8	107	689	7.2	3.1	55								
65 OR OLDER	25973	330	12.1	1.3	78	556	5.8	2.1	38								
18 - 34	68207	1086	39.7	1.6	98	5577	58.5	8.2	144								
18 - 49	108058	1835	67.1	1.7	104	7879	82.6	7.3	128								
25 - 54	90859	1506	55.1	1.7	102	5851	61.3	6.4	113								
35 - 49	39851	749	27.4	1.9	115	2302	24.1	5.8	102								
50 OR OLDER	59669	898	32.9	1.5	92	1660	17.4	2.8	49								
GRADUATED COLLEGE	28091	827	30.3	2.9	181	1700	17.8	6.1	106								
ATTENDED COLLEGE	28938	576	21.1	2.0	122	2023	21.2	7.0	123								
GRADUATED HIGH SCHOOL	65503	719	26.3	1.1	67	3582	37.6	5.5	96								
DID NOT GRADUATE HIGH SCHOOL	45195	611	22.4	1.4	83	2234	23.4	4.9	87								
EMPLOYED MALES	56429	986	36.1	1.7	107	3904	40.9	6.9	122								
EMPLOYED FEMALES	43971	757	27.7	1.7	106	2385	25.0	5.4	95								
EMPLOYED FULL-TIME	87773	1509	55.2	1.7	106	5493	57.6	6.3	110								
EMPLOYED PART-TIME	12627	**234	8.6	1.9	114	796	8.3	6.3	111								
NOT EMPLOYED	67327	990	36.2	1.5	90	3250	34.1	4.8	85								
PROFESSIONAL/MANAGER	25845	906	33.2	3.5	215	1472	15.4	5.7	100								
TECH/CLERICAL/SALES	30895	459	16.8	1.5	91	1832	19.2	5.9	104								
PRECISION/CRAFT	12629	**88	3.2	0.7	43	961	10.1	7.6	134								
OTHER EMPLOYED	31031	*291	10.6	0.9	58	2024	21.2	6.5	115								
SINGLE	35557	801	29.3	2.3	138	2677	28.1	7.5	132								
MARRIED	103585	1470	53.8	1.4	87	5581	58.5	5.4	95								
DIVORCED/SEPARATED/WIDOWED	28585	461	16.9	1.6	99	1281	13.4	4.5	79								
PARENTS	59295	966	35.3	1.6	100	4363	45.7	7.4	129								
WHITE	146081	2079	76.1	1.4	87	8274	86.7	5.7	100								
BLACK	17974	*456	16.7	2.5	156	1068	11.2	5.9	104								
OTHER	3672	**197	7.2	5.4	329	**197	2.1	5.4	94								
NORTHEAST-CENSUS	37005	686	25.1	1.9	114	2329	24.4	6.3	111								
NORTH CENTRAL	42642	398	14.6	0.9	57	2349	24.6	5.5	97								
SOUTH	56777	802	29.3	1.4	87	3113	32.6	5.5	96								
WEST	31303	846	31.0	2.7	166	1747	18.3	5.6	98								
NORTHEAST-MKTG.	38125	951	34.8	2.5	153	2371	24.9	6.2	109								
EAST CENTRAL	24794	*280	10.2	1.1	69	1210	12.7	4.9	86								
WEST CENTRAL	28511	*311	11.4	1.1	67	1579	16.6	5.5	97								
SOUTH	48953	*466	17.1	1.0	58	2855	29.9	5.8	103								
PACIFIC	27344	726	26.6	2.7	163	1525	16.0	5.6	98								
COUNTY SIZE A	69301	1782	65.2	2.6	158	3947	41.4	5.7	100								
COUNTY SIZE B	50633	490	17.9	1.0	59	3068	32.2	6.1	107								
COUNTY SIZE C	26259	*353	12.9	1.3	83	1395	14.6	5.3	93								
COUNTY SIZE D	21534	**108	4.0	0.5	31	1129	11.8	5.2	92								
METRO CENTRAL CITY	50014	1224	44.8	2.4	150	3033	31.8	6.1	107								
METRO SUBURBAN	76832	1184	43.3	1.5	95	4249	44.5	5.5	97								
NON METRO	40881	*325	11.9	0.8	49	2256	23.7	5.5	97								
TOP 5 ADI'S	39550	1006	36.8	2.5	156	2660	27.9	6.7	118								
TOP 10 ADI'S	54877	1431	52.4	2.6	160	3160	33.1	5.8	101								
TOP 20 ADI'S	77516	1839	67.3	2.4	146	4392	46.0	5.7	100								
HSHLD INC. $50,000 OR MORE	17257	*524	19.2	3.0	186	1083	11.4	6.3	110								
$40,000 OR MORE	33235	904	33.1	2.7	167	2181	22.9	6.6	115								
$30,000 OR MORE	59693	1403	51.3	2.4	144	3824	40.1	6.4	113								
$25,000 OR MORE	76275	1669	61.1	2.2	134	4890	51.3	6.4	113								
$20,000 - $24,999	18607	**201	7.4	1.1	66	996	10.4	5.4	94								
$15,000 - $19,999	17175	**166	6.1	1.0	59	927	9.7	5.4	95								
$10,000 - $14,999	24569	*338	12.4	1.4	84	1272	13.3	5.2	91								
UNDER $10,000	31101	*359	13.1	1.2	71	1454	15.2	4.7	82								
HOUSEHOLD OF 1 PERSON	19441	413	15.1	2.1	130	839	8.8	4.3	76								
2 PEOPLE	51803	730	26.7	1.4	86	2192	23.0	4.2	74								
3 OR 4 PEOPLE	66933	1113	40.7	1.7	102	4185	43.9	6.3	110								
5 OR MORE PEOPLE	29550	*476	17.4	1.6	99	2323	24.4	7.9	138								
NO CHILD IN HSHLD	96587	1559	57.0	1.6	99	4131	43.3	4.3	75								
CHILD(REN) UNDER 2 YRS	10844	**172	6.3	1.6	97	1052	11.0	9.7	171								
2 - 5 YEARS	26358	*411	15.0	1.6	96	2202	23.1	8.4	147								
6 - 11 YEARS	30453	541	19.8	1.8	109	2454	25.7	8.1	142								
12 - 17 YEARS	36575	647	23.7	1.8	109	2580	27.0	7.1	124								
RESIDENCE OWNED	117770	1946	71.2	1.7	101	6206	65.1	5.3	93								
VALUE: $50,000 OR MORE	70166	1567	57.3	2.2	137	3657	38.3	5.2	92								
VALUE: UNDER $50,000	47604	*379	13.9	0.8	49	2549	26.7	5.4	94								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

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		TOTAL U.S. '000	BITTER LEMON A '000	BITTER LEMON B % ACROSS DOWN	BITTER LEMON C % ACROSS %	BITTER LEMON D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % ACROSS DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS %	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL ADULTS		167727	2733	100.0	1.6	100	9539	100.0	5.7	100								
MAGAZINES	QUINTILE 1	34022	655	24.0	1.9	118	2194	23.0	6.4	113								
	QUINTILE 2	34800	745	27.3	2.1	131	1889	19.8	5.4	95								
	QUINTILE 3	30514	*452	16.5	1.5	91	1938	20.3	6.4	112								
	QUINTILE 4	33324	*441	16.1	1.3	81	1915	20.1	5.7	101								
	QUINTILE 5	35066	*440	16.1	1.3	77	1603	16.8	4.6	80								
NEWSPAPERS	QUINTILE 1	29107	560	20.5	1.9	118	1652	17.3	5.7	100								
	QUINTILE 2	49095	821	30.0	1.7	103	3044	31.9	6.2	109								
	QUINTILE 3	23107	*455	16.6	2.0	121	1137	11.9	4.9	87								
	QUINTILE 4	33556	*433	15.8	1.3	79	1950	20.4	5.8	102								
	QUINTILE 5	32863	*465	17.0	1.4	87	1756	18.4	5.3	94								
OUTDOOR	QUINTILE 1	33431	753	27.6	2.3	138	2328	24.4	7.0	122								
	QUINTILE 2	33478	497	18.2	1.5	91	2026	21.2	6.1	106								
	QUINTILE 3	33574	661	24.2	2.0	121	1866	19.6	5.6	98								
	QUINTILE 4	33935	*387	14.2	1.1	70	1685	17.7	5.0	87								
	QUINTILE 5	33310	436	16.0	1.3	80	1634	17.1	4.9	86								
RADIO-DRIVE TIME	QUINTILE 1	33136	477	17.5	1.4	88	2013	21.1	6.1	107								
	QUINTILE 2	31658	*371	13.6	1.2	72	1832	19.2	5.8	102								
	QUINTILE 3	32541	749	27.4	2.3	141	1968	20.6	6.0	106								
	QUINTILE 4	34247	720	26.3	2.1	129	2130	22.3	6.2	109								
	QUINTILE 5	36144	*416	15.2	1.2	71	1596	16.7	4.4	78								
RADIO-MID-DAY	TERCILE 1	45037	658	24.1	1.5	90	2697	28.3	6.0	105								
	TERCILE 2	44819	791	28.9	1.8	108	2733	28.7	6.1	107								
	TERCILE 3	77872	1284	47.0	1.6	101	4109	43.1	5.3	93								
RADIO-TOTAL	QUINTILE 1	33763	482	17.6	1.4	88	2019	21.2	6.0	105								
	QUINTILE 2	33240	466	17.1	1.4	86	2153	22.6	6.5	114								
	QUINTILE 3	33408	659	24.1	2.0	121	1938	20.3	5.8	102								
	QUINTILE 4	34792	729	26.7	2.1	129	2104	22.1	6.0	106								
	QUINTILE 5	32524	*397	14.5	1.2	75	1324	13.9	4.1	72								
TV-PRIME TIME	QUINTILE 1	33090	509	18.6	1.5	94	2070	21.7	6.3	110								
	QUINTILE 2	33357	707	25.9	2.1	130	1861	19.5	5.6	98								
	QUINTILE 3	33980	*409	15.0	1.2	74	1984	20.8	5.8	103								
	QUINTILE 4	33854	579	21.2	1.7	105	1971	20.7	5.8	102								
	QUINTILE 5	33444	530	19.4	1.6	97	1653	17.3	4.9	87								
TV-DAYTIME	TERCILE 1	49121	684	25.0	1.4	85	2667	28.0	5.4	95								
	TERCILE 2	48823	810	29.6	1.7	102	2880	30.2	5.9	104								
	TERCILE 3	69782	1239	45.3	1.8	109	3992	41.8	5.7	101								
TV-TOTAL	QUINTILE 1	33584	502	18.4	1.5	92	2001	21.0	6.0	105								
	QUINTILE 2	33441	571	20.9	1.7	105	1903	19.9	5.7	100								
	QUINTILE 3	33505	528	19.3	1.6	97	1887	19.8	5.6	99								
	QUINTILE 4	33466	568	20.8	1.7	104	1990	20.9	5.9	105								
	QUINTILE 5	33731	564	20.6	1.7	103	1758	18.4	5.2	92								
MAGAZINES-NEWSPAPERS: DUAL		44503	984	36.0	2.2	136	2545	26.7	5.7	101								
MAGAZINE IMPERATIVE		39363	643	23.5	1.6	100	2545	26.7	6.5	114								
NEWSPAPER IMPERATIVE		46441	670	24.5	1.4	89	2760	28.9	5.9	104								
MAGAZINES-OUTDOOR: DUAL		33726	772	28.2	2.3	140	2247	23.6	6.7	117								
MAGAZINE IMPERATIVE		52846	916	33.5	1.7	106	2859	30.0	5.4	95								
OUTDOOR IMPERATIVE		52140	779	28.5	1.5	92	3194	33.5	6.1	108								
MAGAZINES-RADIO: DUAL		37081	629	23.0	1.7	104	2364	24.8	6.4	112								
MAGAZINE IMPERATIVE		49747	1044	38.2	2.1	129	2811	29.5	5.7	99								
RADIO IMPERATIVE		49208	620	22.7	1.3	77	3041	31.9	6.2	109								
MAGAZINES-TELEVISION: DUAL		33103	663	24.3	2.0	123	2016	21.1	6.1	107								
MAGAZINE IMPERATIVE		54575	1052	38.5	1.9	118	3163	33.2	5.8	102								
TELEVISION IMPERATIVE		53249	704	25.8	1.3	81	2921	30.6	5.5	96								
NEWSPAPERS-OUTDOOR: DUAL		36255	702	25.7	1.9	119	2443	25.6	6.7	118								
NEWSPAPER IMPERATIVE		55591	952	34.8	1.7	105	2825	29.6	5.1	89								
OUTDOOR IMPERATIVE		48319	868	31.8	1.8	110	2996	31.4	6.2	109								
NEWSPAPERS-RADIO: DUAL		37242	596	21.8	1.6	98	2212	23.2	5.9	104								
NEWSPAPER IMPERATIVE		54423	1091	39.9	2.0	123	3068	32.2	5.6	99								
RADIO IMPERATIVE		46650	586	21.4	1.3	77	2913	30.5	6.2	110								
NEWSPAPERS-TELEVISION: DUAL		35974	670	24.5	1.9	114	2169	22.7	6.0	106								
NEWSPAPER IMPERATIVE		56095	1007	36.8	1.8	110	3169	33.2	5.6	99								
TELEVISION IMPERATIVE		47170	648	23.7	1.4	84	2695	28.3	5.7	100								
OUTDOOR-RADIO: DUAL		33748	511	18.7	1.5	93	2308	24.2	6.8	120								
OUTDOOR IMPERATIVE		52785	1127	41.2	2.1	131	2910	30.5	5.5	97								
RADIO IMPERATIVE		52882	740	27.1	1.4	86	2931	30.7	5.5	97								
OUTDOOR-TELEVISION: DUAL		32030	653	23.9	2.0	125	2250	23.6	7.0	124								
OUTDOOR IMPERATIVE		54626	1000	36.6	1.8	112	3241	34.0	5.9	104								
TELEVISION IMPERATIVE		54874	741	27.1	1.4	83	2709	28.4	4.9	87								
RADIO-TELEVISION: DUAL		33386	609	22.3	1.8	112	1971	20.7	5.9	104								
RADIO IMPERATIVE		53810	747	27.3	1.4	85	3312	34.7	6.2	108								
TELEVISION IMPERATIVE		54023	789	28.9	1.5	90	3014	31.6	5.6	98								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

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P-18

	TOTAL U.S. '000	BITTER LEMON A '000	BITTER LEMON B % DOWN	BITTER LEMON C % ACROSS	BITTER LEMON D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	2733	100.0	1.6	100	9539	100.0	5.7	100								
ATLANTIC MONTHLY	867	**31	1.1	3.6	219	**42	0.4	4.8	85								
BARRON'S	1580	**82	3.0	5.2	319	**139	1.5	8.8	155								
BETTER HOMES & GARDENS	22203	325	11.9	1.5	90	1199	12.6	5.4	95								
BON APPETIT	3810	*135	4.9	3.5	217	*255	2.7	6.7	118								
BUSINESS WEEK	4663	*215	7.9	4.6	283	*238	2.5	5.1	90								
CAR AND DRIVER	3102	**29	1.1	0.9	57	*189	2.0	6.1	107								
CBS MAGAZINE NETWORK (GROSS)	7311	*124	4.5	1.7	104	560	5.9	7.7	135								
CHANGING TIMES	3400	**42	1.5	1.2	76	*167	1.8	4.9	86								
COLONIAL HOMES	1796	**45	1.6	2.5	154	*158	1.7	8.8	155								
CONDE NAST MAG. PKG. (GROSS)	19924	481	17.6	2.4	148	1326	13.9	6.7	117								
CONSUMERS DIGEST	3125	**38	1.4	1.2	75	*188	2.0	6.0	106								
COSMOPOLITAN	10577	*218	8.0	2.1	126	622	6.5	5.9	103								
COUNTRY LIVING	3746	**48	1.8	1.3	79	*183	1.9	4.9	86								
CUISINE	2214	**87	3.2	3.9	241	**102	1.1	4.6	81								
CYCLE WORLD	2394	**35	1.3	1.5	90	**161	1.7	6.7	118								
DCI:CREATIVE IDEAS FOR LIV	3068	**54	2.0	1.8	108	350	3.7	11.4	201								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*186	6.8	1.9	119	642	6.7	6.7	118								
DISCOVER	2277	**32	1.2	1.4	86	*233	2.4	10.2	180								
EBONY	7187	*161	5.9	2.2	137	495	5.2	6.9	121								
ESQUIRE	2560	**73	2.7	2.9	175	*162	1.7	6.3	111								
ESSENCE	3242	**106	3.9	3.3	201	*235	2.5	7.2	127								
FAMILY CIRCLE	19639	290	10.6	1.5	91	1199	12.6	6.1	107								
THE FAMILY HANDYMAN	3540	**60	2.2	1.7	104	*212	2.2	6.0	105								
FAMILY WEEKLY	23924	307	11.2	1.3	79	1285	13.5	5.4	94								
FIELD & STREAM	9883	*158	5.8	1.6	98	731	7.7	7.4	130								
FOOD & WINE	1030	**55	2.0	5.3	328	**69	0.7	6.7	118								
FORBES	2679	*180	6.6	6.7	412	*209	2.2	7.8	137								
FORTUNE	2931	*155	5.7	5.3	325	*241	2.5	8.2	145								
GENTLEMEN'S QUARTERLY	3481	**82	3.0	2.4	145	*239	2.5	6.9	121								
GLAMOUR	7163	**140	5.1	2.0	120	386	4.0	5.4	95								
GOLF DIGEST	2355	**36	1.3	1.5	94	**144	1.5	6.1	108								
GOLF DIGEST/TENNIS (GROSS)	3610	**51	1.9	1.4	87	*256	2.7	7.1	125								
GOLF MAGAZINE	2046	**40	1.5	2.0	120	*136	1.4	6.6	117								
GOLF MAGAZINE/SKI (GROSS)	3547	**63	2.3	1.8	109	*231	2.4	6.5	115								
GOOD HOUSEKEEPING	20353	291	10.6	1.4	88	1097	11.5	5.4	95								
HARPER'S BAZAAR	3362	**162	5.9	4.8	296	*352	3.7	10.5	184								
HEALTH	2987	**87	3.2	2.9	179	*189	2.0	6.3	111								
HEARST MAG CORP. BUY (GROSS)	67928	1298	47.5	1.9	117	4125	43.2	6.1	107								
HEARST MAN POWER (GROSS)	11282	*171	6.3	1.5	93	817	8.6	7.2	127								
HEARST WOMAN POWER (GROSS)	40514	681	24.9	1.7	103	2176	22.8	5.4	94								
HOUSE BEAUTIFUL	4885	*127	4.6	2.6	160	*258	2.7	5.3	93								
INC.	1308	**93	3.4	7.1	436	**110	1.2	8.4	148								
JET	6498	*166	6.1	2.6	157	458	4.8	7.0	124								
LADIES' HOME JOURNAL	14797	*215	7.9	1.5	89	921	9.7	6.2	109								
LHJ FAMILY GRP COMBO(GROSS)	21743	383	14.0	1.8	108	1407	14.7	6.5	114								
LIFE	9881	288	10.5	2.9	179	696	7.3	7.0	124								
L.A. TIMES HOME MAGAZINE	2775	**110	4.0	4.0	243	*201	2.1	7.2	127								
MADEMOISELLE	4219	**139	5.1	3.3	202	*275	2.9	6.5	115								
MC CALL'S	16422	294	10.8	1.8	110	764	8.0	4.7	82								
MC CALL'S/WRK MOTHER (GROSS)	17919	336	12.3	1.9	115	899	9.4	5.0	88								
MECHANIX ILLUSTRATED	4433	**69	2.5	1.6	96	*237	2.5	5.3	94								
METROPOLITAN HOME	1504	**52	1.9	3.5	212	**125	1.3	8.3	146								
MONEY	4723	*180	6.6	3.8	234	*184	1.9	3.9	69								
MOTHER EARTH NEWS	2325	**30	1.1	1.3	79	*171	1.8	7.4	129								
MS.	1189	**34	1.2	2.9	175	**74	0.8	6.2	109								
NATIONAL ENQUIRER	18892	*258	9.4	1.4	84	1182	12.4	6.3	110								
NATIONAL GEOGRAPHIC	22129	519	19.0	2.3	144	1232	12.9	5.6	98								
NATIONAL SUNDAY MAGAZINE PKG	103750	1821	66.6	1.8	108	5747	60.2	5.5	97								
NATURAL HISTORY	1379	**33	1.2	2.4	147	**103	1.1	7.5	131								
NEW WOMAN	2289	**36	1.3	1.6	97	*130	1.4	5.7	100								
NEW YORK INCLUDING CUE	1088	**29	1.1	2.7	164	**55	0.6	5.1	89								
THE NEW YORKER	2459	*103	3.8	4.2	257	*155	1.6	6.3	111								
NEWSWEEK	16527	346	12.7	2.1	128	969	10.2	5.9	103								
THE N.Y. TIMES DAILY EDITION	2739	**71	2.6	2.6	159	269	2.8	9.8	173								
THE N.Y. TIMES MAGAZINE	4443	*153	5.6	3.4	211	345	3.6	7.8	137								
OMNI	2799	**62	2.3	2.2	136	*231	2.4	8.3	145								
ON CABLE	2209	**10	0.4	0.5	28	*130	1.4	5.9	103								
1001 HOME IDEAS	3959	**82	3.0	2.1	127	297	3.1	7.5	132								
ORGANIC GARDENING	3111	**16	0.6	0.5	32	**141	1.5	4.5	80								
OUTDOOR LIFE	5024	**91	3.3	1.8	111	*343	3.6	6.8	120								
PARADE MAGAZINE	51292	864	31.6	1.7	103	2691	28.2	5.2	92								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0233
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	TOTAL U.S. '000	BITTER LEMON A '000	BITTER LEMON B % DOWN	BITTER LEMON C % ACROSS	BITTER LEMON D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	2733	100.0	1.6	100	9539	100.0	5.7	100								
PARENTS	5298	**36	1.3	0.7	42	504	5.3	9.5	167								
PENTHOUSE	5129	*120	4.4	2.3	144	356	3.7	6.9	122								
PEOPLE	21070	434	15.9	2.1	126	1295	13.6	6.1	108								
PLAYBOY	10562	*238	8.7	2.3	138	823	8.6	7.8	137								
POPULAR HOT RODDING	2498	**24	0.9	1.0	59	*224	2.3	9.0	158								
POPULAR MECHANICS	5887	**80	2.9	1.4	83	361	3.8	6.1	108								
POPULAR SCIENCE	4317	**77	2.8	1.8	109	*218	2.3	5.0	89								
PREVENTION	5792	**64	2.3	1.1	68	*262	2.7	4.5	80								
PSYCHOLOGY TODAY	3284	**64	2.3	1.9	120	*210	2.2	6.4	112								
READER'S DIGEST	40046	642	23.5	1.6	98	2026	21.2	5.1	89								
REDBOOK	9584	*173	6.3	1.8	111	457	4.8	4.8	84								
ROAD & TRACK	2590	**52	1.9	2.0	123	*183	1.9	7.1	124								
ROLLING STONE	3302	**45	1.6	1.4	84	*258	2.7	7.8	137								
RUNNER'S WORLD	1229	**78	2.9	6.3	389	**48	0.5	3.9	69								
SATURDAY EVENING POST	2110	**52	1.9	2.5	151	**115	1.2	5.5	96								
SCIENCE 84	1543	**17	0.6	1.1	68	**91	1.0	5.9	104								
SCIENCE DIGEST	1747	**28	1.0	1.6	98	**111	1.2	6.4	112								
SCIENTIFIC AMERICAN	1994	**46	1.7	2.3	142	*134	1.4	6.7	118								
SELF	3119	**53	1.9	1.7	104	*222	2.3	7.1	125								
SEVENTEEN	3923	**105	3.8	2.7	164	*383	4.0	9.8	172								
SKI	1501	**24	0.9	1.6	98	**95	1.0	6.3	111								
SMITHSONIAN	5976	205	7.5	3.4	211	253	2.7	4.2	74								
SOAP OPERA DIGEST	4228	**35	1.3	0.8	51	329	3.4	7.8	137								
SOUTHERN LIVING	6488	*132	4.8	2.0	125	*291	3.1	4.5	79								
SPORT	3500	**76	2.8	2.2	133	*246	2.6	7.0	124								
THE SPORTING NEWS	2456	**45	1.6	1.8	112	*217	2.3	8.8	155								
SPORTS AFIELD	3648	**63	2.3	1.7	106	*345	3.6	9.5	166								
SPORTS ILLUSTRATED	14484	251	9.2	1.7	106	959	10.1	6.6	116								
STAR	12661	*165	6.0	1.3	80	886	9.3	7.0	123								
SUNDAY	52799	1096	40.1	2.1	127	2662	27.9	5.0	89								
SUNSET	3513	**142	5.2	4.0	248	*205	2.1	5.8	103								
TV GUIDE	42766	643	23.5	1.5	92	3069	32.2	7.2	126								
TENNIS	1254	**15	0.5	1.2	73	**112	1.2	8.9	157								
TIME	22054	586	21.4	2.7	163	1091	11.4	4.9	87								
TOWN & COUNTRY	1555	**42	1.5	2.7	166	**93	1.0	6.0	105								
TRAVEL & LEISURE	2173	**69	2.5	3.2	195	*106	1.1	4.9	86								
TRUE STORY	4636	**49	1.8	1.1	65	*282	3.0	6.1	107								
U.S.NEWS & WORLD REPORT	10353	265	9.7	2.6	157	537	5.6	5.2	91								
USA TODAY	4994	*156	5.7	3.1	192	408	4.3	8.2	144								
US	3528	**50	1.8	1.4	87	*247	2.6	7.0	123								
VOGUE	5424	*149	5.5	2.7	169	442	4.6	8.1	143								
WALL STREET JOURNAL	6292	*253	9.3	4.0	247	363	3.8	5.8	101								
WEIGHT WATCHERS	2762	**73	2.7	2.6	162	*168	1.8	6.1	107								
WOMAN'S DAY	16320	*234	8.6	1.4	88	964	10.1	5.9	104								
WORKING MOTHER	1496	**41	1.5	2.7	168	*135	1.4	9.0	159								
WORKING WOMAN	1851	**60	2.2	3.2	199	**110	1.2	5.9	104								
WORLD TENNIS	580	**21	0.8	3.6	222	**61	0.6	10.5	185								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	233	8.5	1.9	115	857	9.0	6.9	121								
BLAIR INSERTS	91671	1758	64.3	1.9	118	5135	53.8	5.6	98								
DAILY NEWSPAPERS																	
READ ANY	109190	1875	68.6	1.7	105	6271	65.7	5.7	101								
READ ONE	89587	1555	56.9	1.7	107	5092	53.4	5.7	100								
READ TWO OR MORE	19602	320	11.7	1.6	100	1179	12.4	6.0	106								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	1933	70.7	1.8	108	6338	66.4	5.8	102								
READ ONE	95074	1606	58.8	1.7	104	5494	57.6	5.8	102								
READ TWO OR MORE	14588	327	12.0	2.2	138	845	8.9	5.8	102								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.41				32.56											
30 DAY REACH	149706	2519	92.2	1.7	103	8641	90.6	5.8	101								
50 SHWG - 30 DAY AV FREQ	15.16	15.92				17.08											
30 DAY REACH	142406	2404	88.0	1.7	104	8248	86.5	5.8	102								
25 SHWG - 30 DAY AV FREQ	8.23	8.47				8.99											
30 DAY REACH	131152	2258	82.6	1.7	106	7814	81.9	6.0	105								
CABLE TV: HOME WIRED	66879	819	30.0	1.2	75	4185	43.9	6.3	110								
HOME NOT WIRED	100848	1913	70.0	1.9	116	5354	56.1	5.3	93								
HAVE PAY CABLE	35024	*503	18.4	1.4	88	2625	27.5	7.5	132								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0234
P-18

	TOTAL U.S. '000	BITTER LEMON A '000	B % DOWN	C % ACROSS	D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	2733	100.0	1.6	100	9539	100.0	5.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	1669	61.1	1.7	107	5781	60.6	6.0	106								
10:00 AM - 3:00 PM	63599	1009	36.9	1.6	97	3845	40.3	6.0	106								
3:00 PM - 7:00 PM	72097	1171	42.8	1.6	100	4667	48.9	6.5	114								
7:00 PM - MIDNIGHT	36670	606	22.2	1.7	101	2400	25.2	6.5	115								
MIDNIGHT - 6:00 AM	21908	361	13.2	1.6	101	1466	15.4	6.7	118								
6:00 AM - MIDNIGHT	127571	2133	78.0	1.7	103	7841	82.2	6.1	108								
ENTIRE DAY	129239	2150	78.7	1.7	102	7923	83.1	6.1	108								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	478	17.5	1.4	86	2022	21.2	5.9	105								
ALL NEWS	6062	*159	5.8	2.6	161	344	3.6	5.7	100								
AOR/PROGRESSIVE	11884	*207	7.6	1.7	107	870	9.1	7.3	129								
BEAUTIFUL MUSIC	11180	*198	7.2	1.8	109	624	6.5	5.6	98								
BLACK	4538	**78	2.9	1.7	105	350	3.7	7.7	136								
CLASSICAL	3857	*144	5.3	3.7	229	212	2.2	5.5	97								
CHR/ROCK	21946	383	14.0	1.7	107	1735	18.2	7.9	139								
COUNTRY	27262	322	11.8	1.2	72	1471	15.4	5.4	95								
GOLDEN OLDIES	3339	**89	3.3	2.7	164	*272	2.9	8.1	143								
MOR/NOSTALGIA	10346	*167	6.1	1.6	99	607	6.4	5.9	103								
NEWS/TALK	8929	*176	6.4	2.0	121	609	6.4	6.8	120								
RELIGIOUS	5488	**104	3.8	1.9	116	270	2.8	4.9	87								
SOFT ROCK	1232	**14	0.5	1.1	70	**47	0.5	3.8	67								
URBAN CONTEMPORARY	3184	**74	2.7	2.3	143	*221	2.3	6.9	122								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	**121	4.4	1.8	107	449	4.7	6.5	114								
ABC DIRECTION	5212	**94	3.4	1.8	111	293	3.1	5.6	99								
ABC ENTERTAINMENT	10385	*151	5.5	1.5	89	630	6.6	6.1	107								
ABC FM	4762	**33	1.2	0.7	43	422	4.4	8.9	156								
ABC INFORMATION	11339	*173	6.3	1.5	94	790	8.3	7.0	123								
ABC ROCK	4878	**126	4.6	2.6	159	343	3.6	7.0	124								
CBS	10709	*154	5.6	1.4	88	536	5.6	5.0	88								
MUTUAL	10251	*180	6.6	1.8	108	668	7.0	6.5	115								
NBC	12243	275	10.1	2.2	138	619	6.5	5.1	89								
RADIORADIO	4606	**29	1.1	0.6	39	295	3.1	6.4	113								
RKO ONE	5148	**58	2.1	1.1	69	422	4.4	8.2	144								
RKO TWO	7313	**66	2.4	0.9	55	394	4.1	5.4	95								
THE SOURCE	5981	**76	2.8	1.3	78	396	4.2	6.6	116								
NON-WIRED : BLAIR	19329	372	13.6	1.9	118	1263	13.2	6.5	115								
INTERNET	27139	448	16.4	1.7	101	1672	17.5	6.2	108								
KATZ RADIO GROUP	36319	764	28.0	2.1	129	2399	25.1	6.6	116								
SUPERNET	22361	275	10.1	1.2	75	1372	14.4	6.1	108								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	288	10.5	2.0	122	840	8.8	5.8	102								
WKDAY 9:00 AM - 1:00 PM	18688	294	10.8	1.6	97	1027	10.8	5.5	97								
WKDAY 1:00 PM - 4:30 PM	24061	310	11.3	1.3	79	1320	13.8	5.5	96								
WKDAY 4:30 PM - 7:30 PM	44079	739	27.0	1.7	103	2477	26.0	5.6	99								
WKDAY 7:30 PM - 8:00 PM	61979	985	36.0	1.6	98	3544	37.2	5.7	101								
WKDAY 11:00 PM - 11:30 PM	49084	772	28.2	1.6	97	2902	30.4	5.9	104								
WKDAY 11:30 PM - 1:00 AM	16560	213	7.8	1.3	79	1044	10.9	6.3	111								
M-SAT 8-11 PM+SUN 7-11 PM	66967	1112	40.7	1.7	102	3933	41.2	5.9	103								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	*156	5.7	1.7	103	672	7.0	7.2	127								
ANOTHER WORLD N	6138	*54	2.0	0.9	54	290	3.0	4.7	83								
AS THE WORLD TURNS C	7707	*98	3.6	1.3	78	457	4.8	5.9	104								
CAPITOL C	4688	*77	2.8	1.6	101	286	3.0	6.1	107								
CBS MORN. NEWS 1 C	2792	**46	1.7	1.6	101	*100	1.0	3.6	63								
CBS MORN. NEWS 2 C	2071	**31	1.1	1.5	92	*77	0.8	3.7	65								
DAYS OF OUR LIVES N	8018	*86	3.1	1.1	66	391	4.1	4.9	86								
FACTS OF LIFE - DAYTIME N	3487	*74	2.7	2.1	130	263	2.8	7.5	133								
FAMILY FEUD A	4817	*75	2.7	1.6	96	272	2.9	5.6	99								
GENERAL HOSPITAL A	8333	*105	3.8	1.3	77	544	5.7	6.5	115								
GOOD MORNING, AMERICA-730 A	5472	*89	3.3	1.6	100	412	4.3	7.5	132								
GOOD MORNING, AMERICA-830 A	3965	**49	1.8	1.2	76	276	2.9	7.0	122								
GUIDING LIGHT C	7542	*109	4.0	1.4	89	417	4.4	5.5	97								
ONE LIFE TO LIVE A	6018	*48	1.8	0.8	49	250	2.6	4.2	73								
PRESS YOUR LUCK C	3589	**46	1.7	1.3	79	145	1.5	4.0	71								
PRICE IS RIGHT 1 C	7418	*92	3.4	1.2	76	338	3.5	4.6	80								
PRICE IS RIGHT 2 C	8276	*110	4.0	1.3	82	383	4.0	4.6	81								
RYAN'S HOPE A	4358	*73	2.7	1.7	103	329	3.4	7.5	133								
SALE OF THE CENTURY N	3749	*49	1.8	1.3	80	189	2.0	5.0	89								
SEARCH FOR TOMORROW N	2884	**9	0.3	0.3	19	*120	1.3	4.2	73								
TODAY SHOW 1 N	4869	*133	4.9	2.7	168	183	1.9	3.8	66								
TODAY SHOW 2 N	4135	*69	2.5	1.7	102	206	2.2	5.0	88								
$25,000 PYRAMID C	4361	**48	1.8	1.1	68	108	1.1	2.5	44								
WHEEL OF FORTUNE N	6187	*102	3.7	1.6	101	295	3.1	4.8	84								
YOUNG AND THE RESTLESS C	8186	*103	3.8	1.3	77	519	5.4	6.3	111								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*73	2.7	1.5	95	265	2.8	5.6	99								
NBA PLAYOFF GAME -1 C	5127	*86	3.1	1.7	103	270	2.8	5.3	93								
NBC MAJOR LEAGUE PRE-GAME N	3945	**89	3.3	2.3	138	*372	3.9	9.4	166								
SPORTSWORLD - SUN N	3370	**30	1.1	0.9	55	232	2.4	6.9	121								
SUNDAY MORNING C	4200	*58	2.1	1.4	85	264	2.8	6.3	111								

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET) - TYPES
(ADULTS)

0235
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		TOTAL U.S. '000	BITTER LEMON A '000	BITTER LEMON B % DOWN	BITTER LEMON C % ACROSS	BITTER LEMON D INDX	OTHER (CHOCOLATE, CREAM, ETC.) A '000	OTHER (CHOCOLATE, CREAM, ETC.) B % DOWN	OTHER (CHOCOLATE, CREAM, ETC.) C % ACROSS	OTHER (CHOCOLATE, CREAM, ETC.) D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	2733	100.0	1.6	100	9539	100.0	5.7	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	841	30.8	1.6	99	2731	28.6	5.2	92								
NETWORK AFFILIATES - LATE		39164	628	23.0	1.6	98	2287	24.0	5.8	103								
INDEPENDENTS - LATE		5133	107	3.9	2.1	128	289	3.0	5.6	99								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	361	13.2	1.6	97	1425	14.9	6.2	110								
ABC MONDAY NIGHT MOVIE	A	11258	*185	6.8	1.6	101	566	5.9	5.0	88								
ABC SUNDAY NIGHT MOVIE	A	23600	417	15.3	1.8	108	1319	13.8	5.6	98								
ABC WORLD NEWS TONIGHT	A	12801	149	5.5	1.2	71	761	8.0	5.9	105								
AFTERMASH	C	10966	*191	7.0	1.7	107	438	4.6	4.0	70								
ALICE	C	17050	269	9.8	1.6	97	981	10.3	5.8	101								
AMERICAN PARADE	C	11998	215	7.9	1.8	110	491	5.1	4.1	72								
BENSON	A	19258	415	15.2	2.2	132	1150	12.1	6.0	105								
BLUE THUNDER	A	11478	*201	7.4	1.8	107	594	6.2	5.2	91								
CAGNEY & LACEY	C	18263	283	10.4	1.5	95	1156	12.1	6.3	111								
CBS EVENING NEWS-DEAN	C	7733	*117	4.3	1.5	93	300	3.1	3.9	68								
CBS EVENING NEWS-RATHER	C	15653	203	7.4	1.3	80	718	7.5	4.6	81								
CBS SAT. NEWS-SCHIEFFER	C	8744	131	4.8	1.5	92	467	4.9	5.3	94								
CBS SATURDAY NIGHT MOVIE	C	12000	248	9.1	2.1	127	652	6.8	5.4	96								
CBS WEDNESDAY NIGHT MOVIE	C	11522	115	4.2	1.0	61	714	7.5	6.2	109								
CHEERS	N	16818	324	11.9	1.9	118	1121	11.8	6.7	117								
DALLAS	C	37510	552	20.2	1.5	90	1843	19.3	4.9	86								
DIFF'RENT STROKES	N	11258	*136	5.0	1.2	74	610	6.4	5.4	95								
DOUBLE TROUBLE	N	12248	*186	6.8	1.5	93	639	6.7	5.2	92								
DUCK FACTORY	N	11100	*174	6.4	1.6	96	849	8.9	7.6	134								
DUKES OF HAZZARD	C	12353	*158	5.8	1.3	78	606	6.4	4.9	86								
DYNASTY	A	33279	587	21.5	1.8	108	2005	21.0	6.0	106								
FACTS OF LIFE	N	13410	*199	7.3	1.5	91	549	5.8	4.1	72								
FALCON CREST	C	31093	491	18.0	1.6	97	1577	16.5	5.1	89								
FALL GUY	A	18649	261	9.5	1.4	86	1190	12.5	6.4	112								
FAMILY TIES	N	13101	*188	6.9	1.4	88	772	8.1	5.9	104								
FANTASY ISLAND	A	13069	229	8.4	1.8	108	835	8.8	6.4	112								
FOULUPS,BLEEPS & BLUNDERS	A	16588	229	8.4	1.4	85	915	9.6	5.5	97								
FOUR SEASONS	C	9302	*159	5.8	1.7	105	422	4.4	4.5	80								
GIMME A BREAK	N	13955	*188	6.9	1.3	83	834	8.7	6.0	105								
HART TO HART	A	15735	206	7.5	1.3	80	921	9.7	5.9	103								
HILL STREET BLUES	N	18257	398	14.6	2.2	134	1326	13.9	7.3	128								
HOTEL	A	24236	408	14.9	1.7	103	1512	15.9	6.2	110								
JEFFERSONS	C	17010	268	9.8	1.6	97	947	9.9	5.6	98								
JENNIFER SLEPT HERE	N	9397	**80	2.9	0.9	52	438	4.6	4.7	82								
KATE & ALLIE	C	16762	246	9.0	1.5	90	1050	11.0	6.3	110								
KNIGHT RIDER	N	13164	*198	7.2	1.5	92	810	8.5	6.2	108								
LOVE BOAT	A	20400	378	13.8	1.9	114	1133	11.9	5.6	98								
MAGNUM PI	C	22543	477	17.5	2.1	130	1436	15.1	6.4	112								
MAMA'S FAMILY	N	9852	**83	3.0	0.8	52	490	5.1	5.0	87								
MASTER, THE	N	8082	*162	5.9	2.0	123	544	5.7	6.7	118								
MATT HOUSTON	A	12881	*180	6.6	1.4	86	754	7.9	5.9	103								
NBC MONDAY NIGHT MOVIE	N	23889	400	14.6	1.7	103	1479	15.5	6.2	109								
NBC NIGHTLY NEWS	N	11156	245	9.0	2.2	135	556	5.8	5.0	88								
NBC NIGHTLY NEWS-SAT	N	7363	*129	4.7	1.8	108	383	4.0	5.2	91								
NBC NIGHTLY NEWS-SUN	N	6214	*114	4.2	1.8	113	374	3.9	6.0	106								
NBC SUNDAY NIGHT MOVIE	N	17590	334	12.2	1.9	117	1161	12.2	6.6	116								
NEWHART	C	16740	260	9.5	1.6	95	1082	11.3	6.5	114								
ONE DAY AT A TIME	C	11820	*196	7.2	1.7	102	531	5.6	4.5	79								
PEOPLE ARE FUNNY	N	9138	**72	2.6	0.8	48	524	5.5	5.7	101								
REAL PEOPLE	N	15979	218	8.0	1.4	84	779	8.2	4.9	86								
REMINGTON STEELE	N	14395	219	8.0	1.5	93	875	9.2	6.1	107								
RIPLEY'S BELIEVE IT - NOT	A	11362	*173	6.3	1.5	93	718	7.5	6.3	111								
RIPTIDE	N	13920	*199	7.3	1.4	88	891	9.3	6.4	113								
SCARECROW & MRS. KING	C	17571	323	11.8	1.8	113	1060	11.1	6.0	106								
SIMON & SIMON	C	20208	366	13.4	1.8	111	1110	11.6	5.5	97								
60 MINUTES	C	27668	505	18.5	1.8	112	1254	13.1	4.5	80								
ST. ELSEWHERE	N	13699	345	12.6	2.5	155	808	8.5	5.9	104								
THREE'S COMPANY	A	20632	330	12.1	1.6	98	1103	11.6	5.3	94								
T.J. HOOKER	A	17136	332	12.1	1.9	119	867	9.1	5.1	89								
TONIGHT SHOW	N	4963	92	3.4	1.9	114	295	3.1	5.9	105								
TRAPPER JOHN, M.D.	C	16332	302	11.1	1.8	113	891	9.3	5.5	96								
TV BLOOPERS & PRAC. JOKES	N	18881	*253	9.3	1.3	82	965	10.1	5.1	90								
20/20	A	18315	286	10.5	1.6	96	1009	10.6	5.5	97								
WEBSTER	A	18722	333	12.2	1.8	109	1088	11.4	5.8	102								
WORLD NEWS - SUN	A	5327	**82	3.0	1.5	94	372	3.9	7.0	123								
YELLOW ROSE	N	8370	*135	4.9	1.6	99	416	4.4	5.0	87								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	*428	15.7	1.7	102	1391	14.6	5.4	95								
BASKETBALL - COLLEGE GAMES		14468	*312	11.4	2.2	132	1073	11.2	7.4	130								
BASKETBALL - PRO GAMES		12124	*291	10.6	2.4	147	666	7.0	5.5	97								
BOWLING		9412	**150	5.5	1.6	98	*428	4.5	4.5	80								
BOXING		15409	**206	7.5	1.3	82	1184	12.4	7.7	135								
FOOTBALL - COLLEGE GAMES		21400	*359	13.1	1.7	103	1336	14.0	6.2	110								
FOOTBALL - PRO GAMES		35944	657	24.0	1.8	112	2492	26.1	6.9	122								
GOLF		9759	**178	6.5	1.8	112	*317	3.3	3.2	57								
POST-SEASON COLL. FOOTBALL		18123	*349	12.8	1.9	118	1292	13.5	7.1	125								
POST-SEASON PRO FOOTBALL		22091	519	19.0	2.3	144	1664	17.4	7.5	132								
TENNIS		6764	**134	4.9	2.0	122	492	5.2	7.3	128								
WRESTLING - PROFESSIONAL		9695	**172	6.3	1.8	109	777	8.1	8.0	141								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	A & W ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	BARRELHEAD ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY CLUB SODA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	24365	100.0	14.5	100	4936	100.0	2.9	100	19247	100.0	11.5	100	4809	100.0	2.9	100
MALES	79263	13243	54.4	16.7	115	2820	57.1	3.6	121	9318	48.4	11.8	102	2524	52.5	3.2	111
FEMALES	88464	11121	45.6	12.6	87	2116	42.9	2.4	81	9929	51.6	11.2	98	2285	47.5	2.6	90
18 - 24	28671	5312	21.8	18.5	128	1175	23.8	4.1	139	3559	18.5	12.4	108	826	17.2	2.9	100
25 - 34	39536	7840	32.2	19.8	137	1376	27.9	3.5	118	4824	25.1	12.2	106	1086	22.6	2.7	96
35 - 44	28978	4177	17.1	14.4	99	800	16.2	2.8	94	3620	18.8	12.5	109	786	16.3	2.7	95
45 - 54	22345	2778	11.4	12.4	86	659	13.4	2.9	100	2130	11.1	9.5	83	642	13.3	2.9	100
55 - 64	22224	2309	9.5	10.4	72	*415	8.4	1.9	63	2604	13.5	11.7	102	917	19.1	4.1	144
65 OR OLDER	25973	1949	8.0	7.5	52	513	10.4	2.0	67	2510	13.0	9.7	84	553	11.5	2.1	74
18 - 34	68207	13152	54.0	19.3	133	2550	51.7	3.7	127	8383	43.6	12.3	107	1912	39.8	2.8	98
18 - 49	108058	18817	77.2	17.4	120	3707	75.1	3.4	117	13138	68.3	12.2	106	3034	63.1	2.8	98
25 - 54	90859	14795	60.7	16.3	112	2835	57.4	3.1	106	10574	54.9	11.6	101	2513	52.3	2.8	96
35 - 49	39851	5665	23.3	14.2	98	1157	23.4	2.9	99	4755	24.7	11.9	104	1123	23.4	2.8	98
50 OR OLDER	59669	5548	22.8	9.3	64	1229	24.9	2.1	70	6110	31.7	10.2	89	1774	36.9	3.0	104
GRADUATED COLLEGE	28091	3999	16.4	14.2	98	715	14.5	2.5	86	3984	20.7	14.2	124	1148	23.9	4.1	143
ATTENDED COLLEGE	28938	4555	18.7	15.7	108	708	14.3	2.4	83	3629	18.9	12.5	109	1177	24.5	4.1	142
GRADUATED HIGH SCHOOL	65503	10390	42.6	15.9	109	2435	49.3	3.7	126	7319	38.0	11.2	97	1660	34.5	2.5	88
DID NOT GRADUATE HIGH SCHOOL	45195	5420	22.2	12.0	83	1079	21.9	2.4	81	4316	22.4	9.5	83	824	17.1	1.8	64
EMPLOYED MALES	56429	10044	41.2	17.8	123	1955	39.6	3.5	118	6858	35.6	12.2	106	1774	36.9	3.1	110
EMPLOYED FEMALES	43971	5557	22.8	12.6	87	930	18.8	2.1	72	5179	26.9	11.8	103	1281	26.6	2.9	102
EMPLOYED FULL-TIME	87773	13416	55.1	15.3	105	2532	51.3	2.9	98	10443	54.3	11.9	104	2743	57.0	3.1	109
EMPLOYED PART-TIME	12627	2185	9.0	17.3	119	*353	7.2	2.8	95	1594	8.3	12.6	110	*313	6.5	2.5	86
NOT EMPLOYED	67327	8764	36.0	13.0	90	2051	41.6	3.0	104	7211	37.5	10.7	93	1753	36.5	2.6	91
PROFESSIONAL/MANAGER	25845	3650	15.0	14.1	97	634	12.8	2.5	83	3419	17.8	13.2	115	1250	26.0	4.8	169
TECH/CLERICAL/SALES	30895	4278	17.6	13.8	95	669	13.6	2.2	74	3719	19.3	12.0	105	988	20.5	3.2	112
PRECISION/CRAFT	12629	2391	9.8	18.9	130	*606	12.3	4.8	163	1553	8.1	12.3	107	*230	4.8	1.8	64
OTHER EMPLOYED	31031	5283	21.7	17.0	117	977	19.8	3.1	107	3346	17.4	10.8	94	587	12.2	1.9	66
SINGLE	35557	6147	25.2	17.3	119	1447	29.3	4.1	138	4898	25.4	13.8	120	1283	26.7	3.6	126
MARRIED	103585	14978	61.5	14.5	100	2942	59.6	2.8	97	11334	58.9	10.9	95	2813	58.5	2.7	95
DIVORCED/SEPARATED/WIDOWED	28585	3240	13.3	11.3	78	547	11.1	1.9	65	3015	15.7	10.5	92	713	14.8	2.5	87
PARENTS	59295	10855	44.6	18.3	126	1987	40.3	3.4	114	6689	34.8	11.3	98	1482	30.8	2.5	87
WHITE	146081	21409	87.9	14.7	101	4394	89.0	3.0	102	16559	86.0	11.3	99	4287	89.1	2.9	102
BLACK	17974	2523	10.4	14.0	97	538	10.9	3.0	102	2237	11.6	12.4	108	*462	9.6	2.6	90
OTHER	3672	*432	1.8	11.8	81	**4	0.1	0.1	4	*451	2.3	12.3	107	**60	1.2	1.6	57
NORTHEAST-CENSUS	37005	3591	14.7	9.7	67	2402	48.7	6.5	221	8385	43.6	22.7	197	1591	33.1	4.3	150
NORTH CENTRAL	42642	8666	35.6	20.3	140	1753	35.5	4.1	140	3279	17.0	7.7	67	740	15.4	1.7	61
SOUTH	56777	6837	28.1	12.0	83	*522	10.6	0.9	31	5137	26.7	9.0	79	1315	27.3	2.3	81
WEST	31303	5270	21.6	16.8	116	**260	5.3	0.8	28	2446	12.7	7.8	68	1164	24.2	3.7	130
NORTHEAST-MKTG.	38125	3488	14.3	9.1	63	1909	38.7	5.0	170	8073	41.9	21.2	185	1656	34.4	4.3	151
EAST CENTRAL	24794	4269	17.5	17.2	119	1495	30.3	6.0	205	2897	15.1	11.7	102	489	10.2	2.0	69
WEST CENTRAL	28511	6095	25.0	21.4	147	925	18.7	3.2	110	1938	10.1	6.8	59	550	11.4	1.9	67
SOUTH	48953	5983	24.6	12.2	84	*377	7.6	0.8	26	4209	21.9	8.6	75	1098	22.8	2.2	78
PACIFIC	27344	4530	18.6	16.6	114	**230	4.7	0.8	29	2131	11.1	7.8	68	1016	21.1	3.7	130
COUNTY SIZE A	69301	9853	40.4	14.2	98	2438	49.4	3.5	120	9531	49.5	13.8	120	2735	56.9	3.9	138
COUNTY SIZE B	50633	7435	30.5	14.7	101	1512	30.6	3.0	101	6026	31.3	11.9	104	1331	27.7	2.6	92
COUNTY SIZE C	26259	3646	15.0	13.9	96	*579	11.7	2.2	75	2646	13.7	10.1	88	*563	11.7	2.1	75
COUNTY SIZE D	21534	3431	14.1	15.9	110	*407	8.2	1.9	64	1045	5.4	4.9	42	**180	3.7	0.8	29
METRO CENTRAL CITY	50014	7380	30.3	14.8	102	1432	29.0	2.9	97	6277	32.6	12.6	109	1972	41.0	3.9	138
METRO SUBURBAN	76832	11015	45.2	14.3	99	2537	51.4	3.3	112	9984	51.9	13.0	113	2259	47.0	2.9	103
NON METRO	40881	5970	24.5	14.6	101	968	19.6	2.4	80	2986	15.5	7.3	64	578	12.0	1.4	49
TOP 5 ADI'S	39550	5603	23.0	14.2	98	1367	27.7	3.5	117	6306	32.8	15.9	139	1862	38.7	4.7	164
TOP 10 ADI'S	54877	7234	29.7	13.2	91	1891	38.3	3.4	117	8147	42.3	14.8	129	2267	47.1	4.1	144
TOP 20 ADI'S	77516	10961	45.0	14.1	97	2755	55.8	3.6	121	11007	57.2	14.2	124	3037	63.2	3.9	137
HSHLD INC. $50,000 OR MORE	17257	2564	10.5	14.9	102	529	10.7	3.1	104	1996	10.4	11.6	101	914	19.0	5.3	185
$40,000 OR MORE	33235	4956	20.3	14.9	103	996	20.2	3.0	102	4249	22.1	12.8	111	1608	33.4	4.8	169
$30,000 OR MORE	59693	9016	37.0	15.1	104	1931	39.1	3.2	110	7727	40.1	12.9	113	2344	48.7	3.9	137
$25,000 OR MORE	76275	11578	47.5	15.2	104	2378	48.2	3.1	106	9743	50.6	12.8	111	2760	57.4	3.6	126
$20,000 - $24,999	18607	2541	10.4	13.7	94	*395	8.0	2.1	72	2054	10.7	11.0	96	576	12.0	3.1	108
$15,000 - $19,999	17175	2547	10.5	14.8	102	*586	11.9	3.4	116	2081	10.8	12.1	106	*395	8.2	2.3	80
$10,000 - $14,999	24569	3581	14.7	14.6	100	731	14.8	3.0	101	2604	13.5	10.6	92	555	11.5	2.3	79
UNDER $10,000	31101	4118	16.9	13.2	91	846	17.1	2.7	92	2766	14.4	8.9	78	524	10.9	1.7	59
HOUSEHOLD OF 1 PERSON	19441	2093	8.6	10.8	74	314	6.4	1.6	55	2292	11.9	11.8	103	664	13.8	3.4	119
2 PEOPLE	51803	5986	24.6	11.6	80	1180	23.9	2.3	77	5498	28.6	10.6	92	1514	31.5	2.9	102
3 OR 4 PEOPLE	66933	10512	43.1	15.7	108	2261	45.8	3.4	115	8015	41.6	12.0	104	1864	38.8	2.8	97
5 OR MORE PEOPLE	29550	5774	23.7	19.5	135	1182	23.9	4.0	136	3441	17.9	11.6	101	*767	15.9	2.6	91
NO CHILD IN HSHLD	96587	11498	47.2	11.9	82	2449	49.6	2.5	86	11101	57.7	11.5	100	2902	60.3	3.0	105
CHILD(REN) UNDER 2 YRS	10844	2259	9.3	20.8	143	*358	7.3	3.3	112	1147	6.0	10.6	92	**188	3.9	1.7	60
2 - 5 YEARS	26358	4863	20.0	18.4	127	707	14.3	2.7	91	3052	15.9	11.6	101	620	12.9	2.4	82
6 - 11 YEARS	30453	5940	24.4	19.5	134	1046	21.2	3.4	117	3663	19.0	12.0	105	638	13.3	2.1	73
12 - 17 YEARS	36575	6345	26.0	17.3	119	1313	26.6	3.6	122	4256	22.1	11.6	101	1120	23.3	3.1	107
RESIDENCE OWNED	117770	16559	68.0	14.1	97	3186	64.5	2.7	92	12759	66.3	10.8	94	3221	67.0	2.7	95
VALUE: $50,000 OR MORE	70166	9637	39.6	13.7	95	1926	39.0	2.7	93	8854	46.0	12.6	110	2462	51.2	3.5	122
VALUE: UNDER $50,000	47604	6922	28.4	14.5	100	1260	25.5	2.6	90	3905	20.3	8.2	71	758	15.8	1.6	56

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	A & W ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	BARRELHEAD ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY CLUB SODA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	24365	100.0	14.5	100	4936	100.0	2.9	100	19247	100.0	11.5	100	4809	100.0	2.9	100
MAGAZINES	QUINTILE 1	34022	5671	23.3	16.7	115	1455	29.5	4.3	145	5373	27.9	15.8	138	1226	25.5	3.6	126
	QUINTILE 2	34800	5028	20.6	14.4	99	950	19.2	2.7	93	4433	23.0	12.7	111	1353	28.1	3.9	136
	QUINTILE 3	30514	4327	17.8	14.2	98	786	15.9	2.6	88	3362	17.5	11.0	96	875	18.2	2.9	100
	QUINTILE 4	33324	5056	20.8	15.2	104	815	16.5	2.4	83	3267	17.0	9.8	85	719	15.0	2.2	75
	QUINTILE 5	35066	4283	17.6	12.2	84	930	18.8	2.7	90	2812	14.6	8.0	70	636	13.2	1.8	63
NEWSPAPERS	QUINTILE 1	29107	3811	15.6	13.1	90	1101	22.3	3.8	129	4457	23.2	15.3	133	1305	27.1	4.5	156
	QUINTILE 2	49095	7219	29.6	14.7	101	1469	29.8	3.0	102	6149	31.9	12.5	109	1500	31.2	3.1	107
	QUINTILE 3	23107	3418	14.0	14.8	102	743	15.1	3.2	109	2426	12.6	10.5	91	714	14.8	3.1	108
	QUINTILE 4	33556	4896	20.1	14.6	100	894	18.1	2.7	91	3498	18.2	10.4	91	625	13.0	1.9	65
	QUINTILE 5	32863	5021	20.6	15.3	105	730	14.8	2.2	75	2718	14.1	8.3	72	664	13.8	2.0	70
OUTDOOR	QUINTILE 1	33431	5404	22.2	16.2	111	1185	24.0	3.5	120	3829	19.9	11.5	100	1207	25.1	3.6	126
	QUINTILE 2	33478	5598	23.0	16.7	115	1079	21.9	3.2	110	4133	21.5	12.3	108	988	20.5	3.0	103
	QUINTILE 3	33574	4657	19.1	13.9	95	1081	21.9	3.2	109	4100	21.3	12.2	106	974	20.3	2.9	101
	QUINTILE 4	33935	4536	18.6	13.4	92	873	17.7	2.6	87	4029	20.9	11.9	103	792	16.5	2.3	81
	QUINTILE 5	33310	4171	17.1	12.5	86	719	14.6	2.2	73	3156	16.4	9.5	83	848	17.6	2.5	89
RADIO-DRIVE TIME	QUINTILE 1	33136	5270	21.6	15.9	109	988	20.0	3.0	101	4197	21.8	12.7	110	1037	21.6	3.1	109
	QUINTILE 2	31658	4628	19.0	14.6	101	837	17.0	2.6	90	3770	19.6	11.9	104	895	18.6	2.8	99
	QUINTILE 3	32541	4704	19.3	14.5	100	1070	21.7	3.3	112	3599	18.7	11.1	96	1102	22.9	3.4	118
	QUINTILE 4	34247	5110	21.0	14.9	103	1170	23.7	3.4	116	4255	22.1	12.4	108	927	19.3	2.7	94
	QUINTILE 5	36144	4652	19.1	12.9	89	871	17.6	2.4	82	3425	17.8	9.5	83	848	17.6	2.3	82
RADIO-MID-DAY	TERCILE 1	45037	7161	29.4	15.9	109	1432	29.0	3.2	108	5786	30.1	12.8	112	1336	27.8	3.0	103
	TERCILE 2	44819	6734	27.6	15.0	103	1561	31.6	3.5	118	5260	27.3	11.7	102	1212	25.2	2.7	94
	TERCILE 3	77872	10470	43.0	13.4	93	1943	39.4	2.5	85	8202	42.6	10.5	92	2261	47.0	2.9	101
RADIO-TOTAL	QUINTILE 1	33763	5674	23.3	16.8	116	1015	20.6	3.0	102	4317	22.4	12.8	111	956	19.9	2.8	99
	QUINTILE 2	33240	4859	19.9	14.6	101	1140	23.1	3.4	117	4285	22.3	12.9	112	1024	21.3	3.1	107
	QUINTILE 3	33408	4720	19.4	14.1	97	949	19.2	2.8	97	3833	19.9	11.5	100	1057	22.0	3.2	110
	QUINTILE 4	34792	5042	20.7	14.5	100	1207	24.5	3.5	118	3820	19.8	11.0	96	1022	21.3	2.9	102
	QUINTILE 5	32524	4070	16.7	12.5	86	625	12.7	1.9	65	2992	15.5	9.2	80	751	15.6	2.3	81
TV-PRIME TIME	QUINTILE 1	33090	4739	19.5	14.3	99	1186	24.0	3.6	122	4351	22.6	13.1	115	830	17.3	2.5	87
	QUINTILE 2	33357	5257	21.6	15.8	108	1207	24.5	3.6	123	4100	21.3	12.3	107	1006	20.9	3.0	105
	QUINTILE 3	33980	5019	20.6	14.8	102	917	18.6	2.7	92	3976	20.7	11.7	102	971	20.2	2.9	100
	QUINTILE 4	33854	4444	18.2	13.1	90	835	16.9	2.5	84	3584	18.6	10.6	92	1117	23.2	3.3	115
	QUINTILE 5	33444	4906	20.1	14.7	101	792	16.0	2.4	80	3237	16.8	9.7	84	886	18.4	2.6	92
TV-DAYTIME	TERCILE 1	49121	7336	30.1	14.9	103	1390	28.2	2.8	96	5573	29.0	11.3	99	1038	21.6	2.1	74
	TERCILE 2	48823	6497	26.7	13.3	92	1633	33.1	3.3	114	6019	31.3	12.3	107	1326	27.6	2.7	95
	TERCILE 3	69782	10532	43.2	15.1	104	1913	38.8	2.7	93	7654	39.8	11.0	96	2445	50.8	3.5	122
TV-TOTAL	QUINTILE 1	33584	4976	20.4	14.8	102	1053	21.3	3.1	107	4266	22.2	12.7	111	835	17.4	2.5	87
	QUINTILE 2	33441	4905	20.1	14.7	101	1092	22.1	3.3	111	3693	19.2	11.0	96	882	18.3	2.6	92
	QUINTILE 3	33505	4603	18.9	13.7	95	1076	21.8	3.2	109	4030	20.9	12.0	105	991	20.6	3.0	103
	QUINTILE 4	33466	5066	20.8	15.1	104	1014	20.5	3.0	103	4065	21.1	12.1	106	1087	22.6	3.2	113
	QUINTILE 5	33731	4814	19.8	14.3	98	702	14.2	2.1	71	3193	16.6	9.5	82	1014	21.1	3.0	105
MAGAZINES-NEWSPAPERS: DUAL		44503	6652	27.3	14.9	103	1615	32.7	3.6	123	6946	36.1	15.6	136	1890	39.3	4.2	148
MAGAZINE IMPERATIVE		39363	6434	26.4	16.3	113	1145	23.2	2.9	99	4488	23.3	11.4	99	1016	21.1	2.6	90
NEWSPAPER IMPERATIVE		46441	6024	24.7	13.0	89	1260	25.5	2.7	92	4849	25.2	10.4	91	1263	26.3	2.7	95
MAGAZINES-OUTDOOR: DUAL		33726	5456	22.4	16.2	111	1248	25.3	3.7	126	4443	23.1	13.2	115	1471	30.6	4.4	152
MAGAZINE IMPERATIVE		52846	7351	30.2	13.9	96	1565	31.7	3.0	101	7129	37.0	13.5	118	1582	32.9	3.0	104
OUTDOOR IMPERATIVE		52140	8065	33.1	15.5	106	1521	30.8	2.9	99	5269	27.4	10.1	88	1238	25.7	2.4	83
MAGAZINES-RADIO: DUAL		37081	5961	24.5	16.1	111	1182	23.9	3.2	108	5402	28.1	14.6	127	1292	26.9	3.5	122
MAGAZINE IMPERATIVE		49747	7131	29.3	14.3	99	1580	32.0	3.2	108	6382	33.2	12.8	112	1759	36.6	3.5	123
RADIO IMPERATIVE		49208	7310	30.0	14.9	102	1327	26.9	2.7	92	5192	27.0	10.6	92	1098	22.8	2.2	78
MAGAZINES-TELEVISION: DUAL		33103	5404	22.2	16.3	112	1290	26.1	3.9	132	4722	24.5	14.3	124	1202	25.0	3.6	127
MAGAZINE IMPERATIVE		54575	7925	32.5	14.5	100	1625	32.9	3.0	101	7177	37.3	13.2	115	2006	41.7	3.7	128
TELEVISION IMPERATIVE		53249	7021	28.8	13.2	91	1392	28.2	2.6	89	5293	27.5	9.9	87	1020	21.2	1.9	67
NEWSPAPERS-OUTDOOR: DUAL		36255	5581	22.9	15.4	106	1300	26.3	3.6	122	4652	24.2	12.8	112	1420	29.5	3.9	137
NEWSPAPER IMPERATIVE		55591	7357	30.2	13.2	91	1642	33.3	3.0	100	7305	38.0	13.1	115	1739	36.2	3.1	109
OUTDOOR IMPERATIVE		48319	7887	32.4	16.3	112	1390	28.2	2.9	98	5086	26.4	10.5	92	1209	25.1	2.5	87
NEWSPAPERS-RADIO: DUAL		37242	5288	21.7	14.2	98	1268	25.7	3.4	116	5478	28.5	14.7	128	1365	28.4	3.7	128
NEWSPAPER IMPERATIVE		54423	7609	31.2	14.0	96	1678	34.0	3.1	105	6481	33.7	11.9	104	1847	38.4	3.4	118
RADIO IMPERATIVE		46650	7764	31.9	16.6	115	1297	26.3	2.8	94	4727	24.6	10.1	88	999	20.8	2.1	75
NEWSPAPERS-TELEVISION: DUAL		35974	5553	22.8	15.4	106	1263	25.6	3.5	119	4750	24.7	13.2	115	1289	26.8	3.6	125
NEWSPAPER IMPERATIVE		56095	7684	31.5	13.7	94	1670	33.8	3.0	101	7157	37.2	12.8	111	1997	41.5	3.6	124
TELEVISION IMPERATIVE		47170	6937	28.5	14.7	101	1502	30.4	3.2	108	4977	25.9	10.6	92	904	18.8	1.9	67
OUTDOOR-RADIO: DUAL		33748	5928	24.3	17.6	121	1146	23.2	3.4	115	4257	22.1	12.6	110	1129	23.5	3.3	117
OUTDOOR IMPERATIVE		52785	7693	31.6	14.6	100	1729	35.0	3.3	111	5928	30.8	11.2	98	1604	33.4	3.0	106
RADIO IMPERATIVE		52882	7255	29.8	13.7	94	1435	29.1	2.7	92	6544	34.0	12.4	108	1423	29.6	2.7	94
OUTDOOR-TELEVISION: DUAL		32030	5343	21.9	16.7	115	1275	25.8	4.0	135	4362	22.7	13.6	119	1020	21.2	3.2	111
OUTDOOR IMPERATIVE		54626	8486	34.8	15.5	107	1615	32.7	3.0	100	6072	31.5	11.1	97	1800	37.4	3.3	115
TELEVISION IMPERATIVE		54874	6994	28.7	12.7	88	1495	30.3	2.7	93	6161	32.0	11.2	98	1283	26.7	2.3	82
RADIO-TELEVISION: DUAL		33386	4994	20.5	15.0	103	1198	24.3	3.6	122	4346	22.6	13.0	113	988	20.5	3.0	103
RADIO IMPERATIVE		53810	8163	33.5	15.2	104	1574	31.9	2.9	99	6576	34.2	12.2	106	1661	34.5	3.1	108
TELEVISION IMPERATIVE		54023	7657	31.4	14.2	98	1610	32.6	3.0	101	5922	30.8	11.0	96	1348	28.0	2.5	87

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0238
P-18

	TOTAL U.S. '000	A & W ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	BARRELHEAD ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY CLUB SODA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	24365	100.0	14.5	100	4936	100.0	2.9	100	19247	100.0	11.5	100	4809	100.0	2.9	100
ATLANTIC MONTHLY	867	**123	0.5	14.2	98	**30	0.6	3.5	118	*129	0.7	14.9	130	**54	1.1	6.2	217
BARRON'S	1580	*305	1.3	19.3	133	**58	1.2	3.7	125	358	1.9	22.7	197	*128	2.7	8.1	283
BETTER HOMES & GARDENS	22203	3195	13.1	14.4	99	690	14.0	3.1	106	2925	15.2	13.2	115	662	13.8	3.0	104
BON APPETIT	3810	410	1.7	10.8	74	**80	1.6	2.1	71	585	3.0	15.4	134	*221	4.6	5.8	202
BUSINESS WEEK	4663	730	3.0	15.7	108	*143	2.9	3.1	104	762	4.0	16.3	142	240	5.0	5.1	180
CAR AND DRIVER	3102	531	2.2	17.1	118	**130	2.6	4.2	142	624	3.2	20.1	175	**124	2.6	4.0	139
CBS MAGAZINE NETWORK (GROSS)	7311	1536	6.3	21.0	145	299	6.1	4.1	139	1209	6.3	16.5	144	*176	3.7	2.4	84
CHANGING TIMES	3400	471	1.9	13.9	95	**97	2.0	2.9	97	597	3.1	17.6	153	*180	3.7	5.3	185
COLONIAL HOMES	1796	335	1.4	18.7	128	**92	1.9	5.1	174	266	1.4	14.8	129	**71	1.5	4.0	138
CONDE NAST MAG. PKG. (GROSS)	19924	2528	10.4	12.7	87	669	13.6	3.4	114	2689	14.0	13.5	118	834	17.3	4.2	146
CONSUMERS DIGEST	3125	452	1.9	14.5	100	**69	1.4	2.2	75	603	3.1	19.3	168	**119	2.5	3.8	133
COSMOPOLITAN	10577	1321	5.4	12.5	86	356	7.2	3.4	114	1411	7.3	13.3	116	469	9.8	4.4	155
COUNTRY LIVING	3746	569	2.3	15.2	105	*163	3.3	4.4	148	483	2.5	12.9	112	**65	1.4	1.7	61
CUISINE	2214	258	1.1	11.7	80	**64	1.3	2.9	98	345	1.8	15.6	136	*119	2.5	5.4	187
CYCLE WORLD	2394	577	2.4	24.1	166	**92	1.9	3.8	131	284	1.5	11.9	103	**33	0.7	1.4	48
DCI:CREATIVE IDEAS FOR LIV	3068	511	2.1	16.7	115	**74	1.5	2.4	82	405	2.1	13.2	115	**84	1.7	2.7	95
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1080	4.4	11.3	78	*130	2.6	1.4	46	1218	6.3	12.7	111	*296	6.2	3.1	108
DISCOVER	2277	414	1.7	18.2	125	**87	1.8	3.8	130	320	1.7	14.1	122	**51	1.1	2.2	78
EBONY	7187	1154	4.7	16.1	111	284	5.8	4.0	134	981	5.1	13.6	119	*181	3.8	2.5	88
ESQUIRE	2560	422	1.7	16.5	113	**122	2.5	4.8	162	453	2.4	17.7	154	**54	1.1	2.1	74
ESSENCE	3242	598	2.5	18.4	127	**160	3.2	4.9	168	468	2.4	14.4	126	**118	2.5	3.6	127
FAMILY CIRCLE	19639	2522	10.4	12.8	88	633	12.8	3.2	110	2722	14.1	13.9	121	563	11.7	2.9	100
THE FAMILY HANDYMAN	3540	668	2.7	18.9	130	*165	3.3	4.7	158	522	2.7	14.7	129	**99	2.1	2.8	98
FAMILY WEEKLY	23924	3746	15.4	15.7	108	671	13.6	2.8	95	2465	12.8	10.3	90	510	10.6	2.1	74
FIELD & STREAM	9883	1939	8.0	19.6	135	387	7.8	3.9	133	1191	6.2	12.1	105	*221	4.6	2.2	78
FOOD & WINE	1030	**78	0.3	7.6	52	**15	0.3	1.5	49	*120	0.6	11.7	102	**59	1.2	5.7	200
FORBES	2679	449	1.8	16.8	115	**62	1.3	2.3	79	428	2.2	16.0	139	292	6.1	10.9	380
FORTUNE	2931	584	2.4	19.9	137	**94	1.9	3.2	109	455	2.4	15.5	135	218	4.5	7.4	259
GENTLEMEN'S QUARTERLY	3481	606	2.5	17.4	120	**121	2.5	3.5	118	603	3.1	17.3	151	*216	4.5	6.2	216
GLAMOUR	7163	911	3.7	12.7	88	*255	5.2	3.6	121	905	4.7	12.6	110	*260	5.4	3.6	127
GOLF DIGEST	2355	263	1.1	11.2	77	**29	0.6	1.2	42	403	2.1	17.1	149	*112	2.3	4.8	166
GOLF DIGEST/TENNIS (GROSS)	3610	391	1.6	10.8	75	**62	1.3	1.7	58	633	3.3	17.5	153	*149	3.1	4.1	144
GOLF MAGAZINE	2046	247	1.0	12.1	83	**51	1.0	2.5	85	393	2.0	19.2	167	**78	1.6	3.8	133
GOLF MAGAZINE/SKI (GROSS)	3547	478	2.0	13.5	93	**91	1.8	2.6	87	573	3.0	16.2	141	*141	2.9	4.0	139
GOOD HOUSEKEEPING	20353	2712	11.1	13.3	92	651	13.2	3.2	109	2727	14.2	13.4	117	541	11.2	2.7	93
HARPER'S BAZAAR	3362	399	1.6	11.9	82	**73	1.5	2.2	74	432	2.2	12.8	112	*146	3.0	4.3	151
HEALTH	2987	458	1.9	15.3	106	**103	2.1	3.4	117	353	1.8	11.8	103	**106	2.2	3.5	124
HEARST MAG CORP. BUY (GROSS)	67928	10252	42.1	15.1	104	2538	51.4	3.7	127	9201	47.8	13.5	118	2261	47.0	3.3	116
HEARST MAN POWER (GROSS)	11282	2464	10.1	21.8	150	498	10.1	4.4	150	1599	8.3	14.2	124	356	7.4	3.2	110
HEARST WOMAN POWER (GROSS)	40514	5516	22.6	13.6	94	1482	30.0	3.7	124	5181	26.9	12.8	111	1201	25.0	3.0	103
HOUSE BEAUTIFUL	4885	630	2.6	12.9	89	**141	2.9	2.9	98	751	3.9	15.4	134	*262	5.4	5.4	187
INC.	1308	*224	0.9	17.1	118	**31	0.6	2.4	81	*230	1.2	17.6	153	**129	2.7	9.9	344
JET	6498	1047	4.3	16.1	111	*240	4.9	3.7	126	989	5.1	15.2	133	*199	4.1	3.1	107
LADIES' HOME JOURNAL	14797	2185	9.0	14.8	102	383	7.8	2.6	88	1902	9.9	12.9	112	435	9.0	2.9	103
LHJ FAMILY GRP COMBO(GROSS)	21743	3266	13.4	15.0	103	625	12.7	2.9	98	2807	14.6	12.9	113	625	13.0	2.9	100
LIFE	9881	1528	6.3	15.5	106	411	8.3	4.2	141	1491	7.7	15.1	131	407	8.5	4.1	144
L.A. TIMES HOME MAGAZINE	2775	378	1.6	13.6	94	**14	0.3	0.5	17	382	2.0	13.8	120	*159	3.3	5.7	200
MADEMOISELLE	4219	468	1.9	11.1	76	**161	3.3	3.8	130	554	2.9	13.1	114	*260	5.4	6.2	215
MC CALL'S	16422	2138	8.8	13.0	90	482	9.8	2.9	100	2105	10.9	12.8	112	441	9.2	2.7	94
MC CALL'S/WRK MOTHER (GROSS)	17919	2408	9.9	13.4	93	533	10.8	3.0	101	2389	12.4	13.3	116	473	9.8	2.6	92
MECHANIX ILLUSTRATED	4433	769	3.2	17.3	119	*199	4.0	4.5	153	499	2.6	11.3	98	*150	3.1	3.4	118
METROPOLITAN HOME	1504	*151	0.6	10.0	69	**32	0.6	2.1	72	259	1.3	17.2	150	**155	3.2	10.3	359
MONEY	4723	940	3.9	19.9	137	*153	3.1	3.2	110	787	4.1	16.7	145	329	6.8	7.0	243
MOTHER EARTH NEWS	2325	511	2.1	22.0	151	**55	1.1	2.4	80	340	1.8	14.6	127	**88	1.8	3.8	132
MS.	1189	*156	0.6	13.1	90	**25	0.5	2.1	71	*157	0.8	13.2	115	**74	1.5	6.2	217
NATIONAL ENQUIRER	18892	2898	11.9	15.3	106	623	12.6	3.3	112	2028	10.5	10.7	94	404	8.4	2.1	75
NATIONAL GEOGRAPHIC	22129	3457	14.2	15.6	108	779	15.8	3.5	120	3035	15.8	13.7	120	850	17.7	3.8	134
NATIONAL SUNDAY MAGAZINE PKG	103750	15271	62.7	14.7	101	3421	69.3	3.3	112	13052	67.8	12.6	110	3435	71.4	3.3	115
NATURAL HISTORY	1379	*162	0.7	11.7	81	**50	1.0	3.6	123	*183	1.0	13.3	116	**47	1.0	3.4	119
NEW WOMAN	2289	*233	1.0	10.2	70	**44	0.9	1.9	65	262	1.4	11.4	100	**29	0.6	1.3	44
NEW YORK INCLUDING CUE	1088	*112	0.5	10.3	71	**43	0.9	4.0	134	264	1.4	24.3	211	**83	1.7	7.6	266
THE NEW YORKER	2459	279	1.1	11.3	78	**119	2.4	4.8	164	499	2.6	20.3	177	*190	4.0	7.7	269
NEWSWEEK	16527	2738	11.2	16.6	114	552	11.2	3.3	113	2368	12.3	14.3	125	686	14.3	4.2	145
THE N.Y. TIMES DAILY EDITION	2739	254	1.0	9.3	64	*109	2.2	4.0	135	621	3.2	22.7	198	246	5.1	9.0	313
THE N.Y. TIMES MAGAZINE	4443	391	1.6	8.8	61	205	4.2	4.6	157	1131	5.9	25.5	222	401	8.3	9.0	315
OMNI	2799	621	2.5	22.2	153	**145	2.9	5.2	176	423	2.2	15.1	132	*123	2.6	4.4	153
ON CABLE	2209	418	1.7	18.9	130	**48	1.0	2.2	74	350	1.8	15.8	138	**56	1.2	2.5	88
1001 HOME IDEAS	3959	623	2.6	15.7	108	*139	2.8	3.5	119	551	2.9	13.9	121	**84	1.7	2.1	74
ORGANIC GARDENING	3111	522	2.1	16.8	116	**100	2.0	3.2	109	422	2.2	13.6	118	**25	0.5	0.8	28
OUTDOOR LIFE	5024	967	4.0	19.2	132	*272	5.5	5.4	184	487	2.5	9.7	84	**109	2.3	2.2	76
PARADE MAGAZINE	51292	7368	30.2	14.4	99	1905	38.6	3.7	126	7128	37.0	13.9	121	1854	38.6	3.6	126

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0239
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	TOTAL U.S.	A & W ROOT BEER				BARRELHEAD ROOT BEER				CANADA DRY GINGER ALE				CANADA DRY CLUB SODA			
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	24365	100.0	14.5	100	4936	100.0	2.9	100	19247	100.0	11.5	100	4809	100.0	2.9	100
PARENTS	5298	1052	4.3	19.9	137	*183	3.7	3.5	117	783	4.1	14.8	129	**165	3.4	3.1	109
PENTHOUSE	5129	1227	5.0	23.9	165	*270	5.5	5.3	179	783	4.1	15.3	133	*183	3.8	3.6	124
PEOPLE	21070	3298	13.5	15.7	108	581	11.8	2.8	94	3029	15.7	14.4	125	705	14.7	3.3	117
PLAYBOY	10562	2044	8.4	19.4	133	498	10.1	4.7	160	1362	7.1	12.9	112	369	7.7	3.5	122
POPULAR HOT RODDING	2498	537	2.2	21.5	148	**95	1.9	3.8	129	*340	1.8	13.6	119	**116	2.4	4.6	162
POPULAR MECHANICS	5887	1312	5.4	22.3	153	*307	6.2	5.2	177	880	4.6	14.9	130	*216	4.5	3.7	128
POPULAR SCIENCE	4317	797	3.3	18.5	127	*241	4.9	5.6	190	700	3.6	16.2	141	*161	3.3	3.7	130
PREVENTION	5792	738	3.0	12.7	88	*154	3.1	2.7	90	613	3.2	10.6	92	*157	3.3	2.7	95
PSYCHOLOGY TODAY	3284	505	2.1	15.4	106	**102	2.1	3.1	106	588	3.1	17.9	156	*114	2.4	3.5	121
READER'S DIGEST	40046	5546	22.8	13.8	95	1031	20.9	2.6	87	4789	24.9	12.0	104	1047	21.8	2.6	91
REDBOOK	9584	1483	6.1	15.5	107	475	9.6	5.0	168	1042	5.4	10.9	95	*192	4.0	2.0	70
ROAD & TRACK	2590	542	2.2	20.9	144	**120	2.4	4.6	157	420	2.2	16.2	141	**60	1.2	2.3	81
ROLLING STONE	3302	690	2.8	20.9	144	**111	2.2	3.4	114	637	3.3	19.3	168	*165	3.4	5.0	174
RUNNER'S WORLD	1229	*295	1.2	24.0	165	**35	0.7	2.8	97	*148	0.8	12.0	105	**107	2.2	8.7	304
SATURDAY EVENING POST	2110	326	1.3	15.5	106	**112	2.3	5.3	180	337	1.8	16.0	139	**32	0.7	1.5	53
SCIENCE 84	1543	*246	1.0	15.9	110	**66	1.3	4.3	145	212	1.1	13.7	120	**63	1.3	4.1	142
SCIENCE DIGEST	1747	393	1.6	22.5	155	**51	1.0	2.9	99	262	1.4	15.0	131	**58	1.2	3.3	116
SCIENTIFIC AMERICAN	1994	297	1.2	14.9	103	**59	1.2	3.0	101	394	2.0	19.8	172	**112	2.3	5.6	196
SELF	3119	449	1.8	14.4	99	**77	1.6	2.5	84	320	1.7	10.3	89	**88	1.8	2.8	98
SEVENTEEN	3923	707	2.9	18.0	124	**190	3.8	4.8	165	499	2.6	12.7	111	**102	2.1	2.6	91
SKI	1501	231	0.9	15.4	106	**40	0.8	2.7	91	*180	0.9	12.0	105	**64	1.3	4.3	149
SMITHSONIAN	5976	898	3.7	15.0	103	*253	5.1	4.2	144	963	5.0	16.1	140	307	6.4	5.1	179
SOAP OPERA DIGEST	4228	642	2.6	15.2	105	**103	2.1	2.4	83	490	2.5	11.6	101	**73	1.5	1.7	60
SOUTHERN LIVING	6488	570	2.3	8.8	60	**56	1.1	0.9	29	812	4.2	12.5	109	*212	4.4	3.3	114
SPORT	3500	684	2.8	19.5	135	*140	2.8	4.0	136	566	2.9	16.2	141	**102	2.1	2.9	102
THE SPORTING NEWS	2456	468	1.9	19.1	131	**61	1.2	2.5	84	360	1.9	14.7	128	**72	1.5	2.9	102
SPORTS AFIELD	3648	759	3.1	20.8	143	*141	2.9	3.9	131	458	2.4	12.6	109	**81	1.7	2.2	77
SPORTS ILLUSTRATED	14484	2526	10.4	17.4	120	569	11.5	3.9	133	2093	10.9	14.5	126	483	10.0	3.3	116
STAR	12661	1898	7.8	15.0	103	487	9.9	3.8	131	1646	8.6	13.0	113	233	4.8	1.8	64
SUNDAY	52799	7399	30.4	14.0	96	2120	42.9	4.0	136	6777	35.2	12.8	112	1882	39.1	3.6	124
SUNSET	3513	705	2.9	20.1	138	**25	0.5	0.7	24	359	1.9	10.2	89	**127	2.6	3.6	126
TV GUIDE	42766	6672	27.4	15.6	107	1550	31.4	3.6	123	5512	28.6	12.9	112	1199	24.9	2.8	98
TENNIS	1254	*128	0.5	10.2	70	**32	0.6	2.6	87	*230	1.2	18.3	160	**37	0.8	3.0	103
TIME	22054	3317	13.6	15.0	104	822	16.7	3.7	127	3462	18.0	15.7	137	885	18.4	4.0	140
TOWN & COUNTRY	1555	*219	0.9	14.1	97	**59	1.2	3.8	129	381	2.0	24.5	214	**127	2.6	8.2	285
TRAVEL & LEISURE	2173	299	1.2	13.8	95	**71	1.4	3.3	111	341	1.8	15.7	137	*222	4.6	10.2	356
TRUE STORY	4636	627	2.6	13.5	93	**132	2.7	2.8	97	474	2.5	10.2	89	**59	1.2	1.3	44
U.S.NEWS & WORLD REPORT	10353	1611	6.6	15.6	107	353	7.2	3.4	116	1436	7.5	13.9	121	480	10.0	4.6	162
USA TODAY	4994	887	3.6	17.8	122	*267	5.4	5.3	182	888	4.6	17.8	155	*238	4.9	4.8	166
US	3528	634	2.6	18.0	124	**126	2.6	3.6	121	656	3.4	18.6	162	*171	3.6	4.8	169
VOGUE	5424	700	2.9	12.9	89	*176	3.6	3.2	110	909	4.7	16.8	146	*226	4.7	4.2	145
WALL STREET JOURNAL	6292	881	3.6	14.0	96	*163	3.3	2.6	88	1007	5.2	16.0	139	384	8.0	6.1	213
WEIGHT WATCHERS	2762	333	1.4	12.1	83	**66	1.3	2.4	81	259	1.3	9.4	82	**99	2.1	3.6	125
WOMAN'S DAY	16320	2141	8.8	13.1	90	555	11.2	3.4	116	2244	11.7	13.8	120	484	10.1	3.0	103
WORKING MOTHER	1496	*270	1.1	18.0	124	**51	1.0	3.4	116	*285	1.5	19.1	166	**32	0.7	2.1	75
WORKING WOMAN	1851	*207	0.8	11.2	77	**78	1.6	4.2	143	312	1.6	16.9	147	**124	2.6	6.7	234
WORLD TENNIS	580	**47	0.2	8.1	56	**11	0.2	1.9	64	**126	0.7	21.7	189	**23	0.5	4.0	138
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2390	9.8	19.3	133	570	11.5	4.6	156	2026	10.5	16.3	142	416	8.7	3.4	117
BLAIR INSERTS	91671	13145	54.0	14.3	99	3192	64.7	3.5	118	12181	63.3	13.3	116	3326	69.2	3.6	127
DAILY NEWSPAPERS																	
READ ANY	109190	15303	62.8	14.0	96	3439	69.7	3.1	107	13524	70.3	12.4	108	3594	74.7	3.3	115
READ ONE	89587	12732	52.3	14.2	98	2721	55.1	3.0	103	10401	54.0	11.6	101	2735	56.9	3.1	106
READ TWO OR MORE	19602	2571	10.6	13.1	90	718	14.5	3.7	124	3123	16.2	15.9	139	859	17.9	4.4	153
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16019	65.7	14.6	101	3623	73.4	3.3	112	13909	72.3	12.7	111	3641	75.7	3.3	116
READ ONE	95074	13996	57.4	14.7	101	3097	62.7	3.3	111	11647	60.5	12.3	107	2988	62.1	3.1	110
READ TWO OR MORE	14588	2023	8.3	13.9	95	526	10.7	3.6	123	2262	11.8	15.5	135	653	13.6	4.5	156
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.33				31.68				29.23				30.86			
30 DAY REACH	149706	22072	90.6	14.7	101	4494	91.0	3.0	102	17508	91.0	11.7	102	4406	91.6	2.9	103
50 SHWG - 30 DAY AV FREQ	15.16	16.44				16.20				15.25				16.43			
30 DAY REACH	142406	21088	86.6	14.8	102	4396	89.1	3.1	105	16763	87.1	11.8	103	4139	86.1	2.9	101
25 SHWG - 30 DAY AV FREQ	8.23	8.80				8.70				8.19				8.74			
30 DAY REACH	131152	19678	80.8	15.0	103	4092	82.9	3.1	106	15625	81.2	11.9	104	3877	80.6	3.0	103
CABLE TV: HOME WIRED	66879	9797	40.2	14.6	101	1968	39.9	2.9	100	8324	43.2	12.4	108	1926	40.0	2.9	100
HOME NOT WIRED	100848	14568	59.8	14.4	99	2969	60.1	2.9	100	10923	56.8	10.8	94	2883	60.0	2.9	100
HAVE PAY CABLE	35024	5615	23.0	16.0	110	1156	23.4	3.3	112	5016	26.1	14.3	125	1189	24.7	3.4	118

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0240
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	TOTAL U.S. '000	A & W ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	BARRELHEAD ROOT BEER A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY GINGER ALE A '000	B % DOWN	C % ACROSS	D INDX	CANADA DRY CLUB SODA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	24365	100.0	14.5	100	4936	100.0	2.9	100	19247	100.0	11.5	100	4809	100.0	2.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	14526	59.6	15.2	105	2878	58.3	3.0	102	11590	60.2	12.1	106	2933	61.0	3.1	107
10:00 AM - 3:00 PM	63599	9993	41.0	15.7	108	2058	41.7	3.2	110	7732	40.2	12.2	106	1789	37.2	2.8	98
3:00 PM - 7:00 PM	72097	11208	46.0	15.5	107	2329	47.2	3.2	110	8822	45.8	12.2	107	2233	46.4	3.1	108
7:00 PM - MIDNIGHT	36670	6018	24.7	16.4	113	1374	27.8	3.7	127	4882	25.4	13.3	116	1019	21.2	2.8	97
MIDNIGHT - 6:00 AM	21908	3291	13.5	15.0	103	727	14.7	3.3	113	2772	14.4	12.7	110	707	14.7	3.2	113
6:00 AM - MIDNIGHT	127571	19333	79.3	15.2	104	4159	84.3	3.3	111	15416	80.1	12.1	105	3826	79.6	3.0	105
ENTIRE DAY	129239	19540	80.2	15.1	104	4215	85.4	3.3	111	15653	81.3	12.1	106	3856	80.2	3.0	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5356	22.0	15.7	108	1223	24.8	3.6	122	4209	21.9	12.4	108	991	20.6	2.9	102
ALL NEWS	6062	691	2.8	11.4	78	332	6.7	5.5	186	1016	5.3	16.8	146	297	6.2	4.9	171
AOR/PROGRESSIVE	11884	2025	8.3	17.0	117	483	9.8	4.1	138	1777	9.2	15.0	130	360	7.5	3.0	106
BEAUTIFUL MUSIC	11180	1534	6.3	13.7	94	422	8.5	3.8	128	1428	7.4	12.8	111	420	8.7	3.8	131
BLACK	4538	791	3.2	17.4	120	*235	4.8	5.2	176	671	3.5	14.8	129	*193	4.0	4.3	148
CLASSICAL	3857	509	2.1	13.2	91	*126	2.6	3.3	111	576	3.0	14.9	130	*173	3.6	4.5	156
CHR/ROCK	21946	3573	14.7	16.3	112	800	16.2	3.6	124	3013	15.7	13.7	120	768	16.0	3.5	122
COUNTRY	27262	4451	18.3	16.3	112	687	13.9	2.5	86	2347	12.2	8.6	75	507	10.5	1.9	65
GOLDEN OLDIES	3339	500	2.1	15.0	103	**96	1.9	2.9	98	471	2.4	14.1	123	*162	3.4	4.9	169
MOR/NOSTALGIA	10346	1330	5.5	12.9	88	327	6.6	3.2	107	1241	6.4	12.0	105	*210	4.4	2.0	71
NEWS/TALK	8929	1207	5.0	13.5	93	211	4.3	2.4	80	1204	6.3	13.5	118	319	6.6	3.6	125
RELIGIOUS	5488	866	3.6	15.8	109	**96	1.9	1.7	59	598	3.1	10.9	95	**153	3.2	2.8	97
SOFT ROCK	1232	*182	0.7	14.8	102	**41	0.8	3.3	113	*169	0.9	13.7	120	**20	0.4	1.6	57
URBAN CONTEMPORARY	3184	418	1.7	13.1	90	*135	2.7	4.2	144	455	2.4	14.3	125	*103	2.1	3.2	113
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1047	4.3	15.1	104	*273	5.5	4.0	134	921	4.8	13.3	116	*169	3.5	2.4	85
ABC DIRECTION	5212	876	3.6	16.8	116	251	5.1	4.8	164	804	4.2	15.4	134	218	4.5	4.2	146
ABC ENTERTAINMENT	10385	1475	6.1	14.2	98	289	5.9	2.8	95	1262	6.6	12.2	106	253	5.3	2.4	85
ABC FM	4762	919	3.8	19.3	133	*203	4.1	4.3	145	600	3.1	12.6	110	*115	2.4	2.4	84
ABC INFORMATION	11339	1488	6.1	13.1	90	400	8.1	3.5	120	1318	6.8	11.6	101	288	6.0	2.5	89
ABC ROCK	4878	1014	4.2	20.8	143	*158	3.2	3.2	110	743	3.9	15.2	133	*157	3.3	3.2	112
CBS	10709	1523	6.3	14.2	98	410	8.3	3.8	130	1266	6.6	11.8	103	334	6.9	3.1	109
MUTUAL	10251	1433	5.9	14.0	96	376	7.6	3.7	125	1169	6.1	11.4	99	329	6.8	3.2	112
NBC	12243	1737	7.1	14.2	98	401	8.1	3.3	111	1358	7.1	11.1	97	472	9.8	3.9	134
RADIORADIO	4606	685	2.8	14.9	102	*204	4.1	4.4	150	689	3.6	15.0	130	*102	2.1	2.2	77
RKO ONE	5148	705	2.9	13.7	94	*161	3.3	3.1	106	655	3.4	12.7	111	*166	3.5	3.2	112
RKO TWO	7313	768	3.2	10.5	72	*187	3.8	2.6	87	855	4.4	11.7	102	*182	3.8	2.5	87
THE SOURCE	5981	1094	4.5	18.3	126	*263	5.3	4.4	149	792	4.1	13.2	115	*165	3.4	2.8	96
NON-WIRED : BLAIR	19329	3284	13.5	17.0	117	448	9.1	2.3	79	2055	10.7	10.6	93	598	12.4	3.1	108
INTERNET	27139	4079	16.7	15.0	103	937	19.0	3.5	117	3562	18.5	13.1	114	984	20.5	3.6	126
KATZ RADIO GROUP	36319	5410	22.2	14.9	103	1340	27.1	3.7	125	4901	25.5	13.5	118	1188	24.7	3.3	114
SUPERNET	22361	3354	13.8	15.0	103	689	14.0	3.1	105	2694	14.0	12.0	105	597	12.4	2.7	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1985	8.1	13.7	94	365	7.4	2.5	85	1843	9.6	12.7	111	416	8.7	2.9	100
WKDAY 9:00 AM - 1:00 PM	18688	2709	11.1	14.5	100	559	11.3	3.0	102	2215	11.5	11.9	103	398	8.3	2.1	74
WKDAY 1:00 PM - 4:30 PM	24061	3482	14.3	14.5	100	686	13.9	2.9	97	2753	14.3	11.4	100	489	10.2	2.0	71
WKDAY 4:30 PM - 7:30 PM	44079	6107	25.1	13.9	95	1344	27.2	3.0	104	5387	28.0	12.2	107	1252	26.0	2.8	99
WKDAY 7:30 PM - 8:00 PM	61979	8600	35.3	13.9	96	1931	39.1	3.1	106	7049	36.6	11.4	99	1704	35.4	2.7	96
WKDAY 11:00 PM - 11:30 PM	49084	7607	31.2	15.5	107	1696	34.4	3.5	117	5962	31.0	12.1	106	1355	28.2	2.8	96
WKDAY 11:30 PM - 1:00 AM	16560	2670	11.0	16.1	111	645	13.1	3.9	132	2045	10.6	12.3	108	385	8.0	2.3	81
M-SAT 8-11 PM+SUN 7-11 PM	66967	9755	40.0	14.6	100	2180	44.2	3.3	111	8190	42.6	12.2	107	1882	39.1	2.8	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1540	6.3	16.6	114	283	5.7	3.1	104	1090	5.7	11.8	102	231	4.8	2.5	87
ANOTHER WORLD N	6138	844	3.5	13.8	95	*61	1.2	1.0	34	833	4.3	13.6	118	*157	3.3	2.6	89
AS THE WORLD TURNS C	7707	1076	4.4	14.0	96	163	3.3	2.1	72	779	4.0	10.1	88	*88	1.8	1.1	40
CAPITOL C	4688	783	3.2	16.7	115	*140	2.8	3.0	101	526	2.7	11.2	98	*53	1.1	1.1	39
CBS MORN. NEWS 1 C	2792	424	1.7	15.2	105	*63	1.3	2.3	77	355	1.8	12.7	111	*119	2.5	4.3	149
CBS MORN. NEWS 2 C	2071	245	1.0	11.8	81	**42	0.9	2.0	69	249	1.3	12.0	105	*84	1.7	4.1	141
DAYS OF OUR LIVES N	8018	1061	4.4	13.2	91	*169	3.4	2.1	72	999	5.2	12.5	109	204	4.2	2.5	89
FACTS OF LIFE - DAYTIME N	3487	561	2.3	16.1	111	*119	2.4	3.4	116	429	2.2	12.3	107	*50	1.0	1.4	50
FAMILY FEUD A	4817	714	2.9	14.8	102	*138	2.8	2.9	97	536	2.8	11.1	97	*78	1.6	1.6	56
GENERAL HOSPITAL A	8333	1035	4.2	12.4	86	271	5.5	3.3	111	890	4.6	10.7	93	214	4.4	2.6	90
GOOD MORNING, AMERICA-730 A	5472	639	2.6	11.7	80	145	2.9	2.6	90	660	3.4	12.1	105	188	3.9	3.4	120
GOOD MORNING, AMERICA-830 A	3965	401	1.6	10.1	70	124	2.5	3.1	106	459	2.4	11.6	101	128	2.7	3.2	113
GUIDING LIGHT C	7542	1159	4.8	15.4	106	203	4.1	2.7	91	896	4.7	11.9	104	138	2.9	1.8	64
ONE LIFE TO LIVE A	6018	874	3.6	14.5	100	224	4.5	3.7	126	597	3.1	9.9	86	92	1.9	1.5	53
PRESS YOUR LUCK C	3589	468	1.9	13.0	90	143	2.9	4.0	135	396	2.1	11.0	96	*83	1.7	2.3	81
PRICE IS RIGHT 1 C	7418	1009	4.1	13.6	94	212	4.3	2.9	97	782	4.1	10.5	92	106	2.2	1.4	50
PRICE IS RIGHT 2 C	8276	1156	4.7	14.0	96	249	5.0	3.0	102	931	4.8	11.2	98	171	3.6	2.1	72
RYAN'S HOPE A	4358	694	2.8	15.9	110	188	3.8	4.3	147	597	3.1	13.7	119	*93	1.9	2.1	74
SALE OF THE CENTURY N	3749	559	2.3	14.9	103	*120	2.4	3.2	109	447	2.3	11.9	104	*98	2.0	2.6	91
SEARCH FOR TOMORROW N	2884	339	1.4	11.8	81	**50	1.0	1.7	59	459	2.4	15.9	139	**66	1.4	2.3	80
TODAY SHOW 1 N	4869	628	2.6	12.9	89	*89	1.8	1.8	62	588	3.1	12.1	105	100	2.1	2.1	72
TODAY SHOW 2 N	4135	497	2.0	12.0	83	*99	2.0	2.4	81	524	2.7	12.7	110	*69	1.4	1.7	58
$25,000 PYRAMID C	4361	636	2.6	14.6	100	*142	2.9	3.3	111	569	3.0	13.0	114	*132	2.7	3.0	106
WHEEL OF FORTUNE N	6187	972	4.0	15.7	108	206	4.2	3.3	113	753	3.9	12.2	106	144	3.0	2.3	81
YOUNG AND THE RESTLESS C	8186	1121	4.6	13.7	94	221	4.5	2.7	92	933	4.8	11.4	99	118	2.5	1.4	50
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	736	3.0	15.6	107	*129	2.6	2.7	93	541	2.8	11.4	100	*146	3.0	3.1	108
NBA PLAYOFF GAME -1 C	5127	740	3.0	14.4	99	259	5.2	5.1	172	685	3.6	13.4	116	186	3.9	3.6	127
NBC MAJOR LEAGUE PRE-GAME N	3945	602	2.5	15.3	105	**134	2.7	3.4	115	414	2.2	10.5	91	*142	3.0	3.6	126
SPORTSWORLD - SUN N	3370	475	1.9	14.1	97	*125	2.5	3.7	126	356	1.8	10.6	92	*83	1.7	2.5	86
SUNDAY MORNING C	4200	661	2.7	15.7	108	**76	1.5	1.8	61	501	2.6	11.9	104	*149	3.1	3.5	124

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0241
P-18

		TOTAL U.S. '000	A & W ROOT BEER A '000	B % ACROSS DOWN	C %	D INDX	BARRELHEAD ROOT BEER A '000	B % ACROSS DOWN	C %	D INDX	CANADA DRY GINGER ALE A '000	B % ACROSS DOWN	C %	D INDX	CANADA DRY CLUB SODA A '000	B % ACROSS DOWN	C %	D INDX
TOTAL ADULTS		167727	24365	100.0	14.5	100	4936	100.0	2.9	100	19247	100.0	11.5	100	4809	100.0	2.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6825	28.0	13.1	90	1572	31.8	3.0	102	5895	30.6	11.3	98	1473	30.6	2.8	98
NETWORK AFFILIATES - LATE		39164	5906	24.2	15.1	104	1335	27.0	3.4	116	4734	24.6	12.1	105	1062	22.1	2.7	95
INDEPENDENTS - LATE		5133	700	2.9	13.6	94	175	3.5	3.4	116	780	4.1	15.2	132	226	4.7	4.4	154
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3552	14.6	15.6	107	791	16.0	3.5	118	2394	12.4	10.5	91	622	12.9	2.7	95
ABC MONDAY NIGHT MOVIE	A	11258	1546	6.3	13.7	95	301	6.1	2.7	91	1223	6.4	10.9	95	321	6.7	2.9	99
ABC SUNDAY NIGHT MOVIE	A	23600	3580	14.7	15.2	104	704	14.3	3.0	101	2751	14.3	11.7	102	723	15.0	3.1	107
ABC WORLD NEWS TONIGHT	A	12801	1641	6.7	12.8	88	430	8.7	3.4	114	1520	7.9	11.9	103	380	7.9	3.0	104
AFTERMASH	C	10966	1498	6.1	13.7	94	*268	5.4	2.4	83	1376	7.1	12.5	109	*362	7.5	3.3	115
ALICE	C	17050	2433	10.0	14.3	98	477	9.7	2.8	95	2235	11.6	13.1	114	471	9.8	2.8	96
AMERICAN PARADE	C	11998	1523	6.3	12.7	87	318	6.4	2.7	90	1218	6.3	10.2	88	286	5.9	2.4	83
BENSON	A	19258	2697	11.1	14.0	96	672	13.6	3.5	119	2358	12.3	12.2	107	488	10.1	2.5	88
BLUE THUNDER	A	11478	1758	7.2	15.3	105	408	8.3	3.6	121	1148	6.0	10.0	87	248	5.2	2.2	75
CAGNEY & LACEY	C	18263	2861	11.7	15.7	108	714	14.5	3.9	133	2520	13.1	13.8	120	508	10.6	2.8	97
CBS EVENING NEWS-DEAN	C	7733	951	3.9	12.3	85	*196	4.0	2.5	86	946	4.9	12.2	107	*223	4.6	2.9	101
CBS EVENING NEWS-RATHER	C	15653	2158	8.9	13.8	95	462	9.4	3.0	100	1876	9.7	12.0	104	461	9.6	2.9	103
CBS SAT. NEWS-SCHIEFFER	C	8744	1146	4.7	13.1	90	171	3.5	2.0	66	933	4.8	10.7	93	242	5.0	2.8	97
CBS SATURDAY NIGHT MOVIE	C	12000	1944	8.0	16.2	112	328	6.6	2.7	93	1335	6.9	11.1	97	314	6.5	2.6	91
CBS WEDNESDAY NIGHT MOVIE	C	11522	1771	7.3	15.4	106	386	7.8	3.4	114	1302	6.8	11.3	98	218	4.5	1.9	66
CHEERS	N	16818	2491	10.2	14.8	102	652	13.2	3.9	132	2146	11.1	12.8	111	624	13.0	3.7	129
DALLAS	C	37510	4889	20.1	13.0	90	953	19.3	2.5	86	4359	22.6	11.6	101	1123	23.4	3.0	104
DIFF'RENT STROKES	N	11258	1539	6.3	13.7	94	285	5.8	2.5	86	1251	6.5	11.1	97	*290	6.0	2.6	90
DOUBLE TROUBLE	N	12248	1901	7.8	15.5	107	450	9.1	3.7	125	1371	7.1	11.2	98	376	7.8	3.1	107
DUCK FACTORY	N	11100	1602	6.6	14.4	99	444	9.0	4.0	136	1429	7.4	12.9	112	377	7.8	3.4	118
DUKES OF HAZZARD	C	12353	1703	7.0	13.8	95	356	7.2	2.9	98	1218	6.3	9.9	86	329	6.8	2.7	93
DYNASTY	A	33279	4753	19.5	14.3	98	900	18.2	2.7	92	3836	19.9	11.5	100	1026	21.3	3.1	108
FACTS OF LIFE	N	13410	1912	7.8	14.3	98	466	9.4	3.5	118	1678	8.7	12.5	109	329	6.8	2.5	86
FALCON CREST	C	31093	4052	16.6	13.0	90	634	12.8	2.0	69	3941	20.5	12.7	110	898	18.7	2.9	101
FALL GUY	A	18649	2981	12.2	16.0	110	677	13.7	3.6	123	2130	11.1	11.4	100	558	11.6	3.0	104
FAMILY TIES	N	13101	1900	7.8	14.5	100	578	11.7	4.4	150	1629	8.5	12.4	108	338	7.0	2.6	90
FANTASY ISLAND	A	13069	1807	7.4	13.8	95	419	8.5	3.2	109	1691	8.8	12.9	113	320	6.7	2.4	85
FOULUPS,BLEEPS & BLUNDERS	A	16588	2323	9.5	14.0	96	485	9.8	2.9	99	1936	10.1	11.7	102	376	7.8	2.3	79
FOUR SEASONS	C	9302	1317	5.4	14.2	97	*200	4.1	2.2	73	1170	6.1	12.6	110	*243	5.1	2.6	91
GIMME A BREAK	N	13955	1796	7.4	12.9	89	544	11.0	3.9	132	1694	8.8	12.1	106	326	6.8	2.3	81
HART TO HART	A	15735	2154	8.8	13.7	94	388	7.9	2.5	84	1780	9.2	11.3	99	452	9.4	2.9	100
HILL STREET BLUES	N	18257	2365	9.7	13.0	89	460	9.3	2.5	86	2284	11.9	12.5	109	647	13.5	3.5	124
HOTEL	A	24236	3489	14.3	14.4	99	509	10.3	2.1	71	2875	14.9	11.9	103	657	13.7	2.7	95
JEFFERSONS	C	17010	2439	10.0	14.3	99	493	10.0	2.9	98	2131	11.1	12.5	109	466	9.7	2.7	96
JENNIFER SLEPT HERE	N	9397	1088	4.5	11.6	80	281	5.7	3.0	102	1041	5.4	11.1	97	*248	5.2	2.6	92
KATE & ALLIE	C	16762	2370	9.7	14.1	97	484	9.8	2.9	98	2125	11.0	12.7	110	440	9.1	2.6	92
KNIGHT RIDER	N	13164	1981	8.1	15.0	104	451	9.1	3.4	116	1702	8.8	12.9	113	313	6.5	2.4	83
LOVE BOAT	A	20400	2811	11.5	13.8	95	459	9.3	2.3	76	2616	13.6	12.8	112	607	12.6	3.0	104
MAGNUM PI	C	22543	3636	14.9	16.1	111	680	13.8	3.0	103	2609	13.6	11.6	101	589	12.2	2.6	91
MAMA'S FAMILY	N	9852	1454	6.0	14.8	102	249	5.0	2.5	86	1099	5.7	11.2	97	238	4.9	2.4	84
MASTER, THE	N	8082	1209	5.0	15.0	103	255	5.2	3.2	107	955	5.0	11.8	103	217	4.5	2.7	94
MATT HOUSTON	A	12881	1953	8.0	15.2	104	487	9.9	3.8	128	1478	7.7	11.5	100	295	6.1	2.3	80
NBC MONDAY NIGHT MOVIE	N	23889	3648	15.0	15.3	105	833	16.9	3.5	118	2742	14.2	11.5	100	682	14.2	2.9	100
NBC NIGHTLY NEWS	N	11156	1403	5.8	12.6	87	294	6.0	2.6	90	1289	6.7	11.6	101	282	5.9	2.5	88
NBC NIGHTLY NEWS-SAT	N	7363	918	3.8	12.5	86	*257	5.2	3.5	119	885	4.6	12.0	105	*226	4.7	3.1	107
NBC NIGHTLY NEWS-SUN	N	6214	727	3.0	11.7	81	*222	4.5	3.6	121	743	3.9	12.0	104	*168	3.5	2.7	94
NBC SUNDAY NIGHT MOVIE	N	17590	2771	11.4	15.8	108	749	15.2	4.3	145	2122	11.0	12.1	105	311	6.5	1.8	62
NEWHART	C	16740	2471	10.1	14.8	102	622	12.6	3.7	126	2283	11.9	13.6	119	499	10.4	3.0	104
ONE DAY AT A TIME	C	11820	1640	6.7	13.9	96	307	6.2	2.6	88	1375	7.1	11.6	101	272	5.7	2.3	80
PEOPLE ARE FUNNY	N	9138	1472	6.0	16.1	111	235	4.8	2.6	87	1031	5.4	11.3	98	*251	5.2	2.7	96
REAL PEOPLE	N	15979	1992	8.2	12.5	86	397	8.0	2.5	84	1724	9.0	10.8	94	348	7.2	2.2	76
REMINGTON STEELE	N	14395	2262	9.3	15.7	108	535	10.8	3.7	126	1654	8.6	11.5	100	416	8.7	2.9	101
RIPLEY'S BELIEVE IT - NOT	A	11362	1648	6.8	14.5	100	309	6.3	2.7	92	1170	6.1	10.3	90	305	6.3	2.7	94
RIPTIDE	N	13920	2352	9.7	16.9	116	377	7.6	2.7	92	1589	8.3	11.4	99	382	7.9	2.7	96
SCARECROW & MRS. KING	C	17571	2436	10.0	13.9	95	424	8.6	2.4	82	2083	10.8	11.9	103	361	7.5	2.1	72
SIMON & SIMON	C	20208	2973	12.2	14.7	101	567	11.5	2.8	95	2252	11.7	11.1	97	553	11.5	2.7	95
60 MINUTES	C	27668	3942	16.2	14.2	98	796	16.1	2.9	98	3328	17.3	12.0	105	840	17.5	3.0	106
ST. ELSEWHERE	N	13699	2284	9.4	16.7	115	580	11.8	4.2	144	1822	9.5	13.3	116	444	9.2	3.2	113
THREE'S COMPANY	A	20632	3006	12.3	14.6	100	570	11.5	2.8	94	2228	11.6	10.8	94	553	11.5	2.7	93
T.J. HOOKER	A	17136	2588	10.6	15.1	104	357	7.2	2.1	71	2133	11.1	12.4	108	496	10.3	2.9	101
TONIGHT SHOW	N	4963	731	3.0	14.7	101	181	3.7	3.6	124	699	3.6	14.1	123	139	2.9	2.8	98
TRAPPER JOHN, M.D.	C	16332	2199	9.0	13.5	93	456	9.2	2.8	95	2169	11.3	13.3	116	513	10.7	3.1	110
TV BLOOPERS & PRAC. JOKES	N	18881	2744	11.3	14.5	100	545	11.0	2.9	98	1841	9.6	9.8	85	565	11.7	3.0	104
20/20	A	18315	2597	10.7	14.2	98	602	12.2	3.3	112	2175	11.3	11.9	103	503	10.5	2.7	96
WEBSTER	A	18722	2586	10.6	13.8	95	683	13.8	3.6	124	2252	11.7	12.0	105	541	11.2	2.9	101
WORLD NEWS - SUN	A	5327	567	2.3	10.6	73	*156	3.2	2.9	100	550	2.9	10.3	90	**157	3.3	2.9	103
YELLOW ROSE	N	8370	1241	5.1	14.8	102	255	5.2	3.0	104	793	4.1	9.5	83	*186	3.9	2.2	78
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4358	17.9	16.9	116	949	19.2	3.7	125	3469	18.0	13.4	117	708	14.7	2.7	95
BASKETBALL - COLLEGE GAMES		14468	2441	10.0	16.9	116	*416	8.4	2.9	98	1963	10.2	13.6	118	425	8.8	2.9	102
BASKETBALL - PRO GAMES		12124	1881	7.7	15.5	107	*441	8.9	3.6	124	1860	9.7	15.3	134	*290	6.0	2.4	83
BOWLING		9412	1449	5.9	15.4	106	*433	8.8	4.6	156	1251	6.5	13.3	116	**178	3.7	1.9	66
BOXING		15409	2316	9.5	15.0	103	530	10.7	3.4	117	1970	10.2	12.8	111	*415	8.6	2.7	94
FOOTBALL - COLLEGE GAMES		21400	3641	14.9	17.0	117	881	17.8	4.1	140	2683	13.9	12.5	109	714	14.8	3.3	116
FOOTBALL - PRO GAMES		35944	6613	27.1	18.4	127	1553	31.5	4.3	147	5476	28.5	15.2	133	1188	24.7	3.3	115
GOLF		9759	1463	6.0	15.0	103	*405	8.2	4.2	141	1447	7.5	14.8	129	452	9.4	4.6	162
POST-SEASON COLL. FOOTBALL		18123	3318	13.6	18.3	126	931	18.9	5.1	175	2681	13.9	14.8	129	580	12.1	3.2	112
POST-SEASON PRO FOOTBALL		22091	4190	17.2	19.0	131	1023	20.7	4.6	157	3510	18.2	15.9	138	862	17.9	3.9	136
TENNIS		6764	1244	5.1	18.4	127	**199	4.0	2.9	100	921	4.8	13.6	119	*343	7.1	5.1	177
WRESTLING - PROFESSIONAL		9695	1810	7.4	18.7	129	*438	8.9	4.5	154	1205	6.3	12.4	108	**191	4.0	2.0	69

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0242
P-18

	TOTAL U.S. '000	CRUSH A '000	CRUSH B % ACROSS DOWN	CRUSH C %	CRUSH D INDX	DAD'S ROOT BEER A '000	DAD'S ROOT BEER B % ACROSS DOWN	DAD'S ROOT BEER C %	DAD'S ROOT BEER D INDX	DR. PEPPER A '000	DR. PEPPER B % ACROSS DOWN	DR. PEPPER C %	DR. PEPPER D INDX	WELCH'S GRAPE SODA A '000	WELCH'S GRAPE SODA B % ACROSS DOWN	WELCH'S GRAPE SODA C %	WELCH'S GRAPE SODA D INDX
TOTAL ADULTS	167727	13876	100.0	8.3	100	8969	100.0	5.3	100	20855	100.0	12.4	100	6342	100.0	3.8	100
MALES	79263	7329	52.8	9.2	112	5067	56.5	6.4	120	10996	52.7	13.9	112	3117	49.1	3.9	104
FEMALES	88464	6547	47.2	7.4	89	3901	43.5	4.4	82	9859	47.3	11.1	90	3226	50.9	3.6	96
18 - 24	28671	3668	26.4	12.8	155	1990	22.2	6.9	130	5145	24.7	17.9	144	1994	31.4	7.0	184
25 - 34	39536	4344	31.3	11.0	133	2582	28.8	6.5	122	6520	31.3	16.5	133	1662	26.2	4.2	111
35 - 44	28978	2767	19.9	9.5	115	1530	17.1	5.3	99	3903	18.7	13.5	108	975	15.4	3.4	89
45 - 54	22345	1366	9.8	6.1	74	1015	11.3	4.5	85	1950	9.4	8.7	70	655	10.3	2.9	78
55 - 64	22224	781	5.6	3.5	42	833	9.3	3.7	70	1804	8.7	8.1	65	546	8.6	2.5	65
65 OR OLDER	25973	950	6.8	3.7	44	1020	11.4	3.9	73	1533	7.4	5.9	47	510	8.0	2.0	52
18 - 34	68207	8012	57.7	11.7	142	4571	51.0	6.7	125	11665	55.9	17.1	138	3656	57.6	5.4	142
18 - 49	108058	11518	83.0	10.7	129	6592	73.5	6.1	114	16715	80.1	15.5	124	5008	79.0	4.6	123
25 - 54	90859	8477	61.1	9.3	113	5126	57.2	5.6	106	12373	59.3	13.6	110	3292	51.9	3.6	96
35 - 49	39851	3506	25.3	8.8	106	2021	22.5	5.1	95	5050	24.2	12.7	102	1351	21.3	3.4	90
50 OR OLDER	59669	2359	17.0	4.0	48	2376	26.5	4.0	74	4140	19.9	6.9	56	1335	21.1	2.2	59
GRADUATED COLLEGE	28091	2108	15.2	7.5	91	1484	16.5	5.3	99	3214	15.4	11.4	92	752	11.9	2.7	71
ATTENDED COLLEGE	28938	2683	19.3	9.3	112	1552	17.3	5.4	100	3955	19.0	13.7	110	996	15.7	3.4	91
GRADUATED HIGH SCHOOL	65503	5772	41.6	8.8	107	3744	41.7	5.7	107	8595	41.2	13.1	106	2932	46.2	4.5	118
DID NOT GRADUATE HIGH SCHOOL	45195	3314	23.9	7.3	89	2188	24.4	4.8	91	5091	24.4	11.3	91	1663	26.2	3.7	97
EMPLOYED MALES	56429	5519	39.8	9.8	118	3367	37.5	6.0	112	8259	39.6	14.6	118	2001	31.6	3.5	94
EMPLOYED FEMALES	43971	3648	26.3	8.3	100	1597	17.8	3.6	68	5313	25.5	12.1	97	1793	28.3	4.1	108
EMPLOYED FULL-TIME	87773	7757	55.9	8.8	107	4437	49.5	5.1	95	11815	56.7	13.5	108	3233	51.0	3.7	97
EMPLOYED PART-TIME	12627	1410	10.2	11.2	135	528	5.9	4.2	78	1757	8.4	13.9	112	*561	8.8	4.4	118
NOT EMPLOYED	67327	4710	33.9	7.0	85	4004	44.6	5.9	111	7283	34.9	10.8	87	2549	40.2	3.8	100
PROFESSIONAL/MANAGER	25845	2134	15.4	8.3	100	1212	13.5	4.7	88	2890	13.9	11.2	90	721	11.4	2.8	74
TECH/CLERICAL/SALES	30895	2563	18.5	8.3	100	1292	14.4	4.2	78	3916	18.8	12.7	102	1252	19.7	4.1	107
PRECISION/CRAFT	12629	1333	9.6	10.6	128	804	9.0	6.4	119	1971	9.5	15.6	126	579	9.1	4.6	121
OTHER EMPLOYED	31031	3137	22.6	10.1	122	1657	18.5	5.3	100	4794	23.0	15.4	124	1242	19.6	4.0	106
SINGLE	35557	4272	30.8	12.0	145	2477	27.6	7.0	130	5634	27.0	15.8	127	2043	32.2	5.7	152
MARRIED	103585	7752	55.9	7.5	90	5315	59.3	5.1	96	12337	59.2	11.9	96	3336	52.6	3.2	85
DIVORCED/SEPARATED/WIDOWED	28585	1852	13.3	6.5	78	1177	13.1	4.1	77	2884	13.8	10.1	81	964	15.2	3.4	89
PARENTS	59295	6244	45.0	10.5	127	3688	41.1	6.2	116	9205	44.1	15.5	125	2725	43.0	4.6	122
WHITE	146081	11509	82.9	7.9	95	7809	87.1	5.3	100	17576	84.3	12.0	97	4819	76.0	3.3	87
BLACK	17974	2156	15.5	12.0	145	993	11.1	5.5	103	2694	12.9	15.0	121	1420	22.4	7.9	209
OTHER	3672	**212	1.5	5.8	70	**166	1.9	4.5	85	*585	2.8	15.9	128	**103	1.6	2.8	74
NORTHEAST-CENSUS	37005	2526	18.2	6.8	83	1922	21.4	5.2	97	2433	11.7	6.6	53	1528	24.1	4.1	109
NORTH CENTRAL	42642	4463	32.2	10.5	127	3531	39.4	8.3	155	5280	25.3	12.4	100	1411	22.2	3.3	88
SOUTH	56777	3905	28.1	6.9	83	2017	22.5	3.6	66	8575	41.1	15.1	121	2423	38.2	4.3	113
WEST	31303	2982	21.5	9.5	115	1500	16.7	4.8	90	4568	21.9	14.6	117	981	15.5	3.1	83
NORTHEAST-MKTG.	38125	2190	15.8	5.7	69	1440	16.1	3.8	71	2477	11.9	6.5	52	1483	23.4	3.9	103
EAST CENTRAL	24794	2441	17.6	9.8	119	2104	23.5	8.5	159	2698	12.9	10.9	88	772	12.2	3.1	82
WEST CENTRAL	28511	3100	22.3	10.9	131	2491	27.8	8.7	163	3975	19.1	13.9	112	1132	17.8	4.0	105
SOUTH	48953	3547	25.6	7.2	88	1598	17.8	3.3	61	7854	37.7	16.0	129	2155	34.0	4.4	116
PACIFIC	27344	2599	18.7	9.5	115	1336	14.9	4.9	91	3852	18.5	14.1	113	801	12.6	2.9	77
COUNTY SIZE A	69301	5781	41.7	8.3	101	4487	50.0	6.5	121	8255	39.6	11.9	96	2668	42.1	3.8	102
COUNTY SIZE B	50633	4419	31.8	8.7	105	2394	26.7	4.7	88	6347	30.4	12.5	101	2070	32.6	4.1	108
COUNTY SIZE C	26259	1930	13.9	7.3	89	1099	12.3	4.2	78	3298	15.8	12.6	101	729	11.5	2.8	73
COUNTY SIZE D	21534	1746	12.6	8.1	98	989	11.0	4.6	86	2955	14.2	13.7	110	876	13.8	4.1	108
METRO CENTRAL CITY	50014	4360	31.4	8.7	105	2714	30.3	5.4	101	6300	30.2	12.6	101	2356	37.1	4.7	125
METRO SUBURBAN	76832	6376	45.9	8.3	100	4279	47.7	5.6	104	9034	43.3	11.8	95	2408	38.0	3.1	83
NON METRO	40881	3140	22.6	7.7	93	1975	22.0	4.8	90	5521	26.5	13.5	109	1579	24.9	3.9	102
TOP 5 ADI'S	39550	2971	21.4	7.5	91	2458	27.4	6.2	116	4242	20.3	10.7	86	1548	24.4	3.9	104
TOP 10 ADI'S	54877	4128	29.7	7.5	91	3116	34.7	5.7	106	6191	29.7	11.3	91	2170	34.2	4.0	105
TOP 20 ADI'S	77516	6423	46.3	8.3	100	4721	52.6	6.1	114	8931	42.8	11.5	93	2920	46.0	3.8	100
HSHLD INC. $50,000 OR MORE	17257	1413	10.2	8.2	99	800	8.9	4.6	87	1586	7.6	9.2	74	*588	9.3	3.4	90
$40,000 OR MORE	33235	2689	19.4	8.1	98	1555	17.3	4.7	87	3055	14.6	9.2	74	1009	15.9	3.0	80
$30,000 OR MORE	59693	4900	35.3	8.2	99	3050	34.0	5.1	96	6372	30.6	10.7	86	1927	30.4	3.2	85
$25,000 OR MORE	76275	6282	45.3	8.2	100	4005	44.7	5.3	98	8634	41.4	11.3	91	2480	39.1	3.3	86
$20,000 - $24,999	18607	1755	12.6	9.4	114	952	10.6	5.1	96	2676	12.8	14.4	116	906	14.3	4.9	129
$15,000 - $19,999	17175	1482	10.7	8.6	104	1137	12.7	6.6	124	2559	12.3	14.9	120	718	11.3	4.2	111
$10,000 - $14,999	24569	1844	13.3	7.5	91	1196	13.3	4.9	91	3523	16.9	14.3	115	839	13.2	3.4	90
UNDER $10,000	31101	2514	18.1	8.1	98	1678	18.7	5.4	101	3464	16.6	11.1	90	1399	22.1	4.5	119
HOUSEHOLD OF 1 PERSON	19441	1026	7.4	5.3	64	831	9.3	4.3	80	1601	7.7	8.2	66	473	7.5	2.4	64
2 PEOPLE	51803	2859	20.6	5.5	67	2264	25.2	4.4	82	5289	25.4	10.2	82	1410	22.2	2.7	72
3 OR 4 PEOPLE	66933	6797	49.0	10.2	123	4052	45.2	6.1	113	9447	45.3	14.1	114	2833	44.7	4.2	112
5 OR MORE PEOPLE	29550	3195	23.0	10.8	131	1823	20.3	6.2	115	4519	21.7	15.3	123	1627	25.7	5.5	146
NO CHILD IN HSHLD	96587	5954	42.9	6.2	75	4567	50.9	4.7	88	9634	46.2	10.0	80	2813	44.4	2.9	77
CHILD(REN) UNDER 2 YRS	10844	1463	10.5	13.5	163	871	9.7	8.0	150	1885	9.0	17.4	140	663	10.5	6.1	162
2 - 5 YEARS	26358	3036	21.9	11.5	139	1655	18.5	6.3	117	4485	21.5	17.0	137	1163	18.3	4.4	117
6 - 11 YEARS	30453	3141	22.6	10.3	125	2073	23.1	6.8	127	4941	23.7	16.2	130	1644	25.9	5.4	143
12 - 17 YEARS	36575	4132	29.8	11.3	137	2107	23.5	5.8	108	5520	26.5	15.1	121	1907	30.1	5.2	138
RESIDENCE OWNED	117770	8914	64.2	7.6	91	6105	68.1	5.2	97	13386	64.2	11.4	91	3838	60.5	3.3	86
VALUE: $50,000 OR MORE	70166	5286	38.1	7.5	91	3824	42.6	5.4	102	7292	35.0	10.4	84	1931	30.4	2.8	73
VALUE: UNDER $50,000	47604	3628	26.1	7.6	92	2281	25.4	4.8	90	6095	29.2	12.8	103	1907	30.1	4.0	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0243
P-18

		TOTAL U.S. '000	CRUSH A '000	CRUSH B % DOWN	CRUSH C % ACROSS	CRUSH D INDX	DAD'S ROOT BEER A '000	DAD'S ROOT BEER B % DOWN	DAD'S ROOT BEER C % ACROSS	DAD'S ROOT BEER D INDX	DR. PEPPER A '000	DR. PEPPER B % DOWN	DR. PEPPER C % ACROSS	DR. PEPPER D INDX	WELCH'S GRAPE SODA A '000	WELCH'S GRAPE SODA B % DOWN	WELCH'S GRAPE SODA C % ACROSS	WELCH'S GRAPE SODA D INDX
TOTAL ADULTS		167727	13876	100.0	8.3	100	8969	100.0	5.3	100	20855	100.0	12.4	100	6342	100.0	3.8	100
MAGAZINES	QUINTILE 1	34022	3495	25.2	10.3	124	2215	24.7	6.5	122	4872	23.4	14.3	115	1576	24.9	4.6	123
	QUINTILE 2	34800	2906	20.9	8.4	101	1879	20.9	5.4	101	4511	21.6	13.0	104	1436	22.6	4.1	109
	QUINTILE 3	30514	2247	16.2	7.4	89	1585	17.7	5.2	97	3920	18.8	12.8	103	897	14.1	2.9	78
	QUINTILE 4	33324	3011	21.7	9.0	109	1868	20.8	5.6	105	3966	19.0	11.9	96	1478	23.3	4.4	117
	QUINTILE 5	35066	2218	16.0	6.3	76	1423	15.9	4.1	76	3586	17.2	10.2	82	955	15.1	2.7	72
NEWSPAPERS	QUINTILE 1	29107	2363	17.0	8.1	98	1648	18.4	5.7	106	3114	14.9	10.7	86	1024	16.1	3.5	93
	QUINTILE 2	49095	3579	25.8	7.3	88	2758	30.8	5.6	105	5644	27.1	11.5	92	1657	26.1	3.4	89
	QUINTILE 3	23107	2266	16.3	9.8	119	1292	14.4	5.6	105	3105	14.9	13.4	108	903	14.2	3.9	103
	QUINTILE 4	33556	2652	19.1	7.9	96	1504	16.8	4.5	84	4348	20.8	13.0	104	1173	18.5	3.5	92
	QUINTILE 5	32863	3016	21.7	9.2	111	1767	19.7	5.4	101	4645	22.3	14.1	114	1585	25.0	4.8	128
OUTDOOR	QUINTILE 1	33431	3374	24.3	10.1	122	2236	24.9	6.7	125	4474	21.5	13.4	108	1590	25.1	4.8	126
	QUINTILE 2	33478	2893	20.8	8.6	104	1997	22.3	6.0	112	4751	22.8	14.2	114	1222	19.3	3.7	97
	QUINTILE 3	33574	2744	19.8	8.2	99	1643	18.3	4.9	92	4371	21.0	13.0	105	1340	21.1	4.0	106
	QUINTILE 4	33935	2711	19.5	8.0	97	1506	16.8	4.4	83	3874	18.6	11.4	92	1090	17.2	3.2	85
	QUINTILE 5	33310	2154	15.5	6.5	78	1586	17.7	4.8	89	3385	16.2	10.2	82	1100	17.3	3.3	87
RADIO-DRIVE TIME	QUINTILE 1	33136	3157	22.8	9.5	115	1662	18.5	5.0	94	4394	21.1	13.3	107	1515	23.9	4.6	121
	QUINTILE 2	31658	2840	20.5	9.0	108	1813	20.2	5.7	107	4103	19.7	13.0	104	1213	19.1	3.8	101
	QUINTILE 3	32541	2669	19.2	8.2	99	1701	19.0	5.2	98	4113	19.7	12.6	102	1372	21.6	4.2	112
	QUINTILE 4	34247	2645	19.1	7.7	93	2224	24.8	6.5	121	4611	22.1	13.5	108	1129	17.8	3.3	87
	QUINTILE 5	36144	2565	18.5	7.1	86	1568	17.5	4.3	81	3633	17.4	10.1	81	1114	17.6	3.1	82
RADIO-MID-DAY	TERCILE 1	45037	4229	30.5	9.4	114	2692	30.0	6.0	112	5914	28.4	13.1	106	1973	31.1	4.4	116
	TERCILE 2	44819	3535	25.5	7.9	95	2566	28.6	5.7	107	5663	27.2	12.6	102	1749	27.6	3.9	103
	TERCILE 3	77872	6113	44.1	7.9	95	3711	41.4	4.8	89	9279	44.5	11.9	96	2621	41.3	3.4	89
RADIO-TOTAL	QUINTILE 1	33763	3495	25.2	10.4	125	1876	20.9	5.6	104	4633	22.2	13.7	110	1690	26.6	5.0	132
	QUINTILE 2	33240	2709	19.5	8.1	99	2004	22.3	6.0	113	4415	21.2	13.3	107	1389	21.9	4.2	111
	QUINTILE 3	33408	2874	20.7	8.6	104	1947	21.7	5.8	109	4044	19.4	12.1	97	1039	16.4	3.1	82
	QUINTILE 4	34792	2675	19.3	7.7	93	1858	20.7	5.3	100	4642	22.3	13.3	107	1271	20.0	3.7	97
	QUINTILE 5	32524	2124	15.3	6.5	79	1283	14.3	3.9	74	3121	15.0	9.6	77	954	15.0	2.9	78
TV-PRIME TIME	QUINTILE 1	33090	2561	18.5	7.7	94	2112	23.5	6.4	119	3843	18.4	11.6	93	1277	20.1	3.9	102
	QUINTILE 2	33357	2527	18.2	7.6	92	1863	20.8	5.6	104	4289	20.6	12.9	103	1140	18.0	3.4	90
	QUINTILE 3	33980	3064	22.1	9.0	109	1745	19.5	5.1	96	4441	21.3	13.1	105	1428	22.5	4.2	111
	QUINTILE 4	33854	2761	19.9	8.2	99	1621	18.1	4.8	90	4198	20.1	12.4	100	1377	21.7	4.1	108
	QUINTILE 5	33444	2964	21.4	8.9	107	1628	18.2	4.9	91	4085	19.6	12.2	98	1121	17.7	3.4	89
TV-DAYTIME	TERCILE 1	49121	3375	24.3	6.9	83	2836	31.6	5.8	108	6038	29.0	12.3	99	1925	30.4	3.9	104
	TERCILE 2	48823	4539	32.7	9.3	112	2579	28.8	5.3	99	5822	27.9	11.9	96	1928	30.4	3.9	104
	TERCILE 3	69782	5962	43.0	8.5	103	3554	39.6	5.1	95	8995	43.1	12.9	104	2489	39.2	3.6	94
TV-TOTAL	QUINTILE 1	33584	2418	17.4	7.2	87	1937	21.6	5.8	108	4224	20.3	12.6	101	1435	22.6	4.3	113
	QUINTILE 2	33441	2529	18.2	7.6	91	1817	20.3	5.4	102	3925	18.8	11.7	94	1117	17.6	3.3	88
	QUINTILE 3	33505	2755	19.9	8.2	99	1910	21.3	5.7	107	3999	19.2	11.9	96	1138	17.9	3.4	90
	QUINTILE 4	33466	2946	21.2	8.8	106	1661	18.5	5.0	93	4377	21.0	13.1	105	1292	20.4	3.9	102
	QUINTILE 5	33731	3229	23.3	9.6	116	1644	18.3	4.9	91	4330	20.8	12.8	103	1361	21.5	4.0	107
MAGAZINES-NEWSPAPERS: DUAL		44503	3863	27.8	8.7	105	2618	29.2	5.9	110	5457	26.2	12.3	99	1816	28.6	4.1	108
MAGAZINE IMPERATIVE		39363	3913	28.2	9.9	120	2299	25.6	5.8	109	6099	29.2	15.5	125	1799	28.4	4.6	121
NEWSPAPER IMPERATIVE		46441	3266	23.5	7.0	85	2434	27.1	5.2	98	4761	22.8	10.3	82	1333	21.0	2.9	76
MAGAZINES-OUTDOOR: DUAL		33726	3205	23.1	9.5	115	2225	24.8	6.6	123	4644	22.3	13.8	111	1526	24.1	4.5	120
MAGAZINE IMPERATIVE		52846	4377	31.5	8.3	100	2586	28.8	4.9	92	6782	32.5	12.8	103	1933	30.5	3.7	97
OUTDOOR IMPERATIVE		52140	4370	31.5	8.4	101	2939	32.8	5.6	105	6785	32.5	13.0	105	1918	30.2	3.7	97
MAGAZINES-RADIO: DUAL		37081	3541	25.5	9.5	115	2157	24.0	5.8	109	5407	25.9	14.6	117	1844	29.1	5.0	132
MAGAZINE IMPERATIVE		49747	4021	29.0	8.1	98	2660	29.7	5.3	100	6257	30.0	12.6	101	1672	26.4	3.4	89
RADIO IMPERATIVE		49208	4288	30.9	8.7	105	2854	31.8	5.8	108	5912	28.3	12.0	97	1764	27.8	3.6	95
MAGAZINES-TELEVISION: DUAL		33103	2616	18.9	7.9	96	2009	22.4	6.1	113	4621	22.2	14.0	112	1432	22.6	4.3	114
MAGAZINE IMPERATIVE		54575	5166	37.2	9.5	114	3020	33.7	5.5	103	7329	35.1	13.4	108	2018	31.8	3.7	98
TELEVISION IMPERATIVE		53249	3708	26.7	7.0	84	2643	29.5	5.0	93	5697	27.3	10.7	86	1729	27.3	3.2	86
NEWSPAPERS-OUTDOOR: DUAL		36255	3011	21.7	8.3	100	2217	24.7	6.1	114	4723	22.6	13.0	105	1445	22.8	4.0	105
NEWSPAPER IMPERATIVE		55591	4162	30.0	7.5	90	2859	31.9	5.1	96	5816	27.9	10.5	84	1808	28.5	3.3	86
OUTDOOR IMPERATIVE		48319	4765	34.3	9.9	119	2665	29.7	5.5	103	7049	33.8	14.6	117	2149	33.9	4.4	118
NEWSPAPERS-RADIO: DUAL		37242	2960	21.3	7.9	96	2196	24.5	5.9	110	4595	22.0	12.3	99	1651	26.0	4.4	117
NEWSPAPER IMPERATIVE		54423	4133	29.8	7.6	92	2971	33.1	5.5	102	6000	28.8	11.0	89	1571	24.8	2.9	76
RADIO IMPERATIVE		46650	4627	33.3	9.9	120	2682	29.9	5.7	108	6840	32.8	14.7	118	2020	31.9	4.3	115
NEWSPAPERS-TELEVISION: DUAL		35974	2672	19.3	7.4	90	2296	25.6	6.4	119	4159	19.9	11.6	93	1399	22.1	3.9	103
NEWSPAPER IMPERATIVE		56095	4742	34.2	8.5	102	2866	32.0	5.1	96	6390	30.6	11.4	92	1838	29.0	3.3	87
TELEVISION IMPERATIVE		47170	3866	27.9	8.2	99	2583	28.8	5.5	102	6291	30.2	13.3	107	1834	28.9	3.9	103
OUTDOOR-RADIO: DUAL		33748	3289	23.7	9.7	118	2279	25.4	6.8	126	4963	23.8	14.7	118	1631	25.7	4.8	128
OUTDOOR IMPERATIVE		52785	4377	31.5	8.3	100	2890	32.2	5.5	102	6538	31.3	12.4	100	1797	28.3	3.4	90
RADIO IMPERATIVE		52882	4542	32.7	8.6	104	2633	29.4	5.0	93	6431	30.8	12.2	98	2071	32.7	3.9	104
OUTDOOR-TELEVISION: DUAL		32030	2858	20.6	8.9	108	2133	23.8	6.7	125	4103	19.7	12.8	103	1496	23.6	4.7	124
OUTDOOR IMPERATIVE		54626	5175	37.3	9.5	115	3073	34.3	5.6	105	7704	36.9	14.1	113	2154	34.0	3.9	104
TELEVISION IMPERATIVE		54874	3745	27.0	6.8	82	2648	29.5	4.8	90	6105	29.3	11.1	89	1757	27.7	3.2	85
RADIO-TELEVISION: DUAL		33386	2788	20.1	8.4	101	2092	23.3	6.3	117	4367	20.9	13.1	105	1553	24.5	4.7	123
RADIO IMPERATIVE		53810	5158	37.2	9.6	116	2816	31.4	5.2	98	7123	34.2	13.2	106	2171	34.2	4.0	107
TELEVISION IMPERATIVE		54023	3780	27.2	7.0	85	2855	31.8	5.3	99	6145	29.5	11.4	91	1723	27.2	3.2	84

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	CRUSH A '000	CRUSH B % DOWN	CRUSH C % ACROSS	CRUSH D INDX	DAD'S ROOT BEER A '000	DAD'S ROOT BEER B % DOWN	DAD'S ROOT BEER C % ACROSS	DAD'S ROOT BEER D INDX	DR. PEPPER A '000	DR. PEPPER B % DOWN	DR. PEPPER C % ACROSS	DR. PEPPER D INDX	WELCH'S GRAPE SODA A '000	WELCH'S GRAPE SODA B % DOWN	WELCH'S GRAPE SODA C % ACROSS	WELCH'S GRAPE SODA D INDX
TOTAL ADULTS	167727	13876	100.0	8.3	100	8969	100.0	5.3	100	20855	100.0	12.4	100	6342	100.0	3.8	100
ATLANTIC MONTHLY	867	**31	0.2	3.6	43	**75	0.8	8.7	162	**61	0.3	7.0	57	**18	0.3	2.1	55
BARRON'S	1580	**130	0.9	8.2	99	**153	1.7	9.7	181	**193	0.9	12.2	98	**43	0.7	2.7	72
BETTER HOMES & GARDENS	22203	1823	13.1	8.2	99	1387	15.5	6.2	117	2798	13.4	12.6	101	836	13.2	3.8	100
BON APPETIT	3810	302	2.2	7.9	96	*222	2.5	5.8	109	391	1.9	10.3	83	*76	1.2	2.0	53
BUSINESS WEEK	4663	432	3.1	9.3	112	367	4.1	7.9	147	514	2.5	11.0	89	*251	4.0	5.4	142
CAR AND DRIVER	3102	322	2.3	10.4	125	*205	2.3	6.6	124	410	2.0	13.2	106	*183	2.9	5.9	156
CBS MAGAZINE NETWORK (GROSS)	7311	864	6.2	11.8	143	504	5.6	6.9	129	1017	4.9	13.9	112	344	5.4	4.7	124
CHANGING TIMES	3400	*275	2.0	8.1	98	*187	2.1	5.5	103	313	1.5	9.2	74	**143	2.3	4.2	111
COLONIAL HOMES	1796	*232	1.7	12.9	156	*178	2.0	9.9	185	237	1.1	13.2	106	**89	1.4	5.0	131
CONDE NAST MAG. PKG. (GROSS)	19924	1757	12.7	8.8	107	1154	12.9	5.8	108	2491	11.9	12.5	101	748	11.8	3.8	99
CONSUMERS DIGEST	3125	316	2.3	10.1	122	*189	2.1	6.0	113	316	1.5	10.1	81	**87	1.4	2.8	74
COSMOPOLITAN	10577	1079	7.8	10.2	123	564	6.3	5.3	100	1405	6.7	13.3	107	431	6.8	4.1	108
COUNTRY LIVING	3746	325	2.3	8.7	105	*219	2.4	5.8	109	428	2.1	11.4	92	**177	2.8	4.7	125
CUISINE	2214	*146	1.1	6.6	80	**147	1.6	6.6	124	*221	1.1	10.0	80	**101	1.6	4.6	121
CYCLE WORLD	2394	*188	1.4	7.9	95	*155	1.7	6.5	121	338	1.6	14.1	114	**98	1.5	4.1	108
DCI:CREATIVE IDEAS FOR LIV	3068	272	2.0	8.9	107	*237	2.6	7.7	144	449	2.2	14.6	118	*189	3.0	6.2	163
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	747	5.4	7.8	94	411	4.6	4.3	80	1406	6.7	14.7	118	463	7.3	4.8	128
DISCOVER	2277	*174	1.3	7.6	92	**67	0.7	2.9	55	273	1.3	12.0	96	**75	1.2	3.3	87
EBONY	7187	910	6.6	12.7	153	483	5.4	6.7	126	1056	5.1	14.7	118	622	9.8	8.7	229
ESQUIRE	2560	*235	1.7	9.2	111	*196	2.2	7.7	143	352	1.7	13.8	111	**90	1.4	3.5	93
ESSENCE	3242	443	3.2	13.7	165	*282	3.1	8.7	163	478	2.3	14.7	119	244	3.8	7.5	199
FAMILY CIRCLE	19639	1568	11.3	8.0	97	1011	11.3	5.1	96	2395	11.5	12.2	98	686	10.8	3.5	92
THE FAMILY HANDYMAN	3540	284	2.0	8.0	97	425	4.7	12.0	225	507	2.4	14.3	115	*176	2.8	5.0	131
FAMILY WEEKLY	23924	2071	14.9	8.7	105	1103	12.3	4.6	86	3108	14.9	13.0	104	595	9.4	2.5	66
FIELD & STREAM	9883	828	6.0	8.4	101	767	8.6	7.8	145	1368	6.6	13.8	111	391	6.2	4.0	105
FOOD & WINE	1030	**92	0.7	8.9	108	**62	0.7	6.0	113	**84	0.4	8.2	66	**43	0.7	4.2	110
FORBES	2679	*207	1.5	7.7	93	*180	2.0	6.7	126	329	1.6	12.3	99	**129	2.0	4.8	127
FORTUNE	2931	344	2.5	11.7	142	*218	2.4	7.4	139	435	2.1	14.8	119	*112	1.8	3.8	101
GENTLEMEN'S QUARTERLY	3481	589	4.2	16.9	205	*216	2.4	6.2	116	663	3.2	19.0	153	*295	4.7	8.5	224
GLAMOUR	7163	584	4.2	8.2	99	390	4.3	5.4	102	836	4.0	11.7	94	250	3.9	3.5	92
GOLF DIGEST	2355	*210	1.5	8.9	108	*155	1.7	6.6	123	*186	0.9	7.9	64	**76	1.2	3.2	85
GOLF DIGEST/TENNIS (GROSS)	3610	343	2.5	9.5	115	*196	2.2	5.4	102	362	1.7	10.0	81	*154	2.4	4.3	113
GOLF MAGAZINE	2046	*133	1.0	6.5	79	*176	2.0	8.6	161	*151	0.7	7.4	59	**37	0.6	1.8	48
GOLF MAGAZINE/SKI (GROSS)	3547	221	1.6	6.2	75	249	2.8	7.0	131	360	1.7	10.1	82	**67	1.1	1.9	50
GOOD HOUSEKEEPING	20353	1717	12.4	8.4	102	1170	13.0	5.7	108	2389	11.5	11.7	94	655	10.3	3.2	85
HARPER'S BAZAAR	3362	*274	2.0	8.1	99	**206	2.3	6.1	115	405	1.9	12.0	97	*131	2.1	3.9	103
HEALTH	2987	*261	1.9	8.7	106	*240	2.7	8.0	150	349	1.7	11.7	94	*134	2.1	4.5	119
HEARST MAG CORP. BUY (GROSS)	67928	6423	46.3	9.5	114	4176	46.6	6.1	115	8440	40.5	12.4	100	2745	43.3	4.0	107
HEARST MAN POWER (GROSS)	11282	1537	11.1	13.6	165	970	10.8	8.6	161	1584	7.6	14.0	113	587	9.3	5.2	138
HEARST WOMAN POWER (GROSS)	40514	3519	25.4	8.7	105	2243	25.0	5.5	104	4925	23.6	12.2	98	1381	21.8	3.4	90
HOUSE BEAUTIFUL	4885	329	2.4	6.7	81	*246	2.7	5.0	94	554	2.7	11.3	91	*232	3.7	4.7	126
INC.	1308	**120	0.9	9.2	111	**110	1.2	8.4	157	*129	0.6	9.9	79	**50	0.8	3.8	101
JET	6498	882	6.4	13.6	164	455	5.1	7.0	131	1055	5.1	16.2	131	672	10.6	10.3	274
LADIES' HOME JOURNAL	14797	1281	9.2	8.7	105	721	8.0	4.9	91	2049	9.8	13.8	111	608	9.6	4.1	109
LHJ FAMILY GRP COMBO(GROSS)	21743	1962	14.1	9.0	109	1249	13.9	5.7	107	2981	14.3	13.7	110	900	14.2	4.1	109
LIFE	9881	1012	7.3	10.2	124	637	7.1	6.4	121	1451	7.0	14.7	118	553	8.7	5.6	148
L.A. TIMES HOME MAGAZINE	2775	*238	1.7	8.6	104	*140	1.6	5.0	94	427	2.0	15.4	124	**63	1.0	2.3	60
MADEMOISELLE	4219	317	2.3	7.5	91	*288	3.2	6.8	128	528	2.5	12.5	101	*139	2.2	3.3	87
MC CALL'S	16422	1296	9.3	7.9	95	891	9.9	5.4	101	1941	9.3	11.8	95	651	10.3	4.0	105
MC CALL'S/WRK MOTHER (GROSS)	17919	1494	10.8	8.3	101	936	10.4	5.2	98	2148	10.3	12.0	96	711	11.2	4.0	105
MECHANIX ILLUSTRATED	4433	474	3.4	10.7	129	336	3.7	7.6	142	656	3.1	14.8	119	*264	4.2	6.0	158
METROPOLITAN HOME	1504	**146	1.1	9.7	117	**117	1.3	7.8	145	**141	0.7	9.4	75	**75	1.2	5.0	132
MONEY	4723	384	2.8	8.1	98	321	3.6	6.8	127	568	2.7	12.0	97	*170	2.7	3.6	95
MOTHER EARTH NEWS	2325	341	2.5	14.7	177	*210	2.3	9.0	169	333	1.6	14.3	115	**81	1.3	3.5	92
MS.	1189	*150	1.1	12.6	152	**70	0.8	5.9	110	**84	0.4	7.1	57	**56	0.9	4.7	125
NATIONAL ENQUIRER	18892	1609	11.6	8.5	103	1098	12.2	5.8	109	2682	12.9	14.2	114	961	15.2	5.1	135
NATIONAL GEOGRAPHIC	22129	1809	13.0	8.2	99	1301	14.5	5.9	110	2806	13.5	12.7	102	877	13.8	4.0	105
NATIONAL SUNDAY MAGAZINE PKG	103750	8659	62.4	8.3	101	6082	67.8	5.9	110	12508	60.0	12.1	97	3638	57.4	3.5	93
NATURAL HISTORY	1379	**64	0.5	4.6	56	**91	1.0	6.6	123	*176	0.8	12.8	103	**80	1.3	5.8	153
NEW WOMAN	2289	*219	1.6	9.6	116	**125	1.4	5.5	102	*242	1.2	10.6	85	**109	1.7	4.8	126
NEW YORK INCLUDING CUE	1088	**115	0.8	10.6	128	**43	0.5	4.0	74	**79	0.4	7.3	58	**95	1.5	8.7	231
THE NEW YORKER	2459	*260	1.9	10.6	128	**132	1.5	5.4	100	247	1.2	10.0	81	*128	2.0	5.2	138
NEWSWEEK	16527	1393	10.0	8.4	102	963	10.7	5.8	109	1993	9.6	12.1	97	611	9.6	3.7	98
THE N.Y. TIMES DAILY EDITION	2739	**105	0.8	3.8	46	**142	1.6	5.2	97	*191	0.9	7.0	56	*102	1.6	3.7	98
THE N.Y. TIMES MAGAZINE	4443	*229	1.7	5.2	62	*228	2.5	5.1	96	339	1.6	7.6	61	*203	3.2	4.6	121
OMNI	2799	498	3.6	17.8	215	*227	2.5	8.1	152	507	2.4	18.1	146	*171	2.7	6.1	162
ON CABLE	2209	*185	1.3	8.4	101	*111	1.2	5.0	94	*263	1.3	11.9	96	*109	1.7	4.9	130
1001 HOME IDEAS	3959	421	3.0	10.6	129	288	3.2	7.3	136	583	2.8	14.7	118	*158	2.5	4.0	106
ORGANIC GARDENING	3111	*241	1.7	7.7	94	*229	2.6	7.4	138	428	2.1	13.8	111	**101	1.6	3.2	86
OUTDOOR LIFE	5024	517	3.7	10.3	124	365	4.1	7.3	136	699	3.4	13.9	112	*167	2.6	3.3	88
PARADE MAGAZINE	51292	4087	29.5	8.0	96	3027	33.7	5.9	110	5793	27.8	11.3	91	2078	32.8	4.1	107

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	CRUSH A '000	CRUSH B % ACROSS DOWN	CRUSH C % ACROSS %	CRUSH D INDX	DAD'S ROOT BEER A '000	DAD'S ROOT BEER B % ACROSS DOWN	DAD'S ROOT BEER C % ACROSS %	DAD'S ROOT BEER D INDX	DR. PEPPER A '000	DR. PEPPER B % ACROSS DOWN	DR. PEPPER C % ACROSS %	DR. PEPPER D INDX	WELCH'S GRAPE SODA A '000	WELCH'S GRAPE SODA B % ACROSS DOWN	WELCH'S GRAPE SODA C % ACROSS %	WELCH'S GRAPE SODA D INDX
TOTAL ADULTS	167727	13876	100.0	8.3	100	8969	100.0	5.3	100	20855	100.0	12.4	100	6342	100.0	3.8	100
PARENTS	5298	643	4.6	12.1	147	294	3.3	5.5	104	976	4.7	18.4	148	323	5.1	6.1	161
PENTHOUSE	5129	738	5.3	14.4	174	318	3.5	6.2	116	911	4.4	17.8	143	353	5.6	6.9	182
PEOPLE	21070	2121	15.3	10.1	122	966	10.8	4.6	86	3105	14.9	14.7	119	1037	16.4	4.9	130
PLAYBOY	10562	1316	9.5	12.5	151	760	8.5	7.2	135	1733	8.3	16.4	132	533	8.4	5.0	133
POPULAR HOT RODDING	2498	*299	2.2	12.0	145	*163	1.8	6.5	122	476	2.3	19.1	153	*284	4.5	11.4	301
POPULAR MECHANICS	5887	847	6.1	14.4	174	556	6.2	9.4	177	813	3.9	13.8	111	*334	5.3	5.7	150
POPULAR SCIENCE	4317	435	3.1	10.1	122	*272	3.0	6.3	118	567	2.7	13.1	106	*177	2.8	4.1	108
PREVENTION	5792	343	2.5	5.9	72	*242	2.7	4.2	78	560	2.7	9.7	78	*117	1.8	2.0	53
PSYCHOLOGY TODAY	3284	362	2.6	11.0	133	*229	2.6	7.0	130	425	2.0	12.9	104	**59	0.9	1.8	48
READER'S DIGEST	40046	2968	21.4	7.4	90	1914	21.3	4.8	89	4888	23.4	12.2	98	1226	19.3	3.1	81
REDBOOK	9584	723	5.2	7.5	91	508	5.7	5.3	99	1132	5.4	11.8	95	295	4.7	3.1	81
ROAD & TRACK	2590	353	2.5	13.6	165	**158	1.8	6.1	114	422	2.0	16.3	131	**137	2.2	5.3	140
ROLLING STONE	3302	557	4.0	16.9	204	*216	2.4	6.5	122	664	3.2	20.1	162	*206	3.2	6.2	165
RUNNER'S WORLD	1229	**106	0.8	8.6	104	**64	0.7	5.2	97	*173	0.8	14.1	113	**35	0.6	2.8	75
SATURDAY EVENING POST	2110	*189	1.4	9.0	108	**108	1.2	5.1	96	268	1.3	12.7	102	**88	1.4	4.2	110
SCIENCE 84	1543	*179	1.3	11.6	140	**89	1.0	5.8	108	*180	0.9	11.7	94	**54	0.9	3.5	93
SCIENCE DIGEST	1747	*203	1.5	11.6	140	**151	1.7	8.6	162	*314	1.5	18.0	145	**64	1.0	3.7	97
SCIENTIFIC AMERICAN	1994	*184	1.3	9.2	112	**104	1.2	5.2	98	*248	1.2	12.4	100	**100	1.6	5.0	133
SELF	3119	395	2.8	12.7	153	*158	1.8	5.1	95	416	2.0	13.3	107	**100	1.6	3.2	85
SEVENTEEN	3923	428	3.1	10.9	132	*281	3.1	7.2	134	637	3.1	16.2	131	*183	2.9	4.7	123
SKI	1501	**88	0.6	5.9	71	**73	0.8	4.9	91	*208	1.0	13.9	111	**31	0.5	2.1	55
SMITHSONIAN	5976	422	3.0	7.1	85	283	3.2	4.7	89	530	2.5	8.9	71	*253	4.0	4.2	112
SOAP OPERA DIGEST	4228	499	3.6	11.8	143	*252	2.8	6.0	111	683	3.3	16.2	130	202	3.2	4.8	126
SOUTHERN LIVING	6488	476	3.4	7.3	89	*174	1.9	2.7	50	958	4.6	14.8	119	*273	4.3	4.2	111
SPORT	3500	378	2.7	10.8	131	*220	2.5	6.3	118	420	2.0	12.0	97	*224	3.5	6.4	169
THE SPORTING NEWS	2456	329	2.4	13.4	162	*152	1.7	6.2	116	*231	1.1	9.4	76	**132	2.1	5.4	142
SPORTS AFIELD	3648	487	3.5	13.3	161	*263	2.9	7.2	135	457	2.2	12.5	101	*189	3.0	5.2	137
SPORTS ILLUSTRATED	14484	1519	10.9	10.5	127	910	10.1	6.3	117	2042	9.8	14.1	113	684	10.8	4.7	125
STAR	12661	1176	8.5	9.3	112	712	7.9	5.6	105	1778	8.5	14.0	113	706	11.1	5.6	147
SUNDAY	52799	4511	32.5	8.5	103	3663	40.9	6.9	130	5797	27.8	11.0	88	2003	31.6	3.8	100
SUNSET	3513	*353	2.5	10.0	121	**147	1.6	4.2	78	409	2.0	11.6	94	**44	0.7	1.3	33
TV GUIDE	42766	3968	28.6	9.3	112	2524	28.1	5.9	110	6449	30.9	15.1	121	1972	31.1	4.6	122
TENNIS	1254	**133	1.0	10.6	128	**42	0.5	3.3	63	*176	0.8	14.0	113	**78	1.2	6.2	165
TIME	22054	1991	14.3	9.0	109	1326	14.8	6.0	112	2867	13.7	13.0	105	1062	16.7	4.8	127
TOWN & COUNTRY	1555	*144	1.0	9.3	112	**74	0.8	4.8	89	*204	1.0	13.1	106	*121	1.9	7.8	206
TRAVEL & LEISURE	2173	*157	1.1	7.2	87	**82	0.9	3.8	71	*215	1.0	9.9	80	**83	1.3	3.8	101
TRUE STORY	4636	377	2.7	8.1	98	*238	2.7	5.1	96	764	3.7	16.5	133	*217	3.4	4.7	124
U.S.NEWS & WORLD REPORT	10353	929	6.7	9.0	108	694	7.7	6.7	125	1138	5.5	11.0	88	438	6.9	4.2	112
USA TODAY	4994	497	3.6	10.0	120	329	3.7	6.6	123	635	3.0	12.7	102	*203	3.2	4.1	108
US	3528	471	3.4	13.4	161	*191	2.1	5.4	101	559	2.7	15.8	127	*121	1.9	3.4	91
VOGUE	5424	462	3.3	8.5	103	318	3.5	5.9	110	712	3.4	13.1	106	260	4.1	4.8	127
WALL STREET JOURNAL	6292	568	4.1	9.0	109	372	4.1	5.9	111	676	3.2	10.7	86	*149	2.3	2.4	63
WEIGHT WATCHERS	2762	*251	1.8	9.1	110	*163	1.8	5.9	110	350	1.7	12.7	102	**98	1.5	3.5	94
WOMAN'S DAY	16320	1213	8.7	7.4	90	824	9.2	5.0	94	2070	9.9	12.7	102	540	8.5	3.3	88
WORKING MOTHER	1496	*198	1.4	13.2	160	**45	0.5	3.0	56	*207	1.0	13.8	111	**60	0.9	4.0	106
WORKING WOMAN	1851	*212	1.5	11.5	138	**145	1.6	7.8	146	*214	1.0	11.6	93	**106	1.7	5.7	151
WORLD TENNIS	580	**69	0.5	11.9	144	**39	0.4	6.7	126	**70	0.3	12.1	97	**31	0.5	5.3	141
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1340	9.7	10.8	130	889	9.9	7.2	134	1685	8.1	13.6	109	576	9.1	4.6	123
BLAIR INSERTS	91671	7509	54.1	8.2	99	5485	61.2	6.0	112	10665	51.1	11.6	94	3494	55.1	3.8	101
DAILY NEWSPAPERS																	
READ ANY	109190	8623	62.1	7.9	95	5777	64.4	5.3	99	12791	61.3	11.7	94	3892	61.4	3.6	94
READ ONE	89587	7020	50.6	7.8	95	4704	52.4	5.3	98	10828	51.9	12.1	97	3241	51.1	3.6	96
READ TWO OR MORE	19602	1602	11.5	8.2	99	1074	12.0	5.5	102	1963	9.4	10.0	81	651	10.3	3.3	88
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8967	64.6	8.2	99	6372	71.0	5.8	109	13282	63.7	12.1	97	3931	62.0	3.6	95
READ ONE	95074	7692	55.4	8.1	98	5490	61.2	5.8	108	11796	56.6	12.4	100	3483	54.9	3.7	97
READ TWO OR MORE	14588	1276	9.2	8.7	106	882	9.8	6.0	113	1487	7.1	10.2	82	448	7.1	3.1	81
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.70				35.09				30.81				33.44			
30 DAY REACH	149706	12710	91.6	8.5	103	8055	89.8	5.4	101	18926	90.8	12.6	102	5661	89.3	3.8	100
50 SHWG - 30 DAY AV FREQ	15.16	17.05				18.44				16.06				17.52			
30 DAY REACH	142406	12214	88.0	8.6	104	7687	85.7	5.4	101	18187	87.2	12.8	103	5415	85.4	3.8	101
25 SHWG - 30 DAY AV FREQ	8.23	9.07				9.86				8.57				9.22			
30 DAY REACH	131152	11456	82.6	8.7	106	7187	80.1	5.5	102	16993	81.5	13.0	104	5149	81.2	3.9	104
CABLE TV: HOME WIRED	66879	5579	40.2	8.3	101	3454	38.5	5.2	97	8717	41.8	13.0	105	2551	40.2	3.8	101
HOME NOT WIRED	100848	8297	59.8	8.2	99	5515	61.5	5.5	102	12138	58.2	12.0	97	3791	59.8	3.8	99
HAVE PAY CABLE	35024	3163	22.8	9.0	109	2149	24.0	6.1	115	5379	25.8	15.4	124	1534	24.2	4.4	116

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	CRUSH A '000	CRUSH B % DOWN	CRUSH C % ACROSS	CRUSH D INDX	DAD'S ROOT BEER A '000	DAD'S ROOT BEER B % DOWN	DAD'S ROOT BEER C % ACROSS	DAD'S ROOT BEER D INDX	DR. PEPPER A '000	DR. PEPPER B % DOWN	DR. PEPPER C % ACROSS	DR. PEPPER D INDX	WELCH'S GRAPE SODA A '000	WELCH'S GRAPE SODA B % DOWN	WELCH'S GRAPE SODA C % ACROSS	WELCH'S GRAPE SODA D INDX
TOTAL ADULTS	167727	13876	100.0	8.3	100	8969	100.0	5.3	100	20855	100.0	12.4	100	6342	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8170	58.9	8.5	103	5145	57.4	5.4	101	12267	58.8	12.8	103	3769	59.4	3.9	104
10:00 AM - 3:00 PM	63599	5530	39.9	8.7	105	3717	41.4	5.8	109	8193	39.3	12.9	104	2624	41.4	4.1	109
3:00 PM - 7:00 PM	72097	6903	49.7	9.6	116	4135	46.1	5.7	107	9766	46.8	13.5	109	2934	46.3	4.1	108
7:00 PM - MIDNIGHT	36670	3759	27.1	10.3	124	2281	25.4	6.2	116	5220	25.0	14.2	114	1888	29.8	5.1	136
MIDNIGHT - 6:00 AM	21908	2296	16.5	10.5	127	1251	13.9	5.7	107	3060	14.7	14.0	112	927	14.6	4.2	112
6:00 AM - MIDNIGHT	127571	11244	81.0	8.8	107	7329	81.7	5.7	107	16714	80.1	13.1	105	5047	79.6	4.0	105
ENTIRE DAY	129239	11378	82.0	8.8	106	7411	82.6	5.7	107	16875	80.9	13.1	105	5161	81.4	4.0	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3215	23.2	9.5	114	2047	22.8	6.0	113	4473	21.4	13.2	106	1298	20.5	3.8	101
ALL NEWS	6062	353	2.5	5.8	70	356	4.0	5.9	110	556	2.7	9.2	74	223	3.5	3.7	97
AOR/PROGRESSIVE	11884	1269	9.1	10.7	129	647	7.2	5.4	102	1799	8.6	15.1	122	614	9.7	5.2	137
BEAUTIFUL MUSIC	11180	828	6.0	7.4	90	543	6.1	4.9	91	1222	5.9	10.9	88	402	6.3	3.6	95
BLACK	4538	601	4.3	13.2	160	314	3.5	6.9	129	825	4.0	18.2	146	324	5.1	7.1	189
CLASSICAL	3857	330	2.4	8.6	103	*218	2.4	5.7	106	377	1.8	9.8	79	*113	1.8	2.9	77
CHR/ROCK	21946	2262	16.3	10.3	125	1591	17.7	7.2	136	3216	15.4	14.7	118	1004	15.8	4.6	121
COUNTRY	27262	2065	14.9	7.6	92	1653	18.4	6.1	113	4157	19.9	15.2	123	1059	16.7	3.9	103
GOLDEN OLDIES	3339	391	2.8	11.7	142	*179	2.0	5.4	100	370	1.8	11.1	89	*87	1.4	2.6	69
MOR/NOSTALGIA	10346	879	6.3	8.5	103	423	4.7	4.1	76	1173	5.6	11.3	91	435	6.9	4.2	111
NEWS/TALK	8929	583	4.2	6.5	79	388	4.3	4.3	81	817	3.9	9.1	74	235	3.7	2.6	70
RELIGIOUS	5488	498	3.6	9.1	110	*220	2.5	4.0	75	901	4.3	16.4	132	*281	4.4	5.1	135
SOFT ROCK	1232	*183	1.3	14.9	180	**36	0.4	2.9	55	*245	1.2	19.9	160	**130	2.0	10.6	279
URBAN CONTEMPORARY	3184	278	2.0	8.7	106	*276	3.1	8.7	162	326	1.6	10.2	82	*250	3.9	7.9	208
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	771	5.6	11.2	135	332	3.7	4.8	90	949	4.6	13.7	110	384	6.1	5.6	147
ABC DIRECTION	5212	412	3.0	7.9	96	387	4.3	7.4	139	549	2.6	10.5	85	*306	4.8	5.9	155
ABC ENTERTAINMENT	10385	768	5.5	7.4	89	456	5.1	4.4	82	1200	5.8	11.6	93	440	6.9	4.2	112
ABC FM	4762	641	4.6	13.5	163	365	4.1	7.7	143	804	3.9	16.9	136	*253	4.0	5.3	141
ABC INFORMATION	11339	847	6.1	7.5	90	608	6.8	5.4	100	1268	6.1	11.2	90	370	5.8	3.3	86
ABC ROCK	4878	518	3.7	10.6	128	420	4.7	8.6	161	708	3.4	14.5	117	*257	4.1	5.3	139
CBS	10709	659	4.7	6.2	74	602	6.7	5.6	105	1147	5.5	10.7	86	377	5.9	3.5	93
MUTUAL	10251	787	5.7	7.7	93	504	5.6	4.9	92	1073	5.1	10.5	84	354	5.6	3.5	91
NBC	12243	949	6.8	7.8	94	797	8.9	6.5	122	1478	7.1	12.1	97	373	5.9	3.0	81
RADIORADIO	4606	448	3.2	9.7	118	336	3.7	7.3	136	626	3.0	13.6	109	*218	3.4	4.7	125
RKO ONE	5148	470	3.4	9.1	110	*213	2.4	4.1	77	756	3.6	14.7	118	*248	3.9	4.8	127
RKO TWO	7313	580	4.2	7.9	96	287	3.2	3.9	73	852	4.1	11.7	94	*244	3.8	3.3	88
THE SOURCE	5981	614	4.4	10.3	124	370	4.1	6.2	116	922	4.4	15.4	124	373	5.9	6.2	165
NON-WIRED : BLAIR	19329	1696	12.2	8.8	106	1084	12.1	5.6	105	2807	13.5	14.5	117	834	13.2	4.3	114
INTERNET	27139	2638	19.0	9.7	117	1472	16.4	5.4	101	3802	18.2	14.0	113	1031	16.3	3.8	100
KATZ RADIO GROUP	36319	3200	23.1	8.8	107	2020	22.5	5.6	104	4348	20.8	12.0	96	1458	23.0	4.0	106
SUPERNET	22361	1925	13.9	8.6	104	1253	14.0	5.6	105	3219	15.4	14.4	116	1090	17.2	4.9	129
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1146	8.3	7.9	95	684	7.6	4.7	88	1757	8.4	12.1	97	555	8.8	3.8	101
WKDAY 9:00 AM - 1:00 PM	18688	1318	9.5	7.1	85	1025	11.4	5.5	103	2200	10.5	11.8	95	732	11.5	3.9	104
WKDAY 1:00 PM - 4:30 PM	24061	1728	12.5	7.2	87	1319	14.7	5.5	103	2902	13.9	12.1	97	945	14.9	3.9	104
WKDAY 4:30 PM - 7:30 PM	44079	3359	24.2	7.6	92	2251	25.1	5.1	95	5062	24.3	11.5	92	1668	26.3	3.8	100
WKDAY 7:30 PM - 8:00 PM	61979	4568	32.9	7.4	89	3206	35.7	5.2	97	7159	34.3	11.6	93	2407	38.0	3.9	103
WKDAY 11:00 PM - 11:30 PM	49084	3977	28.7	8.1	98	3130	34.9	6.4	119	6343	30.4	12.9	104	1906	30.1	3.9	103
WKDAY 11:30 PM - 1:00 AM	16560	1410	10.2	8.5	103	1184	13.2	7.1	134	2365	11.3	14.3	115	604	9.5	3.6	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	5345	38.5	8.0	96	3851	42.9	5.8	108	8255	39.6	12.3	99	2560	40.4	3.8	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	822	5.9	8.9	107	579	6.5	6.2	117	1205	5.8	13.0	105	295	4.7	3.2	84
ANOTHER WORLD N	6138	380	2.7	6.2	75	299	3.3	4.9	91	729	3.5	11.9	96	280	4.4	4.6	121
AS THE WORLD TURNS C	7707	436	3.1	5.7	68	339	3.8	4.4	82	1004	4.8	13.0	105	329	5.2	4.3	113
CAPITOL C	4688	345	2.5	7.4	89	256	2.9	5.5	102	634	3.0	13.5	109	255	4.0	5.4	144
CBS MORN. NEWS 1 C	2792	180	1.3	6.4	78	110	1.2	3.9	74	303	1.5	10.9	87	*93	1.5	3.3	88
CBS MORN. NEWS 2 C	2071	109	0.8	5.3	64	*91	1.0	4.4	82	204	1.0	9.9	79	*62	1.0	3.0	79
DAYS OF OUR LIVES N	8018	538	3.9	6.7	81	436	4.9	5.4	102	979	4.7	12.2	98	286	4.5	3.6	94
FACTS OF LIFE - DAYTIME N	3487	251	1.8	7.2	87	166	1.9	4.8	89	318	1.5	9.1	73	180	2.8	5.2	137
FAMILY FEUD A	4817	326	2.3	6.8	82	264	2.9	5.5	102	561	2.7	11.6	94	221	3.5	4.6	121
GENERAL HOSPITAL A	8333	618	4.5	7.4	90	500	5.6	6.0	112	878	4.2	10.5	85	317	5.0	3.8	101
GOOD MORNING, AMERICA-730 A	5472	417	3.0	7.6	92	212	2.4	3.9	72	600	2.9	11.0	88	212	3.3	3.9	102
GOOD MORNING, AMERICA-830 A	3965	225	1.6	5.7	69	164	1.8	4.1	77	465	2.2	11.7	94	114	1.8	2.9	76
GUIDING LIGHT C	7542	515	3.7	6.8	83	396	4.4	5.3	98	1028	4.9	13.6	110	329	5.2	4.4	115
ONE LIFE TO LIVE A	6018	464	3.3	7.7	93	340	3.8	5.6	106	651	3.1	10.8	87	205	3.2	3.4	90
PRESS YOUR LUCK C	3589	254	1.8	7.1	86	204	2.3	5.7	106	369	1.8	10.3	83	173	2.7	4.8	127
PRICE IS RIGHT 1 C	7418	401	2.9	5.4	65	406	4.5	5.5	102	966	4.6	13.0	105	338	5.3	4.6	121
PRICE IS RIGHT 2 C	8276	473	3.4	5.7	69	479	5.3	5.8	108	1038	5.0	12.5	101	353	5.6	4.3	113
RYAN'S HOPE A	4358	303	2.2	7.0	84	266	3.0	6.1	114	540	2.6	12.4	100	131	2.1	3.0	79
SALE OF THE CENTURY N	3749	279	2.0	7.4	90	188	2.1	5.0	94	457	2.2	12.2	98	*204	3.2	5.4	144
SEARCH FOR TOMORROW N	2884	139	1.0	4.8	58	*121	1.3	4.2	78	285	1.4	9.9	79	*133	2.1	4.6	122
TODAY SHOW 1 N	4869	256	1.8	5.3	64	200	2.2	4.1	77	565	2.7	11.6	93	174	2.7	3.6	95
TODAY SHOW 2 N	4135	241	1.7	5.8	70	180	2.0	4.4	81	461	2.2	11.1	90	116	1.8	2.8	74
$25,000 PYRAMID C	4361	306	2.2	7.0	85	234	2.6	5.4	100	498	2.4	11.4	92	180	2.8	4.1	109
WHEEL OF FORTUNE N	6187	442	3.2	7.1	86	361	4.0	5.8	109	773	3.7	12.5	100	228	3.6	3.7	97
YOUNG AND THE RESTLESS C	8186	503	3.6	6.1	74	444	5.0	5.4	101	1001	4.8	12.2	98	361	5.7	4.4	117
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	511	3.7	10.8	131	249	2.8	5.3	99	623	3.0	13.2	106	149	2.3	3.2	83
NBA PLAYOFF GAME -1 C	5127	423	3.0	8.3	100	334	3.7	6.5	122	712	3.4	13.9	112	244	3.8	4.8	126
NBC MAJOR LEAGUE PRE-GAME N	3945	290	2.1	7.4	89	*202	2.3	5.1	96	512	2.5	13.0	104	*156	2.5	4.0	105
SPORTSWORLD - SUN N	3370	225	1.6	6.7	81	209	2.3	6.2	116	421	2.0	12.5	100	*115	1.8	3.4	90
SUNDAY MORNING C	4200	255	1.8	6.1	73	232	2.6	5.5	103	569	2.7	13.5	109	*84	1.3	2.0	53

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
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		TOTAL U.S. '000	CRUSH A '000	CRUSH B % DOWN	CRUSH C % ACROSS	CRUSH D INDX	DAD'S ROOT BEER A '000	DAD'S ROOT BEER B % DOWN	DAD'S ROOT BEER C % ACROSS	DAD'S ROOT BEER D INDX	DR. PEPPER A '000	DR. PEPPER B % DOWN	DR. PEPPER C % ACROSS	DR. PEPPER D INDX	WELCH'S GRAPE SODA A '000	WELCH'S GRAPE SODA B % DOWN	WELCH'S GRAPE SODA C % ACROSS	WELCH'S GRAPE SODA D INDX
TOTAL ADULTS		167727	13876	100.0	8.3	100	8969	100.0	5.3	100	20855	100.0	12.4	100	6342	100.0	3.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3675	26.5	7.0	85	2534	28.3	4.8	91	5785	27.7	11.1	89	1957	30.9	3.7	99
NETWORK AFFILIATES - LATE		39164	3044	21.9	7.8	94	2328	26.0	5.9	111	4944	23.7	12.6	102	1359	21.4	3.5	92
INDEPENDENTS - LATE		5133	351	2.5	6.8	83	279	3.1	5.4	102	533	2.6	10.4	84	292	4.6	5.7	150
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1974	14.2	8.6	105	1317	14.7	5.8	108	3250	15.6	14.2	115	990	15.6	4.3	115
ABC MONDAY NIGHT MOVIE	A	11258	881	6.3	7.8	95	626	7.0	5.6	104	1396	6.7	12.4	100	295	4.7	2.6	69
ABC SUNDAY NIGHT MOVIE	A	23600	2040	14.7	8.6	104	1213	13.5	5.1	96	3012	14.4	12.8	103	847	13.4	3.6	95
ABC WORLD NEWS TONIGHT	A	12801	952	6.9	7.4	90	579	6.5	4.5	85	1501	7.2	11.7	94	520	8.2	4.1	107
AFTERMASH	C	10966	831	6.0	7.6	92	467	5.2	4.3	80	1484	7.1	13.5	109	477	7.5	4.3	115
ALICE	C	17050	1225	8.8	7.2	87	1013	11.3	5.9	111	1977	9.5	11.6	93	653	10.3	3.8	101
AMERICAN PARADE	C	11998	783	5.6	6.5	79	576	6.4	4.8	90	1365	6.5	11.4	91	304	4.8	2.5	67
BENSON	A	19258	1505	10.8	7.8	94	1100	12.3	5.7	107	2257	10.8	11.7	94	585	9.2	3.0	80
BLUE THUNDER	A	11478	876	6.3	7.6	92	578	6.4	5.0	94	1462	7.0	12.7	102	406	6.4	3.5	94
CAGNEY & LACEY	C	18263	1396	10.1	7.6	92	1029	11.5	5.6	105	2441	11.7	13.4	107	485	7.6	2.7	70
CBS EVENING NEWS-DEAN	C	7733	455	3.3	5.9	71	377	4.2	4.9	91	792	3.8	10.2	82	325	5.1	4.2	111
CBS EVENING NEWS-RATHER	C	15653	1112	8.0	7.1	86	696	7.8	4.4	83	1599	7.7	10.2	82	525	8.3	3.4	89
CBS SAT. NEWS-SCHIEFFER	C	8744	597	4.3	6.8	83	275	3.1	3.1	59	974	4.7	11.1	90	265	4.2	3.0	80
CBS SATURDAY NIGHT MOVIE	C	12000	980	7.1	8.2	99	776	8.7	6.5	121	1626	7.8	13.5	109	409	6.4	3.4	90
CBS WEDNESDAY NIGHT MOVIE	C	11522	870	6.3	7.6	91	531	5.9	4.6	86	1338	6.4	11.6	93	381	6.0	3.3	87
CHEERS	N	16818	1545	11.1	9.2	111	1049	11.7	6.2	117	2364	11.3	14.1	113	630	9.9	3.7	99
DALLAS	C	37510	2757	19.9	7.4	89	1849	20.6	4.9	92	4396	21.1	11.7	94	1183	18.7	3.2	83
DIFF'RENT STROKES	N	11258	663	4.8	5.9	71	709	7.9	6.3	118	1351	6.5	12.0	97	375	5.9	3.3	88
DOUBLE TROUBLE	N	12248	1000	7.2	8.2	99	749	8.4	6.1	114	1603	7.7	13.1	105	472	7.4	3.9	102
DUCK FACTORY	N	11100	1050	7.6	9.5	114	692	7.7	6.2	117	1437	6.9	12.9	104	421	6.6	3.8	100
DUKES OF HAZZARD	C	12353	882	6.4	7.1	86	689	7.7	5.6	104	1690	8.1	13.7	110	440	6.9	3.6	94
DYNASTY	A	33279	2713	19.6	8.2	99	1773	19.8	5.3	100	4323	20.7	13.0	104	1372	21.6	4.1	109
FACTS OF LIFE	N	13410	949	6.8	7.1	86	764	8.5	5.7	107	1642	7.9	12.2	98	521	8.2	3.9	103
FALCON CREST	C	31093	2403	17.3	7.7	93	1556	17.3	5.0	94	3714	17.8	11.9	96	932	14.7	3.0	79
FALL GUY	A	18649	1626	11.7	8.7	105	954	10.6	5.1	96	2304	11.0	12.4	99	766	12.1	4.1	109
FAMILY TIES	N	13101	972	7.0	7.4	90	910	10.1	6.9	130	1827	8.8	13.9	112	528	8.3	4.0	107
FANTASY ISLAND	A	13069	1014	7.3	7.8	94	739	8.2	5.7	106	1460	7.0	11.2	90	471	7.4	3.6	95
FOULUPS,BLEEPS & BLUNDERS	A	16588	1299	9.4	7.8	95	925	10.3	5.6	104	2004	9.6	12.1	97	538	8.5	3.2	86
FOUR SEASONS	C	9302	739	5.3	7.9	96	403	4.5	4.3	81	1234	5.9	13.3	107	*409	6.4	4.4	116
GIMME A BREAK	N	13955	941	6.8	6.7	82	874	9.7	6.3	117	1946	9.3	13.9	112	647	10.2	4.6	123
HART TO HART	A	15735	1254	9.0	8.0	96	676	7.5	4.3	80	2107	10.1	13.4	108	587	9.3	3.7	99
HILL STREET BLUES	N	18257	1671	12.0	9.2	111	1003	11.2	5.5	103	2331	11.2	12.8	103	574	9.1	3.1	83
HOTEL	A	24236	1876	13.5	7.7	94	1166	13.0	4.8	90	3015	14.5	12.4	100	954	15.0	3.9	104
JEFFERSONS	C	17010	1262	9.1	7.4	90	997	11.1	5.9	110	1987	9.5	11.7	94	724	11.4	4.3	113
JENNIFER SLEPT HERE	N	9397	629	4.5	6.7	81	627	7.0	6.7	125	1022	4.9	10.9	87	223	3.5	2.4	63
KATE & ALLIE	C	16762	1310	9.4	7.8	94	842	9.4	5.0	94	2104	10.1	12.6	101	654	10.3	3.9	103
KNIGHT RIDER	N	13164	1127	8.1	8.6	103	779	8.7	5.9	111	1688	8.1	12.8	103	692	10.9	5.3	139
LOVE BOAT	A	20400	1404	10.1	6.9	83	1038	11.6	5.1	95	2249	10.8	11.0	89	652	10.3	3.2	85
MAGNUM PI	C	22543	1908	13.8	8.5	102	1207	13.5	5.4	100	2871	13.8	12.7	102	707	11.1	3.1	83
MAMA'S FAMILY	N	9852	715	5.2	7.3	88	622	6.9	6.3	118	1161	5.6	11.8	95	375	5.9	3.8	101
MASTER, THE	N	8082	710	5.1	8.8	106	439	4.9	5.4	102	1197	5.7	14.8	119	349	5.5	4.3	114
MATT HOUSTON	A	12881	1015	7.3	7.9	95	558	6.2	4.3	81	1604	7.7	12.5	100	438	6.9	3.4	90
NBC MONDAY NIGHT MOVIE	N	23889	2076	15.0	8.7	105	1470	16.4	6.2	115	3149	15.1	13.2	106	992	15.6	4.2	110
NBC NIGHTLY NEWS	N	11156	736	5.3	6.6	80	545	6.1	4.9	91	1228	5.9	11.0	89	401	6.3	3.6	95
NBC NIGHTLY NEWS-SAT	N	7363	418	3.0	5.7	69	352	3.9	4.8	89	739	3.5	10.0	81	*219	3.5	3.0	79
NBC NIGHTLY NEWS-SUN	N	6214	504	3.6	8.1	98	325	3.6	5.2	98	588	2.8	9.5	76	*229	3.6	3.7	97
NBC SUNDAY NIGHT MOVIE	N	17590	1624	11.7	9.2	112	1213	13.5	6.9	129	2465	11.8	14.0	113	842	13.3	4.8	127
NEWHART	C	16740	1307	9.4	7.8	94	1077	12.0	6.4	120	2141	10.3	12.8	103	577	9.1	3.4	91
ONE DAY AT A TIME	C	11820	781	5.6	6.6	80	775	8.6	6.6	123	1589	7.6	13.4	108	469	7.4	4.0	105
PEOPLE ARE FUNNY	N	9138	702	5.1	7.7	93	601	6.7	6.6	123	1188	5.7	13.0	105	348	5.5	3.8	101
REAL PEOPLE	N	15979	970	7.0	6.1	73	801	8.9	5.0	94	1760	8.4	11.0	89	589	9.3	3.7	97
REMINGTON STEELE	N	14395	1447	10.4	10.1	122	920	10.3	6.4	120	1926	9.2	13.4	108	553	8.7	3.8	102
RIPLEY'S BELIEVE IT - NOT	A	11362	874	6.3	7.7	93	736	8.2	6.5	121	1348	6.5	11.9	95	297	4.7	2.6	69
RIPTIDE	N	13920	1279	9.2	9.2	111	727	8.1	5.2	98	1915	9.2	13.8	111	672	10.6	4.8	128
SCARECROW & MRS. KING	C	17571	1324	9.5	7.5	91	746	8.3	4.2	79	2203	10.6	12.5	101	575	9.1	3.3	87
SIMON & SIMON	C	20208	1601	11.5	7.9	96	1071	11.9	5.3	99	2564	12.3	12.7	102	632	10.0	3.1	83
60 MINUTES	C	27668	2033	14.7	7.3	89	1462	16.3	5.3	99	3083	14.8	11.1	90	879	13.9	3.2	84
ST. ELSEWHERE	N	13699	1255	9.0	9.2	111	984	11.0	7.2	134	1833	8.8	13.4	108	448	7.1	3.3	86
THREE'S COMPANY	A	20632	1669	12.0	8.1	98	1023	11.4	5.0	93	2504	12.0	12.1	98	875	13.8	4.2	112
T.J. HOOKER	A	17136	1380	9.9	8.1	97	763	8.5	4.5	83	2075	9.9	12.1	97	657	10.4	3.8	101
TONIGHT SHOW	N	4963	399	2.9	8.0	97	361	4.0	7.3	136	620	3.0	12.5	100	147	2.3	3.0	78
TRAPPER JOHN, M.D.	C	16332	1205	8.7	7.4	89	997	11.1	6.1	114	1903	9.1	11.7	94	560	8.8	3.4	91
TV BLOOPERS & PRAC. JOKES	N	18881	1244	9.0	6.6	80	998	11.1	5.3	99	2467	11.8	13.1	105	621	9.8	3.3	87
20/20	A	18315	1311	9.4	7.2	87	899	10.0	4.9	92	2166	10.4	11.8	95	601	9.5	3.3	87
WEBSTER	A	18722	1480	10.7	7.9	96	1081	12.1	5.8	108	2140	10.3	11.4	92	585	9.2	3.1	83
WORLD NEWS - SUN	A	5327	413	3.0	7.8	94	252	2.8	4.7	88	460	2.2	8.6	69	*123	1.9	2.3	61
YELLOW ROSE	N	8370	594	4.3	7.1	86	379	4.2	4.5	85	917	4.4	11.0	88	226	3.6	2.7	71
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2122	15.3	8.2	99	1529	17.0	5.9	111	3046	14.6	11.8	95	1020	16.1	3.9	104
BASKETBALL - COLLEGE GAMES		14468	1487	10.7	10.3	124	756	8.4	5.2	98	2404	11.5	16.6	134	720	11.4	5.0	132
BASKETBALL - PRO GAMES		12124	1259	9.1	10.4	126	772	8.6	6.4	119	1748	8.4	14.4	116	726	11.4	6.0	158
BOWLING		9412	686	4.9	7.3	88	572	6.4	6.1	114	1108	5.3	11.8	95	*419	6.6	4.5	118
BOXING		15409	1490	10.7	9.7	117	1090	12.2	7.1	132	2083	10.0	13.5	109	1131	17.8	7.3	194
FOOTBALL - COLLEGE GAMES		21400	1962	14.1	9.2	111	1322	14.7	6.2	116	3155	15.1	14.7	119	855	13.5	4.0	106
FOOTBALL - PRO GAMES		35944	3821	27.5	10.6	128	2650	29.5	7.4	138	5395	25.9	15.0	121	1629	25.7	4.5	120
GOLF		9759	690	5.0	7.1	85	747	8.3	7.7	143	1324	6.3	13.6	109	*336	5.3	3.4	91
POST-SEASON COLL. FOOTBALL		18123	2018	14.5	11.1	135	1448	16.1	8.0	149	2817	13.5	15.5	125	891	14.0	4.9	130
POST-SEASON PRO FOOTBALL		22091	2283	16.5	10.3	125	1690	18.8	7.7	143	3584	17.2	16.2	130	883	13.9	4.0	106
TENNIS		6764	591	4.3	8.7	106	*366	4.1	5.4	101	800	3.8	11.8	95	*313	4.9	4.6	122
WRESTLING - PROFESSIONAL		9695	1072	7.7	11.1	134	887	9.9	9.1	171	1844	8.8	19.0	153	889	14.0	9.2	243

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	HIRES A '000	HIRES B % DOWN	HIRES C % ACROSS	HIRES D INDX	MELLO YELLOW A '000	MELLO YELLOW B % DOWN	MELLO YELLOW C % ACROSS	MELLO YELLOW D INDX	MOUNTAIN DEW A '000	MOUNTAIN DEW B % DOWN	MOUNTAIN DEW C % ACROSS	MOUNTAIN DEW D INDX	FAYGO A '000	FAYGO B % DOWN	FAYGO C % ACROSS	FAYGO D INDX
TOTAL ADULTS	167727	7214	100.0	4.3	100	7137	100.0	4.3	100	17653	100.0	10.5	100	3967	100.0	2.4	100
MALES	79263	4075	56.5	5.1	120	3787	53.1	4.8	112	9592	54.3	12.1	115	1882	47.4	2.4	100
FEMALES	88464	3138	43.5	3.5	82	3350	46.9	3.8	89	8060	45.7	9.1	87	2085	52.6	2.4	100
18 - 24	28671	1560	21.6	5.4	127	2174	30.5	7.6	178	5200	29.5	18.1	172	966	24.4	3.4	142
25 - 34	39536	1937	26.9	4.9	114	1806	25.3	4.6	107	4831	27.4	12.2	116	1086	27.4	2.7	116
35 - 44	28978	1133	15.7	3.9	91	1350	18.9	4.7	109	2969	16.8	10.2	97	770	19.4	2.7	112
45 - 54	22345	986	13.7	4.4	103	830	11.6	3.7	87	1780	10.1	8.0	76	*427	10.8	1.9	81
55 - 64	22224	791	11.0	3.6	83	*551	7.7	2.5	58	1524	8.6	6.9	65	*324	8.2	1.5	62
65 OR OLDER	25973	807	11.2	3.1	72	*427	6.0	1.6	39	1349	7.6	5.2	49	*395	10.0	1.5	64
18 - 34	68207	3497	48.5	5.1	119	3979	55.8	5.8	137	10031	56.8	14.7	140	2052	51.7	3.0	127
18 - 49	108058	5146	71.3	4.8	111	5782	81.0	5.4	126	13999	79.3	13.0	123	3083	77.7	2.9	121
25 - 54	90859	4056	56.2	4.5	104	3985	55.8	4.4	103	9580	54.3	10.5	100	2282	57.5	2.5	106
35 - 49	39851	1649	22.9	4.1	96	1803	25.3	4.5	106	3968	22.5	10.0	95	1031	26.0	2.6	109
50 OR OLDER	59669	2068	28.7	3.5	81	1354	19.0	2.3	53	3654	20.7	6.1	58	884	22.3	1.5	63
GRADUATED COLLEGE	28091	1141	15.8	4.1	94	800	11.2	2.8	67	1930	10.9	6.9	65	529	13.3	1.9	80
ATTENDED COLLEGE	28938	1195	16.6	4.1	96	1286	18.0	4.4	104	3180	18.0	11.0	104	800	20.2	2.8	117
GRADUATED HIGH SCHOOL	65503	3082	42.7	4.7	109	3048	42.7	4.7	109	7974	45.2	12.2	116	1730	43.6	2.6	112
DID NOT GRADUATE HIGH SCHOOL	45195	1796	24.9	4.0	92	2004	28.1	4.4	104	4569	25.9	10.1	96	908	22.9	2.0	85
EMPLOYED MALES	56429	2736	37.9	4.8	113	2668	37.4	4.7	111	6739	38.2	11.9	113	1169	29.5	2.1	88
EMPLOYED FEMALES	43971	1393	19.3	3.2	74	1729	24.2	3.9	92	4186	23.7	9.5	90	1085	27.4	2.5	104
EMPLOYED FULL-TIME	87773	3585	49.7	4.1	95	3864	54.1	4.4	103	9375	53.1	10.7	101	1942	49.0	2.2	94
EMPLOYED PART-TIME	12627	544	7.5	4.3	100	*532	7.5	4.2	99	1550	8.8	12.3	117	*311	7.8	2.5	104
NOT EMPLOYED	67327	3085	42.8	4.6	107	2741	38.4	4.1	96	6728	38.1	10.0	95	1713	43.2	2.5	108
PROFESSIONAL/MANAGER	25845	1145	15.9	4.4	103	834	11.7	3.2	76	1985	11.2	7.7	73	*515	13.0	2.0	84
TECH/CLERICAL/SALES	30895	1001	13.9	3.2	75	1171	16.4	3.8	89	3054	17.3	9.9	94	682	17.2	2.2	93
PRECISION/CRAFT	12629	738	10.2	5.8	136	600	8.4	4.8	112	1649	9.3	13.1	124	*316	8.0	2.5	106
OTHER EMPLOYED	31031	1245	17.3	4.0	93	1791	25.1	5.8	136	4238	24.0	13.7	130	741	18.7	2.4	101
SINGLE	35557	2025	28.1	5.7	132	2198	30.8	6.2	145	5540	31.4	15.6	148	1069	26.9	3.0	127
MARRIED	103585	4248	58.9	4.1	95	3885	54.4	3.8	88	9852	55.8	9.5	90	2383	60.1	2.3	97
DIVORCED/SEPARATED/WIDOWED	28585	941	13.0	3.3	77	1054	14.8	3.7	87	2261	12.8	7.9	75	515	13.0	1.8	76
PARENTS	59295	2582	35.8	4.4	101	3221	45.1	5.4	128	7245	41.0	12.2	116	1763	44.4	3.0	126
WHITE	146081	6559	90.9	4.5	104	5304	74.3	3.6	85	14880	84.3	10.2	97	3222	81.2	2.2	93
BLACK	17974	547	7.6	3.0	71	1736	24.3	9.7	227	2352	13.3	13.1	124	735	18.5	4.1	173
OTHER	3672	**108	1.5	2.9	68	**96	1.3	2.6	61	**420	2.4	11.4	109	**10	0.3	0.3	12
NORTHEAST-CENSUS	37005	2988	41.4	8.1	188	1061	14.9	2.9	67	3031	17.2	8.2	78	813	20.5	2.2	93
NORTH CENTRAL	42642	1624	22.5	3.8	89	2086	29.2	4.9	115	6098	34.5	14.3	136	2276	57.4	5.3	226
SOUTH	56777	1400	19.4	2.5	57	3727	52.2	6.6	154	5711	32.4	10.1	96	804	20.3	1.4	60
WEST	31303	1202	16.7	3.8	89	*263	3.7	0.8	20	2813	15.9	9.0	85	**74	1.9	0.2	10
NORTHEAST-MKTG.	38125	2820	39.1	7.4	172	1220	17.1	3.2	75	3088	17.5	8.1	77	572	14.4	1.5	63
EAST CENTRAL	24794	1657	23.0	6.7	155	1280	17.9	5.2	121	3416	19.4	13.8	131	2250	56.7	9.1	384
WEST CENTRAL	28511	733	10.2	2.6	60	1432	20.1	5.0	118	4203	23.8	14.7	140	*460	11.6	1.6	68
SOUTH	48953	955	13.2	2.0	45	3115	43.6	6.4	150	4722	26.7	9.6	92	*619	15.6	1.3	53
PACIFIC	27344	1049	14.5	3.8	89	**91	1.3	0.3	8	2224	12.6	8.1	77	**66	1.7	0.2	10
COUNTY SIZE A	69301	3043	42.2	4.4	102	1921	26.9	2.8	65	6132	34.7	8.8	84	1790	45.1	2.6	109
COUNTY SIZE B	50633	2358	32.7	4.7	108	2514	35.2	5.0	117	4893	27.7	9.7	92	1173	29.6	2.3	98
COUNTY SIZE C	26259	1269	17.6	4.8	112	1146	16.1	4.4	103	3171	18.0	12.1	115	*422	10.6	1.6	68
COUNTY SIZE D	21534	544	7.5	2.5	59	1556	21.8	7.2	170	3457	19.6	16.1	153	*582	14.7	2.7	114
METRO CENTRAL CITY	50014	2236	31.0	4.5	104	1795	25.2	3.6	84	4507	25.5	9.0	86	1188	29.9	2.4	100
METRO SUBURBAN	76832	3406	47.2	4.4	103	2906	40.7	3.8	89	7374	41.8	9.6	91	1848	46.6	2.4	102
NON METRO	40881	1572	21.8	3.8	89	2436	34.1	6.0	140	5772	32.7	14.1	134	931	23.5	2.3	96
TOP 5 ADI'S	39550	1976	27.4	5.0	116	728	10.2	1.8	43	3095	17.5	7.8	74	*625	15.8	1.6	67
TOP 10 ADI'S	54877	2624	36.4	4.8	111	1278	17.9	2.3	55	4414	25.0	8.0	76	1318	33.2	2.4	102
TOP 20 ADI'S	77516	3704	51.3	4.8	111	2100	29.4	2.7	64	6788	38.5	8.8	83	2010	50.7	2.6	110
HSHLD INC. $50,000 OR MORE	17257	570	7.9	3.3	77	*400	5.6	2.3	54	1640	9.3	9.5	90	*420	10.6	2.4	103
$40,000 OR MORE	33235	1085	15.0	3.3	76	953	13.4	2.9	67	2993	17.0	9.0	86	694	17.5	2.1	88
$30,000 OR MORE	59693	2562	35.5	4.3	100	1962	27.5	3.3	77	5665	32.1	9.5	90	1447	36.5	2.4	102
$25,000 OR MORE	76275	3277	45.4	4.3	100	2494	34.9	3.3	77	7085	40.1	9.3	88	1862	46.9	2.4	103
$20,000 - $24,999	18607	695	9.6	3.7	87	873	12.2	4.7	110	2200	12.5	11.8	112	*424	10.7	2.3	96
$15,000 - $19,999	17175	755	10.5	4.4	102	772	10.8	4.5	106	2272	12.9	13.2	126	*357	9.0	2.1	88
$10,000 - $14,999	24569	1233	17.1	5.0	117	1324	18.6	5.4	127	2826	16.0	11.5	109	536	13.5	2.2	92
UNDER $10,000	31101	1255	17.4	4.0	94	1673	23.4	5.4	126	3271	18.5	10.5	100	788	19.9	2.5	107
HOUSEHOLD OF 1 PERSON	19441	599	8.3	3.1	72	560	7.8	2.9	68	1348	7.6	6.9	66	341	8.6	1.8	74
2 PEOPLE	51803	2187	30.3	4.2	98	1442	20.2	2.8	65	4445	25.2	8.6	82	871	22.0	1.7	71
3 OR 4 PEOPLE	66933	2914	40.4	4.4	101	3527	49.4	5.3	124	7667	43.4	11.5	109	1741	43.9	2.6	110
5 OR MORE PEOPLE	29550	1514	21.0	5.1	119	1608	22.5	5.4	128	4192	23.7	14.2	135	1014	25.6	3.4	145
NO CHILD IN HSHLD	96587	4032	55.9	4.2	97	3009	42.2	3.1	73	8420	47.7	8.7	83	1743	43.9	1.8	76
CHILD(REN) UNDER 2 YRS	10844	*382	5.3	3.5	82	706	9.9	6.5	153	1622	9.2	15.0	142	*238	6.0	2.2	93
2 - 5 YEARS	26358	1210	16.8	4.6	107	1455	20.4	5.5	130	3427	19.4	13.0	124	810	20.4	3.1	130
6 - 11 YEARS	30453	1282	17.8	4.2	98	1933	27.1	6.3	149	4122	23.4	13.5	129	1074	27.1	3.5	149
12 - 17 YEARS	36575	1602	22.2	4.4	102	2171	30.4	5.9	139	4750	26.9	13.0	123	1072	27.0	2.9	124
RESIDENCE OWNED	117770	4891	67.8	4.2	97	4663	65.3	4.0	93	11577	65.6	9.8	93	2849	71.8	2.4	102
VALUE: $50,000 OR MORE	70166	3031	42.0	4.3	100	2189	30.7	3.1	73	5826	33.0	8.3	79	1261	31.8	1.8	76
VALUE: UNDER $50,000	47604	1860	25.8	3.9	91	2473	34.7	5.2	122	5752	32.6	12.1	115	1588	40.0	3.3	141

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	HIRES A '000	HIRES B % ACROSS DOWN	HIRES C %	HIRES D INDX	MELLO YELLOW A '000	MELLO YELLOW B % ACROSS DOWN	MELLO YELLOW C %	MELLO YELLOW D INDX	MOUNTAIN DEW A '000	MOUNTAIN DEW B % ACROSS DOWN	MOUNTAIN DEW C %	MOUNTAIN DEW D INDX	FAYGO A '000	FAYGO B % ACROSS DOWN	FAYGO C %	FAYGO D INDX
TOTAL ADULTS		167727	7214	100.0	4.3	100	7137	100.0	4.3	100	17653	100.0	10.5	100	3967	100.0	2.4	100
MAGAZINES	QUINTILE 1	34022	1759	24.4	5.2	120	1804	25.3	5.3	125	3927	22.2	11.5	110	913	23.0	2.7	113
	QUINTILE 2	34800	1620	22.5	4.7	108	1373	19.2	3.9	93	3408	19.3	9.8	93	928	23.4	2.7	113
	QUINTILE 3	30514	1346	18.7	4.4	103	1425	20.0	4.7	110	3432	19.4	11.2	107	642	16.2	2.1	89
	QUINTILE 4	33324	1352	18.7	4.1	94	1310	18.4	3.9	92	3747	21.2	11.2	107	873	22.0	2.6	111
	QUINTILE 5	35066	1138	15.8	3.2	75	1225	17.2	3.5	82	3139	17.8	9.0	85	611	15.4	1.7	74
NEWSPAPERS	QUINTILE 1	29107	1377	19.1	4.7	110	1019	14.3	3.5	82	2483	14.1	8.5	81	932	23.5	3.2	135
	QUINTILE 2	49095	2270	31.5	4.6	108	1611	22.6	3.3	77	4785	27.1	9.7	93	1389	35.0	2.8	120
	QUINTILE 3	23107	1089	15.1	4.7	110	945	13.2	4.1	96	2322	13.2	10.0	95	509	12.8	2.2	93
	QUINTILE 4	33556	1366	18.9	4.1	95	1474	20.7	4.4	103	3895	22.1	11.6	110	520	13.1	1.5	66
	QUINTILE 5	32863	1112	15.4	3.4	79	2088	29.3	6.4	149	4167	23.6	12.7	120	617	15.6	1.9	79
OUTDOOR	QUINTILE 1	33431	1670	23.1	5.0	116	1546	21.7	4.6	109	4010	22.7	12.0	114	864	21.8	2.6	109
	QUINTILE 2	33478	1468	20.3	4.4	102	1383	19.4	4.1	97	3442	19.5	10.3	98	880	22.2	2.6	111
	QUINTILE 3	33574	1638	22.7	4.9	113	1480	20.7	4.4	104	3388	19.2	10.1	96	736	18.6	2.2	93
	QUINTILE 4	33935	1368	19.0	4.0	94	1422	19.9	4.2	98	3756	21.3	11.1	105	859	21.7	2.5	107
	QUINTILE 5	33310	1070	14.8	3.2	75	1307	18.3	3.9	92	3057	17.3	9.2	87	628	15.8	1.9	80
RADIO-DRIVE TIME	QUINTILE 1	33136	1680	23.3	5.1	118	1767	24.8	5.3	125	3687	20.9	11.1	106	790	19.9	2.4	101
	QUINTILE 2	31658	1379	19.1	4.4	101	1329	18.6	4.2	99	3139	17.8	9.9	94	577	14.5	1.8	77
	QUINTILE 3	32541	1373	19.0	4.2	98	1471	20.6	4.5	106	3837	21.7	11.8	112	1038	26.2	3.2	135
	QUINTILE 4	34247	1472	20.4	4.3	100	1465	20.5	4.3	101	3820	21.6	11.2	106	951	24.0	2.8	117
	QUINTILE 5	36144	1309	18.1	3.6	84	1106	15.5	3.1	72	3170	18.0	8.8	83	611	15.4	1.7	71
RADIO-MID-DAY	TERCILE 1	45037	2186	30.3	4.9	113	2175	30.5	4.8	113	5010	28.4	11.1	106	1185	29.9	2.6	111
	TERCILE 2	44819	2220	30.8	5.0	115	2020	28.3	4.5	106	5367	30.4	12.0	114	1197	30.2	2.7	113
	TERCILE 3	77872	2808	38.9	3.6	84	2943	41.2	3.8	89	7276	41.2	9.3	89	1584	39.9	2.0	86
RADIO-TOTAL	QUINTILE 1	33763	1723	23.9	5.1	119	1822	25.5	5.4	127	3875	22.0	11.5	109	867	21.9	2.6	109
	QUINTILE 2	33240	1480	20.5	4.5	104	1560	21.9	4.7	110	3649	20.7	11.0	104	917	23.1	2.8	117
	QUINTILE 3	33408	1344	18.6	4.0	94	1303	18.3	3.9	92	3530	20.0	10.6	100	708	17.8	2.1	90
	QUINTILE 4	34792	1601	22.2	4.6	107	1490	20.9	4.3	101	4114	23.3	11.8	112	855	21.6	2.5	104
	QUINTILE 5	32524	1066	14.8	3.3	76	962	13.5	3.0	70	2484	14.1	7.6	73	620	15.6	1.9	81
TV-PRIME TIME	QUINTILE 1	33090	1345	18.6	4.1	95	1498	21.0	4.5	106	3626	20.5	11.0	104	1026	25.9	3.1	131
	QUINTILE 2	33357	1601	22.2	4.8	112	1461	20.5	4.4	103	3436	19.5	10.3	98	879	22.2	2.6	111
	QUINTILE 3	33980	1498	20.8	4.4	102	1297	18.2	3.8	90	3734	21.2	11.0	104	727	18.3	2.1	90
	QUINTILE 4	33854	1354	18.8	4.0	93	1452	20.3	4.3	101	3481	19.7	10.3	98	661	16.7	2.0	83
	QUINTILE 5	33444	1417	19.6	4.2	99	1429	20.0	4.3	100	3375	19.1	10.1	96	675	17.0	2.0	85
TV-DAYTIME	TERCILE 1	49121	2030	28.1	4.1	96	2448	34.3	5.0	117	5252	29.8	10.7	102	1525	38.4	3.1	131
	TERCILE 2	48823	2161	30.0	4.4	103	2280	31.9	4.7	110	5526	31.3	11.3	108	1098	27.7	2.2	95
	TERCILE 3	69782	3023	41.9	4.3	101	2409	33.8	3.5	81	6874	38.9	9.9	94	1343	33.9	1.9	81
TV-TOTAL	QUINTILE 1	33584	1405	19.5	4.2	97	1614	22.6	4.8	113	3777	21.4	11.2	107	918	23.1	2.7	116
	QUINTILE 2	33441	1392	19.3	4.2	97	1613	22.6	4.8	113	3551	20.1	10.6	101	1041	26.2	3.1	132
	QUINTILE 3	33505	1556	21.6	4.6	108	1252	17.5	3.7	88	3288	18.6	9.8	93	646	16.3	1.9	82
	QUINTILE 4	33466	1263	17.5	3.8	88	1328	18.6	4.0	93	3644	20.6	10.9	103	744	18.8	2.2	94
	QUINTILE 5	33731	1598	22.2	4.7	110	1330	18.6	3.9	93	3394	19.2	10.1	96	617	15.6	1.8	77
MAGAZINES-NEWSPAPERS: DUAL		44503	2243	31.1	5.0	117	1795	25.2	4.0	95	4584	26.0	10.3	98	1452	36.6	3.3	138
MAGAZINE IMPERATIVE		39363	1835	25.4	4.7	108	2309	32.4	5.9	138	4856	27.5	12.3	117	688	17.3	1.7	74
NEWSPAPER IMPERATIVE		46441	1929	26.7	4.2	97	1261	17.7	2.7	64	3934	22.3	8.5	80	1178	29.7	2.5	107
MAGAZINES-OUTDOOR: DUAL		33726	1532	21.2	4.5	106	1437	20.1	4.3	100	3708	21.0	11.0	104	1010	25.5	3.0	127
MAGAZINE IMPERATIVE		52846	2455	34.0	4.6	108	2549	35.7	4.8	113	5536	31.4	10.5	100	1182	29.8	2.2	95
OUTDOOR IMPERATIVE		52140	2360	32.7	4.5	105	2130	29.8	4.1	96	5496	31.1	10.5	100	1102	27.8	2.1	89
MAGAZINES-RADIO: DUAL		37081	1694	23.5	4.6	106	1883	26.4	5.1	119	4014	22.7	10.8	103	976	24.6	2.6	111
MAGAZINE IMPERATIVE		49747	2335	32.4	4.7	109	2100	29.4	4.2	99	5267	29.8	10.6	101	1167	29.4	2.3	99
RADIO IMPERATIVE		49208	2206	30.6	4.5	104	2148	30.1	4.4	103	5444	30.8	11.1	105	1180	29.7	2.4	101
MAGAZINES-TELEVISION: DUAL		33103	1698	23.5	5.1	119	1605	22.5	4.8	114	3774	21.4	11.4	108	1001	25.2	3.0	128
MAGAZINE IMPERATIVE		54575	2575	35.7	4.7	110	2323	32.5	4.3	100	5749	32.6	10.5	100	1133	28.6	2.1	88
TELEVISION IMPERATIVE		53249	1912	26.5	3.6	83	2193	30.7	4.1	97	5232	29.6	9.8	93	1214	30.6	2.3	96
NEWSPAPERS-OUTDOOR: DUAL		36255	1739	24.1	4.8	112	1297	18.2	3.6	84	3620	20.5	10.0	95	1098	27.7	3.0	128
NEWSPAPER IMPERATIVE		55591	2386	33.1	4.3	100	1912	26.8	3.4	81	5112	29.0	9.2	87	1502	37.9	2.7	114
OUTDOOR IMPERATIVE		48319	2159	29.9	4.5	104	2506	35.1	5.2	122	5814	32.9	12.0	114	948	23.9	2.0	83
NEWSPAPERS-RADIO: DUAL		37242	1957	27.1	5.3	122	1473	20.6	4.0	93	3658	20.7	9.8	93	1232	31.1	3.3	140
NEWSPAPER IMPERATIVE		54423	2319	32.1	4.3	99	1745	24.5	3.2	75	4811	27.3	8.8	84	1415	35.7	2.6	110
RADIO IMPERATIVE		46650	1930	26.8	4.1	96	2623	36.8	5.6	132	5851	33.1	12.5	119	800	20.2	1.7	73
NEWSPAPERS-TELEVISION: DUAL		35974	1796	24.9	5.0	116	1321	18.5	3.7	86	3180	18.0	8.8	84	1246	31.4	3.5	146
NEWSPAPER IMPERATIVE		56095	2592	35.9	4.6	107	1808	25.3	3.2	76	5319	30.1	9.5	90	1366	34.4	2.4	103
TELEVISION IMPERATIVE		47170	1849	25.6	3.9	91	2725	38.2	5.8	136	5873	33.3	12.5	118	922	23.2	2.0	83
OUTDOOR-RADIO: DUAL		33748	1843	25.5	5.5	127	1748	24.5	5.2	122	3729	21.1	11.0	105	873	22.0	2.6	109
OUTDOOR IMPERATIVE		52785	2237	31.0	4.2	99	1994	27.9	3.8	89	5474	31.0	10.4	99	1223	30.8	2.3	98
RADIO IMPERATIVE		52882	2175	30.1	4.1	96	2442	34.2	4.6	109	5859	33.2	11.1	105	1365	34.4	2.6	109
OUTDOOR-TELEVISION: DUAL		32030	1574	21.8	4.9	114	1544	21.6	4.8	113	3786	21.4	11.8	112	1021	25.7	3.2	135
OUTDOOR IMPERATIVE		54626	2509	34.8	4.6	107	2348	32.9	4.3	101	5792	32.8	10.6	101	1134	28.6	2.1	88
TELEVISION IMPERATIVE		54874	2160	29.9	3.9	92	2407	33.7	4.4	103	5589	31.7	10.2	97	1310	33.0	2.4	101
RADIO-TELEVISION: DUAL		33386	1440	20.0	4.3	100	1869	26.2	5.6	132	3625	20.5	10.9	103	1149	29.0	3.4	146
RADIO IMPERATIVE		53810	2669	37.0	5.0	115	2251	31.5	4.2	98	5789	32.8	10.8	102	994	25.1	1.8	78
TELEVISION IMPERATIVE		54023	2232	30.9	4.1	96	2058	28.8	3.8	90	5570	31.6	10.3	98	1166	29.4	2.2	91

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	HIRES A '000	HIRES B % DOWN	HIRES C % ACROSS	HIRES D INDX	MELLO YELLOW A '000	MELLO YELLOW B % DOWN	MELLO YELLOW C % ACROSS	MELLO YELLOW D INDX	MOUNTAIN DEW A '000	MOUNTAIN DEW B % DOWN	MOUNTAIN DEW C % ACROSS	MOUNTAIN DEW D INDX	FAYGO A '000	FAYGO B % DOWN	FAYGO C % ACROSS	FAYGO D INDX
TOTAL ADULTS	167727	7214	100.0	4.3	100	7137	100.0	4.3	100	17653	100.0	10.5	100	3967	100.0	2.4	100
ATLANTIC MONTHLY	867	**37	0.5	4.3	99	**13	0.2	1.5	35	**21	0.1	2.4	23	**25	0.6	2.9	122
BARRON'S	1580	**47	0.7	3.0	69	**38	0.5	2.4	57	**147	0.8	9.3	88	**25	0.6	1.6	67
BETTER HOMES & GARDENS	22203	944	13.1	4.3	99	878	12.3	4.0	93	2107	11.9	9.5	90	727	18.3	3.3	138
BON APPETIT	3810	*162	2.2	4.3	99	**75	1.1	2.0	46	282	1.6	7.4	70	**134	3.4	3.5	149
BUSINESS WEEK	4663	305	4.2	6.5	152	*224	3.1	4.8	113	436	2.5	9.4	89	**108	2.7	2.3	98
CAR AND DRIVER	3102	*226	3.1	7.3	169	*186	2.6	6.0	141	472	2.7	15.2	145	**108	2.7	3.5	147
CBS MAGAZINE NETWORK (GROSS)	7311	365	5.1	5.0	116	414	5.8	5.7	133	1049	5.9	14.3	136	*234	5.9	3.2	135
CHANGING TIMES	3400	*138	1.9	4.1	94	**126	1.8	3.7	87	361	2.0	10.6	101	**111	2.8	3.3	138
COLONIAL HOMES	1796	**118	1.6	6.6	153	**101	1.4	5.6	132	*146	0.8	8.1	77	**64	1.6	3.6	151
CONDE NAST MAG. PKG. (GROSS)	19924	876	12.1	4.4	102	1118	15.7	5.6	132	2276	12.9	11.4	109	636	16.0	3.2	135
CONSUMERS DIGEST	3125	*150	2.1	4.8	112	**117	1.6	3.7	88	278	1.6	8.9	85	**135	3.4	4.3	183
COSMOPOLITAN	10577	452	6.3	4.3	99	562	7.9	5.3	125	1072	6.1	10.1	96	*271	6.8	2.6	108
COUNTRY LIVING	3746	*114	1.6	3.0	71	*185	2.6	4.9	116	462	2.6	12.3	117	*152	3.8	4.1	172
CUISINE	2214	**67	0.9	3.0	70	**40	0.6	1.8	42	*157	0.9	7.1	67	**119	3.0	5.4	227
CYCLE WORLD	2394	**143	2.0	6.0	139	**128	1.8	5.3	126	*353	2.0	14.7	140	**92	2.3	3.8	162
DCI:CREATIVE IDEAS FOR LIV	3068	**96	1.3	3.1	73	*209	2.9	6.8	160	427	2.4	13.9	132	**89	2.2	2.9	123
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*230	3.2	2.4	56	545	7.6	5.7	134	946	5.4	9.9	94	*177	4.5	1.9	78
DISCOVER	2277	**101	1.4	4.4	103	**35	0.5	1.5	36	*193	1.1	8.5	81	**56	1.4	2.5	104
EBONY	7187	*235	3.3	3.3	76	710	9.9	9.9	232	1110	6.3	15.4	147	433	10.9	6.0	255
ESQUIRE	2560	**86	1.2	3.4	78	*195	2.7	7.6	179	308	1.7	12.0	114	**105	2.6	4.1	173
ESSENCE	3242	**119	1.6	3.7	85	360	5.0	11.1	261	521	3.0	16.1	153	*174	4.4	5.4	227
FAMILY CIRCLE	19639	749	10.4	3.8	89	866	12.1	4.4	104	1752	9.9	8.9	85	592	14.9	3.0	127
THE FAMILY HANDYMAN	3540	*219	3.0	6.2	144	*120	1.7	3.4	80	431	2.4	12.2	116	**84	2.1	2.4	100
FAMILY WEEKLY	23924	1083	15.0	4.5	105	1046	14.7	4.4	103	2890	16.4	12.1	115	524	13.2	2.2	93
FIELD & STREAM	9883	520	7.2	5.3	122	523	7.3	5.3	124	1435	8.1	14.5	138	292	7.4	3.0	125
FOOD & WINE	1030	**28	0.4	2.7	63	**61	0.9	5.9	139	**58	0.3	5.6	54	**49	1.2	4.8	201
FORBES	2679	*157	2.2	5.9	136	**42	0.6	1.6	37	*233	1.3	8.7	83	**96	2.4	3.6	152
FORTUNE	2931	*173	2.4	5.9	137	**91	1.3	3.1	73	289	1.6	9.9	94	**85	2.1	2.9	123
GENTLEMEN'S QUARTERLY	3481	*224	3.1	6.4	150	*213	3.0	6.1	144	524	3.0	15.1	143	*193	4.9	5.5	234
GLAMOUR	7163	*302	4.2	4.2	98	364	5.1	5.1	119	774	4.4	10.8	103	*214	5.4	3.0	126
GOLF DIGEST	2355	**136	1.9	5.8	134	**84	1.2	3.6	84	*226	1.3	9.6	91	**55	1.4	2.3	99
GOLF DIGEST/TENNIS (GROSS)	3610	*154	2.1	4.3	99	*159	2.2	4.4	104	337	1.9	9.3	89	**72	1.8	2.0	84
GOLF MAGAZINE	2046	**104	1.4	5.1	118	**95	1.3	4.6	109	*211	1.2	10.3	98	**37	0.9	1.8	76
GOLF MAGAZINE/SKI (GROSS)	3547	*187	2.6	5.3	123	**110	1.5	3.1	73	329	1.9	9.3	88	**42	1.1	1.2	50
GOOD HOUSEKEEPING	20353	767	10.6	3.8	88	888	12.4	4.4	103	2068	11.7	10.2	97	657	16.6	3.2	136
HARPER'S BAZAAR	3362	*158	2.2	4.7	109	*234	3.3	7.0	164	387	2.2	11.5	109	**133	3.4	4.0	167
HEALTH	2987	**78	1.1	2.6	61	*176	2.5	5.9	138	325	1.8	10.9	103	**117	2.9	3.9	166
HEARST MAG CORP. BUY (GROSS)	67928	2990	41.4	4.4	102	3368	47.2	5.0	117	7532	42.7	11.1	105	2136	53.8	3.1	133
HEARST MAN POWER (GROSS)	11282	760	10.5	6.7	157	642	9.0	5.7	134	1697	9.6	15.0	143	340	8.6	3.0	127
HEARST WOMAN POWER (GROSS)	40514	1597	22.1	3.9	92	1858	26.0	4.6	108	4142	23.5	10.2	97	1237	31.2	3.1	129
HOUSE BEAUTIFUL	4885	*156	2.2	3.2	74	*234	3.3	4.8	113	478	2.7	9.8	93	*157	4.0	3.2	136
INC.	1308	**63	0.9	4.8	112	**38	0.5	2.9	68	**178	1.0	13.6	129	**57	1.4	4.4	184
JET	6498	*222	3.1	3.4	79	646	9.1	9.9	234	1013	5.7	15.6	148	367	9.3	5.6	239
LADIES' HOME JOURNAL	14797	467	6.5	3.2	73	705	9.9	4.8	112	1629	9.2	11.0	105	440	11.1	3.0	126
LHJ FAMILY GRP COMBO(GROSS)	21743	659	9.1	3.0	70	1097	15.4	5.0	119	2379	13.5	10.9	104	725	18.3	3.3	141
LIFE	9881	504	7.0	5.1	119	623	8.7	6.3	148	1132	6.4	11.5	109	345	8.7	3.5	148
L.A. TIMES HOME MAGAZINE	2775	**69	1.0	2.5	58	**7	0.1	0.3	6	*228	1.3	8.2	78	**0	0.0	0.0	0
MADEMOISELLE	4219	*205	2.8	4.9	113	*253	3.5	6.0	141	455	2.6	10.8	102	**118	3.0	2.8	118
MC CALL'S	16422	567	7.9	3.5	80	794	11.1	4.8	114	1615	9.1	9.8	93	404	10.2	2.5	104
MC CALL'S/WRK MOTHER (GROSS)	17919	657	9.1	3.7	85	932	13.1	5.2	122	1845	10.5	10.3	98	519	13.1	2.9	122
MECHANIX ILLUSTRATED	4433	*264	3.7	6.0	138	*209	2.9	4.7	111	627	3.6	14.1	134	*141	3.6	3.2	134
METROPOLITAN HOME	1504	**35	0.5	2.3	54	**60	0.8	4.0	94	*166	0.9	11.0	105	**42	1.1	2.8	118
MONEY	4723	287	4.0	6.1	141	*198	2.8	4.2	99	447	2.5	9.5	90	*186	4.7	3.9	167
MOTHER EARTH NEWS	2325	*137	1.9	5.9	137	**74	1.0	3.2	75	274	1.6	11.8	112	**89	2.2	3.8	162
MS.	1189	**44	0.6	3.7	86	**49	0.7	4.1	97	*147	0.8	12.4	117	**61	1.5	5.1	217
NATIONAL ENQUIRER	18892	913	12.7	4.8	112	1107	15.5	5.9	138	2184	12.4	11.6	110	645	16.3	3.4	144
NATIONAL GEOGRAPHIC	22129	1108	15.4	5.0	116	860	12.0	3.9	91	2154	12.2	9.7	92	460	11.6	2.1	88
NATIONAL SUNDAY MAGAZINE PKG	103750	4840	67.1	4.7	108	3786	53.0	3.6	86	10160	57.6	9.8	93	2818	71.0	2.7	115
NATURAL HISTORY	1379	**78	1.1	5.7	132	**42	0.6	3.0	72	**101	0.6	7.3	70	**36	0.9	2.6	110
NEW WOMAN	2289	**62	0.9	2.7	63	*180	2.5	7.9	185	*230	1.3	10.0	95	**75	1.9	3.3	139
NEW YORK INCLUDING CUE	1088	**55	0.8	5.1	118	**28	0.4	2.6	60	*120	0.7	11.0	105	**34	0.9	3.1	132
THE NEW YORKER	2459	*169	2.3	6.9	160	**97	1.4	3.9	93	*167	0.9	6.8	65	**83	2.1	3.4	143
NEWSWEEK	16527	833	11.5	5.0	117	785	11.0	4.7	112	1606	9.1	9.7	92	428	10.8	2.6	109
THE N.Y. TIMES DAILY EDITION	2739	*176	2.4	6.4	149	**59	0.8	2.2	51	*128	0.7	4.7	44	**43	1.1	1.6	66
THE N.Y. TIMES MAGAZINE	4443	297	4.1	6.7	155	**91	1.3	2.0	48	*216	1.2	4.9	46	**70	1.8	1.6	67
OMNI	2799	*176	2.4	6.3	146	**199	2.8	7.1	167	429	2.4	15.3	146	**160	4.0	5.7	242
ON CABLE	2209	**51	0.7	2.3	54	**115	1.6	5.2	122	236	1.3	10.7	102	**47	1.2	2.1	90
1001 HOME IDEAS	3959	**114	1.6	2.9	67	*217	3.0	5.5	129	425	2.4	10.7	102	*168	4.2	4.2	179
ORGANIC GARDENING	3111	*128	1.8	4.1	96	*163	2.3	5.2	123	308	1.7	9.9	94	**91	2.3	2.9	124
OUTDOOR LIFE	5024	*236	3.3	4.7	109	317	4.4	6.3	148	740	4.2	14.7	140	*154	3.9	3.1	130
PARADE MAGAZINE	51292	2547	35.3	5.0	115	1879	26.3	3.7	86	4600	26.1	9.0	85	1401	35.3	2.7	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0251
P-18

	TOTAL U.S. '000	HIRES A '000	HIRES B % DOWN	HIRES C % ACROSS	HIRES D INDX	MELLO YELLOW A '000	MELLO YELLOW B % DOWN	MELLO YELLOW C % ACROSS	MELLO YELLOW D INDX	MOUNTAIN DEW A '000	MOUNTAIN DEW B % DOWN	MOUNTAIN DEW C % ACROSS	MOUNTAIN DEW D INDX	FAYGO A '000	FAYGO B % DOWN	FAYGO C % ACROSS	FAYGO D INDX
TOTAL ADULTS	167727	7214	100.0	4.3	100	7137	100.0	4.3	100	17653	100.0	10.5	100	3967	100.0	2.4	100
PARENTS	5298	*236	3.3	4.5	104	366	5.1	6.9	162	734	4.2	13.9	132	*221	5.6	4.2	176
PENTHOUSE	5129	332	4.6	6.5	150	*266	3.7	5.2	122	691	3.9	13.5	128	*158	4.0	3.1	130
PEOPLE	21070	1013	14.0	4.8	112	1115	15.6	5.3	124	2307	13.1	10.9	104	684	17.2	3.2	137
PLAYBOY	10562	638	8.8	6.0	140	534	7.5	5.1	119	1326	7.5	12.6	119	279	7.0	2.6	112
POPULAR HOT RODDING	2498	**69	1.0	2.8	64	*172	2.4	6.9	162	545	3.1	21.8	207	**110	2.8	4.4	186
POPULAR MECHANICS	5887	406	5.6	6.9	160	*291	4.1	4.9	116	927	5.3	15.7	150	*187	4.7	3.2	134
POPULAR SCIENCE	4317	*321	4.4	7.4	173	**120	1.7	2.8	65	712	4.0	16.5	157	*173	4.4	4.0	169
PREVENTION	5792	*258	3.6	4.5	104	*144	2.0	2.5	58	350	2.0	6.0	57	**96	2.4	1.7	70
PSYCHOLOGY TODAY	3284	*163	2.3	5.0	115	*175	2.5	5.3	125	345	2.0	10.5	100	**93	2.3	2.8	120
READER'S DIGEST	40046	1631	22.6	4.1	95	1594	22.3	4.0	94	4131	23.4	10.3	98	882	22.2	2.2	93
REDBOOK	9584	378	5.2	3.9	92	408	5.7	4.3	100	1002	5.7	10.5	99	309	7.8	3.2	136
ROAD & TRACK	2590	*129	1.8	5.0	116	**103	1.4	4.0	93	419	2.4	16.2	154	**60	1.5	2.3	98
ROLLING STONE	3302	*171	2.4	5.2	120	*121	1.7	3.7	86	616	3.5	18.7	177	**140	3.5	4.2	179
RUNNER'S WORLD	1229	**78	1.1	6.3	148	**67	0.9	5.5	128	**82	0.5	6.7	63	**57	1.4	4.6	196
SATURDAY EVENING POST	2110	**99	1.4	4.7	109	*139	1.9	6.6	155	*224	1.3	10.6	101	**62	1.6	2.9	124
SCIENCE 84	1543	**113	1.6	7.3	170	**34	0.5	2.2	52	*158	0.9	10.2	97	**9	0.2	0.6	25
SCIENCE DIGEST	1747	**111	1.5	6.4	148	**101	1.4	5.8	136	*242	1.4	13.9	132	**39	1.0	2.2	94
SCIENTIFIC AMERICAN	1994	**144	2.0	7.2	168	**79	1.1	4.0	93	*184	1.0	9.2	88	**36	0.9	1.8	76
SELF	3119	**118	1.6	3.8	88	*249	3.5	8.0	188	471	2.7	15.1	143	**137	3.5	4.4	186
SEVENTEEN	3923	*255	3.5	6.5	151	*248	3.5	6.3	149	513	2.9	13.1	124	**121	3.1	3.1	130
SKI	1501	**82	1.1	5.5	127	**15	0.2	1.0	23	**118	0.7	7.9	75	**5	0.1	0.3	14
SMITHSONIAN	5976	251	3.5	4.2	98	*138	1.9	2.3	54	486	2.8	8.1	77	*174	4.4	2.9	123
SOAP OPERA DIGEST	4228	**129	1.8	3.1	71	318	4.5	7.5	177	706	4.0	16.7	159	*144	3.6	3.4	144
SOUTHERN LIVING	6488	*134	1.9	2.1	48	337	4.7	5.2	122	519	2.9	8.0	76	**88	2.2	1.4	57
SPORT	3500	*221	3.1	6.3	147	*242	3.4	6.9	162	508	2.9	14.5	138	*178	4.5	5.1	215
THE SPORTING NEWS	2456	**97	1.3	3.9	92	*226	3.2	9.2	216	397	2.2	16.2	154	**170	4.3	6.9	293
SPORTS AFIELD	3648	*244	3.4	6.7	156	*250	3.5	6.9	161	527	3.0	14.4	137	**115	2.9	3.2	133
SPORTS ILLUSTRATED	14484	938	13.0	6.5	151	810	11.3	5.6	131	1989	11.3	13.7	130	336	8.5	2.3	98
STAR	12661	568	7.9	4.5	104	848	11.9	6.7	157	1488	8.4	11.8	112	458	11.5	3.6	153
SUNDAY	52799	2588	35.9	4.9	114	1861	26.1	3.5	83	4922	27.9	9.3	89	1950	49.2	3.7	156
SUNSET	3513	*158	2.2	4.5	105	**23	0.3	0.7	15	*282	1.6	8.0	76	**17	0.4	0.5	20
TV GUIDE	42766	2034	28.2	4.8	111	2124	29.8	5.0	117	5336	30.2	12.5	119	915	23.1	2.1	90
TENNIS	1254	**18	0.2	1.4	33	**75	1.1	6.0	141	**111	0.6	8.9	84	**17	0.4	1.4	57
TIME	22054	1191	16.5	5.4	126	921	12.9	4.2	98	2191	12.4	9.9	94	610	15.4	2.8	117
TOWN & COUNTRY	1555	**68	0.9	4.4	102	**64	0.9	4.1	97	*132	0.7	8.5	81	**28	0.7	1.8	76
TRAVEL & LEISURE	2173	**107	1.5	4.9	114	**45	0.6	2.1	49	*210	1.2	9.7	92	**70	1.8	3.2	136
TRUE STORY	4636	**110	1.5	2.4	55	344	4.8	7.4	174	697	3.9	15.0	143	**125	3.2	2.7	114
U.S.NEWS & WORLD REPORT	10353	459	6.4	4.4	103	491	6.9	4.7	111	1162	6.6	11.2	107	280	7.1	2.7	114
USA TODAY	4994	404	5.6	8.1	188	*221	3.1	4.4	104	368	2.1	7.4	70	*200	5.0	4.0	169
US	3528	*157	2.2	4.5	103	*249	3.5	7.1	166	661	3.7	18.7	178	**116	2.9	3.3	139
VOGUE	5424	*251	3.5	4.6	108	*252	3.5	4.6	109	575	3.3	10.6	101	*168	4.2	3.1	131
WALL STREET JOURNAL	6292	309	4.3	4.9	114	*170	2.4	2.7	63	543	3.1	8.6	82	*124	3.1	2.0	83
WEIGHT WATCHERS	2762	**83	1.2	3.0	70	*236	3.3	8.5	201	362	2.1	13.1	125	**68	1.7	2.5	104
WOMAN'S DAY	16320	611	8.5	3.7	87	549	7.7	3.4	79	1358	7.7	8.3	79	508	12.8	3.1	132
WORKING MOTHER	1496	**90	1.2	6.0	140	**138	1.9	9.2	217	*230	1.3	15.4	146	**115	2.9	7.7	325
WORKING WOMAN	1851	**66	0.9	3.6	83	**144	2.0	7.8	183	*231	1.3	12.5	119	**94	2.4	5.1	215
WORLD TENNIS	580	**16	0.2	2.8	64	**30	0.4	5.2	122	**68	0.4	11.7	111	**9	0.2	1.6	66
ZIFF-DAVIS MAG NETWK (GROSS)	12412	767	10.6	6.2	144	629	8.8	5.1	119	1825	10.3	14.7	140	537	13.5	4.3	183
BLAIR INSERTS	91671	4299	59.6	4.7	109	3470	48.6	3.8	89	8511	48.2	9.3	88	2583	65.1	2.8	119
DAILY NEWSPAPERS																	
READ ANY	109190	4901	67.9	4.5	104	4032	56.5	3.7	87	10805	61.2	9.9	94	2835	71.5	2.6	110
READ ONE	89587	4028	55.8	4.5	105	3418	47.9	3.8	90	9166	51.9	10.2	97	2355	59.4	2.6	111
READ TWO OR MORE	19602	873	12.1	4.5	104	614	8.6	3.1	74	1639	9.3	8.4	79	480	12.1	2.4	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5119	71.0	4.7	109	4028	56.4	3.7	86	10665	60.4	9.7	92	2939	74.1	2.7	113
READ ONE	95074	4315	59.8	4.5	106	3578	50.1	3.8	88	9495	53.8	10.0	95	2404	60.6	2.5	107
READ TWO OR MORE	14588	804	11.1	5.5	128	450	6.3	3.1	72	1170	6.6	8.0	76	535	13.5	3.7	155
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.34				30.72				30.18				28.75			
30 DAY REACH	149706	6665	92.4	4.5	104	6329	88.7	4.2	99	15921	90.2	10.6	101	3626	91.4	2.4	102
50 SHWG - 30 DAY AV FREQ	15.16	15.95				16.05				15.83				14.75			
30 DAY REACH	142406	6334	87.8	4.4	103	6066	85.0	4.3	100	15203	86.1	10.7	101	3523	88.8	2.5	105
25 SHWG - 30 DAY AV FREQ	8.23	8.40				8.56				8.40				7.99			
30 DAY REACH	131152	6023	83.5	4.6	107	5685	79.7	4.3	102	14329	81.2	10.9	104	3238	81.6	2.5	104
CABLE TV: HOME WIRED	66879	3097	42.9	4.6	108	2482	34.8	3.7	87	6627	37.5	9.9	94	1633	41.2	2.4	103
HOME NOT WIRED	100848	4117	57.1	4.1	95	4655	65.2	4.6	108	11025	62.5	10.9	104	2334	58.8	2.3	98
HAVE PAY CABLE	35024	1392	19.3	4.0	92	1418	19.9	4.0	95	3716	21.1	10.6	101	949	23.9	2.7	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	HIRES A '000	HIRES B % DOWN	HIRES C % ACROSS	HIRES D INDX	MELLO YELLOW A '000	MELLO YELLOW B % DOWN	MELLO YELLOW C % ACROSS	MELLO YELLOW D INDX	MOUNTAIN DEW A '000	MOUNTAIN DEW B % DOWN	MOUNTAIN DEW C % ACROSS	MOUNTAIN DEW D INDX	FAYGO A '000	FAYGO B % DOWN	FAYGO C % ACROSS	FAYGO D INDX
TOTAL ADULTS	167727	7214	100.0	4.3	100	7137	100.0	4.3	100	17653	100.0	10.5	100	3967	100.0	2.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4220	58.5	4.4	103	4197	58.8	4.4	103	10106	57.2	10.6	100	2356	59.4	2.5	104
10:00 AM - 3:00 PM	63599	3142	43.6	4.9	115	2940	41.2	4.6	109	7327	41.5	11.5	109	1690	42.6	2.7	112
3:00 PM - 7:00 PM	72097	3533	49.0	4.9	114	3479	48.7	4.8	113	8170	46.3	11.3	108	1958	49.4	2.7	115
7:00 PM - MIDNIGHT	36670	1852	25.7	5.1	117	1987	27.8	5.4	127	4418	25.0	12.0	114	1095	27.6	3.0	126
MIDNIGHT - 6:00 AM	21908	963	13.3	4.4	102	1217	17.1	5.6	131	2703	15.3	12.3	117	581	14.6	2.7	112
6:00 AM - MIDNIGHT	127571	5868	81.3	4.6	107	5907	82.8	4.6	109	14163	80.2	11.1	105	3254	82.0	2.6	108
ENTIRE DAY	129239	5914	82.0	4.6	106	5940	83.2	4.6	108	14380	81.5	11.1	106	3290	82.9	2.5	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1691	23.4	5.0	116	1515	21.2	4.5	105	3954	22.4	11.6	110	991	25.0	2.9	123
ALL NEWS	6062	330	4.6	5.4	127	*170	2.4	2.8	66	483	2.7	8.0	76	*135	3.4	2.2	94
AOR/PROGRESSIVE	11884	690	9.6	5.8	135	560	7.8	4.7	111	1505	8.5	12.7	120	396	10.0	3.3	141
BEAUTIFUL MUSIC	11180	509	7.1	4.6	106	406	5.7	3.6	85	1127	6.4	10.1	96	275	6.9	2.5	104
BLACK	4538	*191	2.6	4.2	98	385	5.4	8.5	199	582	3.3	12.8	122	220	5.5	4.8	205
CLASSICAL	3857	*225	3.1	5.8	136	*129	1.8	3.3	79	353	2.0	9.2	87	**53	1.3	1.4	58
CHR/ROCK	21946	1244	17.2	5.7	132	1369	19.2	6.2	147	2821	16.0	12.9	122	572	14.4	2.6	110
COUNTRY	27262	1172	16.2	4.3	100	1435	20.1	5.3	124	3412	19.3	12.5	119	620	15.6	2.3	96
GOLDEN OLDIES	3339	**172	2.4	5.2	120	**142	2.0	4.3	100	*256	1.5	7.7	73	**57	1.4	1.7	72
MOR/NOSTALGIA	10346	437	6.1	4.2	98	269	3.8	2.6	61	922	5.2	8.9	85	*303	7.6	2.9	124
NEWS/TALK	8929	324	4.5	3.6	84	*223	3.1	2.5	59	661	3.7	7.4	70	*198	5.0	2.2	94
RELIGIOUS	5488	*282	3.9	5.1	119	287	4.0	5.2	123	580	3.3	10.6	100	*129	3.3	2.4	99
SOFT ROCK	1232	**59	0.8	4.8	111	**108	1.5	8.8	206	**167	0.9	13.6	129	**21	0.5	1.7	72
URBAN CONTEMPORARY	3184	*199	2.8	6.3	145	316	4.4	9.9	233	413	2.3	13.0	123	**112	2.8	3.5	149
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	447	6.2	6.5	150	573	8.0	8.3	195	1092	6.2	15.8	150	450	11.3	6.5	275
ABC DIRECTION	5212	299	4.1	5.7	133	*185	2.6	3.5	83	506	2.9	9.7	92	*194	4.9	3.7	157
ABC ENTERTAINMENT	10385	376	5.2	3.6	84	466	6.5	4.5	105	1021	5.8	9.8	93	*178	4.5	1.7	72
ABC FM	4762	*225	3.1	4.7	110	*324	4.5	6.8	160	699	4.0	14.7	139	*125	3.2	2.6	111
ABC INFORMATION	11339	586	8.1	5.2	120	327	4.6	2.9	68	1134	6.4	10.0	95	*227	5.7	2.0	85
ABC ROCK	4878	*270	3.7	5.5	129	333	4.7	6.8	160	730	4.1	15.0	142	*152	3.8	3.1	132
CBS	10709	467	6.5	4.4	101	421	5.9	3.9	92	1001	5.7	9.3	89	*213	5.4	2.0	84
MUTUAL	10251	415	5.8	4.0	94	406	5.7	4.0	93	1071	6.1	10.4	99	346	8.7	3.4	143
NBC	12243	646	9.0	5.3	123	447	6.3	3.7	86	1294	7.3	10.6	100	415	10.5	3.4	143
RADIORADIO	4606	*237	3.3	5.1	120	*277	3.9	6.0	141	572	3.2	12.4	118	*142	3.6	3.1	130
RKO ONE	5148	*204	2.8	4.0	92	315	4.4	6.1	144	693	3.9	13.5	128	**103	2.6	2.0	85
RKO TWO	7313	*279	3.9	3.8	89	312	4.4	4.3	100	723	4.1	9.9	94	*161	4.1	2.2	93
THE SOURCE	5981	359	5.0	6.0	140	445	6.2	7.4	175	934	5.3	15.6	148	*268	6.8	4.5	189
NON-WIRED : BLAIR	19329	800	11.1	4.1	96	936	13.1	4.8	114	2177	12.3	11.3	107	322	8.1	1.7	70
INTERNET	27139	1411	19.6	5.2	121	1203	16.9	4.4	104	2733	15.5	10.1	96	687	17.3	2.5	107
KATZ RADIO GROUP	36319	1584	22.0	4.4	101	1429	20.0	3.9	92	3899	22.1	10.7	102	961	24.2	2.6	112
SUPERNET	22361	1206	16.7	5.4	125	1021	14.3	4.6	107	2558	14.5	11.4	109	590	14.9	2.6	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	616	8.5	4.2	99	727	10.2	5.0	118	1413	8.0	9.7	92	373	9.4	2.6	109
WKDAY 9:00 AM - 1:00 PM	18688	736	10.2	3.9	92	920	12.9	4.9	116	1904	10.8	10.2	97	546	13.8	2.9	124
WKDAY 1:00 PM - 4:30 PM	24061	869	12.0	3.6	84	1284	18.0	5.3	125	2552	14.5	10.6	101	677	17.1	2.8	119
WKDAY 4:30 PM - 7:30 PM	44079	1814	25.1	4.1	96	1871	26.2	4.2	100	4621	26.2	10.5	100	1066	26.9	2.4	102
WKDAY 7:30 PM - 8:00 PM	61979	2501	34.7	4.0	94	2540	35.6	4.1	96	6558	37.1	10.6	101	1410	35.5	2.3	96
WKDAY 11:00 PM - 11:30 PM	49084	2120	29.4	4.3	100	2243	31.4	4.6	107	5274	29.9	10.7	102	1376	34.7	2.8	119
WKDAY 11:30 PM - 1:00 AM	16560	727	10.1	4.4	102	791	11.1	4.8	112	1811	10.3	10.9	104	575	14.5	3.5	147
M-SAT 8-11 PM+SUN 7-11 PM	66967	2899	40.2	4.3	101	2882	40.4	4.3	101	7141	40.5	10.7	101	1752	44.2	2.6	111
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	324	4.5	3.5	81	415	5.8	4.5	105	983	5.6	10.6	101	214	5.4	2.3	98
ANOTHER WORLD N	6138	235	3.3	3.8	89	353	4.9	5.8	135	605	3.4	9.9	94	162	4.1	2.6	112
AS THE WORLD TURNS C	7707	266	3.7	3.5	80	503	7.0	6.5	153	921	5.2	12.0	114	150	3.8	1.9	82
CAPITOL C	4688	148	2.1	3.2	73	388	5.4	8.3	195	621	3.5	13.2	126	*112	2.8	2.4	101
CBS MORN. NEWS 1 C	2792	*102	1.4	3.7	85	197	2.8	7.1	166	277	1.6	9.9	94	**35	0.9	1.3	53
CBS MORN. NEWS 2 C	2071	*112	1.6	5.4	126	119	1.7	5.7	135	199	1.1	9.6	91	**24	0.6	1.2	49
DAYS OF OUR LIVES N	8018	329	4.6	4.1	95	479	6.7	6.0	140	875	5.0	10.9	104	249	6.3	3.1	131
FACTS OF LIFE - DAYTIME N	3487	121	1.7	3.5	81	214	3.0	6.1	144	366	2.1	10.5	100	136	3.4	3.9	165
FAMILY FEUD A	4817	*65	0.9	1.3	31	230	3.2	4.8	112	548	3.1	11.4	108	119	3.0	2.5	104
GENERAL HOSPITAL A	8333	184	2.6	2.2	51	381	5.3	4.6	107	803	4.5	9.6	92	272	6.9	3.3	138
GOOD MORNING, AMERICA-730 A	5472	239	3.3	4.4	102	227	3.2	4.1	97	486	2.8	8.9	84	*100	2.5	1.8	77
GOOD MORNING, AMERICA-830 A	3965	120	1.7	3.0	70	200	2.8	5.0	119	382	2.2	9.6	92	*79	2.0	2.0	84
GUIDING LIGHT C	7542	251	3.5	3.3	77	487	6.8	6.5	152	831	4.7	11.0	105	144	3.6	1.9	81
ONE LIFE TO LIVE A	6018	114	1.6	1.9	44	222	3.1	3.7	87	566	3.2	9.4	89	164	4.1	2.7	115
PRESS YOUR LUCK C	3589	141	2.0	3.9	91	143	2.0	4.0	94	380	2.2	10.6	101	*121	3.1	3.4	143
PRICE IS RIGHT 1 C	7418	317	4.4	4.3	99	369	5.2	5.0	117	865	4.9	11.7	111	196	4.9	2.6	112
PRICE IS RIGHT 2 C	8276	418	5.8	5.1	117	377	5.3	4.6	107	912	5.2	11.0	105	246	6.2	3.0	126
RYAN'S HOPE A	4358	149	2.1	3.4	79	246	3.4	5.6	133	456	2.6	10.5	99	149	3.8	3.4	145
SALE OF THE CENTURY N	3749	198	2.7	5.3	123	219	3.1	5.8	137	425	2.4	11.3	108	116	2.9	3.1	131
SEARCH FOR TOMORROW N	2884	*138	1.9	4.8	111	154	2.2	5.3	125	275	1.6	9.5	91	**67	1.7	2.3	98
TODAY SHOW 1 N	4869	219	3.0	4.5	105	191	2.7	3.9	92	395	2.2	8.1	77	147	3.7	3.0	128
TODAY SHOW 2 N	4135	208	2.9	5.0	117	168	2.4	4.1	95	354	2.0	8.6	81	116	2.9	2.8	119
$25,000 PYRAMID C	4361	203	2.8	4.7	108	231	3.2	5.3	124	457	2.6	10.5	100	*124	3.1	2.8	120
WHEEL OF FORTUNE N	6187	277	3.8	4.5	104	233	3.3	3.8	89	568	3.2	9.2	87	147	3.7	2.4	100
YOUNG AND THE RESTLESS C	8186	243	3.4	3.0	69	568	8.0	6.9	163	942	5.3	11.5	109	205	5.2	2.5	106
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	214	3.0	4.5	105	*151	2.1	3.2	75	523	3.0	11.1	105	*81	2.0	1.7	72
NBA PLAYOFF GAME -1 C	5127	248	3.4	4.8	112	338	4.7	6.6	155	634	3.6	12.4	117	*87	2.2	1.7	72
NBC MAJOR LEAGUE PRE-GAME N	3945	**133	1.8	3.4	78	*264	3.7	6.7	157	377	2.1	9.6	91	**105	2.6	2.7	113
SPORTSWORLD - SUN N	3370	*148	2.1	4.4	102	*155	2.2	4.6	108	419	2.4	12.4	118	221	5.6	6.6	277
SUNDAY MORNING C	4200	*159	2.2	3.8	88	229	3.2	5.5	128	321	1.8	7.6	73	**63	1.6	1.5	63

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	HIRES A '000	HIRES B % DOWN	HIRES C % ACROSS	HIRES D INDX	MELLO YELLOW A '000	MELLO YELLOW B % DOWN	MELLO YELLOW C % ACROSS	MELLO YELLOW D INDX	MOUNTAIN DEW A '000	MOUNTAIN DEW B % DOWN	MOUNTAIN DEW C % ACROSS	MOUNTAIN DEW D INDX	FAYGO A '000	FAYGO B % DOWN	FAYGO C % ACROSS	FAYGO D INDX
TOTAL ADULTS		167727	7214	100.0	4.3	100	7137	100.0	4.3	100	17653	100.0	10.5	100	3967	100.0	2.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2104	29.2	4.0	94	2063	28.9	3.9	93	5246	29.7	10.0	95	1108	27.9	2.1	90
NETWORK AFFILIATES - LATE		39164	1627	22.6	4.2	97	1631	22.9	4.2	98	4058	23.0	10.4	98	1095	27.6	2.8	118
INDEPENDENTS - LATE		5133	267	3.7	5.2	121	196	2.7	3.8	90	538	3.0	10.5	100	*92	2.3	1.8	76
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	994	13.8	4.4	101	1312	18.4	5.7	135	2901	16.4	12.7	121	712	17.9	3.1	132
ABC MONDAY NIGHT MOVIE	A	11258	409	5.7	3.6	84	369	5.2	3.3	77	1073	6.1	9.5	91	272	6.9	2.4	102
ABC SUNDAY NIGHT MOVIE	A	23600	849	11.8	3.6	84	1015	14.2	4.3	101	2533	14.3	10.7	102	619	15.6	2.6	111
ABC WORLD NEWS TONIGHT	A	12801	505	7.0	3.9	92	429	6.0	3.4	79	1245	7.1	9.7	92	214	5.4	1.7	71
AFTERMASH	C	10966	485	6.7	4.4	103	454	6.4	4.1	97	1253	7.1	11.4	109	*219	5.5	2.0	84
ALICE	C	17050	696	9.6	4.1	95	701	9.8	4.1	97	1772	10.0	10.4	99	400	10.1	2.3	99
AMERICAN PARADE	C	11998	442	6.1	3.7	86	516	7.2	4.3	101	1091	6.2	9.1	86	232	5.8	1.9	82
BENSON	A	19258	663	9.2	3.4	80	585	8.2	3.0	71	1905	10.8	9.9	94	465	11.7	2.4	102
BLUE THUNDER	A	11478	479	6.6	4.2	97	372	5.2	3.2	76	1169	6.6	10.2	97	328	8.3	2.9	121
CAGNEY & LACEY	C	18263	800	11.1	4.4	102	753	10.6	4.1	97	1927	10.9	10.6	100	594	15.0	3.3	138
CBS EVENING NEWS-DEAN	C	7733	316	4.4	4.1	95	*182	2.6	2.4	55	780	4.4	10.1	96	*150	3.8	1.9	82
CBS EVENING NEWS-RATHER	C	15653	621	8.6	4.0	92	609	8.5	3.9	91	1749	9.9	11.2	106	324	8.2	2.1	88
CBS SAT. NEWS-SCHIEFFER	C	8744	290	4.0	3.3	77	337	4.7	3.9	91	836	4.7	9.6	91	147	3.7	1.7	71
CBS SATURDAY NIGHT MOVIE	C	12000	482	6.7	4.0	93	500	7.0	4.2	98	1442	8.2	12.0	114	290	7.3	2.4	102
CBS WEDNESDAY NIGHT MOVIE	C	11522	563	7.8	4.9	114	480	6.7	4.2	98	1386	7.9	12.0	114	177	4.5	1.5	65
CHEERS	N	16818	850	11.8	5.1	118	627	8.8	3.7	88	1861	10.5	11.1	105	435	11.0	2.6	109
DALLAS	C	37510	1159	16.1	3.1	72	1460	20.5	3.9	91	3642	20.6	9.7	92	934	23.5	2.5	105
DIFF'RENT STROKES	N	11258	542	7.5	4.8	112	465	6.5	4.1	97	1227	7.0	10.9	104	*212	5.3	1.9	80
DOUBLE TROUBLE	N	12248	483	6.7	3.9	92	576	8.1	4.7	111	1486	8.4	12.1	115	386	9.7	3.2	133
DUCK FACTORY	N	11100	622	8.6	5.6	130	457	6.4	4.1	97	1206	6.8	10.9	103	345	8.7	3.1	131
DUKES OF HAZZARD	C	12353	478	6.6	3.9	90	590	8.3	4.8	112	1459	8.3	11.8	112	311	7.8	2.5	106
DYNASTY	A	33279	997	13.8	3.0	70	1454	20.4	4.4	103	3330	18.9	10.0	95	969	24.4	2.9	123
FACTS OF LIFE	N	13410	435	6.0	3.2	75	543	7.6	4.0	95	1582	9.0	11.8	112	364	9.2	2.7	115
FALCON CREST	C	31093	911	12.6	2.9	68	1359	19.0	4.4	103	3075	17.4	9.9	94	793	20.0	2.6	108
FALL GUY	A	18649	594	8.2	3.2	74	992	13.9	5.3	125	2087	11.8	11.2	106	495	12.5	2.7	112
FAMILY TIES	N	13101	584	8.1	4.5	104	618	8.7	4.7	111	1608	9.1	12.3	117	309	7.8	2.4	100
FANTASY ISLAND	A	13069	432	6.0	3.3	77	700	9.8	5.4	126	1399	7.9	10.7	102	412	10.4	3.2	133
FOULUPS,BLEEPS & BLUNDERS	A	16588	607	8.4	3.7	85	538	7.5	3.2	76	1697	9.6	10.2	97	340	8.6	2.0	87
FOUR SEASONS	C	9302	397	5.5	4.3	99	382	5.4	4.1	97	1059	6.0	11.4	108	*168	4.2	1.8	76
GIMME A BREAK	N	13955	619	8.6	4.4	103	695	9.7	5.0	117	1680	9.5	12.0	114	323	8.1	2.3	98
HART TO HART	A	15735	617	8.6	3.9	91	472	6.6	3.0	70	1585	9.0	10.1	96	327	8.2	2.1	88
HILL STREET BLUES	N	18257	774	10.7	4.2	99	780	10.9	4.3	100	1765	10.0	9.7	92	585	14.7	3.2	135
HOTEL	A	24236	781	10.8	3.2	75	1091	15.3	4.5	106	2454	13.9	10.1	96	609	15.4	2.5	106
JEFFERSONS	C	17010	731	10.1	4.3	100	720	10.1	4.2	99	1852	10.5	10.9	103	386	9.7	2.3	96
JENNIFER SLEPT HERE	N	9397	442	6.1	4.7	109	333	4.7	3.5	83	1026	5.8	10.9	104	*197	5.0	2.1	89
KATE & ALLIE	C	16762	729	10.1	4.3	101	701	9.8	4.2	98	1862	10.5	11.1	106	449	11.3	2.7	113
KNIGHT RIDER	N	13164	556	7.7	4.2	98	722	10.1	5.5	129	1610	9.1	12.2	116	321	8.1	2.4	103
LOVE BOAT	A	20400	697	9.7	3.4	79	826	11.6	4.0	95	1925	10.9	9.4	90	433	10.9	2.1	90
MAGNUM PI	C	22543	882	12.2	3.9	91	1146	16.1	5.1	119	2735	15.5	12.1	115	740	18.7	3.3	139
MAMA'S FAMILY	N	9852	546	7.6	5.5	129	364	5.1	3.7	87	1001	5.7	10.2	97	247	6.2	2.5	106
MASTER, THE	N	8082	291	4.0	3.6	84	448	6.3	5.5	130	1035	5.9	12.8	122	216	5.4	2.7	113
MATT HOUSTON	A	12881	518	7.2	4.0	93	547	7.7	4.2	100	1317	7.5	10.2	97	388	9.8	3.0	127
NBC MONDAY NIGHT MOVIE	N	23889	1217	16.9	5.1	118	1128	15.8	4.7	111	2802	15.9	11.7	111	690	17.4	2.9	122
NBC NIGHTLY NEWS	N	11156	454	6.3	4.1	95	517	7.2	4.6	109	1133	6.4	10.2	96	277	7.0	2.5	105
NBC NIGHTLY NEWS-SAT	N	7363	258	3.6	3.5	81	*246	3.4	3.3	79	556	3.1	7.6	72	*137	3.5	1.9	79
NBC NIGHTLY NEWS-SUN	N	6214	230	3.2	3.7	86	*202	2.8	3.3	76	555	3.1	8.9	85	*177	4.5	2.8	120
NBC SUNDAY NIGHT MOVIE	N	17590	1055	14.6	6.0	139	926	13.0	5.3	124	2302	13.0	13.1	124	658	16.6	3.7	158
NEWHART	C	16740	790	11.0	4.7	110	726	10.2	4.3	102	1884	10.7	11.3	107	403	10.2	2.4	102
ONE DAY AT A TIME	C	11820	468	6.5	4.0	92	494	6.9	4.2	98	1316	7.5	11.1	106	246	6.2	2.1	88
PEOPLE ARE FUNNY	N	9138	520	7.2	5.7	132	371	5.2	4.1	95	1083	6.1	11.9	113	*194	4.9	2.1	90
REAL PEOPLE	N	15979	475	6.6	3.0	69	571	8.0	3.6	84	1758	10.0	11.0	105	331	8.3	2.1	88
REMINGTON STEELE	N	14395	656	9.1	4.6	106	695	9.7	4.8	113	1769	10.0	12.3	117	539	13.6	3.7	158
RIPLEY'S BELIEVE IT - NOT	A	11362	546	7.6	4.8	112	407	5.7	3.6	84	1054	6.0	9.3	88	*222	5.6	2.0	83
RIPTIDE	N	13920	637	8.8	4.6	106	780	10.9	5.6	132	1809	10.2	13.0	123	630	15.9	4.5	191
SCARECROW & MRS. KING	C	17571	698	9.7	4.0	92	840	11.8	4.8	112	1898	10.8	10.8	103	480	12.1	2.7	116
SIMON & SIMON	C	20208	688	9.5	3.4	79	1049	14.7	5.2	122	2261	12.8	11.2	106	592	14.9	2.9	124
60 MINUTES	C	27668	1046	14.5	3.8	88	924	12.9	3.3	78	2587	14.7	9.4	89	507	12.8	1.8	77
ST. ELSEWHERE	N	13699	613	8.5	4.5	104	588	8.2	4.3	101	1456	8.2	10.6	101	513	12.9	3.7	158
THREE'S COMPANY	A	20632	726	10.1	3.5	82	875	12.3	4.2	100	2312	13.1	11.2	106	372	9.4	1.8	76
T.J. HOOKER	A	17136	562	7.8	3.3	76	841	11.8	4.9	115	1917	10.9	11.2	106	399	10.1	2.3	98
TONIGHT SHOW	N	4963	269	3.7	5.4	126	178	2.5	3.6	84	444	2.5	8.9	85	169	4.3	3.4	144
TRAPPER JOHN, M.D.	C	16332	670	9.3	4.1	95	695	9.7	4.3	100	1627	9.2	10.0	95	432	10.9	2.6	112
TV BLOOPERS & PRAC. JOKES	N	18881	898	12.4	4.8	111	634	8.9	3.4	79	2308	13.1	12.2	116	370	9.3	2.0	83
20/20	A	18315	645	8.9	3.5	82	536	7.5	2.9	69	1710	9.7	9.3	89	424	10.7	2.3	98
WEBSTER	A	18722	603	8.4	3.2	75	608	8.5	3.2	76	1832	10.4	9.8	93	427	10.8	2.3	96
WORLD NEWS - SUN	A	5327	*163	2.3	3.1	71	*152	2.1	2.9	67	372	2.1	7.0	66	*90	2.3	1.7	71
YELLOW ROSE	N	8370	298	4.1	3.6	83	325	4.6	3.9	91	783	4.4	9.4	89	280	7.1	3.3	141
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	937	13.0	3.6	84	1202	16.8	4.6	109	3129	17.7	12.1	115	822	20.7	3.2	134
BASKETBALL - COLLEGE GAMES		14468	637	8.8	4.4	102	1037	14.5	7.2	168	2348	13.3	16.2	154	*427	10.8	3.0	125
BASKETBALL - PRO GAMES		12124	530	7.3	4.4	102	706	9.9	5.8	137	1949	11.0	16.1	153	*442	11.1	3.6	154
BOWLING		9412	605	8.4	6.4	149	*382	5.4	4.1	95	1079	6.1	11.5	109	*420	10.6	4.5	189
BOXING		15409	913	12.7	5.9	138	872	12.2	5.7	133	2277	12.9	14.8	140	*499	12.6	3.2	137
FOOTBALL - COLLEGE GAMES		21400	1016	14.1	4.7	110	1240	17.4	5.8	136	2848	16.1	13.3	126	741	18.7	3.5	146
FOOTBALL - PRO GAMES		35944	2061	28.6	5.7	133	1718	24.1	4.8	112	4901	27.8	13.6	130	1181	29.8	3.3	139
GOLF		9759	585	8.1	6.0	139	*414	5.8	4.2	100	1051	6.0	10.8	102	**220	5.5	2.3	95
POST-SEASON COLL. FOOTBALL		18123	1121	15.5	6.2	144	1118	15.7	6.2	145	2648	15.0	14.6	139	*532	13.4	2.9	124
POST-SEASON PRO FOOTBALL		22091	1333	18.5	6.0	140	1173	16.4	5.3	125	3002	17.0	13.6	129	645	16.3	2.9	123
TENNIS		6764	*269	3.7	4.0	92	*474	6.6	7.0	165	868	4.9	12.8	122	**182	4.6	2.7	114
WRESTLING - PROFESSIONAL		9695	*576	8.0	5.9	138	838	11.7	8.6	203	1468	8.3	15.1	144	*282	7.1	2.9	123

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY•SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0254
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	TOTAL U.S. '000	MR. PIBB A '000	B % ACROSS DOWN	C %	D INDX	SCHWEPPES GINGER ALE A '000	B % ACROSS DOWN	C %	D INDX	SCHWEPPES TONIC A '000	B % ACROSS DOWN	C %	D INDX	SEVEN-UP A '000	B % ACROSS DOWN	C %	D INDX
TOTAL ADULTS	167727	5015	100.0	3.0	100	5666	100.0	3.4	100	3918	100.0	2.3	100	40282	100.0	24.0	100
MALES	79263	2806	56.0	3.5	118	2629	46.4	3.3	98	2194	56.0	2.8	118	20089	49.9	25.3	106
FEMALES	88464	2209	44.0	2.5	84	3037	53.6	3.4	102	1724	44.0	1.9	83	20193	50.1	22.8	95
18 - 24	28671	1713	34.2	6.0	200	918	16.2	3.2	95	*499	12.7	1.7	75	8390	20.8	29.3	122
25 - 34	39536	1504	30.0	3.8	127	1593	28.1	4.0	119	899	22.9	2.3	97	11554	28.7	29.2	122
35 - 44	28978	742	14.8	2.6	86	1026	18.1	3.5	105	908	23.2	3.1	134	6948	17.2	24.0	100
45 - 54	22345	*391	7.8	1.7	59	835	14.7	3.7	111	568	14.5	2.5	109	4764	11.8	21.3	89
55 - 64	22224	*380	7.6	1.7	57	816	14.4	3.7	109	737	18.8	3.3	142	4241	10.5	19.1	79
65 OR OLDER	25973	*285	5.7	1.1	37	479	8.5	1.8	55	307	7.8	1.2	51	4385	10.9	16.9	70
18 - 34	68207	3217	64.1	4.7	158	2510	44.3	3.7	109	1397	35.7	2.0	88	19944	49.5	29.2	122
18 - 49	108058	4205	83.8	3.9	130	3956	69.8	3.7	108	2623	66.9	2.4	104	29542	73.3	27.3	114
25 - 54	90859	2637	52.6	2.9	97	3453	60.9	3.8	113	2375	60.6	2.6	112	23266	57.8	25.6	107
35 - 49	39851	988	19.7	2.5	83	1446	25.5	3.6	107	1226	31.3	3.1	132	9597	23.8	24.1	100
50 OR OLDER	59669	809	16.1	1.4	45	1710	30.2	2.9	85	1295	33.1	2.2	93	10740	26.7	18.0	75
GRADUATED COLLEGE	28091	768	15.3	2.7	91	1387	24.5	4.9	146	1742	44.5	6.2	265	7284	18.1	25.9	108
ATTENDED COLLEGE	28938	808	16.1	2.8	93	1142	20.2	3.9	117	999	25.5	3.5	148	7781	19.3	26.9	112
GRADUATED HIGH SCHOOL	65503	2018	40.2	3.1	103	2000	35.3	3.1	90	902	23.0	1.4	59	15428	38.3	23.6	98
DID NOT GRADUATE HIGH SCHOOL	45195	1421	28.3	3.1	105	1136	20.0	2.5	74	*276	7.0	0.6	26	9789	24.3	21.7	90
EMPLOYED MALES	56429	1834	36.6	3.3	109	2077	36.7	3.7	109	1710	43.6	3.0	130	14528	36.1	25.7	107
EMPLOYED FEMALES	43971	1218	24.3	2.8	93	1919	33.9	4.4	129	1120	28.6	2.5	109	9956	24.7	22.6	94
EMPLOYED FULL-TIME	87773	2540	50.6	2.9	97	3526	62.2	4.0	119	2441	62.3	2.8	119	20912	51.9	23.8	99
EMPLOYED PART-TIME	12627	*513	10.2	4.1	136	*470	8.3	3.7	110	*389	9.9	3.1	132	3573	8.9	28.3	118
NOT EMPLOYED	67327	1962	39.1	2.9	97	1670	29.5	2.5	73	1088	27.8	1.6	69	15797	39.2	23.5	98
PROFESSIONAL/MANAGER	25845	569	11.3	2.2	74	1333	23.5	5.2	153	1548	39.5	6.0	256	6370	15.8	24.6	103
TECH/CLERICAL/SALES	30895	748	14.9	2.4	81	1313	23.2	4.2	126	731	18.7	2.4	101	7213	17.9	23.3	97
PRECISION/CRAFT	12629	*392	7.8	3.1	104	*459	8.1	3.6	108	*220	5.6	1.7	75	3435	8.5	27.2	113
OTHER EMPLOYED	31031	1344	26.8	4.3	145	892	15.7	2.9	85	*332	8.5	1.1	46	7467	18.5	24.1	100
SINGLE	35557	1605	32.0	4.5	151	1695	29.9	4.8	141	982	25.1	2.8	118	9955	24.7	28.0	117
MARRIED	103585	2767	55.2	2.7	89	3243	57.2	3.1	93	2464	62.9	2.4	102	24850	61.7	24.0	100
DIVORCED/SEPARATED/WIDOWED	28585	643	12.8	2.2	75	728	12.8	2.5	75	472	12.0	1.7	71	5477	13.6	19.2	80
PARENTS	59295	2232	44.5	3.8	126	1673	29.5	2.8	84	1137	29.0	1.9	82	16382	40.7	27.6	115
WHITE	146081	4112	82.0	2.8	94	4731	83.5	3.2	96	3526	90.0	2.4	103	34360	85.3	23.5	98
BLACK	17974	833	16.6	4.6	155	733	12.9	4.1	121	*261	6.7	1.5	62	4595	11.4	25.6	106
OTHER	3672	**70	1.4	1.9	64	**202	3.6	5.5	163	**131	3.3	3.6	153	1326	3.3	36.1	150
NORTHEAST-CENSUS	37005	**231	4.6	0.6	21	2367	41.8	6.4	189	1194	30.5	3.2	138	7881	19.6	21.3	89
NORTH CENTRAL	42642	1247	24.9	2.9	98	715	12.6	1.7	50	773	19.7	1.8	78	12715	31.6	29.8	124
SOUTH	56777	2702	53.9	4.8	159	1655	29.2	2.9	86	745	19.0	1.3	56	10533	26.1	18.6	77
WEST	31303	835	16.7	2.7	89	928	16.4	3.0	88	1205	30.8	3.8	165	9152	22.7	29.2	122
NORTHEAST-MKTG.	38125	*311	6.2	0.8	27	2349	41.5	6.2	182	1224	31.2	3.2	137	7669	19.0	20.1	84
EAST CENTRAL	24794	554	11.0	2.2	75	*489	8.6	2.0	58	*418	10.7	1.7	72	5959	14.8	24.0	100
WEST CENTRAL	28511	1001	20.0	3.5	117	*551	9.7	1.9	57	579	14.8	2.0	87	9344	23.2	32.8	136
SOUTH	48953	2472	49.3	5.0	169	1400	24.7	2.9	85	605	15.4	1.2	53	9332	23.2	19.1	79
PACIFIC	27344	*676	13.5	2.5	83	877	15.5	3.2	95	1091	27.8	4.0	171	7978	19.8	29.2	121
COUNTY SIZE A	69301	1645	32.8	2.4	79	2987	52.7	4.3	128	2165	55.3	3.1	134	16521	41.0	23.8	99
COUNTY SIZE B	50633	1792	35.7	3.5	118	1698	30.0	3.4	99	1120	28.6	2.2	95	12287	30.5	24.3	101
COUNTY SIZE C	26259	873	17.4	3.3	111	658	11.6	2.5	74	*420	10.7	1.6	68	5953	14.8	22.7	94
COUNTY SIZE D	21534	705	14.1	3.3	109	*324	5.7	1.5	45	**213	5.4	1.0	42	5521	13.7	25.6	107
METRO CENTRAL CITY	50014	1621	32.3	3.2	108	1925	34.0	3.8	114	1378	35.2	2.8	118	12293	30.5	24.6	102
METRO SUBURBAN	76832	1948	38.8	2.5	85	2958	52.2	3.8	114	2095	53.5	2.7	117	18143	45.0	23.6	98
NON METRO	40881	1446	28.8	3.5	118	784	13.8	1.9	57	*446	11.4	1.1	47	9846	24.4	24.1	100
TOP 5 ADI'S	39550	*600	12.0	1.5	51	1867	33.0	4.7	140	1363	34.8	3.4	148	10370	25.7	26.2	109
TOP 10 ADI'S	54877	942	18.8	1.7	57	2555	45.1	4.7	138	1751	44.7	3.2	137	12994	32.3	23.7	99
TOP 20 ADI'S	77516	1736	34.6	2.2	75	3422	60.4	4.4	131	2437	62.2	3.1	135	18538	46.0	23.9	100
HSHLD INC. $50,000 OR MORE	17257	**349	7.0	2.0	68	804	14.2	4.7	138	916	23.4	5.3	227	3785	9.4	21.9	91
$40,000 OR MORE	33235	*620	12.4	1.9	62	1527	27.0	4.6	136	1570	40.1	4.7	202	7540	18.7	22.7	94
$30,000 OR MORE	59693	1282	25.6	2.1	72	2666	47.1	4.5	132	2363	60.3	4.0	169	14334	35.6	24.0	100
$25,000 OR MORE	76275	1667	33.2	2.2	73	3168	55.9	4.2	123	2909	74.2	3.8	163	18424	45.7	24.2	101
$20,000 - $24,999	18607	616	12.3	3.3	111	508	9.0	2.7	81	*233	5.9	1.3	54	5047	12.5	27.1	113
$15,000 - $19,999	17175	*638	12.7	3.7	124	556	9.8	3.2	96	*318	8.1	1.9	79	4371	10.9	25.4	106
$10,000 - $14,999	24569	1010	20.1	4.1	137	616	10.9	2.5	74	*307	7.8	1.2	53	5681	14.1	23.1	96
UNDER $10,000	31101	1084	21.6	3.5	117	818	14.4	2.6	78	**152	3.9	0.5	21	6759	16.8	21.7	90
HOUSEHOLD OF 1 PERSON	19441	341	6.8	1.8	59	626	11.0	3.2	95	524	13.4	2.7	115	3694	9.2	19.0	79
2 PEOPLE	51803	1230	24.5	2.4	79	1868	33.0	3.6	107	1352	34.5	2.6	112	11039	27.4	21.3	89
3 OR 4 PEOPLE	66933	2348	46.8	3.5	117	2320	40.9	3.5	103	1733	44.2	2.6	111	17693	43.9	26.4	110
5 OR MORE PEOPLE	29550	1095	21.8	3.7	124	852	15.0	2.9	85	*309	7.9	1.0	45	7855	19.5	26.6	111
NO CHILD IN HSHLD	96587	2209	44.0	2.3	76	3666	64.7	3.8	112	2600	66.4	2.7	115	20851	51.8	21.6	90
CHILD(REN) UNDER 2 YRS	10844	*552	11.0	5.1	170	**255	4.5	2.4	70	**141	3.6	1.3	56	3298	8.2	30.4	127
2 - 5 YEARS	26358	1283	25.6	4.9	163	625	11.0	2.4	70	*403	10.3	1.5	65	8012	19.9	30.4	127
6 - 11 YEARS	30453	1236	24.6	4.1	136	970	17.1	3.2	94	486	12.4	1.6	68	8648	21.5	28.4	118
12 - 17 YEARS	36575	1201	23.9	3.3	110	1183	20.9	3.2	96	742	18.9	2.0	87	9379	23.3	25.6	107
RESIDENCE OWNED	117770	2948	58.8	2.5	84	3622	63.9	3.1	91	3092	78.9	2.6	112	26743	66.4	22.7	95
VALUE: $50,000 OR MORE	70166	1508	30.1	2.1	72	2687	47.4	3.8	113	2616	66.8	3.7	160	16019	39.8	22.8	95
VALUE: UNDER $50,000	47604	1440	28.7	3.0	101	935	16.5	2.0	58	*476	12.1	1.0	43	10724	26.6	22.5	94

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	MR. PIBB A '000	MR. PIBB B % DOWN	MR. PIBB C % ACROSS	MR. PIBB D INDX	SCHWEPPES GINGER ALE A '000	SCHWEPPES GINGER ALE B % DOWN	SCHWEPPES GINGER ALE C % ACROSS	SCHWEPPES GINGER ALE D INDX	SCHWEPPES TONIC A '000	SCHWEPPES TONIC B % DOWN	SCHWEPPES TONIC C % ACROSS	SCHWEPPES TONIC D INDX	SEVEN-UP A '000	SEVEN-UP B % DOWN	SEVEN-UP C % ACROSS	SEVEN-UP D INDX
TOTAL ADULTS		167727	5015	100.0	3.0	100	5666	100.0	3.4	100	3918	100.0	2.3	100	40282	100.0	24.0	100
MAGAZINES	QUINTILE 1	34022	1147	22.9	3.4	113	1578	27.9	4.6	137	1304	33.3	3.8	164	9448	23.5	27.8	116
	QUINTILE 2	34800	1107	22.1	3.2	106	1450	25.6	4.2	123	1067	27.2	3.1	131	8566	21.3	24.6	102
	QUINTILE 3	30514	854	17.0	2.8	94	904	16.0	3.0	88	630	16.1	2.1	88	7344	18.2	24.1	100
	QUINTILE 4	33324	967	19.3	2.9	97	878	15.5	2.6	78	593	15.1	1.8	76	7867	19.5	23.6	98
	QUINTILE 5	35066	940	18.7	2.7	90	857	15.1	2.4	72	*324	8.3	0.9	40	7056	17.5	20.1	84
NEWSPAPERS	QUINTILE 1	29107	630	12.6	2.2	72	1346	23.8	4.6	137	1184	30.2	4.1	174	7243	18.0	24.9	104
	QUINTILE 2	49095	1220	24.3	2.5	83	1803	31.8	3.7	109	1119	28.6	2.3	98	11594	28.8	23.6	98
	QUINTILE 3	23107	547	10.9	2.4	79	834	14.7	3.6	107	559	14.3	2.4	104	5361	13.3	23.2	97
	QUINTILE 4	33556	1087	21.7	3.2	108	913	16.1	2.7	81	702	17.9	2.1	90	8552	21.2	25.5	106
	QUINTILE 5	32863	1531	30.5	4.7	156	769	13.6	2.3	69	*354	9.0	1.1	46	7532	18.7	22.9	95
OUTDOOR	QUINTILE 1	33431	1121	22.4	3.4	112	1336	23.6	4.0	118	905	23.1	2.7	116	8952	22.2	26.8	111
	QUINTILE 2	33478	1050	20.9	3.1	105	1164	20.5	3.5	103	821	21.0	2.5	105	8597	21.3	25.7	107
	QUINTILE 3	33574	1141	22.8	3.4	114	1138	20.1	3.4	100	759	19.4	2.3	97	7997	19.9	23.8	99
	QUINTILE 4	33935	817	16.3	2.4	81	1115	19.7	3.3	97	819	20.9	2.4	103	7802	19.4	23.0	96
	QUINTILE 5	33310	885	17.6	2.7	89	913	16.1	2.7	81	615	15.7	1.8	79	6933	17.2	20.8	87
RADIO-DRIVE TIME	QUINTILE 1	33136	1265	25.2	3.8	128	1369	24.2	4.1	122	785	20.0	2.4	101	8638	21.4	26.1	109
	QUINTILE 2	31658	1004	20.0	3.2	106	850	15.0	2.7	79	780	19.9	2.5	105	7948	19.7	25.1	105
	QUINTILE 3	32541	878	17.5	2.7	90	1204	21.2	3.7	110	796	20.3	2.4	105	8141	20.2	25.0	104
	QUINTILE 4	34247	1176	23.4	3.4	115	1277	22.5	3.7	110	837	21.4	2.4	105	7914	19.6	23.1	96
	QUINTILE 5	36144	692	13.8	1.9	64	966	17.0	2.7	79	721	18.4	2.0	85	7641	19.0	21.1	88
RADIO-MID-DAY	TERCILE 1	45037	1774	35.4	3.9	132	1679	29.6	3.7	110	1063	27.1	2.4	101	11774	29.2	26.1	109
	TERCILE 2	44819	1315	26.2	2.9	98	1253	22.1	2.8	83	1124	28.7	2.5	107	11018	27.4	24.6	102
	TERCILE 3	77872	1925	38.4	2.5	83	2734	48.3	3.5	104	1731	44.2	2.2	95	17490	43.4	22.5	94
RADIO-TOTAL	QUINTILE 1	33763	1374	27.4	4.1	136	1328	23.4	3.9	116	729	18.6	2.2	92	8918	22.1	26.4	110
	QUINTILE 2	33240	1112	22.2	3.3	112	1082	19.1	3.3	96	811	20.7	2.4	104	8461	21.0	25.5	106
	QUINTILE 3	33408	847	16.9	2.5	85	1164	20.5	3.5	103	968	24.7	2.9	124	7577	18.8	22.7	94
	QUINTILE 4	34792	899	17.9	2.6	86	1158	20.4	3.3	99	750	19.1	2.2	92	8529	21.2	24.5	102
	QUINTILE 5	32524	783	15.6	2.4	81	934	16.5	2.9	85	659	16.8	2.0	87	6797	16.9	20.9	87
TV-PRIME TIME	QUINTILE 1	33090	834	16.6	2.5	84	1055	18.6	3.2	94	589	15.0	1.8	76	8244	20.5	24.9	104
	QUINTILE 2	33357	1179	23.5	3.5	118	1332	23.5	4.0	118	1065	27.2	3.2	137	7738	19.2	23.2	97
	QUINTILE 3	33980	928	18.5	2.7	91	1006	17.8	3.0	88	815	20.8	2.4	103	8558	21.2	25.2	105
	QUINTILE 4	33854	1098	21.9	3.2	108	1307	23.1	3.9	114	819	20.9	2.4	104	7698	19.1	22.7	95
	QUINTILE 5	33444	975	19.4	2.9	98	967	17.1	2.9	86	629	16.1	1.9	81	8044	20.0	24.1	100
TV-DAYTIME	TERCILE 1	49121	1485	29.6	3.0	101	1440	25.4	2.9	87	651	16.6	1.3	57	11462	28.5	23.3	97
	TERCILE 2	48823	1601	31.9	3.3	110	1680	29.7	3.4	102	1196	30.5	2.4	105	12435	30.9	25.5	106
	TERCILE 3	69782	1929	38.5	2.8	92	2546	44.9	3.6	108	2071	52.9	3.0	127	16385	40.7	23.5	98
TV-TOTAL	QUINTILE 1	33584	997	19.9	3.0	99	1127	19.9	3.4	99	510	13.0	1.5	65	8387	20.8	25.0	104
	QUINTILE 2	33441	1086	21.7	3.2	109	1027	18.1	3.1	91	937	23.9	2.8	120	7440	18.5	22.2	93
	QUINTILE 3	33505	946	18.9	2.8	94	1130	19.9	3.4	100	698	17.8	2.1	89	8215	20.4	24.5	102
	QUINTILE 4	33466	1016	20.3	3.0	102	1245	22.0	3.7	110	1047	26.7	3.1	134	8405	20.9	25.1	105
	QUINTILE 5	33731	970	19.3	2.9	96	1138	20.1	3.4	100	727	18.6	2.2	92	7836	19.5	23.2	97
MAGAZINES-NEWSPAPERS: DUAL		44503	1307	26.1	2.9	98	2178	38.4	4.9	145	1591	40.6	3.6	153	11312	28.1	25.4	106
MAGAZINE IMPERATIVE		39363	1515	30.2	3.8	129	1233	21.8	3.1	93	1040	26.5	2.6	113	10382	25.8	26.4	110
NEWSPAPER IMPERATIVE		46441	859	17.1	1.8	62	1375	24.3	3.0	88	860	21.9	1.9	79	10270	25.5	22.1	92
MAGAZINES-OUTDOOR: DUAL		33726	1041	20.8	3.1	103	1465	25.9	4.3	129	1159	29.6	3.4	147	9109	22.6	27.0	112
MAGAZINE IMPERATIVE		52846	1640	32.7	3.1	104	2075	36.6	3.9	116	1554	39.7	2.9	126	12925	32.1	24.5	102
OUTDOOR IMPERATIVE		52140	1696	33.8	3.3	109	1583	27.9	3.0	90	903	23.0	1.7	74	12493	31.0	24.0	100
MAGAZINES-RADIO: DUAL		37081	1373	27.4	3.7	124	1512	26.7	4.1	121	1123	28.7	3.0	130	9987	24.8	26.9	112
MAGAZINE IMPERATIVE		49747	1367	27.3	2.7	92	2046	36.1	4.1	122	1663	42.4	3.3	143	12139	30.1	24.4	102
RADIO IMPERATIVE		49208	1537	30.6	3.1	104	1427	25.2	2.9	86	791	20.2	1.6	69	11674	29.0	23.7	99
MAGAZINES-TELEVISION: DUAL		33103	1048	20.9	3.2	106	1379	24.3	4.2	123	1093	27.9	3.3	141	8331	20.7	25.2	105
MAGAZINE IMPERATIVE		54575	1687	33.6	3.1	103	2220	39.2	4.1	120	1731	44.2	3.2	136	14065	34.9	25.8	107
TELEVISION IMPERATIVE		53249	1550	30.9	2.9	97	1244	22.0	2.3	69	611	15.6	1.1	49	11726	29.1	22.0	92
NEWSPAPERS-OUTDOOR: DUAL		36255	947	18.9	2.6	87	1590	28.1	4.4	130	1195	30.5	3.3	141	9449	23.5	26.1	109
NEWSPAPER IMPERATIVE		55591	1255	25.0	2.3	76	2004	35.4	3.6	107	1470	37.5	2.6	113	12379	30.7	22.3	93
OUTDOOR IMPERATIVE		48319	1970	39.3	4.1	136	1472	26.0	3.0	90	901	23.0	1.9	80	12382	30.7	25.6	107
NEWSPAPERS-RADIO: DUAL		37242	1109	22.1	3.0	100	1549	27.3	4.2	123	1061	27.1	2.8	122	9540	23.7	25.6	107
NEWSPAPER IMPERATIVE		54423	1071	21.4	2.0	66	2109	37.2	3.9	115	1636	41.8	3.0	129	12326	30.6	22.6	94
RADIO IMPERATIVE		46650	1998	39.8	4.3	143	1269	22.4	2.7	81	875	22.3	1.9	80	11963	29.7	25.6	107
NEWSPAPERS-TELEVISION: DUAL		35974	852	17.0	2.4	79	1316	23.2	3.7	108	1020	26.0	2.8	121	8400	20.9	23.4	97
NEWSPAPER IMPERATIVE		56095	1271	25.3	2.3	76	2298	40.6	4.1	121	1679	42.9	3.0	128	13653	33.9	24.3	101
TELEVISION IMPERATIVE		47170	1839	36.7	3.9	130	1300	22.9	2.8	82	716	18.3	1.5	65	11466	28.5	24.3	101
OUTDOOR-RADIO: DUAL		33748	1174	23.4	3.5	116	1259	22.2	3.7	110	807	20.6	2.4	102	9119	22.6	27.0	113
OUTDOOR IMPERATIVE		52785	1452	29.0	2.8	92	1797	31.7	3.4	101	1279	32.6	2.4	104	12591	31.3	23.9	99
RADIO IMPERATIVE		52882	1734	34.6	3.3	110	1754	31.0	3.3	98	1252	32.0	2.4	101	12522	31.1	23.7	99
OUTDOOR-TELEVISION: DUAL		32030	1141	22.8	3.6	119	1101	19.4	3.4	102	807	20.6	2.5	108	8800	21.8	27.5	114
OUTDOOR IMPERATIVE		54626	1780	35.5	3.3	109	2075	36.6	3.8	112	1385	35.3	2.5	109	13777	34.2	25.2	105
TELEVISION IMPERATIVE		54874	1474	29.4	2.7	90	1675	29.6	3.1	90	1028	26.2	1.9	80	11826	29.4	21.6	90
RADIO-TELEVISION: DUAL		33386	1049	20.9	3.1	105	1156	20.4	3.5	102	775	19.8	2.3	99	8303	20.6	24.9	104
RADIO IMPERATIVE		53810	1834	36.6	3.4	114	1991	35.1	3.7	110	1359	34.7	2.5	108	13738	34.1	25.5	106
TELEVISION IMPERATIVE		54023	1487	29.7	2.8	92	1656	29.2	3.1	91	1076	27.5	2.0	85	12299	30.5	22.8	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0256
P-18

	TOTAL U.S. '000	MR. PIBB A '000	MR. PIBB B % ACROSS DOWN	MR. PIBB C % ACROSS %	MR. PIBB D INDX	SCHWEPPES GINGER ALE A '000	SCHWEPPES GINGER ALE B % ACROSS DOWN	SCHWEPPES GINGER ALE C % ACROSS %	SCHWEPPES GINGER ALE D INDX	SCHWEPPES TONIC A '000	SCHWEPPES TONIC B % ACROSS DOWN	SCHWEPPES TONIC C % ACROSS %	SCHWEPPES TONIC D INDX	SEVEN-UP A '000	SEVEN-UP B % ACROSS DOWN	SEVEN-UP C % ACROSS %	SEVEN-UP D INDX
TOTAL ADULTS	167727	5015	100.0	3.0	100	5666	100.0	3.4	100	3918	100.0	2.3	100	40282	100.0	24.0	100
ATLANTIC MONTHLY	867	**4	0.1	0.5	15	**29	0.5	3.3	99	**50	1.3	5.8	247	*221	0.5	25.5	106
BARRON'S	1580	**38	0.8	2.4	80	**142	2.5	9.0	266	**187	4.8	11.8	507	550	1.4	34.8	145
BETTER HOMES & GARDENS	22203	679	13.5	3.1	102	846	14.9	3.8	113	598	15.3	2.7	115	5493	13.6	24.7	103
BON APPETIT	3810	**73	1.5	1.9	64	*92	1.6	2.4	71	272	6.9	7.1	306	1015	2.5	26.6	111
BUSINESS WEEK	4663	**123	2.5	2.6	88	*255	4.5	5.5	162	282	7.2	6.0	259	1208	3.0	25.9	108
CAR AND DRIVER	3102	**72	1.4	2.3	78	**193	3.4	6.2	184	**123	3.1	4.0	170	1019	2.5	32.8	137
CBS MAGAZINE NETWORK (GROSS)	7311	*262	5.2	3.6	120	381	6.7	5.2	154	*205	5.2	2.8	120	2547	6.3	34.8	145
CHANGING TIMES	3400	**131	2.6	3.9	129	*227	4.0	6.7	198	*163	4.2	4.8	205	824	2.0	24.2	101
COLONIAL HOMES	1796	**48	1.0	2.7	89	**70	1.2	3.9	115	**25	0.6	1.4	60	525	1.3	29.2	122
CONDE NAST MAG. PKG. (GROSS)	19924	448	8.9	2.2	75	762	13.4	3.8	113	638	16.3	3.2	137	4998	12.4	25.1	104
CONSUMERS DIGEST	3125	**101	2.0	3.2	108	*195	3.4	6.2	185	**101	2.6	3.2	138	668	1.7	21.4	89
COSMOPOLITAN	10577	286	5.7	2.7	90	486	8.6	4.6	136	366	9.3	3.5	148	2606	6.5	24.6	103
COUNTRY LIVING	3746	*167	3.3	4.5	149	**113	2.0	3.0	89	**53	1.4	1.4	61	957	2.4	25.5	106
CUISINE	2214	**55	1.1	2.5	83	**32	0.6	1.4	43	*114	2.9	5.1	220	524	1.3	23.7	99
CYCLE WORLD	2394	**104	2.1	4.3	145	**67	1.2	2.8	83	**60	1.5	2.5	107	837	2.1	35.0	146
DCI:CREATIVE IDEAS FOR LIV	3068	*218	4.3	7.1	238	**69	1.2	2.2	67	**76	1.9	2.5	106	1054	2.6	34.4	143
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	463	9.2	4.8	162	312	5.5	3.3	97	299	7.6	3.1	134	2227	5.5	23.3	97
DISCOVER	2277	**89	1.8	3.9	131	**70	1.2	3.1	91	**73	1.9	3.2	137	677	1.7	29.7	124
EBONY	7187	377	7.5	5.2	175	310	5.5	4.3	128	*109	2.8	1.5	65	2021	5.0	28.1	117
ESQUIRE	2560	**88	1.8	3.4	115	*149	2.6	5.8	172	**130	3.3	5.1	217	746	1.9	29.1	121
ESSENCE	3242	*242	4.8	7.5	250	*169	3.0	5.2	154	**63	1.6	1.9	83	1049	2.6	32.4	135
FAMILY CIRCLE	19639	637	12.7	3.2	108	672	11.9	3.4	101	392	10.0	2.0	85	4613	11.5	23.5	98
THE FAMILY HANDYMAN	3540	**131	2.6	3.7	124	**147	2.6	4.2	123	**83	2.1	2.3	100	1021	2.5	28.8	120
FAMILY WEEKLY	23924	657	13.1	2.7	92	605	10.7	2.5	75	547	14.0	2.3	98	6241	15.5	26.1	109
FIELD & STREAM	9883	*291	5.8	2.9	98	*207	3.7	2.1	62	*151	3.9	1.5	65	3040	7.5	30.8	128
FOOD & WINE	1030	**17	0.3	1.7	55	**32	0.6	3.1	92	**60	1.5	5.8	249	*253	0.6	24.6	102
FORBES	2679	**52	1.0	1.9	65	*191	3.4	7.1	211	*287	7.3	10.7	459	704	1.7	26.3	109
FORTUNE	2931	**96	1.9	3.3	110	*240	4.2	8.2	242	*272	6.9	9.3	397	910	2.3	31.0	129
GENTLEMEN'S QUARTERLY	3481	**143	2.9	4.1	137	*179	3.2	5.1	152	**149	3.8	4.3	183	1260	3.1	36.2	151
GLAMOUR	7163	*176	3.5	2.5	82	312	5.5	4.4	129	*255	6.5	3.6	152	1783	4.4	24.9	104
GOLF DIGEST	2355	**64	1.3	2.7	91	**96	1.7	4.1	121	**68	1.7	2.9	124	577	1.4	24.5	102
GOLF DIGEST/TENNIS (GROSS)	3610	**72	1.4	2.0	67	**153	2.7	4.2	125	*110	2.8	3.0	130	894	2.2	24.8	103
GOLF MAGAZINE	2046	**32	0.6	1.6	52	**73	1.3	3.6	106	*111	2.8	5.4	232	547	1.4	26.7	111
GOLF MAGAZINE/SKI (GROSS)	3547	**53	1.1	1.5	50	*131	2.3	3.7	109	*161	4.1	4.5	194	1037	2.6	29.2	122
GOOD HOUSEKEEPING	20353	655	13.1	3.2	108	731	12.9	3.6	106	400	10.2	2.0	84	4943	12.3	24.3	101
HARPER'S BAZAAR	3362	**32	0.6	1.0	32	*149	2.6	4.4	131	**119	3.0	3.5	152	903	2.2	26.9	112
HEALTH	2987	**51	1.0	1.7	57	**140	2.5	4.7	139	**142	3.6	4.8	204	898	2.2	30.1	125
HEARST MAG CORP. BUY (GROSS)	67928	2125	42.4	3.1	105	2759	48.7	4.1	120	1762	45.0	2.6	111	17835	44.3	26.3	109
HEARST MAN POWER (GROSS)	11282	419	8.4	3.7	124	536	9.5	4.8	141	304	7.8	2.7	115	3639	9.0	32.3	134
HEARST WOMAN POWER (GROSS)	40514	1218	24.3	3.0	101	1559	27.5	3.8	114	922	23.5	2.3	97	9883	24.5	24.4	102
HOUSE BEAUTIFUL	4885	**180	3.6	3.7	123	*228	4.0	4.7	138	*239	6.1	4.9	209	1338	3.3	27.4	114
INC.	1308	**21	0.4	1.6	54	**151	2.7	11.5	342	**143	3.6	10.9	468	453	1.1	34.6	144
JET	6498	337	6.7	5.2	173	337	5.9	5.2	154	**127	3.2	2.0	84	1990	4.9	30.6	128
LADIES' HOME JOURNAL	14797	489	9.8	3.3	111	665	11.7	4.5	133	325	8.3	2.2	94	3696	9.2	25.0	104
LHJ FAMILY GRP COMBO(GROSS)	21743	717	14.3	3.3	110	939	16.6	4.3	128	555	14.2	2.6	109	5679	14.1	26.1	109
LIFE	9881	327	6.5	3.3	111	386	6.8	3.9	116	352	9.0	3.6	153	2837	7.0	28.7	120
L.A. TIMES HOME MAGAZINE	2775	**9	0.2	0.3	11	**172	3.0	6.2	183	*130	3.3	4.7	201	893	2.2	32.2	134
MADEMOISELLE	4219	**76	1.5	1.8	60	*164	2.9	3.9	115	*161	4.1	3.8	163	946	2.3	22.4	93
MC CALL'S	16422	426	8.5	2.6	87	417	7.4	2.5	75	401	10.2	2.4	105	4012	10.0	24.4	102
MC CALL'S/WRK MOTHER (GROSS)	17919	471	9.4	2.6	88	526	9.3	2.9	87	421	10.7	2.3	101	4547	11.3	25.4	106
MECHANIX ILLUSTRATED	4433	*174	3.5	3.9	131	*197	3.5	4.4	132	**125	3.2	2.8	121	1267	3.1	28.6	119
METROPOLITAN HOME	1504	**28	0.6	1.9	62	**62	1.1	4.1	122	**53	1.4	3.5	151	470	1.2	31.3	130
MONEY	4723	*132	2.6	2.8	93	*289	5.1	6.1	181	295	7.5	6.2	267	1325	3.3	28.1	117
MOTHER EARTH NEWS	2325	**95	1.9	4.1	137	**155	2.7	6.7	197	**130	3.3	5.6	239	779	1.9	33.5	140
MS.	1189	**42	0.8	3.5	118	**56	1.0	4.7	139	**50	1.3	4.2	180	341	0.8	28.7	119
NATIONAL ENQUIRER	18892	663	13.2	3.5	117	606	10.7	3.2	95	207	5.3	1.1	47	4946	12.3	26.2	109
NATIONAL GEOGRAPHIC	22129	618	12.3	2.8	93	1003	17.7	4.5	134	1012	25.8	4.6	196	6038	15.0	27.3	114
NATIONAL SUNDAY MAGAZINE PKG	103750	2676	53.4	2.6	86	3943	69.6	3.8	113	2833	72.3	2.7	117	25365	63.0	24.4	102
NATURAL HISTORY	1379	**40	0.8	2.9	97	**72	1.3	5.2	155	**42	1.1	3.0	130	475	1.2	34.4	143
NEW WOMAN	2289	**89	1.8	3.9	130	**53	0.9	2.3	69	**42	1.1	1.8	79	482	1.2	21.1	88
NEW YORK INCLUDING CUE	1088	**18	0.4	1.7	55	**61	1.1	5.6	166	*85	2.2	7.8	334	235	0.6	21.6	90
THE NEW YORKER	2459	**54	1.1	2.2	73	*139	2.5	5.7	167	212	5.4	8.6	369	583	1.4	23.7	99
NEWSWEEK	16527	513	10.2	3.1	104	916	16.2	5.5	164	695	17.7	4.2	180	4511	11.2	27.3	114
THE N.Y. TIMES DAILY EDITION	2739	**34	0.7	1.2	42	214	3.8	7.8	231	219	5.6	8.0	342	571	1.4	20.8	87
THE N.Y. TIMES MAGAZINE	4443	**45	0.9	1.0	34	358	6.3	8.1	239	405	10.3	9.1	390	770	1.9	17.3	72
OMNI	2799	**182	3.6	6.5	217	**134	2.4	4.8	142	**119	3.0	4.3	182	1039	2.6	37.1	155
ON CABLE	2209	**56	1.1	2.5	85	**97	1.7	4.4	130	**20	0.5	0.9	39	537	1.3	24.3	101
1001 HOME IDEAS	3959	**176	3.5	4.4	149	**134	2.4	3.4	100	**87	2.2	2.2	94	1085	2.7	27.4	114
ORGANIC GARDENING	3111	**87	1.7	2.8	94	**119	2.1	3.8	113	**116	3.0	3.7	160	835	2.1	26.8	112
OUTDOOR LIFE	5024	**136	2.7	2.7	91	**125	2.2	2.5	74	**99	2.5	2.0	84	1594	4.0	31.7	132
PARADE MAGAZINE	51292	1224	24.4	2.4	80	2267	40.0	4.4	131	1457	37.2	2.8	122	11916	29.6	23.2	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0257
P-18

	TOTAL U.S. '000	MR. PIBB A '000	MR. PIBB B % DOWN	MR. PIBB C % ACROSS	MR. PIBB D INDX	SCHWEPPES GINGER ALE A '000	SCHWEPPES GINGER ALE B % DOWN	SCHWEPPES GINGER ALE C % ACROSS	SCHWEPPES GINGER ALE D INDX	SCHWEPPES TONIC A '000	SCHWEPPES TONIC B % DOWN	SCHWEPPES TONIC C % ACROSS	SCHWEPPES TONIC D INDX	SEVEN-UP A '000	SEVEN-UP B % DOWN	SEVEN-UP C % ACROSS	SEVEN-UP D INDX
TOTAL ADULTS	167727	5015	100.0	3.0	100	5666	100.0	3.4	100	3918	100.0	2.3	100	40282	100.0	24.0	100
PARENTS	5298	*222	4.4	4.2	140	*150	2.6	2.8	84	*138	3.5	2.6	112	1896	4.7	35.8	149
PENTHOUSE	5129	*278	5.5	5.4	181	*158	2.8	3.1	91	*158	4.0	3.1	132	1667	4.1	32.5	135
PEOPLE	21070	833	16.6	4.0	132	899	15.9	4.3	126	598	15.3	2.8	121	5650	14.0	26.8	112
PLAYBOY	10562	402	8.0	3.8	127	366	6.5	3.5	103	295	7.5	2.8	120	3172	7.9	30.0	125
POPULAR HOT RODDING	2498	**79	1.6	3.2	106	**97	1.7	3.9	115	**124	3.2	5.0	213	912	2.3	36.5	152
POPULAR MECHANICS	5887	*242	4.8	4.1	137	360	6.4	6.1	181	*186	4.7	3.2	135	1872	4.6	31.8	132
POPULAR SCIENCE	4317	**131	2.6	3.0	101	*216	3.8	5.0	148	*176	4.5	4.1	175	1477	3.7	34.2	142
PREVENTION	5792	**96	1.9	1.7	55	*128	2.3	2.2	65	*113	2.9	2.0	84	1203	3.0	20.8	86
PSYCHOLOGY TODAY	3284	**95	1.9	2.9	97	*148	2.6	4.5	133	*110	2.8	3.3	143	922	2.3	28.1	117
READER'S DIGEST	40046	994	19.8	2.5	83	1469	25.9	3.7	109	1049	26.8	2.6	112	9883	24.5	24.7	103
REDBOOK	9584	276	5.5	2.9	96	341	6.0	3.6	105	*155	4.0	1.6	69	2334	5.8	24.4	101
ROAD & TRACK	2590	**102	2.0	3.9	132	**128	2.3	4.9	146	**72	1.8	2.8	119	845	2.1	32.6	136
ROLLING STONE	3302	*239	4.8	7.2	242	*147	2.6	4.5	132	*109	2.8	3.3	141	1215	3.0	36.8	153
RUNNER'S WORLD	1229	**14	0.3	1.1	38	**53	0.9	4.3	128	**97	2.5	7.9	338	*365	0.9	29.7	124
SATURDAY EVENING POST	2110	**62	1.2	2.9	98	**104	1.8	4.9	146	**32	0.8	1.5	65	595	1.5	28.2	117
SCIENCE 84	1543	**35	0.7	2.3	76	**102	1.8	6.6	196	**80	2.0	5.2	222	551	1.4	35.7	149
SCIENCE DIGEST	1747	**88	1.8	5.0	168	**86	1.5	4.9	146	**19	0.5	1.1	47	611	1.5	35.0	146
SCIENTIFIC AMERICAN	1994	**67	1.3	3.4	112	*170	3.0	8.5	252	*134	3.4	6.7	288	466	1.2	23.4	97
SELF	3119	**94	1.9	3.0	101	**73	1.3	2.3	69	**70	1.8	2.2	96	960	2.4	30.8	128
SEVENTEEN	3923	**128	2.6	3.3	109	**151	2.7	3.8	114	**78	2.0	2.0	85	1186	2.9	30.2	126
SKI	1501	**21	0.4	1.4	47	**58	1.0	3.9	114	**50	1.3	3.3	143	490	1.2	32.6	136
SMITHSONIAN	5976	*136	2.7	2.3	76	359	6.3	6.0	178	385	9.8	6.4	276	1464	3.6	24.5	102
SOAP OPERA DIGEST	4228	*182	3.6	4.3	144	**121	2.1	2.9	85	**43	1.1	1.0	44	1107	2.7	26.2	109
SOUTHERN LIVING	6488	*245	4.9	3.8	126	*243	4.3	3.7	111	223	5.7	3.4	147	1173	2.9	18.1	75
SPORT	3500	**115	2.3	3.3	110	**113	2.0	3.2	96	**54	1.4	1.5	66	977	2.4	27.9	116
THE SPORTING NEWS	2456	**94	1.9	3.8	128	**63	1.1	2.6	76	**43	1.1	1.8	75	828	2.1	33.7	140
SPORTS AFIELD	3648	**89	1.8	2.4	82	**90	1.6	2.5	73	**99	2.5	2.7	116	1156	2.9	31.7	132
SPORTS ILLUSTRATED	14484	539	10.7	3.7	124	647	11.4	4.5	132	478	12.2	3.3	141	3997	9.9	27.6	115
STAR	12661	413	8.2	3.3	109	453	8.0	3.6	106	*213	5.4	1.7	72	3141	7.8	24.8	103
SUNDAY	52799	1323	26.4	2.5	84	2053	36.2	3.9	115	1634	41.7	3.1	132	12200	30.3	23.1	96
SUNSET	3513	**98	2.0	2.8	93	**149	2.6	4.2	126	400	10.2	11.4	487	1034	2.6	29.4	123
TV GUIDE	42766	1332	26.6	3.1	104	1637	28.9	3.8	113	931	23.8	2.2	93	10988	27.3	25.7	107
TENNIS	1254	**8	0.2	0.6	21	**57	1.0	4.5	135	**41	1.0	3.3	140	318	0.8	25.4	106
TIME	22054	644	12.8	2.9	98	1210	21.4	5.5	162	985	25.1	4.5	191	5871	14.6	26.6	111
TOWN & COUNTRY	1555	**48	1.0	3.1	103	**79	1.4	5.1	150	**84	2.1	5.4	231	346	0.9	22.3	93
TRAVEL & LEISURE	2173	**39	0.8	1.8	60	**133	2.3	6.1	181	*169	4.3	7.8	333	635	1.6	29.2	122
TRUE STORY	4636	*183	3.6	3.9	132	**71	1.3	1.5	45	**24	0.6	0.5	22	1208	3.0	26.1	108
U.S.NEWS & WORLD REPORT	10353	*242	4.8	2.3	78	468	8.3	4.5	134	345	8.8	3.3	143	2816	7.0	27.2	113
USA TODAY	4994	*130	2.6	2.6	87	294	5.2	5.9	174	*187	4.8	3.7	160	1410	3.5	28.2	118
US	3528	*128	2.6	3.6	121	*221	3.9	6.3	185	**119	3.0	3.4	144	1273	3.2	36.1	150
VOGUE	5424	**102	2.0	1.9	63	*212	3.7	3.9	116	*152	3.9	2.8	120	1309	3.2	24.1	100
WALL STREET JOURNAL	6292	*123	2.5	2.0	65	366	6.5	5.8	172	455	11.6	7.2	310	1459	3.6	23.2	97
WEIGHT WATCHERS	2762	**58	1.2	2.1	70	**48	0.8	1.7	51	**121	3.1	4.4	188	670	1.7	24.3	101
WOMAN'S DAY	16320	468	9.3	2.9	96	536	9.5	3.3	97	332	8.5	2.0	87	3895	9.7	23.9	99
WORKING MOTHER	1496	**45	0.9	3.0	101	**109	1.9	7.3	216	**20	0.5	1.3	57	535	1.3	35.8	149
WORKING WOMAN	1851	**56	1.1	3.0	101	**80	1.4	4.3	128	**72	1.8	3.9	167	561	1.4	30.3	126
WORLD TENNIS	580	**14	0.3	2.4	81	**22	0.4	3.8	112	**26	0.7	4.5	192	*185	0.5	31.9	133
ZIFF-DAVIS MAG NETWK (GROSS)	12412	325	6.5	2.6	88	590	10.4	4.8	141	486	12.4	3.9	168	4082	10.1	32.9	137
BLAIR INSERTS	91671	2285	45.6	2.5	83	3801	67.1	4.1	123	2802	71.5	3.1	131	21780	54.1	23.8	99
DAILY NEWSPAPERS																	
READ ANY	109190	2742	54.7	2.5	84	4111	72.6	3.8	111	2878	73.5	2.6	113	26254	65.2	24.0	100
READ ONE	89587	2349	46.8	2.6	88	3094	54.6	3.5	102	2152	54.9	2.4	103	21546	53.5	24.1	100
READ TWO OR MORE	19602	394	7.9	2.0	67	1017	17.9	5.2	154	727	18.6	3.7	159	4708	11.7	24.0	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2828	56.4	2.6	86	4189	73.9	3.8	113	3097	79.0	2.8	121	26743	66.4	24.4	102
READ ONE	95074	2576	51.4	2.7	91	3536	62.4	3.7	110	2419	61.7	2.5	109	23187	57.6	24.4	102
READ TWO OR MORE	14588	252	5.0	1.7	58	654	11.5	4.5	133	678	17.3	4.6	199	3556	8.8	24.4	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.42				31.89				28.86				30.53			
30 DAY REACH	149706	4490	89.5	3.0	100	5085	89.7	3.4	101	3526	90.0	2.4	101	36685	91.1	24.5	102
50 SHWG - 30 DAY AV FREQ	15.16	16.46				16.42				14.80				16.06			
30 DAY REACH	142406	4304	85.8	3.0	101	4945	87.3	3.5	103	3437	87.7	2.4	103	34929	86.7	24.5	102
25 SHWG - 30 DAY AV FREQ	8.23	8.76				8.79				7.96				8.61			
30 DAY REACH	131152	3984	79.4	3.0	102	4605	81.3	3.5	104	3182	81.2	2.4	104	32551	80.8	24.8	103
CABLE TV: HOME WIRED	66879	1920	38.3	2.9	96	2684	47.4	4.0	119	1737	44.3	2.6	111	16741	41.6	25.0	104
HOME NOT WIRED	100848	3095	61.7	3.1	103	2982	52.6	3.0	88	2181	55.7	2.2	93	23541	58.4	23.3	97
HAVE PAY CABLE	35024	1201	23.9	3.4	115	1871	33.0	5.3	158	1036	26.4	3.0	127	9335	23.2	26.7	111

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0258
P-18

	TOTAL U.S. '000	MR. PIBB A '000	MR. PIBB B % ACROSS DOWN	MR. PIBB C % ACROSS %	MR. PIBB D INDX	SCHWEPPES GINGER ALE A '000	SCHWEPPES GINGER ALE B % ACROSS DOWN	SCHWEPPES GINGER ALE C % ACROSS %	SCHWEPPES GINGER ALE D INDX	SCHWEPPES TONIC A '000	SCHWEPPES TONIC B % ACROSS DOWN	SCHWEPPES TONIC C % ACROSS %	SCHWEPPES TONIC D INDX	SEVEN-UP A '000	SEVEN-UP B % ACROSS DOWN	SEVEN-UP C % ACROSS %	SEVEN-UP D INDX
TOTAL ADULTS	167727	5015	100.0	3.0	100	5666	100.0	3.4	100	3918	100.0	2.3	100	40282	100.0	24.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3136	62.5	3.3	110	3517	62.1	3.7	109	2519	64.3	2.6	113	23793	59.1	24.9	104
10:00 AM - 3:00 PM	63599	2194	43.7	3.4	115	2071	36.6	3.3	96	1555	39.7	2.4	105	16159	40.1	25.4	106
3:00 PM - 7:00 PM	72097	2454	48.9	3.4	114	2588	45.7	3.6	106	1769	45.2	2.5	105	18569	46.1	25.8	107
7:00 PM - MIDNIGHT	36670	1314	26.2	3.6	120	1413	24.9	3.9	114	834	21.3	2.3	97	9659	24.0	26.3	110
MIDNIGHT - 6:00 AM	21908	680	13.6	3.1	104	731	12.9	3.3	99	445	11.4	2.0	87	5715	14.2	26.1	109
6:00 AM - MIDNIGHT	127571	4162	83.0	3.3	109	4546	80.2	3.6	105	3135	80.0	2.5	105	31689	78.7	24.8	103
ENTIRE DAY	129239	4192	83.6	3.2	108	4597	81.1	3.6	105	3155	80.5	2.4	105	32056	79.6	24.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	978	19.5	2.9	96	1203	21.2	3.5	105	883	22.5	2.6	111	9304	23.1	27.4	114
ALL NEWS	6062	**36	0.7	0.6	20	355	6.3	5.9	173	248	6.3	4.1	175	1301	3.2	21.5	89
AOR/PROGRESSIVE	11884	*477	9.5	4.0	134	578	10.2	4.9	144	493	12.6	4.1	178	3465	8.6	29.2	121
BEAUTIFUL MUSIC	11180	*286	5.7	2.6	86	413	7.3	3.7	109	311	7.9	2.8	119	2433	6.0	21.8	91
BLACK	4538	311	6.2	6.9	229	*203	3.6	4.5	132	**94	2.4	2.1	89	1236	3.1	27.2	113
CLASSICAL	3857	**103	2.1	2.7	89	*174	3.1	4.5	134	233	5.9	6.0	259	888	2.2	23.0	96
CHR/ROCK	21946	901	18.0	4.1	137	917	16.2	4.2	124	434	11.1	2.0	85	5970	14.8	27.2	113
COUNTRY	27262	1146	22.9	4.2	141	771	13.6	2.8	84	510	13.0	1.9	80	6324	15.7	23.2	97
GOLDEN OLDIES	3339	**74	1.5	2.2	74	*123	2.2	3.7	109	**77	2.0	2.3	99	861	2.1	25.8	107
MOR/NOSTALGIA	10346	*242	4.8	2.3	78	484	8.5	4.7	138	247	6.3	2.4	102	2584	6.4	25.0	104
NEWS/TALK	8929	*242	4.8	2.7	91	294	5.2	3.3	97	311	7.9	3.5	149	2092	5.2	23.4	98
RELIGIOUS	5488	*213	4.2	3.9	130	**164	2.9	3.0	88	**104	2.7	1.9	81	1285	3.2	23.4	97
SOFT ROCK	1232	**48	1.0	3.9	130	**53	0.9	4.3	127	**43	1.1	3.5	149	354	0.9	28.7	120
URBAN CONTEMPORARY	3184	**118	2.4	3.7	124	*129	2.3	4.1	120	**36	0.9	1.1	48	927	2.3	29.1	121
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*260	5.2	3.8	126	*172	3.0	2.5	74	**122	3.1	1.8	76	2017	5.0	29.2	122
ABC DIRECTION	5212	**158	3.2	3.0	101	198	3.5	3.8	112	200	5.1	3.8	164	1152	2.9	22.1	92
ABC ENTERTAINMENT	10385	*350	7.0	3.4	113	422	7.4	4.1	120	*251	6.4	2.4	103	2294	5.7	22.1	92
ABC FM	4762	*209	4.2	4.4	147	*190	3.4	4.0	118	**56	1.4	1.2	50	1346	3.3	28.3	118
ABC INFORMATION	11339	*246	4.9	2.2	73	311	5.5	2.7	81	268	6.8	2.4	101	2770	6.9	24.4	102
ABC ROCK	4878	*180	3.6	3.7	123	*282	5.0	5.8	171	**179	4.6	3.7	157	1429	3.5	29.3	122
CBS	10709	*268	5.3	2.5	84	443	7.8	4.1	122	308	7.9	2.9	123	2682	6.7	25.0	104
MUTUAL	10251	364	7.3	3.6	119	343	6.1	3.3	99	321	8.2	3.1	134	2461	6.1	24.0	100
NBC	12243	369	7.4	3.0	101	415	7.3	3.4	100	329	8.4	2.7	115	2929	7.3	23.9	100
RADIORADIO	4606	**95	1.9	2.1	69	*157	2.8	3.4	101	**67	1.7	1.5	62	1229	3.1	26.7	111
RKO ONE	5148	*214	4.3	4.2	139	*245	4.3	4.8	141	**90	2.3	1.7	75	1313	3.3	25.5	106
RKO TWO	7313	*200	4.0	2.7	91	*217	3.8	3.0	88	*179	4.6	2.4	105	1382	3.4	18.9	79
THE SOURCE	5981	*234	4.7	3.9	131	*291	5.1	4.9	144	*181	4.6	3.0	130	1682	4.2	28.1	117
NON-WIRED : BLAIR	19329	862	17.2	4.5	149	730	12.9	3.8	112	467	11.9	2.4	103	5000	12.4	25.9	108
INTERNET	27139	866	17.3	3.2	107	979	17.3	3.6	107	779	19.9	2.9	123	7311	18.1	26.9	112
KATZ RADIO GROUP	36319	1081	21.6	3.0	100	1517	26.8	4.2	124	1160	29.6	3.2	137	9117	22.6	25.1	105
SUPERNET	22361	765	15.3	3.4	114	788	13.9	3.5	104	547	14.0	2.4	105	6080	15.1	27.2	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	465	9.3	3.2	107	468	8.3	3.2	95	311	7.9	2.1	92	3394	8.4	23.4	97
MKDAY 9:00 AM - 1:00 PM	18688	527	10.5	2.8	94	565	10.0	3.0	89	238	6.1	1.3	55	4427	11.0	23.7	99
MKDAY 1:00 PM - 4:30 PM	24061	739	14.7	3.1	103	722	12.7	3.0	89	289	7.4	1.2	51	5637	14.0	23.4	98
MKDAY 4:30 PM - 7:30 PM	44079	1292	25.8	2.9	98	1467	25.9	3.3	99	946	24.1	2.1	92	10479	26.0	23.8	99
MKDAY 7:30 PM - 8:00 PM	61979	1709	34.1	2.8	92	1929	34.0	3.1	92	1392	35.5	2.2	96	14291	35.5	23.1	96
MKDAY 11:00 PM - 11:30 PM	49084	1479	29.5	3.0	101	1504	26.5	3.1	91	1030	26.3	2.1	90	12273	30.5	25.0	104
MKDAY 11:30 PM - 1:00 AM	16560	614	12.2	3.7	124	512	9.0	3.1	92	349	8.9	2.1	90	4307	10.7	26.0	108
M-SAT 8-11 PM+SUN 7-11 PM	66967	1950	38.9	2.9	97	2324	41.0	3.5	103	1578	40.3	2.4	101	16197	40.2	24.2	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	320	6.4	3.5	115	390	6.9	4.2	125	154	3.9	1.7	71	2344	5.8	25.3	105
ANOTHER WORLD N	6138	189	3.8	3.1	103	*158	2.8	2.6	76	*60	1.5	1.0	42	1417	3.5	23.1	96
AS THE WORLD TURNS C	7707	278	5.5	3.6	121	149	2.6	1.9	57	*66	1.7	0.9	37	1630	4.0	21.1	88
CAPITOL C	4688	174	3.5	3.7	124	*139	2.5	3.0	88	**28	0.7	0.6	26	1086	2.7	23.2	96
CBS MORN. NEWS 1 C	2792	*122	2.4	4.4	146	*102	1.8	3.7	108	**61	1.6	2.2	94	666	1.7	23.9	99
CBS MORN. NEWS 2 C	2071	*79	1.6	3.8	128	*60	1.1	2.9	86	**56	1.4	2.7	116	502	1.2	24.2	101
DAYS OF OUR LIVES N	8018	228	4.5	2.8	95	240	4.2	3.0	89	*110	2.8	1.4	59	2000	5.0	24.9	104
FACTS OF LIFE - DAYTIME N	3487	*113	2.3	3.2	108	*100	1.8	2.9	85	*45	1.1	1.3	55	852	2.1	24.4	102
FAMILY FEUD A	4817	*125	2.5	2.6	87	117	2.1	2.4	72	*50	1.3	1.0	44	1093	2.7	22.7	94
GENERAL HOSPITAL A	8333	237	4.7	2.8	95	271	4.8	3.3	96	*94	2.4	1.1	48	1940	4.8	23.3	97
GOOD MORNING, AMERICA-730 A	5472	195	3.9	3.6	119	124	2.2	2.3	67	107	2.7	2.0	84	1232	3.1	22.5	94
GOOD MORNING, AMERICA-830 A	3965	*128	2.6	3.2	108	*90	1.6	2.3	67	*51	1.3	1.3	55	832	2.1	21.0	87
GUIDING LIGHT C	7542	207	4.1	2.7	92	235	4.1	3.1	92	*91	2.3	1.2	52	1641	4.1	21.8	91
ONE LIFE TO LIVE A	6018	*132	2.6	2.2	73	195	3.4	3.2	96	*57	1.5	0.9	41	1449	3.6	24.1	100
PRESS YOUR LUCK C	3589	*123	2.5	3.4	115	*111	2.0	3.1	92	**27	0.7	0.8	32	1030	2.6	28.7	119
PRICE IS RIGHT 1 C	7418	202	4.0	2.7	91	128	2.3	1.7	51	*77	2.0	1.0	44	1915	4.8	25.8	107
PRICE IS RIGHT 2 C	8276	234	4.7	2.8	95	156	2.8	1.9	56	*91	2.3	1.1	47	2105	5.2	25.4	106
RYAN'S HOPE A	4358	*149	3.0	3.4	114	242	4.3	5.6	164	**36	0.9	0.8	35	982	2.4	22.5	94
SALE OF THE CENTURY N	3749	*73	1.5	1.9	65	*141	2.5	3.8	111	**45	1.1	1.2	51	943	2.3	25.2	105
SEARCH FOR TOMORROW N	2884	*92	1.8	3.2	107	**65	1.1	2.3	67	**45	1.1	1.6	67	690	1.7	23.9	100
TODAY SHOW 1 N	4869	*130	2.6	2.7	89	169	3.0	3.5	103	124	3.2	2.5	109	1072	2.7	22.0	92
TODAY SHOW 2 N	4135	*92	1.8	2.2	74	80	1.4	1.9	57	*68	1.7	1.6	70	966	2.4	23.4	97
$25,000 PYRAMID C	4361	*128	2.6	2.9	98	*117	2.1	2.7	79	*62	1.6	1.4	61	1028	2.6	23.6	98
WHEEL OF FORTUNE N	6187	*150	3.0	2.4	81	151	2.7	2.4	72	*62	1.6	1.0	43	1477	3.7	23.9	99
YOUNG AND THE RESTLESS C	8186	294	5.9	3.6	120	156	2.8	1.9	56	*51	1.3	0.6	27	1743	4.3	21.3	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*164	3.3	3.5	116	139	2.5	2.9	87	*153	3.9	3.2	139	1244	3.1	26.3	110
NBA PLAYOFF GAME -1 C	5127	189	3.8	3.7	123	231	4.1	4.5	133	168	4.3	3.3	140	1393	3.5	27.2	113
NBC MAJOR LEAGUE PRE-GAME N	3945	**169	3.4	4.3	143	**133	2.3	3.4	100	**112	2.9	2.8	122	1048	2.6	26.6	111
SPORTSWORLD - SUN N	3370	*107	2.1	3.2	106	*119	2.1	3.5	105	**65	1.7	1.9	83	870	2.2	25.8	107
SUNDAY MORNING C	4200	*201	4.0	4.8	160	*231	4.1	5.5	163	*202	5.2	4.8	206	986	2.4	23.5	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0259
P-18

		TOTAL U.S. '000	MR. PIBB A '000	MR. PIBB B % DOWN	MR. PIBB C % ACROSS	MR. PIBB D INDX	SCHWEPPES GINGER ALE A '000	SCHWEPPES GINGER ALE B % DOWN	SCHWEPPES GINGER ALE C % ACROSS	SCHWEPPES GINGER ALE D INDX	SCHWEPPES TONIC A '000	SCHWEPPES TONIC B % DOWN	SCHWEPPES TONIC C % ACROSS	SCHWEPPES TONIC D INDX	SEVEN-UP A '000	SEVEN-UP B % DOWN	SEVEN-UP C % ACROSS	SEVEN-UP D INDX
TOTAL ADULTS		167727	5015	100.0	3.0	100	5666	100.0	3.4	100	3918	100.0	2.3	100	40282	100.0	24.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1502	30.0	2.9	96	1527	27.0	2.9	86	1124	28.7	2.1	92	12153	30.2	23.2	97
NETWORK AFFILIATES - LATE		39164	1039	20.7	2.7	89	1104	19.5	2.8	83	842	21.5	2.1	92	9577	23.8	24.5	102
INDEPENDENTS - LATE		5133	78	1.6	1.5	51	257	4.5	5.0	148	197	5.0	3.8	164	1276	3.2	24.9	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	846	16.9	3.7	124	674	11.9	3.0	87	410	10.5	1.8	77	5525	13.7	24.2	101
ABC MONDAY NIGHT MOVIE	A	11258	280	5.6	2.5	83	393	6.9	3.5	103	330	8.4	2.9	125	2676	6.6	23.8	99
ABC SUNDAY NIGHT MOVIE	A	23600	697	13.9	3.0	99	808	14.3	3.4	101	557	14.2	2.4	101	5849	14.5	24.8	103
ABC WORLD NEWS TONIGHT	A	12801	449	9.0	3.5	117	304	5.4	2.4	70	272	6.9	2.1	91	3044	7.6	23.8	99
AFTERMASH	C	10966	*330	6.6	3.0	101	*391	6.9	3.6	106	*210	5.4	1.9	82	2717	6.7	24.8	103
ALICE	C	17050	527	10.5	3.1	103	557	9.8	3.3	97	302	7.7	1.8	76	3992	9.9	23.4	97
AMERICAN PARADE	C	11998	311	6.2	2.6	87	320	5.6	2.7	79	353	9.0	2.9	126	2695	6.7	22.5	94
BENSON	A	19258	512	10.2	2.7	89	536	9.5	2.8	82	480	12.3	2.5	107	4501	11.2	23.4	97
BLUE THUNDER	A	11478	266	5.3	2.3	78	379	6.7	3.3	98	288	7.4	2.5	107	2922	7.3	25.5	106
CAGNEY & LACEY	C	18263	519	10.3	2.8	95	710	12.5	3.9	115	437	11.2	2.4	102	4723	11.7	25.9	108
CBS EVENING NEWS-DEAN	C	7733	*174	3.5	2.3	75	312	5.5	4.0	119	*207	5.3	2.7	115	1833	4.6	23.7	99
CBS EVENING NEWS-RATHER	C	15653	404	8.1	2.6	86	521	9.2	3.3	99	430	11.0	2.7	118	3789	9.4	24.2	101
CBS SAT. NEWS-SCHIEFFER	C	8744	329	6.6	3.8	126	330	5.8	3.8	112	270	6.9	3.1	132	2009	5.0	23.0	96
CBS SATURDAY NIGHT MOVIE	C	12000	342	6.8	2.8	95	373	6.6	3.1	92	314	8.0	2.6	112	3058	7.6	25.5	106
CBS WEDNESDAY NIGHT MOVIE	C	11522	392	7.8	3.4	114	302	5.3	2.6	78	168	4.3	1.5	62	2869	7.1	24.9	104
CHEERS	N	16818	480	9.6	2.9	95	668	11.8	4.0	118	456	11.6	2.7	116	4583	11.4	27.3	113
DALLAS	C	37510	1121	22.4	3.0	100	1336	23.6	3.6	105	843	21.5	2.2	96	8106	20.1	21.6	90
DIFF'RENT STROKES	N	11258	337	6.7	3.0	100	361	6.4	3.2	95	*166	4.2	1.5	63	2819	7.0	25.0	104
DOUBLE TROUBLE	N	12248	439	8.8	3.6	120	401	7.1	3.3	97	*294	7.5	2.4	103	3163	7.9	25.8	108
DUCK FACTORY	N	11100	342	6.8	3.1	103	345	6.1	3.1	92	269	6.9	2.4	104	3019	7.5	27.2	113
DUKES OF HAZZARD	C	12353	364	7.3	2.9	99	405	7.1	3.3	97	225	5.7	1.8	78	2839	7.0	23.0	96
DYNASTY	A	33279	1070	21.3	3.2	108	1017	17.9	3.1	90	700	17.9	2.1	90	7864	19.5	23.6	98
FACTS OF LIFE	N	13410	360	7.2	2.7	90	494	8.7	3.7	109	*217	5.5	1.6	69	3405	8.5	25.4	106
FALCON CREST	C	31093	1080	21.5	3.5	116	1156	20.4	3.7	110	653	16.7	2.1	90	6923	17.2	22.3	93
FALL GUY	A	18649	522	10.4	2.8	94	585	10.3	3.1	93	360	9.2	1.9	83	4477	11.1	24.0	100
FAMILY TIES	N	13101	431	8.6	3.3	110	327	5.8	2.5	74	*219	5.6	1.7	72	3407	8.5	26.0	108
FANTASY ISLAND	A	13069	460	9.2	3.5	118	418	7.4	3.2	95	290	7.4	2.2	95	2993	7.4	22.9	95
FOULUPS,BLEEPS & BLUNDERS	A	16588	500	10.0	3.0	101	579	10.2	3.5	103	382	9.7	2.3	99	3811	9.5	23.0	96
FOUR SEASONS	C	9302	*205	4.1	2.2	74	*372	6.6	4.0	118	*220	5.6	2.4	101	2270	5.6	24.4	102
GIMME A BREAK	N	13955	517	10.3	3.7	124	334	5.9	2.4	71	*162	4.1	1.2	50	3290	8.2	23.6	98
HART TO HART	A	15735	449	9.0	2.9	95	419	7.4	2.7	79	204	5.2	1.3	56	3652	9.1	23.2	97
HILL STREET BLUES	N	18257	550	11.0	3.0	101	738	13.0	4.0	120	411	10.5	2.3	96	4771	11.8	26.1	109
HOTEL	A	24236	629	12.5	2.6	87	774	13.7	3.2	95	442	11.3	1.8	78	5370	13.3	22.2	92
JEFFERSONS	C	17010	535	10.7	3.1	105	572	10.1	3.4	100	307	7.8	1.8	77	4348	10.8	25.6	106
JENNIFER SLEPT HERE	N	9397	*201	4.0	2.1	72	356	6.3	3.8	112	*190	4.8	2.0	87	2361	5.9	25.1	105
KATE & ALLIE	C	16762	531	10.6	3.2	106	702	12.4	4.2	124	358	9.1	2.1	91	4273	10.6	25.5	106
KNIGHT RIDER	N	13164	444	8.9	3.4	113	477	8.4	3.6	107	215	5.5	1.6	70	3176	7.9	24.1	100
LOVE BOAT	A	20400	607	12.1	3.0	100	574	10.1	2.8	83	422	10.8	2.1	89	4481	11.1	22.0	91
MAGNUM PI	C	22543	810	16.2	3.6	120	834	14.7	3.7	110	540	13.8	2.4	103	5228	13.0	23.2	97
MAMA'S FAMILY	N	9852	254	5.1	2.6	86	303	5.3	3.1	91	*147	3.8	1.5	64	2581	6.4	26.2	109
MASTER, THE	N	8082	328	6.5	4.1	136	228	4.0	2.8	84	*145	3.7	1.8	77	2095	5.2	25.9	108
MATT HOUSTON	A	12881	282	5.6	2.2	73	446	7.9	3.5	102	292	7.5	2.3	97	3079	7.6	23.9	100
NBC MONDAY NIGHT MOVIE	N	23889	826	16.5	3.5	116	838	14.8	3.5	104	676	17.3	2.8	121	6036	15.0	25.3	105
NBC NIGHTLY NEWS	N	11156	362	7.2	3.2	109	423	7.5	3.8	112	283	7.2	2.5	109	2596	6.4	23.3	97
NBC NIGHTLY NEWS-SAT	N	7363	*181	3.6	2.5	82	*124	2.2	1.7	50	*140	3.6	1.9	81	1787	4.4	24.3	101
NBC NIGHTLY NEWS-SUN	N	6214	**140	2.8	2.3	75	*170	3.0	2.7	81	*116	3.0	1.9	80	1447	3.6	23.3	97
NBC SUNDAY NIGHT MOVIE	N	17590	657	13.1	3.7	125	490	8.6	2.8	82	383	9.8	2.2	93	4334	10.8	24.6	103
NEWHART	C	16740	482	9.6	2.9	96	656	11.6	3.9	116	365	9.3	2.2	93	4470	11.1	26.7	111
ONE DAY AT A TIME	C	11820	380	7.6	3.2	108	419	7.4	3.5	105	*190	4.8	1.6	69	2872	7.1	24.3	101
PEOPLE ARE FUNNY	N	9138	*259	5.2	2.8	95	322	5.7	3.5	104	*157	4.0	1.7	74	2590	6.4	28.3	118
REAL PEOPLE	N	15979	388	7.7	2.4	81	496	8.8	3.1	92	274	7.0	1.7	73	3879	9.6	24.3	101
REMINGTON STEELE	N	14395	437	8.7	3.0	102	521	9.2	3.6	107	232	5.9	1.6	69	3468	8.6	24.1	100
RIPLEY'S BELIEVE IT - NOT	A	11362	229	4.6	2.0	67	288	5.1	2.5	75	220	5.6	1.9	83	2813	7.0	24.8	103
RIPTIDE	N	13920	499	10.0	3.6	120	494	8.7	3.5	105	220	5.6	1.6	68	3509	8.7	25.2	105
SCARECROW & MRS. KING	C	17571	558	11.1	3.2	106	741	13.1	4.2	125	404	10.3	2.3	98	3932	9.8	22.4	93
SIMON & SIMON	C	20208	678	13.5	3.4	112	599	10.6	3.0	88	539	13.8	2.7	114	4748	11.8	23.5	98
60 MINUTES	C	27668	841	16.8	3.0	102	1048	18.5	3.8	112	869	22.2	3.1	134	6565	16.3	23.7	99
ST. ELSEWHERE	N	13699	408	8.1	3.0	100	542	9.6	4.0	117	408	10.4	3.0	127	3644	9.0	26.6	111
THREE'S COMPANY	A	20632	640	12.8	3.1	104	666	11.8	3.2	96	400	10.2	1.9	83	4864	12.1	23.6	98
T.J. HOOKER	A	17136	611	12.2	3.6	119	609	10.7	3.6	105	434	11.1	2.5	108	4039	10.0	23.6	98
TONIGHT SHOW	N	4963	123	2.5	2.5	83	154	2.7	3.1	92	130	3.3	2.6	112	1281	3.2	25.8	107
TRAPPER JOHN, M.D.	C	16332	474	9.5	2.9	97	745	13.1	4.6	135	345	8.8	2.1	90	3943	9.8	24.1	101
TV BLOOPERS & PRAC. JOKES	N	18881	519	10.3	2.7	92	522	9.2	2.8	82	476	12.1	2.5	108	4572	11.3	24.2	101
20/20	A	18315	477	9.5	2.6	87	553	9.8	3.0	89	379	9.7	2.1	89	4318	10.7	23.6	98
WEBSTER	A	18722	471	9.4	2.5	84	561	9.9	3.0	89	443	11.3	2.4	101	4344	10.8	23.2	97
WORLD NEWS - SUN	A	5327	**109	2.2	2.0	68	*209	3.7	3.9	116	**138	3.5	2.6	111	1003	2.5	18.8	78
YELLOW ROSE	N	8370	*193	3.8	2.3	77	235	4.1	2.8	83	*136	3.5	1.6	70	1860	4.6	22.2	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	727	14.5	2.8	94	784	13.8	3.0	90	516	13.2	2.0	85	7209	17.9	27.9	116
BASKETBALL - COLLEGE GAMES		14468	*494	9.9	3.4	114	*493	8.7	3.4	101	480	12.3	3.3	142	4464	11.1	30.9	128
BASKETBALL - PRO GAMES		12124	*352	7.0	2.9	97	*509	9.0	4.2	124	*221	5.6	1.8	78	3967	9.8	32.7	136
BOWLING		9412	**161	3.2	1.7	57	*437	7.7	4.6	137	**170	4.3	1.8	77	2512	6.2	26.7	111
BOXING		15409	*471	9.4	3.1	102	612	10.8	4.0	118	*364	9.3	2.4	101	4544	11.3	29.5	123
FOOTBALL - COLLEGE GAMES		21400	808	16.1	3.8	126	624	11.0	2.9	86	576	14.7	2.7	115	6168	15.3	28.8	120
FOOTBALL - PRO GAMES		35944	1192	23.8	3.3	111	1537	27.1	4.3	127	982	25.1	2.7	117	11376	28.2	31.6	132
GOLF		9759	*413	8.2	4.2	142	*457	8.1	4.7	139	*336	8.6	3.4	147	2872	7.1	29.4	123
POST-SEASON COLL. FOOTBALL		18123	822	16.4	4.5	152	826	14.6	4.6	135	752	19.2	4.1	178	5702	14.2	31.5	131
POST-SEASON PRO FOOTBALL		22091	831	16.6	3.8	126	1085	19.1	4.9	145	792	20.2	3.6	153	7032	17.5	31.8	133
TENNIS		6764	**183	3.6	2.7	90	*377	6.7	5.6	165	*245	6.3	3.6	155	1775	4.4	26.2	109
WRESTLING - PROFESSIONAL		9695	*470	9.4	4.8	162	*258	4.6	2.7	79	**134	3.4	1.4	59	3001	7.4	31.0	129

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	SHASTA A '000	SHASTA B % DOWN	SHASTA C % ACROSS	SHASTA D INDX	SPRITE A '000	SPRITE B % DOWN	SPRITE C % ACROSS	SPRITE D INDX	SQUIRT A '000	SQUIRT B % DOWN	SQUIRT C % ACROSS	SQUIRT D INDX	SUNKIST ORANGE SODA A '000	SUNKIST ORANGE SODA B % DOWN	SUNKIST ORANGE SODA C % ACROSS	SUNKIST ORANGE SODA D INDX
TOTAL ADULTS	167727	8715	100.0	5.2	100	21870	100.0	13.0	100	6780	100.0	4.0	100	16647	100.0	9.9	100
MALES	79263	4152	47.6	5.2	101	10381	47.5	13.1	100	3357	49.5	4.2	105	8232	49.5	10.4	105
FEMALES	88464	4564	52.4	5.2	99	11489	52.5	13.0	100	3423	50.5	3.9	96	8415	50.5	9.5	96
18 - 24	28671	2168	24.9	7.6	146	5467	25.0	19.1	146	1420	20.9	5.0	123	4471	26.9	15.6	157
25 - 34	39536	2481	28.5	6.3	121	6094	27.9	15.4	118	2016	29.7	5.1	126	4837	29.1	12.2	123
35 - 44	28978	1778	20.4	6.1	118	3615	16.5	12.5	96	1263	18.6	4.4	108	2809	16.9	9.7	98
45 - 54	22345	922	10.6	4.1	79	2489	11.4	11.1	85	827	12.2	3.7	92	1765	10.6	7.9	80
55 - 64	22224	598	6.9	2.7	52	2156	9.9	9.7	74	779	11.5	3.5	87	1471	8.8	6.6	67
65 OR OLDER	25973	768	8.8	3.0	57	2049	9.4	7.9	61	476	7.0	1.8	45	1295	7.8	5.0	50
18 - 34	68207	4649	53.3	6.8	131	11561	52.9	16.9	130	3436	50.7	5.0	125	9308	55.9	13.6	137
18 - 49	108058	6970	80.0	6.5	124	16377	74.9	15.2	116	5098	75.2	4.7	117	13135	78.9	12.2	122
25 - 54	90859	5181	59.4	5.7	110	12199	55.8	13.4	103	4105	60.5	4.5	112	9411	56.5	10.4	104
35 - 49	39851	2321	26.6	5.8	112	4817	22.0	12.1	93	1661	24.5	4.2	103	3827	23.0	9.6	97
50 OR OLDER	59669	1745	20.0	2.9	56	5493	25.1	9.2	71	1682	24.8	2.8	70	3511	21.1	5.9	59
GRADUATED COLLEGE	28091	1352	15.5	4.8	93	3812	17.4	13.6	104	1304	19.2	4.6	115	2631	15.8	9.4	94
ATTENDED COLLEGE	28938	1671	19.2	5.8	111	3968	18.1	13.7	105	1506	22.2	5.2	129	3084	18.5	10.7	107
GRADUATED HIGH SCHOOL	65503	3400	39.0	5.2	100	8780	40.1	13.4	103	2656	39.2	4.1	100	6828	41.0	10.4	105
DID NOT GRADUATE HIGH SCHOOL	45195	2293	26.3	5.1	98	5310	24.3	11.7	90	1313	19.4	2.9	72	4104	24.7	9.1	91
EMPLOYED MALES	56429	2978	34.2	5.3	102	7509	34.3	13.3	102	2448	36.1	4.3	107	6073	36.5	10.8	108
EMPLOYED FEMALES	43971	2397	27.5	5.5	105	5867	26.8	13.3	102	1796	26.5	4.1	101	4319	25.9	9.8	99
EMPLOYED FULL-TIME	87773	4664	53.5	5.3	102	11533	52.7	13.1	101	3630	53.5	4.1	102	8816	53.0	10.0	101
EMPLOYED PART-TIME	12627	711	8.2	5.6	108	1843	8.4	14.6	112	*614	9.1	4.9	120	1575	9.5	12.5	126
NOT EMPLOYED	67327	3340	38.3	5.0	95	8494	38.8	12.6	97	2536	37.4	3.8	93	6255	37.6	9.3	94
PROFESSIONAL/MANAGER	25845	1205	13.8	4.7	90	3128	14.3	12.1	93	1271	18.7	4.9	122	2465	14.8	9.5	96
TECH/CLERICAL/SALES	30895	1427	16.4	4.6	89	3940	18.0	12.8	98	1366	20.1	4.4	109	2852	17.1	9.2	93
PRECISION/CRAFT	12629	804	9.2	6.4	123	1857	8.5	14.7	113	537	7.9	4.3	105	1492	9.0	11.8	119
OTHER EMPLOYED	31031	1940	22.3	6.3	120	4451	20.4	14.3	110	1071	15.8	3.5	85	3584	21.5	11.5	116
SINGLE	35557	2456	28.2	6.9	133	5891	26.9	16.6	127	1500	22.1	4.2	104	5116	30.7	14.4	145
MARRIED	103585	4903	56.3	4.7	91	13014	59.5	12.6	96	4496	66.3	4.3	107	9565	57.5	9.2	93
DIVORCED/SEPARATED/WIDOWED	28585	1356	15.6	4.7	91	2965	13.6	10.4	80	784	11.6	2.7	68	1966	11.8	6.9	69
PARENTS	59295	3675	42.2	6.2	119	8932	40.8	15.1	116	3066	45.2	5.2	128	7056	42.4	11.9	120
WHITE	146081	6801	78.0	4.7	90	18209	83.3	12.5	96	6076	89.6	4.2	103	13511	81.2	9.2	93
BLACK	17974	1624	18.6	9.0	174	3036	13.9	16.9	130	542	8.0	3.0	75	2821	16.9	15.7	158
OTHER	3672	**290	3.3	7.9	152	*626	2.9	17.0	131	**162	2.4	4.4	109	**315	1.9	8.6	86
NORTHEAST-CENSUS	37005	845	9.7	2.3	44	4937	22.6	13.3	102	753	11.1	2.0	50	3830	23.0	10.3	104
NORTH CENTRAL	42642	2002	23.0	4.7	90	5372	24.6	12.6	97	3175	46.8	7.4	184	4263	25.6	10.0	101
SOUTH	56777	2795	32.1	4.9	95	8229	37.6	14.5	111	748	11.0	1.3	33	5667	34.0	10.0	101
WEST	31303	3073	35.3	9.8	189	3332	15.2	10.6	82	2104	31.0	6.7	166	2886	17.3	9.2	93
NORTHEAST-MKTG.	38125	870	10.0	2.3	44	4720	21.6	12.4	95	604	8.9	1.6	39	3767	22.6	9.9	100
EAST CENTRAL	24794	706	8.1	2.8	55	3345	15.3	13.5	103	1416	20.9	5.7	141	2230	13.4	9.0	91
WEST CENTRAL	28511	1819	20.9	6.4	123	3674	16.8	12.9	99	2285	33.7	8.0	198	3276	19.7	11.5	116
SOUTH	48953	2679	30.7	5.5	105	7292	33.3	14.9	114	691	10.2	1.4	35	4956	29.8	10.1	102
PACIFIC	27344	2641	30.3	9.7	186	2840	13.0	10.4	80	1785	26.3	6.5	161	2419	14.5	8.8	89
COUNTY SIZE A	69301	3501	40.2	5.1	97	8425	38.5	12.2	93	2826	41.7	4.1	101	6827	41.0	9.9	99
COUNTY SIZE B	50633	2678	30.7	5.3	102	7068	32.3	14.0	107	2006	29.6	4.0	98	4996	30.0	9.9	99
COUNTY SIZE C	26259	1446	16.6	5.5	106	3315	15.2	12.6	97	997	14.7	3.8	94	2771	16.6	10.6	106
COUNTY SIZE D	21534	1090	12.5	5.1	97	3063	14.0	14.2	109	952	14.0	4.4	109	2053	12.3	9.5	96
METRO CENTRAL CITY	50014	3132	35.9	6.3	121	6900	31.6	13.8	106	2361	34.8	4.7	117	5339	32.1	10.7	108
METRO SUBURBAN	76832	3510	40.3	4.6	88	9572	43.8	12.5	96	2708	39.9	3.5	87	7357	44.2	9.6	96
NON METRO	40881	2073	23.8	5.1	98	5398	24.7	13.2	101	1711	25.2	4.2	104	3950	23.7	9.7	97
TOP 5 ADI'S	39550	2122	24.3	5.4	103	4685	21.4	11.8	91	1564	23.1	4.0	98	3925	23.6	9.9	100
TOP 10 ADI'S	54877	2568	29.5	4.7	90	6448	29.5	11.7	90	1990	29.4	3.6	90	5086	30.6	9.3	93
TOP 20 ADI'S	77516	3810	43.7	4.9	95	9577	43.8	12.4	95	3117	46.0	4.0	99	7678	46.1	9.9	100
HSHLD INC. $50,000 OR MORE	17257	786	9.0	4.6	88	1852	8.5	10.7	82	918	13.5	5.3	132	1573	9.4	9.1	92
$40,000 OR MORE	33235	1493	17.1	4.5	86	3894	17.8	11.7	90	1577	23.3	4.7	117	3225	19.4	9.7	98
$30,000 OR MORE	59693	2934	33.7	4.9	95	7247	33.1	12.1	93	2781	41.0	4.7	115	5679	34.1	9.5	96
$25,000 OR MORE	76275	3808	43.7	5.0	96	9358	42.8	12.3	94	3317	48.9	4.3	108	7285	43.8	9.6	96
$20,000 - $24,999	18607	768	8.8	4.1	79	2512	11.5	13.5	104	916	13.5	4.9	122	1949	11.7	10.5	106
$15,000 - $19,999	17175	1078	12.4	6.3	121	2258	10.3	13.1	101	743	11.0	4.3	107	2087	12.5	12.2	122
$10,000 - $14,999	24569	1313	15.1	5.3	103	3474	15.9	14.1	108	920	13.6	3.7	93	2361	14.2	9.6	97
UNDER $10,000	31101	1748	20.1	5.6	108	4269	19.5	13.7	105	884	13.0	2.8	70	2965	17.8	9.5	96
HOUSEHOLD OF 1 PERSON	19441	737	8.5	3.8	73	1900	8.7	9.8	75	620	9.1	3.2	79	1246	7.5	6.4	65
2 PEOPLE	51803	2071	23.8	4.0	77	5686	26.0	11.0	84	1505	22.2	2.9	72	4111	24.7	7.9	80
3 OR 4 PEOPLE	66933	3849	44.2	5.8	111	9910	45.3	14.8	114	3065	45.2	4.6	113	7348	44.1	11.0	111
5 OR MORE PEOPLE	29550	2059	23.6	7.0	134	4375	20.0	14.8	114	1591	23.5	5.4	133	3941	23.7	13.3	134
NO CHILD IN HSHLD	96587	4101	47.1	4.2	82	11107	50.8	11.5	88	3194	47.1	3.3	82	7885	47.4	8.2	82
CHILD(REN) UNDER 2 YRS	10844	774	8.9	7.1	137	2006	9.2	18.5	142	*553	8.2	5.1	126	1716	10.3	15.8	159
2 - 5 YEARS	26358	1825	20.9	6.9	133	4179	19.1	15.9	122	1442	21.3	5.5	135	3410	20.5	12.9	130
6 - 11 YEARS	30453	2079	23.9	6.8	131	4667	21.3	15.3	118	1437	21.2	4.7	117	4028	24.2	13.2	133
12 - 17 YEARS	36575	2482	28.5	6.8	131	5528	25.3	15.1	116	1861	27.4	5.1	126	4318	25.9	11.8	119
RESIDENCE OWNED	117770	5599	64.2	4.8	91	13811	63.2	11.7	90	4532	66.8	3.8	95	10585	63.6	9.0	91
VALUE: $50,000 OR MORE	70166	3181	36.5	4.5	87	7728	35.3	11.0	84	2901	42.8	4.1	102	6157	37.0	8.8	88
VALUE: UNDER $50,000	47604	2419	27.8	5.1	98	6083	27.8	12.8	98	1632	24.1	3.4	85	4429	26.6	9.3	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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		TOTAL U.S. '000	SHASTA A '000	SHASTA B % DOWN	SHASTA C % ACROSS	SHASTA D INDX	SPRITE A '000	SPRITE B % DOWN	SPRITE C % ACROSS	SPRITE D INDX	SQUIRT A '000	SQUIRT B % DOWN	SQUIRT C % ACROSS	SQUIRT D INDX	SUNKIST ORANGE SODA A '000	SUNKIST ORANGE SODA B % DOWN	SUNKIST ORANGE SODA C % ACROSS	SUNKIST ORANGE SODA D INDX
TOTAL ADULTS		167727	8715	100.0	5.2	100	21870	100.0	13.0	100	6780	100.0	4.0	100	16647	100.0	9.9	100
MAGAZINES	QUINTILE 1	34022	2266	26.0	6.7	128	4982	22.8	14.6	112	1524	22.5	4.5	111	4064	24.4	11.9	120
	QUINTILE 2	34800	1899	21.8	5.5	105	4764	21.8	13.7	105	1598	23.6	4.6	114	3786	22.7	10.9	110
	QUINTILE 3	30514	1379	15.8	4.5	87	3890	17.8	12.7	98	1033	15.2	3.4	84	2855	17.2	9.4	94
	QUINTILE 4	33324	1712	19.6	5.1	99	4347	19.9	13.0	100	1406	20.7	4.2	104	3464	20.8	10.4	105
	QUINTILE 5	35066	1460	16.8	4.2	80	3887	17.8	11.1	85	1220	18.0	3.5	86	2478	14.9	7.1	71
NEWSPAPERS	QUINTILE 1	29107	1317	15.1	4.5	87	3559	16.3	12.2	94	1242	18.3	4.3	106	2914	17.5	10.0	101
	QUINTILE 2	49095	2336	26.8	4.8	92	5829	26.7	11.9	91	1957	28.9	4.0	99	4811	28.9	9.8	99
	QUINTILE 3	23107	1305	15.0	5.6	109	3070	14.0	13.3	102	921	13.6	4.0	99	2560	15.4	11.1	112
	QUINTILE 4	33556	1562	17.9	4.7	90	4782	21.9	14.3	109	1432	21.1	4.3	106	3233	19.4	9.6	97
	QUINTILE 5	32863	2195	25.2	6.7	129	4629	21.2	14.1	108	1227	18.1	3.7	92	3130	18.8	9.5	96
OUTDOOR	QUINTILE 1	33431	1834	21.0	5.5	106	4849	22.2	14.5	111	1183	17.4	3.5	88	3981	23.9	11.9	120
	QUINTILE 2	33478	1784	20.5	5.3	103	5224	23.9	15.6	120	1412	20.8	4.2	104	3772	22.7	11.3	114
	QUINTILE 3	33574	1753	20.1	5.2	100	4217	19.3	12.6	96	1345	19.8	4.0	99	3186	19.1	9.5	96
	QUINTILE 4	33935	1882	21.6	5.5	107	4113	18.8	12.1	93	1529	22.6	4.5	111	3070	18.4	9.0	91
	QUINTILE 5	33310	1463	16.8	4.4	85	3466	15.8	10.4	80	1311	19.3	3.9	97	2638	15.8	7.9	80
RADIO-DRIVE TIME	QUINTILE 1	33136	1915	22.0	5.8	111	4888	22.4	14.8	113	1432	21.1	4.3	107	3970	23.8	12.0	121
	QUINTILE 2	31658	1577	18.1	5.0	96	3819	17.5	12.1	93	1218	18.0	3.8	95	3101	18.6	9.8	99
	QUINTILE 3	32541	1705	19.6	5.2	101	4269	19.5	13.1	101	1406	20.7	4.3	107	3147	18.9	9.7	97
	QUINTILE 4	34247	1821	20.9	5.3	102	4765	21.8	13.9	107	1414	20.9	4.1	102	3149	18.9	9.2	93
	QUINTILE 5	36144	1699	19.5	4.7	90	4129	18.9	11.4	88	1310	19.3	3.6	90	3281	19.7	9.1	91
RADIO-MID-DAY	TERCILE 1	45037	2594	29.8	5.8	111	6246	28.6	13.9	106	2136	31.5	4.7	117	4888	29.4	10.9	109
	TERCILE 2	44819	2167	24.9	4.8	93	6470	29.6	14.4	111	1855	27.4	4.1	102	4614	27.7	10.3	104
	TERCILE 3	77872	3954	45.4	5.1	98	9154	41.9	11.8	90	2788	41.1	3.6	89	7145	42.9	9.2	92
RADIO-TOTAL	QUINTILE 1	33763	1992	22.9	5.9	114	4927	22.5	14.6	112	1457	21.5	4.3	107	3801	22.8	11.3	113
	QUINTILE 2	33240	1824	20.9	5.5	106	4803	22.0	14.4	111	1512	22.3	4.5	113	3557	21.4	10.7	108
	QUINTILE 3	33408	1461	16.8	4.4	84	3862	17.7	11.6	89	1228	18.1	3.7	91	3403	20.4	10.2	103
	QUINTILE 4	34792	1840	21.1	5.3	102	4558	20.8	13.1	100	1605	23.7	4.6	114	3328	20.0	9.6	96
	QUINTILE 5	32524	1599	18.3	4.9	95	3720	17.0	11.4	88	979	14.4	3.0	74	2558	15.4	7.9	79
TV-PRIME TIME	QUINTILE 1	33090	1658	19.0	5.0	96	4253	19.4	12.9	99	1371	20.2	4.1	102	3757	22.6	11.4	114
	QUINTILE 2	33357	1487	17.1	4.5	86	4464	20.4	13.4	103	1330	19.6	4.0	99	3001	18.0	9.0	91
	QUINTILE 3	33980	1992	22.9	5.9	113	4768	21.8	14.0	108	1263	18.6	3.7	92	3315	19.9	9.8	98
	QUINTILE 4	33854	1765	20.3	5.2	100	4306	19.7	12.7	98	1417	20.9	4.2	104	3414	20.5	10.1	102
	QUINTILE 5	33444	1813	20.8	5.4	104	4080	18.7	12.2	94	1399	20.6	4.2	103	3159	19.0	9.4	95
TV-DAYTIME	TERCILE 1	49121	2401	27.6	4.9	94	6342	29.0	12.9	99	1913	28.2	3.9	96	4897	29.4	10.0	100
	TERCILE 2	48823	2519	28.9	5.2	99	7175	32.8	14.7	113	2163	31.9	4.4	110	5185	31.1	10.6	107
	TERCILE 3	69782	3795	43.5	5.4	105	8354	38.2	12.0	92	2704	39.9	3.9	96	6565	39.4	9.4	95
TV-TOTAL	QUINTILE 1	33584	1614	18.5	4.8	92	4576	20.9	13.6	104	1325	19.5	3.9	98	3739	22.5	11.1	112
	QUINTILE 2	33441	1611	18.5	4.8	93	4303	19.7	12.9	99	1315	19.4	3.9	97	3071	18.4	9.2	93
	QUINTILE 3	33505	1677	19.2	5.0	96	4205	19.2	12.6	96	1271	18.7	3.8	94	3118	18.7	9.3	94
	QUINTILE 4	33466	1615	18.5	4.8	93	4703	21.5	14.1	108	1425	21.0	4.3	105	3270	19.6	9.8	98
	QUINTILE 5	33731	2198	25.2	6.5	125	4083	18.7	12.1	93	1445	21.3	4.3	106	3449	20.7	10.2	103
MAGAZINES-NEWSPAPERS: DUAL		44503	2430	27.9	5.5	105	5801	26.5	13.0	100	2005	29.6	4.5	111	4831	29.0	10.9	109
MAGAZINE IMPERATIVE		39363	2504	28.7	6.4	122	6028	27.6	15.3	117	1594	23.5	4.0	100	4582	27.5	11.6	117
NEWSPAPER IMPERATIVE		46441	1828	21.0	3.9	76	5033	23.0	10.8	83	1668	24.6	3.6	89	4144	24.9	8.9	90
MAGAZINES-OUTDOOR: DUAL		33726	1841	21.1	5.5	105	4998	22.9	14.8	114	1344	19.8	4.0	99	4099	24.6	12.2	122
MAGAZINE IMPERATIVE		52846	3031	34.8	5.7	110	6812	31.1	12.9	99	2341	34.5	4.4	110	5208	31.3	9.9	99
OUTDOOR IMPERATIVE		52140	2568	29.5	4.9	95	7023	32.1	13.5	103	1907	28.1	3.7	90	5163	31.0	9.9	100
MAGAZINES-RADIO: DUAL		37081	2349	27.0	6.3	122	5598	25.6	15.1	116	1657	24.4	4.5	111	4457	26.8	12.0	121
MAGAZINE IMPERATIVE		49747	2704	31.0	5.4	105	6304	28.8	12.7	97	2071	30.5	4.2	103	5051	30.3	10.2	102
RADIO IMPERATIVE		49208	2135	24.5	4.3	84	6378	29.2	13.0	99	1934	28.5	3.9	97	4741	28.5	9.6	97
MAGAZINES-TELEVISION: DUAL		33103	1858	21.3	5.6	108	4676	21.4	14.1	108	1166	17.2	3.5	87	4033	24.2	12.2	123
MAGAZINE IMPERATIVE		54575	3141	36.0	5.8	111	7280	33.3	13.3	102	2471	36.4	4.5	112	5617	33.7	10.3	104
TELEVISION IMPERATIVE		53249	2169	24.9	4.1	78	6440	29.4	12.1	93	2073	30.6	3.9	96	4474	26.9	8.4	85
NEWSPAPERS-OUTDOOR: DUAL		36255	1644	18.9	4.5	87	5074	23.2	14.0	107	1429	21.1	3.9	98	4246	25.5	11.7	118
NEWSPAPER IMPERATIVE		55591	2646	30.4	4.8	92	6087	27.8	10.9	84	2285	33.7	4.1	102	4923	29.6	8.9	89
OUTDOOR IMPERATIVE		48319	2913	33.4	6.0	116	7302	33.4	15.1	116	1791	26.4	3.7	92	5285	31.7	10.9	110
NEWSPAPERS-RADIO: DUAL		37242	1974	22.7	5.3	102	5138	23.5	13.8	106	1606	23.7	4.3	107	4184	25.1	11.2	113
NEWSPAPER IMPERATIVE		54423	2365	27.1	4.3	84	6029	27.6	11.1	85	2141	31.6	3.9	97	5025	30.2	9.2	93
RADIO IMPERATIVE		46650	2629	30.2	5.6	108	6852	31.3	14.7	113	1994	29.4	4.3	106	5076	30.5	10.9	110
NEWSPAPERS-TELEVISION: DUAL		35974	1685	19.3	4.7	90	4070	18.6	11.3	87	1463	21.6	4.1	101	3733	22.4	10.4	105
NEWSPAPER IMPERATIVE		56095	2748	31.5	4.9	94	6943	31.7	12.4	95	2173	32.1	3.9	96	5432	32.6	9.7	98
TELEVISION IMPERATIVE		47170	2470	28.3	5.2	101	6945	31.8	14.7	113	1838	27.1	3.9	96	4785	28.7	10.1	102
OUTDOOR-RADIO: DUAL		33748	2065	23.7	6.1	118	4967	22.7	14.7	113	1402	20.7	4.2	103	4027	24.2	11.9	120
OUTDOOR IMPERATIVE		52785	2576	29.6	4.9	94	7273	33.3	13.8	106	1838	27.1	3.5	86	5427	32.6	10.3	104
RADIO IMPERATIVE		52882	2696	30.9	5.1	98	6740	30.8	12.7	98	2350	34.7	4.4	110	5132	30.8	9.7	98
OUTDOOR-TELEVISION: DUAL		32030	1655	19.0	5.2	99	4983	22.8	15.6	119	1239	18.3	3.9	96	3805	22.9	11.9	120
OUTDOOR IMPERATIVE		54626	3089	35.4	5.7	109	7713	35.3	14.1	108	2312	34.1	4.2	105	5815	34.9	10.6	107
TELEVISION IMPERATIVE		54874	2569	29.5	4.7	90	6271	28.7	11.4	88	2213	32.6	4.0	100	4722	28.4	8.6	87
RADIO-TELEVISION: DUAL		33386	1706	19.6	5.1	98	4470	20.4	13.4	103	1367	20.2	4.1	101	3492	21.0	10.5	105
RADIO IMPERATIVE		53810	3064	35.2	5.7	110	7280	33.3	13.5	104	2333	34.4	4.3	107	5786	34.8	10.8	108
TELEVISION IMPERATIVE		54023	2453	28.1	4.5	87	6687	30.6	12.4	95	2086	30.8	3.9	96	5057	30.4	9.4	94

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	SHASTA A '000	SHASTA B % DOWN	SHASTA C % ACROSS %	SHASTA D INDX	SPRITE A '000	SPRITE B % DOWN	SPRITE C % ACROSS %	SPRITE D INDX	SQUIRT A '000	SQUIRT B % DOWN	SQUIRT C % ACROSS %	SQUIRT D INDX	SUNKIST ORANGE SODA A '000	SUNKIST ORANGE SODA B % DOWN	SUNKIST ORANGE SODA C % ACROSS %	SUNKIST ORANGE SODA D INDX
TOTAL ADULTS	167727	8715	100.0	5.2	100	21870	100.0	13.0	100	6780	100.0	4.0	100	16647	100.0	9.9	100
ATLANTIC MONTHLY	867	**40	0.5	4.6	89	**48	0.2	5.5	42	**21	0.3	2.4	60	**55	0.3	6.3	64
BARRON'S	1580	**79	0.9	5.0	96	*166	0.8	10.5	81	**154	2.3	9.7	241	**179	1.1	11.3	114
BETTER HOMES & GARDENS	22203	1145	13.1	5.2	99	2721	12.4	12.3	94	1012	14.9	4.6	113	2383	14.3	10.7	108
BON APPETIT	3810	*221	2.5	5.8	112	389	1.8	10.2	78	*149	2.2	3.9	97	305	1.8	8.0	81
BUSINESS WEEK	4663	*279	3.2	6.0	115	625	2.9	13.4	103	*182	2.7	3.9	97	389	2.3	8.3	84
CAR AND DRIVER	3102	*272	3.1	8.8	169	584	2.7	18.8	144	**122	1.8	3.9	97	389	2.3	12.5	126
CBS MAGAZINE NETWORK (GROSS)	7311	391	4.5	5.3	103	1262	5.8	17.3	132	251	3.7	3.4	85	1170	7.0	16.0	161
CHANGING TIMES	3400	**128	1.5	3.8	72	373	1.7	11.0	84	*172	2.5	5.1	125	*298	1.8	8.8	88
COLONIAL HOMES	1796	**112	1.3	6.2	120	*236	1.1	13.1	101	**54	0.8	3.0	74	*209	1.3	11.6	117
CONDE NAST MAG. PKG. (GROSS)	19924	1337	15.3	6.7	129	2921	13.4	14.7	112	606	8.9	3.0	75	2353	14.1	11.8	119
CONSUMERS DIGEST	3125	*158	1.8	5.1	97	421	1.9	13.5	103	*198	2.9	6.3	157	318	1.9	10.2	103
COSMOPOLITAN	10577	649	7.4	6.1	118	1494	6.8	14.1	108	411	6.1	3.9	96	1288	7.7	12.2	123
COUNTRY LIVING	3746	*195	2.2	5.2	100	435	2.0	11.6	89	**173	2.6	4.6	114	474	2.8	12.7	127
CUISINE	2214	**88	1.0	4.0	76	301	1.4	13.6	104	**90	1.3	4.1	101	271	1.6	12.2	123
CYCLE WORLD	2394	**130	1.5	5.4	105	470	2.1	19.6	151	**121	1.8	5.1	125	*262	1.6	10.9	110
DCI:CREATIVE IDEAS FOR LIV	3068	*313	3.6	10.2	196	590	2.7	19.2	147	*242	3.6	7.9	195	388	2.3	12.6	127
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	590	6.8	6.2	119	1517	6.9	15.9	122	426	6.3	4.5	110	928	5.6	9.7	98
DISCOVER	2277	*186	2.1	8.2	157	286	1.3	12.6	96	**86	1.3	3.8	93	*259	1.6	11.4	115
EBONY	7187	744	8.5	10.4	199	1298	5.9	18.1	139	296	4.4	4.1	102	1304	7.8	18.1	183
ESQUIRE	2560	*162	1.9	6.3	122	337	1.5	13.2	101	**91	1.3	3.6	88	318	1.9	12.4	125
ESSENCE	3242	389	4.5	12.0	231	679	3.1	20.9	161	*107	1.6	3.3	82	642	3.9	19.8	200
FAMILY CIRCLE	19639	1067	12.2	5.4	105	2437	11.1	12.4	95	707	10.4	3.6	89	1898	11.4	9.7	97
THE FAMILY HANDYMAN	3540	*259	3.0	7.3	141	465	2.1	13.1	101	*207	3.1	5.8	145	382	2.3	10.8	109
FAMILY WEEKLY	23924	1319	15.1	5.5	106	3173	14.5	13.3	102	894	13.2	3.7	92	2489	15.0	10.4	105
FIELD & STREAM	9883	472	5.4	4.8	92	1568	7.2	15.9	122	559	8.2	5.7	140	1105	6.6	11.2	113
FOOD & WINE	1030	**77	0.9	7.5	144	*127	0.6	12.3	95	**61	0.9	5.9	147	*126	0.8	12.2	123
FORBES	2679	*168	1.9	6.3	121	278	1.3	10.4	80	*194	2.9	7.2	179	*250	1.5	9.3	94
FORTUNE	2931	*214	2.5	7.3	141	384	1.8	13.1	100	*207	3.1	7.1	175	318	1.9	10.8	109
GENTLEMEN'S QUARTERLY	3481	*280	3.2	8.0	155	605	2.8	17.4	133	*271	4.0	7.8	193	663	4.0	19.0	192
GLAMOUR	7163	396	4.5	5.5	106	1053	4.8	14.7	113	*232	3.4	3.2	80	873	5.2	12.2	123
GOLF DIGEST	2355	**126	1.4	5.4	103	317	1.4	13.5	103	**119	1.8	5.1	125	*208	1.2	8.8	89
GOLF DIGEST/TENNIS (GROSS)	3610	*188	2.2	5.2	100	434	2.0	12.0	92	*138	2.0	3.8	95	345	2.1	9.6	96
GOLF MAGAZINE	2046	**114	1.3	5.6	107	278	1.3	13.6	104	**60	0.9	2.9	73	*199	1.2	9.7	98
GOLF MAGAZINE/SKI (GROSS)	3547	*265	3.0	7.5	144	494	2.3	13.9	107	*156	2.3	4.4	109	380	2.3	10.7	108
GOOD HOUSEKEEPING	20353	1138	13.1	5.6	108	2631	12.0	12.9	99	812	12.0	4.0	99	1951	11.7	9.6	97
HARPER'S BAZAAR	3362	*269	3.1	8.0	154	471	2.2	14.0	107	**107	1.6	3.2	79	425	2.6	12.6	127
HEALTH	2987	*154	1.8	5.2	99	442	2.0	14.8	113	*185	2.7	6.2	153	406	2.4	13.6	137
HEARST MAG CORP. BUY (GROSS)	67928	4181	48.0	6.2	118	9182	42.0	13.5	104	2946	43.5	4.3	107	7748	46.5	11.4	115
HEARST MAN POWER (GROSS)	11282	680	7.8	6.0	116	1757	8.0	15.6	119	756	11.2	6.7	166	1500	9.0	13.3	134
HEARST WOMAN POWER (GROSS)	40514	2379	27.3	5.9	113	5309	24.3	13.1	100	1546	22.8	3.8	94	4332	26.0	10.7	108
HOUSE BEAUTIFUL	4885	337	3.9	6.9	133	646	3.0	13.2	101	*215	3.2	4.4	109	513	3.1	10.5	106
INC.	1308	**111	1.3	8.5	163	*193	0.9	14.8	113	**96	1.4	7.3	182	**165	1.0	12.6	127
JET	6498	671	7.7	10.3	199	1245	5.7	19.2	147	243	3.6	3.7	93	1179	7.1	18.1	183
LADIES' HOME JOURNAL	14797	831	9.5	5.6	108	2070	9.5	14.0	107	591	8.7	4.0	99	1663	10.0	11.2	113
LHJ FAMILY GRP COMBO(GROSS)	21743	1194	13.7	5.5	106	3134	14.3	14.4	111	922	13.6	4.2	105	2385	14.3	11.0	111
LIFE	9881	698	8.0	7.1	136	1505	6.9	15.2	117	412	6.1	4.2	103	1366	8.2	13.8	139
L.A. TIMES HOME MAGAZINE	2775	286	3.3	10.3	198	286	1.3	10.3	79	*176	2.6	6.3	157	*270	1.6	9.7	98
MADEMOISELLE	4219	*263	3.0	6.2	120	538	2.5	12.8	98	**111	1.6	2.6	65	485	2.9	11.5	116
MC CALL'S	16422	1043	12.0	6.4	122	2267	10.4	13.8	106	606	8.9	3.7	91	1597	9.6	9.7	98
MC CALL'S/WRK MOTHER (GROSS)	17919	1174	13.5	6.6	126	2482	11.3	13.9	106	703	10.4	3.9	97	1808	10.9	10.1	102
MECHANIX ILLUSTRATED	4433	*262	3.0	5.9	114	533	2.4	12.0	92	*252	3.7	5.7	141	483	2.9	10.9	110
METROPOLITAN HOME	1504	**115	1.3	7.6	147	*202	0.9	13.4	103	**54	0.8	3.6	89	*222	1.3	14.8	149
MONEY	4723	*279	3.2	5.9	114	713	3.3	15.1	116	285	4.2	6.0	149	429	2.6	9.1	92
MOTHER EARTH NEWS	2325	*232	2.7	10.0	192	398	1.8	17.1	131	*247	3.6	10.6	263	267	1.6	11.5	116
MS.	1189	**67	0.8	5.6	108	*207	0.9	17.4	134	**24	0.4	2.0	50	*188	1.1	15.8	159
NATIONAL ENQUIRER	18892	1344	15.4	7.1	137	2802	12.8	14.8	114	656	9.7	3.5	86	2273	13.7	12.0	121
NATIONAL GEOGRAPHIC	22129	1241	14.2	5.6	108	2987	13.7	13.5	104	1219	18.0	5.5	136	2274	13.7	10.3	104
NATIONAL SUNDAY MAGAZINE PKG	103750	5056	58.0	4.9	94	13113	60.0	12.6	97	4339	64.0	4.2	103	10551	63.4	10.2	102
NATURAL HISTORY	1379	**134	1.5	9.7	187	*170	0.8	12.3	95	**34	0.5	2.5	61	**117	0.7	8.5	85
NEW WOMAN	2289	**134	1.5	5.9	113	*202	0.9	8.8	68	**54	0.8	2.4	58	*246	1.5	10.7	108
NEW YORK INCLUDING CUE	1088	**56	0.6	5.1	99	*117	0.5	10.8	82	**58	0.9	5.3	132	**65	0.4	6.0	60
THE NEW YORKER	2459	*161	1.8	6.5	126	312	1.4	12.7	97	**103	1.5	4.2	104	*249	1.5	10.1	102
NEWSWEEK	16527	912	10.5	5.5	106	2311	10.6	14.0	107	714	10.5	4.3	107	1844	11.1	11.2	112
THE N.Y. TIMES DAILY EDITION	2739	**70	0.8	2.6	49	297	1.4	10.8	83	**80	1.2	2.9	72	*182	1.1	6.6	67
THE N.Y. TIMES MAGAZINE	4443	**113	1.3	2.5	49	495	2.3	11.1	85	**94	1.4	2.1	52	343	2.1	7.7	78
OMNI	2799	*273	3.1	9.8	188	485	2.2	17.3	133	*172	2.5	6.1	152	*347	2.1	12.4	125
ON CABLE	2209	*128	1.5	5.8	112	*200	0.9	9.1	69	**91	1.3	4.1	102	*195	1.2	8.8	89
1001 HOME IDEAS	3959	*209	2.4	5.3	102	622	2.8	15.7	120	*147	2.2	3.7	92	316	1.9	8.0	80
ORGANIC GARDENING	3111	*168	1.9	5.4	104	401	1.8	12.9	99	*218	3.2	7.0	173	295	1.8	9.5	96
OUTDOOR LIFE	5024	*301	3.5	6.0	115	776	3.5	15.4	118	268	4.0	5.3	132	617	3.7	12.3	124
PARADE MAGAZINE	51292	2267	26.0	4.4	85	6402	29.3	12.5	96	2149	31.7	4.2	104	5201	31.2	10.1	102

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

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	TOTAL U.S. '000	SHASTA A '000	SHASTA B % ACROSS DOWN	SHASTA C %	SHASTA D INDX	SPRITE A '000	SPRITE B % ACROSS DOWN	SPRITE C %	SPRITE D INDX	SQUIRT A '000	SQUIRT B % ACROSS DOWN	SQUIRT C %	SQUIRT D INDX	SUNKIST ORANGE SODA A '000	SUNKIST ORANGE SODA B % ACROSS DOWN	SUNKIST ORANGE SODA C %	SUNKIST ORANGE SODA D INDX
TOTAL ADULTS	167727	8715	100.0	5.2	100	21870	100.0	13.0	100	6780	100.0	4.0	100	16647	100.0	9.9	100
PARENTS	5298	424	4.9	8.0	154	1057	4.8	20.0	153	348	5.1	6.6	162	969	5.8	18.3	184
PENTHOUSE	5129	417	4.8	8.1	156	861	3.9	16.8	129	287	4.2	5.6	138	874	5.3	17.0	172
PEOPLE	21070	1406	16.1	6.7	128	3189	14.6	15.1	116	894	13.2	4.2	105	2618	15.7	12.4	125
PLAYBOY	10562	799	9.2	7.6	146	1495	6.8	14.2	109	508	7.5	4.8	119	1426	8.6	13.5	136
POPULAR HOT RODDING	2498	*203	2.3	8.1	156	446	2.0	17.9	137	*210	3.1	8.4	208	490	2.9	19.6	198
POPULAR MECHANICS	5887	333	3.8	5.7	109	965	4.4	16.4	126	445	6.6	7.6	187	908	5.5	15.4	155
POPULAR SCIENCE	4317	*310	3.6	7.2	138	620	2.8	14.4	110	*291	4.3	6.7	167	456	2.7	10.6	106
PREVENTION	5792	*216	2.5	3.7	72	602	2.8	10.4	80	*177	2.6	3.1	76	357	2.1	6.2	62
PSYCHOLOGY TODAY	3284	*233	2.7	7.1	137	479	2.2	14.6	112	*147	2.2	4.5	111	254	1.5	7.7	78
READER'S DIGEST	40046	1859	21.3	4.6	89	5063	23.2	12.6	97	1572	23.2	3.9	97	3740	22.5	9.3	94
REDBOOK	9584	592	6.8	6.2	119	1185	5.4	12.4	95	322	4.7	3.4	83	1093	6.6	11.4	115
ROAD & TRACK	2590	**106	1.2	4.1	79	436	2.0	16.8	129	*86	1.3	3.3	82	480	2.9	18.5	187
ROLLING STONE	3302	*271	3.1	8.2	158	672	3.1	20.4	156	*193	2.8	5.8	145	691	4.2	20.9	211
RUNNER'S WORLD	1229	**105	1.2	8.5	164	**137	0.6	11.1	85	**109	1.6	8.9	219	**110	0.7	9.0	90
SATURDAY EVENING POST	2110	**130	1.5	6.2	119	286	1.3	13.6	104	*96	1.4	4.5	113	*266	1.6	12.6	127
SCIENCE 84	1543	**128	1.5	8.3	160	*208	1.0	13.5	103	*168	2.5	10.9	269	*184	1.1	11.9	120
SCIENCE DIGEST	1747	**175	2.0	10.0	193	*263	1.2	15.1	115	**88	1.3	5.0	125	*142	0.9	8.1	82
SCIENTIFIC AMERICAN	1994	**158	1.8	7.9	152	313	1.4	15.7	120	**114	1.7	5.7	141	*150	0.9	7.5	76
SELF	3119	*261	3.0	8.4	161	518	2.4	16.6	127	**110	1.6	3.5	87	437	2.6	14.0	141
SEVENTEEN	3923	*392	4.5	10.0	192	656	3.0	16.7	128	*183	2.7	4.7	115	710	4.3	18.1	182
SKI	1501	*152	1.7	10.1	195	*216	1.0	14.4	110	**95	1.4	6.3	157	*181	1.1	12.1	121
SMITHSONIAN	5976	*259	3.0	4.3	83	707	3.2	11.8	91	295	4.4	4.9	122	593	3.6	9.9	100
SOAP OPERA DIGEST	4228	364	4.2	8.6	166	885	4.0	20.9	161	**122	1.8	2.9	71	715	4.3	16.9	170
SOUTHERN LIVING	6488	*277	3.2	4.3	82	927	4.2	14.3	110	**184	2.7	2.8	70	540	3.2	8.3	84
SPORT	3500	330	3.8	9.4	181	534	2.4	15.3	117	*126	1.9	3.6	89	565	3.4	16.1	163
THE SPORTING NEWS	2456	*203	2.3	8.3	159	420	1.9	17.1	131	**133	2.0	5.4	134	340	2.0	13.8	139
SPORTS AFIELD	3648	*172	2.0	4.7	91	528	2.4	14.5	111	*223	3.3	6.1	151	449	2.7	12.3	124
SPORTS ILLUSTRATED	14484	782	9.0	5.4	104	1887	8.6	13.0	100	639	9.4	4.4	109	1793	10.8	12.4	125
STAR	12661	877	10.1	6.9	133	1825	8.3	14.4	111	484	7.1	3.8	95	1671	10.0	13.2	133
SUNDAY	52799	2165	24.8	4.1	79	6629	30.3	12.6	96	2199	32.4	4.2	103	5177	31.1	9.8	99
SUNSET	3513	321	3.7	9.1	176	325	1.5	9.3	71	*417	6.2	11.9	294	*328	2.0	9.3	94
TV GUIDE	42766	2722	31.2	6.4	122	6115	28.0	14.3	110	1631	24.1	3.8	94	5489	33.0	12.8	129
TENNIS	1254	**62	0.7	4.9	95	*118	0.5	9.4	72	**19	0.3	1.5	37	*137	0.8	10.9	110
TIME	22054	1204	13.8	5.5	105	3228	14.8	14.6	112	945	13.9	4.3	106	2268	13.6	10.3	104
TOWN & COUNTRY	1555	**133	1.5	8.6	165	*190	0.9	12.2	94	**79	1.2	5.1	126	*160	1.0	10.3	104
TRAVEL & LEISURE	2173	*164	1.9	7.5	145	241	1.1	11.1	85	*160	2.4	7.4	182	*235	1.4	10.8	109
TRUE STORY	4636	297	3.4	6.4	123	766	3.5	16.5	127	*175	2.6	3.8	93	787	4.7	17.0	171
U.S.NEWS & WORLD REPORT	10353	638	7.3	6.2	119	1527	7.0	14.7	113	470	6.9	4.5	112	1184	7.1	11.4	115
USA TODAY	4994	269	3.1	5.4	104	644	2.9	12.9	99	284	4.2	5.7	141	458	2.8	9.2	92
US	3528	*265	3.0	7.5	145	670	3.1	19.0	146	*192	2.8	5.4	135	573	3.4	16.2	164
VOGUE	5424	417	4.8	7.7	148	811	3.7	15.0	115	*153	2.3	2.8	70	558	3.4	10.3	104
WALL STREET JOURNAL	6292	277	3.2	4.4	85	672	3.1	10.7	82	354	5.2	5.6	139	490	2.9	7.8	78
WEIGHT WATCHERS	2762	*171	2.0	6.2	119	388	1.8	14.0	108	**70	1.0	2.5	63	278	1.7	10.1	101
WOMAN'S DAY	16320	980	11.2	6.0	116	1823	8.3	11.2	86	578	8.5	3.5	88	1589	9.5	9.7	98
WORKING MOTHER	1496	**131	1.5	8.8	169	*215	1.0	14.4	110	**97	1.4	6.5	160	*211	1.3	14.1	142
WORKING WOMAN	1851	**149	1.7	8.0	155	286	1.3	15.5	118	**66	1.0	3.6	88	*260	1.6	14.0	142
WORLD TENNIS	580	**54	0.6	9.3	179	**55	0.3	9.5	73	**15	0.2	2.6	64	**94	0.6	16.2	163
ZIFF-DAVIS MAG NETWK (GROSS)	12412	992	11.4	8.0	154	2140	9.8	17.2	132	579	8.5	4.7	115	1642	9.9	13.2	133
BLAIR INSERTS	91671	4323	49.6	4.7	91	11456	52.4	12.5	96	3967	58.5	4.3	107	9169	55.1	10.0	101
DAILY NEWSPAPERS																	
READ ANY	109190	5282	60.6	4.8	93	13509	61.8	12.4	95	4382	64.6	4.0	99	10932	65.7	10.0	101
READ ONE	89587	4483	51.4	5.0	96	11178	51.1	12.5	96	3518	51.9	3.9	97	8953	53.8	10.0	101
READ TWO OR MORE	19602	798	9.2	4.1	78	2331	10.7	11.9	91	864	12.7	4.4	109	1979	11.9	10.1	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5361	61.5	4.9	94	13853	63.3	12.6	97	4539	66.9	4.1	102	11111	66.7	10.1	102
READ ONE	95074	4673	53.6	4.9	95	12072	55.2	12.7	97	3844	56.7	4.0	100	9654	58.0	10.2	102
READ TWO OR MORE	14588	688	7.9	4.7	91	1781	8.1	12.2	94	695	10.3	4.8	118	1457	8.8	10.0	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.48				31.35				26.46				33.14			
30 DAY REACH	149706	7889	90.5	5.3	101	19851	90.8	13.3	102	6111	90.1	4.1	101	15116	90.8	10.1	102
50 SHWG - 30 DAY AV FREQ	15.16	15.36				16.38				13.96				17.22			
30 DAY REACH	142406	7598	87.2	5.3	103	19045	87.1	13.4	103	5805	85.6	4.1	101	14555	87.4	10.2	103
25 SHWG - 30 DAY AV FREQ	8.23	8.21				8.68				7.53				9.20			
30 DAY REACH	131152	7052	80.9	5.4	103	17963	82.1	13.7	105	5354	79.0	4.1	101	13656	82.0	10.4	105
CABLE TV: HOME WIRED	66879	3416	39.2	5.1	98	8554	39.1	12.8	98	2714	40.0	4.1	100	6859	41.2	10.3	103
HOME NOT WIRED	100848	5299	60.8	5.3	101	13316	60.9	13.2	101	4066	60.0	4.0	100	9788	58.8	9.7	98
HAVE PAY CABLE	35024	1989	22.8	5.7	109	4914	22.5	14.0	108	1606	23.7	4.6	113	3825	23.0	10.9	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0264
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	TOTAL U.S. '000	SHASTA A '000	SHASTA B % DOWN	SHASTA C % ACROSS	SHASTA D INDX	SPRITE A '000	SPRITE B % DOWN	SPRITE C % ACROSS	SPRITE D INDX	SQUIRT A '000	SQUIRT B % DOWN	SQUIRT C % ACROSS	SQUIRT D INDX	SUNKIST ORANGE SODA A '000	SUNKIST ORANGE SODA B % DOWN	SUNKIST ORANGE SODA C % ACROSS	SUNKIST ORANGE SODA D INDX
TOTAL ADULTS	167727	8715	100.0	5.2	100	21870	100.0	13.0	100	6780	100.0	4.0	100	16647	100.0	9.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5118	58.7	5.4	103	12634	57.8	13.2	101	4027	59.4	4.2	104	9772	58.7	10.2	103
10:00 AM - 3:00 PM	63599	3433	39.4	5.4	104	8820	40.3	13.9	106	2855	42.1	4.5	111	6669	40.1	10.5	106
3:00 PM - 7:00 PM	72097	3962	45.5	5.5	106	9828	44.9	13.6	105	3094	45.6	4.3	106	7792	46.8	10.8	109
7:00 PM - MIDNIGHT	36670	2102	24.1	5.7	110	5480	25.1	14.9	115	1779	26.2	4.9	120	4397	26.4	12.0	121
MIDNIGHT - 6:00 AM	21908	1239	14.2	5.7	109	3132	14.3	14.3	110	932	13.7	4.3	105	2351	14.1	10.7	108
6:00 AM - MIDNIGHT	127571	6747	77.4	5.3	102	17238	78.8	13.5	104	5449	80.4	4.3	106	13202	79.3	10.3	104
ENTIRE DAY	129239	6835	78.4	5.3	102	17465	79.9	13.5	104	5535	81.6	4.3	106	13389	80.4	10.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1714	19.7	5.0	97	4751	21.7	14.0	107	1745	25.7	5.1	127	3479	20.9	10.2	103
ALL NEWS	6062	200	2.3	3.3	63	605	2.8	10.0	77	*206	3.0	3.4	84	562	3.4	9.3	93
AOR/PROGRESSIVE	11884	567	6.5	4.8	92	1803	8.2	15.2	116	703	10.4	5.9	146	1421	8.5	12.0	120
BEAUTIFUL MUSIC	11180	579	6.6	5.2	100	1353	6.2	12.1	93	321	4.7	2.9	71	1130	6.8	10.1	102
BLACK	4538	425	4.9	9.4	180	827	3.8	18.2	140	*237	3.5	5.2	129	704	4.2	15.5	156
CLASSICAL	3857	*215	2.5	5.6	107	426	1.9	11.0	85	*177	2.6	4.6	114	413	2.5	10.7	108
CHR/ROCK	21946	1361	15.6	6.2	119	3459	15.8	15.8	121	887	13.1	4.0	100	2919	17.5	13.3	134
COUNTRY	27262	1518	17.4	5.6	107	3766	17.2	13.8	106	1260	18.6	4.6	114	2571	15.4	9.4	95
GOLDEN OLDIES	3339	*119	1.4	3.6	69	568	2.6	17.0	130	*112	1.7	3.4	83	*323	1.9	9.7	97
MOR/NOSTALGIA	10346	459	5.3	4.4	85	1263	5.8	12.2	94	459	6.8	4.4	110	800	4.8	7.7	78
NEWS/TALK	8929	448	5.1	5.0	97	1058	4.8	11.8	91	408	6.0	4.6	113	688	4.1	7.7	78
RELIGIOUS	5488	380	4.4	6.9	133	794	3.6	14.5	111	288	4.2	5.2	130	543	3.3	9.9	100
SOFT ROCK	1232	**140	1.6	11.4	219	*309	1.4	25.1	192	**41	0.6	3.3	82	**156	0.9	12.7	128
URBAN CONTEMPORARY	3184	*235	2.7	7.4	142	513	2.3	16.1	124	**115	1.7	3.6	89	555	3.3	17.4	176
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	413	4.7	6.0	115	1229	5.6	17.8	136	425	6.3	6.1	152	927	5.6	13.4	135
ABC DIRECTION	5212	273	3.1	5.2	101	592	2.7	11.4	87	*285	4.2	5.5	135	563	3.4	10.8	109
ABC ENTERTAINMENT	10385	439	5.0	4.2	81	1406	6.4	13.5	104	306	4.5	2.9	73	906	5.4	8.7	88
ABC FM	4762	339	3.9	7.1	137	949	4.3	19.9	153	*233	3.4	4.9	121	746	4.5	15.7	158
ABC INFORMATION	11339	631	7.2	5.6	107	1461	6.7	12.9	99	463	6.8	4.1	101	1016	6.1	9.0	90
ABC ROCK	4878	*227	2.6	4.7	90	652	3.0	13.4	103	314	4.6	6.4	159	608	3.7	12.5	126
CBS	10709	528	6.1	4.9	95	1237	5.7	11.6	89	487	7.2	4.5	113	891	5.4	8.3	84
MUTUAL	10251	498	5.7	4.9	93	1448	6.6	14.1	108	387	5.7	3.8	93	987	5.9	9.6	97
NBC	12243	551	6.3	4.5	87	1397	6.4	11.4	88	687	10.1	5.6	139	900	5.4	7.4	74
RADIORADIO	4606	*197	2.3	4.3	82	732	3.3	15.9	122	*240	3.5	5.2	129	527	3.2	11.4	115
RKO ONE	5148	*274	3.1	5.3	102	834	3.8	16.2	124	*169	2.5	3.3	81	705	4.2	13.7	138
RKO TWO	7313	251	2.9	3.4	66	1002	4.6	13.7	105	*182	2.7	2.5	62	690	4.1	9.4	95
THE SOURCE	5981	*338	3.9	5.7	109	1024	4.7	17.1	131	*299	4.4	5.0	124	868	5.2	14.5	146
NON-WIRED : BLAIR	19329	1016	11.7	5.3	101	2634	12.0	13.6	105	1059	15.6	5.5	136	1979	11.9	10.2	103
INTERNET	27139	1570	18.0	5.8	111	4032	18.4	14.9	114	1158	17.1	4.3	106	3057	18.4	11.3	113
KATZ RADIO GROUP	36319	2033	23.3	5.6	108	4795	21.9	13.2	101	1580	23.3	4.4	108	3493	21.0	9.6	97
SUPERNET	22361	1122	12.9	5.0	97	2911	13.3	13.0	100	1094	16.1	4.9	121	2441	14.7	10.9	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	823	9.4	5.7	109	1832	8.4	12.6	97	560	8.3	3.9	95	1440	8.7	9.9	100
WKDAY 9:00 AM - 1:00 PM	18688	969	11.1	5.2	100	2436	11.1	13.0	100	820	12.1	4.4	109	1978	11.9	10.6	107
WKDAY 1:00 PM - 4:30 PM	24061	1217	14.0	5.1	97	3270	15.0	13.6	104	934	13.8	3.9	96	2509	15.1	10.4	105
WKDAY 4:30 PM - 7:30 PM	44079	2119	24.3	4.8	93	5660	25.9	12.8	98	1702	25.1	3.9	96	4526	27.2	10.3	103
WKDAY 7:30 PM - 8:00 PM	61979	2863	32.9	4.6	89	7912	36.2	12.8	98	2341	34.5	3.8	93	6090	36.6	9.8	99
WKDAY 11:00 PM - 11:30 PM	49084	2372	27.2	4.8	93	6773	31.0	13.8	106	2076	30.6	4.2	105	5055	30.4	10.3	104
WKDAY 11:30 PM - 1:00 AM	16560	824	9.5	5.0	96	2393	10.9	14.5	111	775	11.4	4.7	116	1763	10.6	10.6	107
M-SAT 8-11 PM+SUN 7-11 PM	66967	3359	38.5	5.0	97	8827	40.4	13.2	101	2697	39.8	4.0	100	6800	40.8	10.2	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	487	5.6	5.3	101	1228	5.6	13.2	102	402	5.9	4.3	107	1110	6.7	12.0	121
ANOTHER WORLD N	6138	302	3.5	4.9	95	896	4.1	14.6	112	186	2.7	3.0	75	677	4.1	11.0	111
AS THE WORLD TURNS C	7707	344	3.9	4.5	86	951	4.3	12.3	95	291	4.3	3.8	93	782	4.7	10.1	102
CAPITOL C	4688	241	2.8	5.1	99	593	2.7	12.6	97	*159	2.3	3.4	84	579	3.5	12.4	124
CBS MORN. NEWS 1 C	2792	171	2.0	6.1	118	296	1.4	10.6	81	*66	1.0	2.4	58	254	1.5	9.1	92
CBS MORN. NEWS 2 C	2071	97	1.1	4.7	90	247	1.1	11.9	91	**43	0.6	2.1	51	170	1.0	8.2	83
DAYS OF OUR LIVES N	8018	401	4.6	5.0	96	1238	5.7	15.4	118	400	5.9	5.0	123	855	5.1	10.7	107
FACTS OF LIFE - DAYTIME N	3487	223	2.6	6.4	123	529	2.4	15.2	116	117	1.7	3.4	83	361	2.2	10.4	104
FAMILY FEUD A	4817	235	2.7	4.9	94	566	2.6	11.8	90	204	3.0	4.2	105	513	3.1	10.6	107
GENERAL HOSPITAL A	8333	427	4.9	5.1	99	1116	5.1	13.4	103	373	5.5	4.5	111	851	5.1	10.2	103
GOOD MORNING, AMERICA-730 A	5472	284	3.3	5.2	100	746	3.4	13.6	105	291	4.3	5.3	132	567	3.4	10.4	104
GOOD MORNING, AMERICA-830 A	3965	223	2.6	5.6	108	468	2.1	11.8	91	158	2.3	4.0	99	366	2.2	9.2	93
GUIDING LIGHT C	7542	350	4.0	4.6	89	1043	4.8	13.8	106	177	2.6	2.3	58	813	4.9	10.8	109
ONE LIFE TO LIVE A	6018	365	4.2	6.1	117	741	3.4	12.3	94	247	3.6	4.1	102	619	3.7	10.3	104
PRESS YOUR LUCK C	3589	173	2.0	4.8	93	577	2.6	16.1	123	160	2.4	4.5	110	357	2.1	9.9	100
PRICE IS RIGHT 1 C	7418	354	4.1	4.8	92	1026	4.7	13.8	106	272	4.0	3.7	91	771	4.6	10.4	105
PRICE IS RIGHT 2 C	8276	361	4.1	4.4	84	1092	5.0	13.2	101	330	4.9	4.0	99	820	4.9	9.9	100
RYAN'S HOPE A	4358	250	2.9	5.7	110	567	2.6	13.0	100	226	3.3	5.2	128	559	3.4	12.8	129
SALE OF THE CENTURY N	3749	149	1.7	4.0	76	561	2.6	15.0	115	146	2.2	3.9	96	473	2.8	12.6	127
SEARCH FOR TOMORROW N	2884	*102	1.2	3.5	68	391	1.8	13.6	104	**66	1.0	2.3	57	277	1.7	9.6	97
TODAY SHOW 1 N	4869	243	2.8	5.0	96	609	2.8	12.5	96	*102	1.5	2.1	52	391	2.3	8.0	81
TODAY SHOW 2 N	4135	159	1.8	3.8	74	516	2.4	12.5	96	*113	1.7	2.7	68	304	1.8	7.4	74
$25,000 PYRAMID C	4361	193	2.2	4.4	85	655	3.0	15.0	115	189	2.8	4.3	107	446	2.7	10.2	103
WHEEL OF FORTUNE N	6187	296	3.4	4.8	92	834	3.8	13.5	103	237	3.5	3.8	95	601	3.6	9.7	98
YOUNG AND THE RESTLESS C	8186	379	4.3	4.6	89	1090	5.0	13.3	102	294	4.3	3.6	89	808	4.9	9.9	99
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	260	3.0	5.5	106	634	2.9	13.4	103	252	3.7	5.3	132	460	2.8	9.7	98
NBA PLAYOFF GAME -1 C	5127	360	4.1	7.0	135	806	3.7	15.7	121	246	3.6	4.8	119	466	2.8	9.1	92
NBC MAJOR LEAGUE PRE-GAME N	3945	*207	2.4	5.2	101	676	3.1	17.1	131	*162	2.4	4.1	102	316	1.9	8.0	81
SPORTSWORLD - SUN N	3370	*151	1.7	4.5	86	422	1.9	12.5	96	167	2.5	5.0	123	416	2.5	12.3	124
SUNDAY MORNING C	4200	246	2.8	5.9	113	526	2.4	12.5	96	**106	1.6	2.5	62	354	2.1	8.4	85

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER REGULAR CARBONATED (NON-COLA) SOFT DRINKS (NOT DIET): BRANDS
(ADULTS)

0265
P-18

		TOTAL U.S. '000	SHASTA A '000	SHASTA B % DOWN	SHASTA C % ACROSS	SHASTA D INDX	SPRITE A '000	SPRITE B % DOWN	SPRITE C % ACROSS	SPRITE D INDX	SQUIRT A '000	SQUIRT B % DOWN	SQUIRT C % ACROSS	SQUIRT D INDX	SUNKIST ORANGE SODA A '000	SUNKIST ORANGE SODA B % DOWN	SUNKIST ORANGE SODA C % ACROSS	SUNKIST ORANGE SODA D INDX
TOTAL ADULTS		167727	8715	100.0	5.2	100	21870	100.0	13.0	100	6780	100.0	4.0	100	16647	100.0	9.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2394	27.5	4.6	88	6568	30.0	12.6	96	1846	27.2	3.5	87	4932	29.6	9.4	95
NETWORK AFFILIATES - LATE		39164	1806	20.7	4.6	89	5172	23.6	13.2	101	1679	24.8	4.3	106	3872	23.3	9.9	100
INDEPENDENTS - LATE		5133	262	3.0	5.1	98	607	2.8	11.8	91	167	2.5	3.3	80	521	3.1	10.2	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1177	13.5	5.2	99	3508	16.0	15.4	118	958	14.1	4.2	104	2541	15.3	11.1	112
ABC MONDAY NIGHT MOVIE	A	11258	609	7.0	5.4	104	1401	6.4	12.4	95	393	5.8	3.5	86	1143	6.9	10.2	102
ABC SUNDAY NIGHT MOVIE	A	23600	1244	14.3	5.3	101	2987	13.7	12.7	97	1010	14.9	4.3	106	2325	14.0	9.9	99
ABC WORLD NEWS TONIGHT	A	12801	671	7.7	5.2	101	1543	7.1	12.1	92	411	6.1	3.2	79	1288	7.7	10.1	101
AFTERMASH	C	10966	602	6.9	5.5	106	1462	6.7	13.3	102	446	6.6	4.1	101	1231	7.4	11.2	113
ALICE	C	17050	860	9.9	5.0	97	2294	10.5	13.5	103	536	7.9	3.1	78	1660	10.0	9.7	98
AMERICAN PARADE	C	11998	562	6.4	4.7	90	1280	5.9	10.7	82	431	6.4	3.6	89	1037	6.2	8.6	87
BENSON	A	19258	972	11.2	5.0	97	2583	11.8	13.4	103	857	12.6	4.5	110	1962	11.8	10.2	103
BLUE THUNDER	A	11478	567	6.5	4.9	95	1698	7.8	14.8	113	536	7.9	4.7	116	1185	7.1	10.3	104
CAGNEY & LACEY	C	18263	943	10.8	5.2	99	2529	11.6	13.8	106	818	12.1	4.5	111	1778	10.7	9.7	98
CBS EVENING NEWS-DEAN	C	7733	322	3.7	4.2	80	918	4.2	11.9	91	*255	3.8	3.3	82	775	4.7	10.0	101
CBS EVENING NEWS-RATHER	C	15653	653	7.5	4.2	80	1867	8.5	11.9	91	524	7.7	3.3	83	1467	8.8	9.4	94
CBS SAT. NEWS-SCHIEFFER	C	8744	401	4.6	4.6	88	1059	4.8	12.1	93	244	3.6	2.8	69	675	4.1	7.7	78
CBS SATURDAY NIGHT MOVIE	C	12000	622	7.1	5.2	100	1701	7.8	14.2	109	467	6.9	3.9	96	1213	7.3	10.1	102
CBS WEDNESDAY NIGHT MOVIE	C	11522	611	7.0	5.3	102	1551	7.1	13.5	103	365	5.4	3.2	78	1266	7.6	11.0	111
CHEERS	N	16818	755	8.7	4.5	86	2214	10.1	13.2	101	742	10.9	4.4	109	1682	10.1	10.0	101
DALLAS	C	37510	1787	20.5	4.8	92	4400	20.1	11.7	90	1377	20.3	3.7	91	3384	20.3	9.0	91
DIFF'RENT STROKES	N	11258	437	5.0	3.9	75	1552	7.1	13.8	106	428	6.3	3.8	94	1055	6.3	9.4	94
DOUBLE TROUBLE	N	12248	613	7.0	5.0	96	1862	8.5	15.2	117	685	10.1	5.6	138	1342	8.1	11.0	110
DUCK FACTORY	N	11100	574	6.6	5.2	100	1648	7.5	14.8	114	497	7.3	4.5	111	1158	7.0	10.4	105
DUKES OF HAZZARD	C	12353	623	7.1	5.0	97	1568	7.2	12.7	97	438	6.5	3.5	88	1103	6.6	8.9	90
DYNASTY	A	33279	1688	19.4	5.1	98	4290	19.6	12.9	99	1235	18.2	3.7	92	3746	22.5	11.3	113
FACTS OF LIFE	N	13410	706	8.1	5.3	101	1887	8.6	14.1	108	703	10.4	5.2	130	1302	7.8	9.7	98
FALCON CREST	C	31093	1583	18.2	5.1	98	3879	17.7	12.5	96	1091	16.1	3.5	87	2955	17.8	9.5	96
FALL GUY	A	18649	894	10.3	4.8	92	2670	12.2	14.3	110	729	10.8	3.9	97	2089	12.5	11.2	113
FAMILY TIES	N	13101	564	6.5	4.3	83	1831	8.4	14.0	107	554	8.2	4.2	105	1319	7.9	10.1	101
FANTASY ISLAND	A	13069	703	8.1	5.4	104	1634	7.5	12.5	96	573	8.5	4.4	108	1356	8.1	10.4	105
FOULUPS,BLEEPS & BLUNDERS	A	16588	747	8.6	4.5	87	1984	9.1	12.0	92	771	11.4	4.6	115	1789	10.7	10.8	109
FOUR SEASONS	C	9302	534	6.1	5.7	110	1216	5.6	13.1	100	379	5.6	4.1	101	1030	6.2	11.1	112
GIMME A BREAK	N	13955	716	8.2	5.1	99	1828	8.4	13.1	100	619	9.1	4.4	110	1404	8.4	10.1	101
HART TO HART	A	15735	719	8.3	4.6	88	1985	9.1	12.6	97	644	9.5	4.1	101	1513	9.1	9.6	97
HILL STREET BLUES	N	18257	820	9.4	4.5	86	2436	11.1	13.3	102	712	10.5	3.9	96	1732	10.4	9.5	96
HOTEL	A	24236	1255	14.4	5.2	100	3069	14.0	12.7	97	935	13.8	3.9	95	2503	15.0	10.3	104
JEFFERSONS	C	17010	799	9.2	4.7	90	2255	10.3	13.3	102	514	7.6	3.0	75	1747	10.5	10.3	103
JENNIFER SLEPT HERE	N	9397	349	4.0	3.7	71	1361	6.2	14.5	111	389	5.7	4.1	102	820	4.9	8.7	88
KATE & ALLIE	C	16762	746	8.6	4.5	86	2591	11.8	15.5	119	762	11.2	4.5	112	1712	10.3	10.2	103
KNIGHT RIDER	N	13164	671	7.7	5.1	98	1832	8.4	13.9	107	544	8.0	4.1	102	1427	8.6	10.8	109
LOVE BOAT	A	20400	963	11.0	4.7	91	2517	11.5	12.3	95	777	11.5	3.8	94	1988	11.9	9.7	98
MAGNUM PI	C	22543	1362	15.6	6.0	116	2970	13.6	13.2	101	906	13.4	4.0	99	2285	13.7	10.1	102
MAMA'S FAMILY	N	9852	419	4.8	4.3	82	1397	6.4	14.2	109	367	5.4	3.7	92	816	4.9	8.3	83
MASTER, THE	N	8082	351	4.0	4.3	84	1032	4.7	12.8	98	329	4.9	4.1	101	949	5.7	11.7	118
MATT HOUSTON	A	12881	595	6.8	4.6	89	1758	8.0	13.6	105	521	7.7	4.0	100	1419	8.5	11.0	111
NBC MONDAY NIGHT MOVIE	N	23889	1226	14.1	5.1	99	3247	14.8	13.6	104	1182	17.4	4.9	122	2617	15.7	11.0	110
NBC NIGHTLY NEWS	N	11156	580	6.7	5.2	100	1526	7.0	13.7	105	480	7.1	4.3	106	991	6.0	8.9	90
NBC NIGHTLY NEWS-SAT	N	7363	360	4.1	4.9	94	797	3.6	10.8	83	180	2.7	2.4	60	589	3.5	8.0	81
NBC NIGHTLY NEWS-SUN	N	6214	*209	2.4	3.4	65	782	3.6	12.6	97	*202	3.0	3.3	80	565	3.4	9.1	92
NBC SUNDAY NIGHT MOVIE	N	17590	909	10.4	5.2	99	2591	11.8	14.7	113	793	11.7	4.5	112	2223	13.4	12.6	127
NEWHART	C	16740	843	9.7	5.0	97	2580	11.8	15.4	118	758	11.2	4.5	112	1735	10.4	10.4	104
ONE DAY AT A TIME	C	11820	592	6.8	5.0	96	1608	7.4	13.6	104	446	6.6	3.8	93	1288	7.7	10.9	110
PEOPLE ARE FUNNY	N	9138	430	4.9	4.7	91	1106	5.1	12.1	93	364	5.4	4.0	99	801	4.8	8.8	88
REAL PEOPLE	N	15979	753	8.6	4.7	91	2071	9.5	13.0	99	638	9.4	4.0	99	1384	8.3	8.7	87
REMINGTON STEELE	N	14395	723	8.3	5.0	97	2070	9.5	14.4	110	709	10.5	4.9	122	1561	9.4	10.8	109
RIPLEY'S BELIEVE IT - NOT	A	11362	485	5.6	4.3	82	1441	6.6	12.7	97	373	5.5	3.3	81	1036	6.2	9.1	92
RIPTIDE	N	13920	722	8.3	5.2	100	2088	9.5	15.0	115	599	8.8	4.3	106	1659	10.0	11.9	120
SCARECROW & MRS. KING	C	17571	1042	12.0	5.9	114	2291	10.5	13.0	100	702	10.4	4.0	99	1650	9.9	9.4	95
SIMON & SIMON	C	20208	1171	13.4	5.8	112	2582	11.8	12.8	98	738	10.9	3.7	90	2100	12.6	10.4	105
60 MINUTES	C	27668	1418	16.3	5.1	99	3429	15.7	12.4	95	948	14.0	3.4	85	2576	15.5	9.3	94
ST. ELSEWHERE	N	13699	780	9.0	5.7	110	2091	9.6	15.3	117	693	10.2	5.1	125	1376	8.3	10.0	101
THREE'S COMPANY	A	20632	1118	12.8	5.4	104	2877	13.2	13.9	107	975	14.4	4.7	117	2134	12.8	10.3	104
T.J. HOOKER	A	17136	1033	11.9	6.0	116	2197	10.0	12.8	98	659	9.7	3.8	95	1683	10.1	9.8	99
TONIGHT SHOW	N	4963	190	2.2	3.8	74	675	3.1	13.6	104	193	2.8	3.9	96	498	3.0	10.0	101
TRAPPER JOHN, M.D.	C	16332	874	10.0	5.4	103	2369	10.8	14.5	111	551	8.1	3.4	83	1603	9.6	9.8	99
TV BLOOPERS & PRAC. JOKES	N	18881	826	9.5	4.4	84	2451	11.2	13.0	100	811	12.0	4.3	106	1835	11.0	9.7	98
20/20	A	18315	835	9.6	4.6	88	2573	11.8	14.0	108	706	10.4	3.9	95	1737	10.4	9.5	96
WEBSTER	A	18722	843	9.7	4.5	87	2613	11.9	14.0	107	778	11.5	4.2	103	1851	11.1	9.9	100
WORLD NEWS - SUN	A	5327	*196	2.2	3.7	71	601	2.7	11.3	87	*152	2.2	2.9	71	458	2.8	8.6	87
YELLOW ROSE	N	8370	425	4.9	5.1	98	1000	4.6	11.9	92	303	4.5	3.6	90	676	4.1	8.1	81
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1244	14.3	4.8	93	3717	17.0	14.4	110	921	13.6	3.6	88	2710	16.3	10.5	106
BASKETBALL - COLLEGE GAMES		14468	866	9.9	6.0	115	2692	12.3	18.6	143	589	8.7	4.1	101	1855	11.1	12.8	129
BASKETBALL - PRO GAMES		12124	803	9.2	6.6	127	2168	9.9	17.9	137	*523	7.7	4.3	107	1692	10.2	14.0	141
BOWLING		9412	*502	5.8	5.3	103	1248	5.7	13.3	102	*385	5.7	4.1	101	1016	6.1	10.8	109
BOXING		15409	931	10.7	6.0	116	2360	10.8	15.3	117	580	8.6	3.8	93	1668	10.0	10.8	109
FOOTBALL - COLLEGE GAMES		21400	1172	13.4	5.5	105	3480	15.9	16.3	125	1145	16.9	5.4	132	2403	14.4	11.2	113
FOOTBALL - PRO GAMES		35944	1903	21.8	5.3	102	5651	25.8	15.7	121	1978	29.2	5.5	136	4369	26.2	12.2	122
GOLF		9759	*497	5.7	5.1	98	1360	6.2	13.9	107	*473	7.0	4.8	120	1024	6.2	10.5	106
POST-SEASON COLL. FOOTBALL		18123	1171	13.4	6.5	124	3109	14.2	17.2	132	954	14.1	5.3	130	2195	13.2	12.1	122
POST-SEASON PRO FOOTBALL		22091	1255	14.4	5.7	109	3828	17.5	17.3	133	1234	18.2	5.6	138	2789	16.8	12.6	127
TENNIS		6764	*423	4.9	6.3	120	817	3.7	12.1	93	**147	2.2	2.2	54	662	4.0	9.8	99
WRESTLING - PROFESSIONAL		9695	868	10.0	9.0	172	1763	8.1	18.2	139	*326	4.8	3.4	83	1691	10.2	17.4	176

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-15

		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?	YES	29648	36.6	3432
	NO	51338	63.4	6003

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
FREEZE-DRIED	17753	21.9	4582	5.7	10423	12.9	2749	3.4	2046
INSTANT POWDERED/BUDS	24725	30.5	11554	14.3	4199	5.2	8972	11.1	2871
DO NOT KNOW	341	.4							41
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P	339	.4	44	.1	196	.2	99	.1	49
CHOCK FULL O'NUTS	866	1.1	149	.2	419	.5	297	.4	111
FOLGERS	8586	10.6	3537	4.4	4044	5.0	1006	1.2	977
GENERAL FOODS CAFE AMARETTO	1153	1.4	93	.1	713	.9	346	.4	136
GENERAL FOODS CAFE AU LAIT	490	.6	22	*	250	.3	218	.3	64
GENERAL FOODS CAFE FRANCAIS	677	.8	133	.2	336	.4	207	.3	76
GENERAL FOODS IRISH MOCHA MINT	1102	1.4	71	.1	460	.6	571	.7	120
GENERAL FOODS CAFE VIENNA	888	1.1	62	.1	460	.6	366	.5	117
GENERAL FOODS ORANGE CAPPUCINO	673	.8	27	*	377	.5	268	.3	85
GENERAL FOODS SUISSE MOCHA	1309	1.6	112	.1	774	1.0	423	.5	152
HILLS BROS. ALMOND MOCHA	437	.5	68	.1	265	.3	105	.1	55
HILLS BROS. BAVARIAN MINT	370	.5			251	.3	120	.1	45
HILLS BROS. CAFE CAPRI	243	.3	4	*	113	.1	126	.2	29
HILLS BROS. CAFE MOCHA	549	.7	61	.1	287	.4	201	.2	59
HILLS BROS. CAFE VIENNESE	200	.2	15	*	70	.1	87	.1	28
HILLS BROS. TOFFEE MOCHA	351	.4	11	*	276	.3	64	.1	41
HILLS BROS. INSTANT	1967	2.4	538	.7	1083	1.3	346	.4	220
KAVA	467	.6	78	.1	241	.3	149	.2	65
MAXIM	2438	3.0	555	.7	1335	1.6	548	.7	324
MAXWELL HOUSE	11300	14.0	4405	5.4	5499	6.8	1396	1.7	1318
MELLOW ROAST	929	1.1	99	.1	619	.8	210	.3	86
MJB	491	.6	152	.2	273	.3	67	.1	62
NESCAFE	3357	4.1	922	1.1	1693	2.1	742	.9	389
SAVARIN INSTANT	488	.6	80	.1	183	.2	226	.3	65
SUNRISE	1274	1.6	302	.4	654	.8	318	.4	142
TASTER'S CHOICE	8713	10.8	3565	4.4	3567	4.4	1581	2.0	967
YUBAN	1400	1.7	404	.5	636	.8	360	.4	155
OTHER BRANDS	2901	3.6	1156	1.4	1116	1.4	628	.8	321
DO NOT KNOW	728	.9							86

		'000	%	UNWEIGHTED
1D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	4298	5.3	442
7 - 9	H	1583	2.0	165
4 - 6	H	4701	5.8	528
3	M	3843	4.7	447
2	M	5806	7.2	681
1	L	4683	5.8	600
LESS THAN 1	L	3093	3.8	352
NONE	L	1641	2.0	217

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0268
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	29648	100.0	36.6	100	10582	100.0	13.1	100	9649	100.0	11.9	100	9416	100.0	11.6	100
18 - 24	9282	3245	10.9	35.0	95	1090	10.3	11.7	90	1015	10.5	10.9	92	1141	12.1	12.3	106
25 - 34	19072	6834	23.1	35.8	98	2150	20.3	11.3	86	2161	22.4	11.3	95	2523	26.8	13.2	114
35 - 44	14591	5527	18.6	37.9	103	2007	19.0	13.8	105	1833	19.0	12.6	105	1687	17.9	11.6	99
45 - 54	11345	4170	14.1	36.8	100	1704	16.1	15.0	115	1286	13.3	11.3	95	1181	12.5	10.4	90
55 - 64	11635	4578	15.4	39.3	107	1709	16.2	14.7	112	1653	17.1	14.2	119	1216	12.9	10.5	90
65 OR OLDER	15061	5294	17.9	35.2	96	1924	18.2	12.8	98	1702	17.6	11.3	95	1669	17.7	11.1	95
18 - 34	28354	10079	34.0	35.5	97	3240	30.6	11.4	87	3176	32.9	11.2	94	3663	38.9	12.9	111
18 - 49	48339	17654	59.5	36.5	100	6038	57.1	12.5	96	5607	58.1	11.6	97	6010	63.8	12.4	107
25 - 54	45008	16530	55.8	36.7	100	5860	55.4	13.0	100	5280	54.7	11.7	98	5391	57.3	12.0	103
35 - 49	19985	7575	25.5	37.9	104	2798	26.4	14.0	107	2431	25.2	12.2	102	2346	24.9	11.7	101
50 OR OLDER	32647	11994	40.5	36.7	100	4545	43.0	13.9	107	4042	41.9	12.4	104	3407	36.2	10.4	90
GRADUATED COLLEGE	11155	4196	14.2	37.6	103	1214	11.5	10.9	83	1382	14.3	12.4	104	1600	17.0	14.3	123
ATTENDED COLLEGE	13682	5166	17.4	37.8	103	1467	13.9	10.7	82	1666	17.3	12.2	102	2034	21.6	14.9	128
GRADUATED HIGH SCHOOL	33880	12290	41.5	36.3	99	4300	40.6	12.7	97	4231	43.8	12.5	105	3760	39.9	11.1	95
DID NOT GRADUATE HIGH SCHOOL	22270	7996	27.0	35.9	98	3602	34.0	16.2	124	2370	24.6	10.6	89	2024	21.5	9.1	78
EMPLOYED	40306	14882	50.2	36.9	101	5202	49.2	12.9	99	4751	49.2	11.8	99	4929	52.3	12.2	105
EMPLOYED FULL-TIME	32850	12180	41.1	37.1	101	4459	42.1	13.6	104	3760	39.0	11.4	96	3961	42.1	12.1	104
EMPLOYED PART-TIME	7456	2702	9.1	36.2	99	743	7.0	10.0	76	990	10.3	13.3	111	969	10.3	13.0	112
NOT EMPLOYED	40680	14766	49.8	36.3	99	5380	50.8	13.2	101	4898	50.8	12.0	101	4487	47.7	11.0	95
PROFESSIONAL/MANAGER	10392	3989	13.5	38.4	105	1254	11.9	12.1	92	1263	13.1	12.2	102	1472	15.6	14.2	122
TECH/CLERICAL/SALES	17574	6237	21.0	35.5	97	2004	18.9	11.4	87	2140	22.2	12.2	102	2093	22.2	11.9	102
PRECISION/CRAFT	985	*363	1.2	36.9	101	**104	1.0	10.6	81	**103	1.1	10.5	88	**155	1.6	15.7	135
OTHER EMPLOYED	11354	4294	14.5	37.8	103	1839	17.4	16.2	124	1245	12.9	11.0	92	1210	12.9	10.7	92
SINGLE	9863	3787	12.8	38.4	105	1155	10.9	11.7	90	1306	13.5	13.2	111	1325	14.1	13.4	116
MARRIED	51375	18562	62.6	36.1	99	6998	66.1	13.6	104	5860	60.7	11.4	96	5704	60.6	11.1	95
DIVORCED/SEPARATED/WIDOWED	19748	7298	24.6	37.0	101	2429	23.0	12.3	94	2482	25.7	12.6	105	2387	25.4	12.1	104
PARENTS	32590	11988	40.4	36.8	100	4329	40.9	13.3	102	3876	40.2	11.9	100	3782	40.2	11.6	100
WHITE	70416	25601	86.3	36.4	99	8932	84.4	12.7	97	8452	87.6	12.0	101	8217	87.3	11.7	100
BLACK	8778	3206	10.8	36.5	100	1475	13.9	16.8	129	1009	10.5	11.5	96	722	7.7	8.2	71
OTHER	1791	*840	2.8	46.9	128	**174	1.6	9.7	74	**188	1.9	10.5	88	**478	5.1	26.7	230
NORTHEAST-CENSUS	17786	7998	27.0	45.0	123	2868	27.1	16.1	123	2853	29.6	16.0	135	2277	24.2	12.8	110
NORTH CENTRAL	20741	6772	22.8	32.7	89	2404	22.7	11.6	89	1967	20.4	9.5	80	2401	25.5	11.6	100
SOUTH	27775	9628	32.5	34.7	95	3739	35.3	13.5	103	3038	31.5	10.9	92	2852	30.3	10.3	88
WEST	14683	5249	17.7	35.7	98	1571	14.8	10.7	82	1791	18.6	12.2	102	1887	20.0	12.9	111
NORTHEAST-MKTG.	17961	8060	27.2	44.9	123	2755	26.0	15.3	117	3101	32.1	17.3	145	2203	23.4	12.3	105
EAST CENTRAL	11885	4543	15.3	38.2	104	1873	17.7	15.8	121	1142	11.8	9.6	81	1528	16.2	12.9	111
WEST CENTRAL	14090	4168	14.1	29.6	81	1344	12.7	9.5	73	1213	12.6	8.6	72	1611	17.1	11.4	98
SOUTH	24081	8083	27.3	33.6	92	3180	30.1	13.2	101	2533	26.3	10.5	88	2370	25.2	9.8	85
PACIFIC	12969	4795	16.2	37.0	101	1431	13.5	11.0	84	1660	17.2	12.8	107	1704	18.1	13.1	113
COUNTY SIZE A	32439	12451	42.0	38.4	105	3899	36.8	12.0	92	4793	49.7	14.8	124	3760	39.9	11.6	100
COUNTY SIZE B	24915	8782	29.6	35.2	96	3153	29.8	12.7	97	2701	28.0	10.8	91	2928	31.1	11.8	101
COUNTY SIZE C	12930	5014	16.9	38.8	106	2268	21.4	17.5	134	1128	11.7	8.7	73	1618	17.2	12.5	108
COUNTY SIZE D	10703	3401	11.5	31.8	87	1262	11.9	11.8	90	1028	10.7	9.6	81	1111	11.8	10.4	89
METRO CENTRAL CITY	24518	8801	29.7	35.9	98	2752	26.0	11.2	86	3170	32.9	12.9	109	2879	30.6	11.7	101
METRO SUBURBAN	35919	13596	45.9	37.9	103	4746	44.8	13.2	101	4618	47.9	12.9	108	4232	44.9	11.8	101
NON METRO	20549	7251	24.5	35.3	96	3084	29.1	15.0	115	1860	19.3	9.1	76	2306	24.5	11.2	97
TOP 5 ADI'S	18341	7430	25.1	40.5	111	2109	19.9	11.5	88	2982	30.9	16.3	136	2340	24.9	12.8	110
TOP 10 ADI'S	25378	10061	33.9	39.6	108	2939	27.8	11.6	89	4030	41.8	15.9	133	3093	32.8	12.2	105
TOP 20 ADI'S	36488	14045	47.4	38.5	105	4289	40.5	11.8	90	5234	54.2	14.3	120	4522	48.0	12.4	107
HSHLD INC. $50,000 OR MORE	6612	2971	10.0	44.9	123	*692	6.5	10.5	80	1182	12.2	17.9	150	1097	11.7	16.6	143
$40,000 OR MORE	12659	5309	17.9	41.9	115	1367	12.9	10.8	83	2114	21.9	16.7	140	1828	19.4	14.4	124
$30,000 OR MORE	24698	9395	31.7	38.0	104	2638	24.9	10.7	82	3647	37.8	14.8	124	3109	33.0	12.6	108
$25,000 OR MORE	32077	12290	41.5	38.3	105	3545	33.5	11.1	85	4473	46.4	13.9	117	4272	45.4	13.3	115
$20,000 - $24,999	9144	3170	10.7	34.7	95	1383	13.1	15.1	116	828	8.6	9.1	76	959	10.2	10.5	90
$15,000 - $19,999	8728	3197	10.8	36.6	100	1388	13.1	15.9	122	939	9.7	10.8	90	869	9.2	10.0	86
$10,000 - $14,999	12562	4447	15.0	35.4	97	1778	16.8	14.2	108	1368	14.2	10.9	91	1302	13.8	10.4	89
UNDER $10,000	18475	6544	22.1	35.4	97	2488	23.5	13.5	103	2040	21.1	11.0	93	2015	21.4	10.9	94
HOUSEHOLD OF 1 PERSON	11987	4242	14.3	35.4	97	1135	10.7	9.5	72	1380	14.3	11.5	97	1727	18.3	14.4	124
2 PEOPLE	26577	9502	32.0	35.8	98	3475	32.8	13.1	100	3171	32.9	11.9	100	2856	30.3	10.7	92
3 OR 4 PEOPLE	30617	11565	39.0	37.8	103	4015	37.9	13.1	100	3720	38.6	12.2	102	3830	40.7	12.5	108
5 OR MORE PEOPLE	11804	4338	14.6	36.8	100	1957	18.5	16.6	127	1378	14.3	11.7	98	1004	10.7	8.5	73
NO CHILD IN HSHLD	46165	16885	57.0	36.6	100	5946	56.2	12.9	99	5546	57.5	12.0	101	5393	57.3	11.7	100
CHILD(REN) UNDER 2 YRS	5325	1690	5.7	31.7	87	*717	6.8	13.5	103	*399	4.1	7.5	63	574	6.1	10.8	93
2 - 5 YEARS	14221	5110	17.2	35.9	98	1802	17.0	12.7	97	1609	16.7	11.3	95	1700	18.1	12.0	103
6 - 11 YEARS	15117	5670	19.1	37.5	102	2113	20.0	14.0	107	1809	18.7	12.0	100	1748	18.6	11.6	99
12 - 17 YEARS	16611	6198	20.9	37.3	102	2427	22.9	14.6	112	2018	20.9	12.1	102	1753	18.6	10.6	91
RESIDENCE OWNED	55884	20319	68.5	36.4	99	7346	69.4	13.1	101	6399	66.3	11.5	96	6574	69.8	11.8	101
VALUE: $50,000 OR MORE	31744	11753	39.6	37.0	101	3658	34.6	11.5	88	4191	43.4	13.2	111	3904	41.5	12.3	106
VALUE: UNDER $50,000	24140	8566	28.9	35.5	97	3689	34.9	15.3	117	2208	22.9	9.1	77	2670	28.4	11.1	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	29648	100.0	36.6	100	10582	100.0	13.1	100	9649	100.0	11.9	100	9416	100.0	11.6	100
MAGAZINES	QUINTILE 1	15799	5995	20.2	37.9	104	2176	20.6	13.8	105	1900	19.7	12.0	101	1919	20.4	12.1	104
	QUINTILE 2	17259	6608	22.3	38.3	105	2117	20.0	12.3	94	2309	23.9	13.4	112	2182	23.2	12.6	109
	QUINTILE 3	13545	5006	16.9	37.0	101	1746	16.5	12.9	99	1631	16.9	12.0	101	1630	17.3	12.0	104
	QUINTILE 4	15133	5245	17.7	34.7	95	1964	18.6	13.0	99	1599	16.6	10.6	89	1682	17.9	11.1	96
	QUINTILE 5	19250	6794	22.9	35.3	96	2578	24.4	13.4	102	2210	22.9	11.5	96	2005	21.3	10.4	90
NEWSPAPERS	QUINTILE 1	12413	5022	16.9	40.5	111	1788	16.9	14.4	110	1771	18.4	14.3	120	1464	15.5	11.8	101
	QUINTILE 2	24116	9105	30.7	37.8	103	2853	27.0	11.8	91	3088	32.0	12.8	107	3165	33.6	13.1	113
	QUINTILE 3	11261	4314	14.6	38.3	105	1724	16.3	15.3	117	1447	15.0	12.8	108	1143	12.1	10.2	87
	QUINTILE 4	20255	6758	22.8	33.4	91	2472	23.4	12.2	93	2119	22.0	10.5	88	2167	23.0	10.7	92
	QUINTILE 5	12940	4449	15.0	34.4	94	1746	16.5	13.5	103	1224	12.7	9.5	79	1478	15.7	11.4	98
OUTDOOR	QUINTILE 1	14852	5719	19.3	38.5	105	1770	16.7	11.9	91	1920	19.9	12.9	109	2029	21.5	13.7	118
	QUINTILE 2	15725	5821	19.6	37.0	101	2094	19.8	13.3	102	1904	19.7	12.1	102	1822	19.4	11.6	100
	QUINTILE 3	16330	6053	20.4	37.1	101	2036	19.2	12.5	95	2000	20.7	12.2	103	2017	21.4	12.4	106
	QUINTILE 4	16744	6061	20.4	36.2	99	2258	21.3	13.5	103	2035	21.1	12.2	102	1768	18.8	10.6	91
	QUINTILE 5	17334	5995	20.2	34.6	94	2424	22.9	14.0	107	1790	18.6	10.3	87	1781	18.9	10.3	88
RADIO-DRIVE TIME	QUINTILE 1	15911	5898	19.9	37.1	101	2285	21.6	14.4	110	1917	19.9	12.0	101	1696	18.0	10.7	92
	QUINTILE 2	14837	5223	17.6	35.2	96	2126	20.1	14.3	110	1485	15.4	10.0	84	1612	17.1	10.9	93
	QUINTILE 3	15339	5526	18.6	36.0	98	1878	17.7	12.2	94	1830	19.0	11.9	100	1818	19.3	11.9	102
	QUINTILE 4	16723	6374	21.5	38.1	104	2063	19.5	12.3	94	2075	21.5	12.4	104	2237	23.8	13.4	115
	QUINTILE 5	18176	6626	22.3	36.5	100	2230	21.1	12.3	94	2342	24.3	12.9	108	2054	21.8	11.3	97
RADIO-MID-DAY	TERCILE 1	21020	7807	26.3	37.1	101	2846	26.9	13.5	104	2583	26.8	12.3	103	2378	25.3	11.3	97
	TERCILE 2	21610	8024	27.1	37.1	101	2797	26.4	12.9	99	2492	25.8	11.5	97	2735	29.0	12.7	109
	TERCILE 3	38355	13817	46.6	36.0	98	4940	46.7	12.9	99	4574	47.4	11.9	100	4304	45.7	11.2	97
RADIO-TOTAL	QUINTILE 1	15988	5974	20.1	37.4	102	2369	22.4	14.8	113	1908	19.8	11.9	100	1697	18.0	10.6	91
	QUINTILE 2	15626	5570	18.8	35.6	97	1848	17.5	11.8	91	1929	20.0	12.3	104	1794	19.1	11.5	99
	QUINTILE 3	16723	6047	20.4	36.2	99	2181	20.6	13.0	100	1890	19.6	11.3	95	1975	21.0	11.8	102
	QUINTILE 4	16342	6283	21.2	38.4	105	2106	19.9	12.9	99	1987	20.6	12.2	102	2190	23.3	13.4	115
	QUINTILE 5	16306	5774	19.5	35.4	97	2079	19.6	12.7	98	1935	20.1	11.9	100	1761	18.7	10.8	93
TV-PRIME TIME	QUINTILE 1	15953	6224	21.0	39.0	107	2395	22.6	15.0	115	2028	21.0	12.7	107	1801	19.1	11.3	97
	QUINTILE 2	16137	6176	20.8	38.3	105	2186	20.7	13.5	104	1984	20.6	12.3	103	2006	21.3	12.4	107
	QUINTILE 3	16420	5830	19.7	35.5	97	2071	19.6	12.6	97	1884	19.5	11.5	96	1874	19.9	11.4	98
	QUINTILE 4	16687	6096	20.6	36.5	100	2215	20.9	13.3	102	2007	20.8	12.0	101	1874	19.9	11.2	97
	QUINTILE 5	15789	5322	18.0	33.7	92	1716	16.2	10.9	83	1746	18.1	11.1	93	1861	19.8	11.8	101
TV-DAYTIME	TERCILE 1	27736	10209	34.4	36.8	101	3843	36.3	13.9	106	3236	33.5	11.7	98	3131	33.3	11.3	97
	TERCILE 2	26489	9988	33.7	37.7	103	3557	33.6	13.4	103	3120	32.3	11.8	99	3312	35.2	12.5	108
	TERCILE 3	26761	9450	31.9	35.3	96	3183	30.1	11.9	91	3294	34.1	12.3	103	2973	31.6	11.1	96
TV-TOTAL	QUINTILE 1	16345	6327	21.3	38.7	106	2375	22.4	14.5	111	2032	21.1	12.4	104	1920	20.4	11.7	101
	QUINTILE 2	16447	6205	20.9	37.7	103	2421	22.9	14.7	113	1997	20.7	12.1	102	1787	19.0	10.9	93
	QUINTILE 3	15980	5692	19.2	35.6	97	2086	19.7	13.1	100	1714	17.8	10.7	90	1892	20.1	11.8	102
	QUINTILE 4	15887	5708	19.3	35.9	98	1797	17.0	11.3	87	2030	21.0	12.8	107	1881	20.0	11.8	102
	QUINTILE 5	16326	5716	19.3	35.0	96	1903	18.0	11.7	89	1876	19.4	11.5	96	1937	20.6	11.9	102
MAGAZINES-NEWSPAPERS: DUAL		20721	8492	28.6	41.0	112	2868	27.1	13.8	106	2801	29.0	13.5	113	2824	30.0	13.6	117
MAGAZINE IMPERATIVE		19186	6652	22.4	34.7	95	2402	22.7	12.5	96	2130	22.1	11.1	93	2120	22.5	11.0	95
NEWSPAPER IMPERATIVE		21899	7943	26.8	36.3	99	2718	25.7	12.4	95	2815	29.2	12.9	108	2410	25.6	11.0	95
MAGAZINES-OUTDOOR: DUAL		15451	6033	20.3	39.0	107	1964	18.6	12.7	97	2030	21.0	13.1	110	2040	21.7	13.2	114
MAGAZINE IMPERATIVE		25953	9572	32.3	36.9	101	3406	32.2	13.1	100	3203	33.2	12.3	104	2963	31.5	11.4	98
OUTDOOR IMPERATIVE		24400	8809	29.7	36.1	99	3073	29.0	12.6	96	2863	29.7	11.7	98	2872	30.5	11.8	101
MAGAZINES-RADIO: DUAL		18049	6644	22.4	36.8	101	2386	22.5	13.2	101	2146	22.2	11.9	100	2112	22.4	11.7	101
MAGAZINE IMPERATIVE		23571	9095	30.7	38.6	105	3012	28.5	12.8	98	2963	30.7	12.6	106	3120	33.1	13.2	114
RADIO IMPERATIVE		23278	8218	27.7	35.3	96	3122	29.5	13.4	103	2645	27.4	11.4	95	2450	26.0	10.5	91
MAGAZINES-TELEVISION: DUAL		15459	6101	20.6	39.5	108	2223	21.0	14.4	110	1949	20.2	12.6	106	1930	20.5	12.5	107
MAGAZINE IMPERATIVE		25829	9516	32.1	36.8	101	2950	27.9	11.4	87	3408	35.3	13.2	111	3158	33.5	12.2	105
TELEVISION IMPERATIVE		26039	9504	32.1	36.5	100	3842	36.3	14.8	113	2868	29.7	11.0	92	2794	29.7	10.7	92
NEWSPAPERS-OUTDOOR: DUAL		16605	6560	22.1	39.5	108	2096	19.8	12.6	97	2186	22.7	13.2	110	2278	24.2	13.7	118
NEWSPAPER IMPERATIVE		26834	10313	34.8	38.4	105	3665	34.6	13.7	105	3629	37.6	13.5	114	3019	32.1	11.3	97
OUTDOOR IMPERATIVE		23346	8213	27.7	35.2	96	2981	28.2	12.8	98	2587	26.8	11.1	93	2644	28.1	11.3	97
NEWSPAPERS-RADIO: DUAL		17133	6527	22.0	38.1	104	2153	20.3	12.6	96	2281	23.6	13.3	112	2093	22.2	12.2	105
NEWSPAPER IMPERATIVE		25892	10118	34.1	39.1	107	3400	32.1	13.1	100	3430	35.5	13.2	111	3287	34.9	12.7	109
RADIO IMPERATIVE		23167	7931	26.8	34.2	94	3195	30.2	13.8	106	2462	25.5	10.6	89	2274	24.2	9.8	84
NEWSPAPERS-TELEVISION: DUAL		17159	6662	22.5	38.8	106	2325	22.0	13.5	104	2272	23.5	13.2	111	2065	21.9	12.0	104
NEWSPAPER IMPERATIVE		26214	9900	33.4	37.8	103	3214	30.4	12.3	94	3400	35.2	13.0	109	3286	34.9	12.5	108
TELEVISION IMPERATIVE		23412	8433	28.4	36.0	98	3429	32.4	14.6	112	2451	25.4	10.5	88	2553	27.1	10.9	94
OUTDOOR-RADIO: DUAL		15303	5581	18.8	36.5	100	1898	17.9	12.4	95	1893	19.6	12.4	104	1790	19.0	11.7	101
OUTDOOR IMPERATIVE		24901	9597	32.4	38.5	105	3265	30.9	13.1	100	3054	31.7	12.3	103	3278	34.8	13.2	113
RADIO IMPERATIVE		26492	9579	32.3	36.2	99	3615	34.2	13.6	104	3041	31.5	11.5	96	2923	31.0	11.0	95
OUTDOOR-TELEVISION: DUAL		14794	5680	19.2	38.4	105	1965	18.6	13.3	102	1889	19.6	12.8	107	1826	19.4	12.3	106
OUTDOOR IMPERATIVE		25437	9225	31.1	36.3	99	2964	28.0	11.7	89	3048	31.6	12.0	101	3213	34.1	12.6	109
TELEVISION IMPERATIVE		27877	10369	35.0	37.2	102	4222	39.9	15.1	116	3105	32.2	11.1	93	3042	32.3	10.9	94
RADIO-TELEVISION: DUAL		15996	6265	21.1	39.2	107	2350	22.2	14.7	112	2171	22.5	13.6	114	1745	18.5	10.9	94
RADIO IMPERATIVE		25478	8636	29.1	33.9	93	2982	28.2	11.7	90	2797	29.0	11.0	92	2857	30.3	11.2	96
TELEVISION IMPERATIVE		26573	10044	33.9	37.8	103	3837	36.3	14.4	111	2953	30.6	11.1	93	3255	34.6	12.2	105

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0270
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	29648	100.0	36.6	100	10582	100.0	13.1	100	9649	100.0	11.9	100	9416	100.0	11.6	100
ATLANTIC MONTHLY	415	*144	0.5	34.7	95	**69	0.7	16.6	127	**36	0.4	8.7	73	**40	0.4	9.6	83
BARRON'S	453	*234	0.8	51.7	141	**33	0.3	7.3	56	**167	1.7	36.9	309	**34	0.4	7.5	65
BETTER HOMES & GARDENS	16256	6217	21.0	38.2	104	1972	18.6	12.1	93	2151	22.3	13.2	111	2094	22.2	12.9	111
BON APPETIT	2535	928	3.1	36.6	100	300	2.8	11.8	91	327	3.4	12.9	108	301	3.2	11.9	102
BUSINESS WEEK	1278	404	1.4	31.6	86	**72	0.7	5.6	43	*210	2.2	16.4	138	*122	1.3	9.5	82
CAR AND DRIVER	378	*130	0.4	34.4	94	**41	0.4	10.8	83	**23	0.2	6.1	51	**67	0.7	17.7	152
CBS MAGAZINE NETWORK (GROSS)	1498	554	1.9	37.0	101	*241	2.3	16.1	123	*202	2.1	13.5	113	**111	1.2	7.4	64
CHANGING TIMES	1505	627	2.1	41.7	114	329	3.1	21.9	167	*152	1.6	10.1	85	*146	1.6	9.7	83
COLONIAL HOMES	1231	405	1.4	32.9	90	*154	1.5	12.5	96	*111	1.2	9.0	76	*141	1.5	11.5	99
CONDE NAST MAG. PKG. (GROSS)	14146	5434	18.3	38.4	105	1716	16.2	12.1	93	1872	19.4	13.2	111	1847	19.6	13.1	112
CONSUMERS DIGEST	1323	468	1.6	35.4	97	*250	2.4	18.9	145	**105	1.1	7.9	67	**112	1.2	8.5	73
COSMOPOLITAN	7102	2684	9.1	37.8	103	942	8.9	13.3	102	911	9.4	12.8	108	831	8.8	11.7	101
COUNTRY LIVING	2481	810	2.7	32.6	89	*228	2.2	9.2	70	338	3.5	13.6	114	244	2.6	9.8	85
CUISINE	1472	481	1.6	32.7	89	*178	1.7	12.1	93	*123	1.3	8.4	70	*180	1.9	12.2	105
CYCLE WORLD	425	**146	0.5	34.4	94	**25	0.2	5.9	45	**81	0.8	19.1	160	**41	0.4	9.6	83
DCI:CREATIVE IDEAS FOR LIV	2510	873	2.9	34.8	95	*319	3.0	12.7	97	279	2.9	11.1	93	*275	2.9	11.0	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2420	8.2	36.2	99	862	8.1	12.9	99	748	7.8	11.2	94	809	8.6	12.1	104
DISCOVER	894	349	1.2	39.0	107	**103	1.0	11.5	88	*174	1.8	19.5	163	**72	0.8	8.1	69
EBONY	3507	1318	4.4	37.6	103	617	5.8	17.6	135	365	3.8	10.4	87	336	3.6	9.6	82
ESQUIRE	1083	426	1.4	39.3	107	*167	1.6	15.4	118	*140	1.5	12.9	108	*119	1.3	11.0	95
ESSENCE	1830	620	2.1	33.9	93	271	2.6	14.8	113	*182	1.9	9.9	83	*166	1.8	9.1	78
FAMILY CIRCLE	15930	5877	19.8	36.9	101	1978	18.7	12.4	95	2093	21.7	13.1	110	1806	19.2	11.3	98
THE FAMILY HANDYMAN	1126	380	1.3	33.7	92	*187	1.8	16.6	127	**107	1.1	9.5	80	**86	0.9	7.6	66
FAMILY WEEKLY	11468	4035	13.6	35.2	96	1527	14.4	13.3	102	1273	13.2	11.1	93	1236	13.1	10.8	93
FIELD & STREAM	2234	806	2.7	36.1	99	327	3.1	14.6	112	*250	2.6	11.2	94	*229	2.4	10.3	88
FOOD & WINE	579	*208	0.7	35.9	98	**89	0.8	15.4	118	**76	0.8	13.1	110	**43	0.5	7.4	64
FORBES	728	301	1.0	41.3	113	**69	0.7	9.5	73	**145	1.5	19.9	167	**87	0.9	12.0	103
FORTUNE	906	329	1.1	36.3	99	**83	0.8	9.2	70	**146	1.5	16.1	135	**100	1.1	11.0	95
GENTLEMEN'S QUARTERLY	791	315	1.1	39.8	109	**71	0.7	9.0	69	**130	1.3	16.4	138	**114	1.2	14.4	124
GLAMOUR	5265	2200	7.4	41.8	114	669	6.3	12.7	97	814	8.4	15.5	130	716	7.6	13.6	117
GOLF DIGEST	636	*244	0.8	38.4	105	**110	1.0	17.3	132	**76	0.8	11.9	100	**58	0.6	9.1	78
GOLF DIGEST/TENNIS (GROSS)	1186	461	1.6	38.9	106	*167	1.6	14.1	108	*184	1.9	15.5	130	**110	1.2	9.3	80
GOLF MAGAZINE	441	**121	0.4	27.4	75	**58	0.5	13.2	101	**33	0.3	7.5	63	**30	0.3	6.8	59
GOLF MAGAZINE/SKI (GROSS)	922	305	1.0	33.1	90	**83	0.8	9.0	69	**122	1.3	13.2	111	**100	1.1	10.8	93
GOOD HOUSEKEEPING	16487	6043	20.4	36.7	100	2185	20.6	13.3	101	1988	20.6	12.1	101	1869	19.8	11.3	98
HARPER'S BAZAAR	2423	898	3.0	37.1	101	280	2.6	11.6	88	*257	2.7	10.6	89	361	3.8	14.9	128
HEALTH	1994	809	2.7	40.6	111	272	2.6	13.6	104	*304	3.2	15.2	128	*233	2.5	11.7	101
HEARST MAG CORP. BUY (GROSS)	44101	16448	55.5	37.3	102	5598	52.9	12.7	97	5540	57.4	12.6	105	5310	56.4	12.0	104
HEARST MAN POWER (GROSS)	1993	765	2.6	38.4	105	*308	2.9	15.5	118	*286	3.0	14.4	120	*171	1.8	8.6	74
HEARST WOMAN POWER (GROSS)	31274	11571	39.0	37.0	101	4083	38.6	13.1	100	3862	40.0	12.3	104	3627	38.5	11.6	100
HOUSE BEAUTIFUL	3623	1536	5.2	42.4	116	443	4.2	12.2	94	546	5.7	15.1	126	547	5.8	15.1	130
INC.	283	**86	0.3	30.4	83	**22	0.2	7.8	59	**48	0.5	17.0	142	**17	0.2	6.0	52
JET	2928	1075	3.6	36.7	100	484	4.6	16.5	127	317	3.3	10.8	91	274	2.9	9.4	80
LADIES' HOME JOURNAL	11918	4512	15.2	37.9	103	1515	14.3	12.7	97	1498	15.5	12.6	105	1500	15.9	12.6	108
LHJ FAMILY GRP COMBO(GROSS)	16764	6379	21.5	38.1	104	2212	20.9	13.2	101	2154	22.3	12.8	108	2014	21.4	12.0	103
LIFE	4254	1510	5.1	35.5	97	471	4.5	11.1	85	526	5.5	12.4	104	513	5.4	12.1	104
L.A. TIMES HOME MAGAZINE	1145	400	1.3	34.9	95	**77	0.7	6.7	51	*201	2.1	17.6	147	**122	1.3	10.7	92
MADEMOISELLE	2884	1065	3.6	36.9	101	330	3.1	11.4	88	388	4.0	13.5	113	347	3.7	12.0	103
MC CALL'S	13460	4902	16.5	36.4	99	1726	16.3	12.8	98	1573	16.3	11.7	98	1603	17.0	11.9	102
MC CALL'S/WRK MOTHER (GROSS)	14606	5354	18.1	36.7	100	1918	18.1	13.1	100	1694	17.6	11.6	97	1742	18.5	11.9	103
MECHANIX ILLUSTRATED	772	*280	0.9	36.3	99	**147	1.4	19.0	146	**90	0.9	11.7	98	**43	0.5	5.6	48
METROPOLITAN HOME	967	380	1.3	39.3	107	**101	1.0	10.4	80	*120	1.2	12.4	104	*160	1.7	16.5	142
MONEY	1588	588	2.0	37.0	101	*192	1.8	12.1	93	*241	2.5	15.2	127	*155	1.6	9.8	84
MOTHER EARTH NEWS	1002	386	1.3	38.5	105	*126	1.2	12.6	96	*144	1.5	14.4	121	**117	1.2	11.7	100
MS.	825	352	1.2	42.7	117	*117	1.1	14.2	109	**93	1.0	11.3	95	*143	1.5	17.3	149
NATIONAL ENQUIRER	10336	3625	12.2	35.1	96	1603	15.1	15.5	119	1057	11.0	10.2	86	965	10.2	9.3	80
NATIONAL GEOGRAPHIC	9597	3569	12.0	37.2	102	1100	10.4	11.5	88	1332	13.8	13.9	116	1137	12.1	11.8	102
NATIONAL SUNDAY MAGAZINE PKG	49558	18726	63.2	37.8	103	6557	62.0	13.2	101	6213	64.4	12.5	105	5956	63.3	12.0	103
NATURAL HISTORY	573	*209	0.7	36.5	100	**73	0.7	12.7	98	**64	0.7	11.2	94	**72	0.8	12.6	108
NEW WOMAN	1699	648	2.2	38.1	104	*246	2.3	14.5	111	*170	1.8	10.0	84	*232	2.5	13.7	117
NEW YORK INCLUDING CUE	443	175	0.6	39.5	108	**57	0.5	12.9	98	**39	0.4	8.8	74	*79	0.8	17.8	153
THE NEW YORKER	1270	550	1.9	43.3	118	*204	1.9	16.1	123	*184	1.9	14.5	122	*162	1.7	12.8	110
NEWSWEEK	6277	2474	8.3	39.4	108	849	8.0	13.5	104	863	8.9	13.7	115	762	8.1	12.1	104
THE N.Y. TIMES DAILY EDITION	1205	637	2.1	52.9	144	*157	1.5	13.0	100	320	3.3	26.6	223	*160	1.7	13.3	114
THE N.Y. TIMES MAGAZINE	2081	1026	3.5	49.3	135	235	2.2	11.3	86	496	5.1	23.8	200	295	3.1	14.2	122
OMNI	788	295	1.0	37.4	102	**91	0.9	11.5	88	**91	0.9	11.5	97	**112	1.2	14.2	122
ON CABLE	1158	380	1.3	32.8	90	**175	1.7	15.1	116	**73	0.8	6.3	53	**132	1.4	11.4	98
1001 HOME IDEAS	2852	1058	3.6	37.1	101	424	4.0	14.9	114	352	3.6	12.3	104	281	3.0	9.9	85
ORGANIC GARDENING	1658	464	1.6	28.0	76	*189	1.8	11.4	87	*158	1.6	9.5	80	*117	1.2	7.1	61
OUTDOOR LIFE	896	300	1.0	33.5	91	**97	0.9	10.8	83	*131	1.4	14.6	123	**72	0.8	8.0	69
PARADE MAGAZINE	24275	9394	31.7	38.7	106	3319	31.4	13.7	105	3116	32.3	12.8	108	2959	31.4	12.2	105

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0271
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	29648	100.0	36.6	100	10582	100.0	13.1	100	9649	100.0	11.9	100	9416	100.0	11.6	100
PARENTS	3845	1194	4.0	31.1	85	382	3.6	9.9	76	379	3.9	9.9	83	434	4.6	11.3	97
PENTHOUSE	831	377	1.3	45.4	124	**109	1.0	13.1	100	**194	2.0	23.3	196	**75	0.8	9.0	78
PEOPLE	11645	4296	14.5	36.9	101	1378	13.0	11.8	91	1566	16.2	13.4	113	1352	14.4	11.6	100
PLAYBOY	2006	813	2.7	40.5	111	305	2.9	15.2	116	*287	3.0	14.3	120	*221	2.3	11.0	95
POPULAR HOT RODDING	297	**69	0.2	23.2	63	**26	0.2	8.8	67	**27	0.3	9.1	76	**15	0.2	5.1	43
POPULAR MECHANICS	1018	408	1.4	40.1	109	**188	1.8	18.5	141	**148	1.5	14.5	122	**72	0.8	7.1	61
POPULAR SCIENCE	878	324	1.1	36.9	101	**152	1.4	17.3	132	**126	1.3	14.4	120	**46	0.5	5.2	45
PREVENTION	3913	1495	5.0	38.2	104	478	4.5	12.2	93	521	5.4	13.3	112	497	5.3	12.7	109
PSYCHOLOGY TODAY	1710	712	2.4	41.6	114	*227	2.1	13.3	102	*239	2.5	14.0	117	*245	2.6	14.3	123
READER'S DIGEST	22204	8589	29.0	38.7	106	3224	30.5	14.5	111	2842	29.5	12.8	107	2522	26.8	11.4	98
REDBOOK	7684	2845	9.6	37.0	101	956	9.0	12.4	95	963	10.0	12.5	105	926	9.8	12.1	104
ROAD & TRACK	410	**123	0.4	30.0	82	**37	0.3	9.0	69	**38	0.4	9.3	78	**48	0.5	11.7	101
ROLLING STONE	969	482	1.6	49.7	136	*182	1.7	18.8	144	*163	1.7	16.8	141	*138	1.5	14.2	122
RUNNER'S WORLD	298	**120	0.4	40.3	110	**7	0.1	2.3	18	**63	0.7	21.1	177	**50	0.5	16.8	144
SATURDAY EVENING POST	1169	444	1.5	38.0	104	*203	1.9	17.4	133	**84	0.9	7.2	60	*158	1.7	13.5	116
SCIENCE 84	587	*226	0.8	38.5	105	**85	0.8	14.5	111	**66	0.7	11.2	94	**75	0.8	12.8	110
SCIENCE DIGEST	482	*170	0.6	35.3	96	**71	0.7	14.7	113	**47	0.5	9.8	82	**53	0.6	11.0	95
SCIENTIFIC AMERICAN	594	244	0.8	41.1	112	**90	0.9	15.2	116	**40	0.4	6.7	57	**114	1.2	19.2	165
SELF	2089	794	2.7	38.0	104	282	2.7	13.5	103	*187	1.9	9.0	75	325	3.5	15.6	134
SEVENTEEN	2411	751	2.5	31.1	85	*246	2.3	10.2	78	*217	2.2	9.0	76	*288	3.1	11.9	103
SKI	480	*184	0.6	38.3	105	**26	0.2	5.4	41	**89	0.9	18.5	156	**69	0.7	14.4	124
SMITHSONIAN	2760	1056	3.6	38.3	105	236	2.2	8.6	65	408	4.2	14.8	124	413	4.4	15.0	129
SOAP OPERA DIGEST	3013	1076	3.6	35.7	98	519	4.9	17.2	132	302	3.1	10.0	84	255	2.7	8.5	73
SOUTHERN LIVING	4184	1547	5.2	37.0	101	543	5.1	13.0	99	470	4.9	11.2	94	535	5.7	12.8	110
SPORT	559	*202	0.7	36.1	99	**87	0.8	15.6	119	**41	0.4	7.3	62	**74	0.8	13.2	114
THE SPORTING NEWS	436	**150	0.5	34.4	94	**63	0.6	14.4	111	**20	0.2	4.6	39	**66	0.7	15.1	130
SPORTS AFIELD	493	*186	0.6	37.7	103	**49	0.5	9.9	76	**91	0.9	18.5	155	**46	0.5	9.3	80
SPORTS ILLUSTRATED	2758	1067	3.6	38.7	106	387	3.7	14.0	107	340	3.5	12.3	103	341	3.6	12.4	106
STAR	7456	2720	9.2	36.5	100	1170	11.1	15.7	120	807	8.4	10.8	91	743	7.9	10.0	86
SUNDAY	24936	9727	32.8	39.0	107	3170	30.0	12.7	97	3343	34.6	13.4	113	3214	34.1	12.9	111
SUNSET	2124	775	2.6	36.5	100	*247	2.3	11.6	89	*239	2.5	11.3	94	289	3.1	13.6	117
TV GUIDE	21661	7972	26.9	36.8	101	2901	27.4	13.4	102	2616	27.1	12.1	101	2456	26.1	11.3	98
TENNIS	550	*217	0.7	39.5	108	**58	0.5	10.5	81	**108	1.1	19.6	165	**52	0.6	9.5	81
TIME	8880	3665	12.4	41.3	113	1052	9.9	11.8	91	1326	13.7	14.9	125	1287	13.7	14.5	125
TOWN & COUNTRY	917	426	1.4	46.5	127	**88	0.8	9.6	73	*134	1.4	14.6	123	*203	2.2	22.1	190
TRAVEL & LEISURE	972	368	1.2	37.9	103	**97	0.9	10.0	76	*153	1.6	15.7	132	*117	1.2	12.0	104
TRUE STORY	3356	1136	3.8	33.8	92	493	4.7	14.7	112	322	3.3	9.6	81	321	3.4	9.6	82
U.S.NEWS & WORLD REPORT	3410	1418	4.8	41.6	114	550	5.2	16.1	123	401	4.2	11.8	99	467	5.0	13.7	118
USA TODAY	1759	684	2.3	38.9	106	*217	2.1	12.3	94	232	2.4	13.2	111	235	2.5	13.4	115
US	1873	686	2.3	36.6	100	*196	1.9	10.5	80	*149	1.5	8.0	67	342	3.6	18.3	157
VOGUE	3909	1375	4.6	35.2	96	434	4.1	11.1	85	482	5.0	12.3	103	458	4.9	11.7	101
WALL STREET JOURNAL	1886	710	2.4	37.6	103	*277	2.6	14.7	112	*237	2.5	12.6	105	*195	2.1	10.3	89
WEIGHT WATCHERS	2120	641	2.2	30.2	83	*194	1.8	9.2	70	*203	2.1	9.6	80	245	2.6	11.6	99
WOMAN'S DAY	14172	5125	17.3	36.2	99	1805	17.1	12.7	97	1834	19.0	12.9	109	1486	15.8	10.5	90
WORKING MOTHER	1146	451	1.5	39.4	107	*192	1.8	16.8	128	*121	1.3	10.6	89	**139	1.5	12.1	104
WORKING WOMAN	1322	491	1.7	37.1	101	*161	1.5	12.2	93	*193	2.0	14.6	123	*137	1.5	10.4	89
WORLD TENNIS	*163	**44	0.1	27.0	74	**22	0.2	13.5	103	**20	0.2	12.3	103	**2	0.0	1.2	11
ZIFF-DAVIS MAG NETWK (GROSS)	2532	766	2.6	30.3	83	*246	2.3	9.7	74	*245	2.5	9.7	81	275	2.9	10.9	93
BLAIR INSERTS	43657	16792	56.6	38.5	105	5723	54.1	13.1	100	5723	59.3	13.1	110	5346	56.8	12.2	105
DAILY NEWSPAPERS																	
READ ANY	51633	19498	65.8	37.8	103	6662	63.0	12.9	99	6714	69.6	13.0	109	6122	65.0	11.9	102
READ ONE	43463	16363	55.2	37.6	103	5544	52.4	12.8	98	5623	58.3	12.9	109	5196	55.2	12.0	103
READ TWO OR MORE	8170	3135	10.6	38.4	105	1118	10.6	13.7	105	1091	11.3	13.4	112	926	9.8	11.3	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19947	67.3	37.9	103	6904	65.2	13.1	100	6712	69.6	12.7	107	6332	67.2	12.0	103
READ ONE	46126	17228	58.1	37.3	102	6032	57.0	13.1	100	5796	60.1	12.6	105	5399	57.3	11.7	101
READ TWO OR MORE	6552	2719	9.2	41.5	113	872	8.2	13.3	102	915	9.5	14.0	117	932	9.9	14.2	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.15				27.19				28.94				31.49			
30 DAY REACH	71455	26129	88.1	36.6	100	9081	85.8	12.7	97	8689	90.1	12.2	102	8359	88.8	11.7	101
50 SHWG - 30 DAY AV FREQ	14.56	15.34				14.38				15.18				16.53			
30 DAY REACH	67742	24859	83.8	36.7	100	8587	81.1	12.7	97	8296	86.0	12.2	103	7976	84.7	11.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.26				7.76				8.23				8.82			
30 DAY REACH	62117	23103	77.9	37.2	102	7934	75.0	12.8	98	7665	79.4	12.3	104	7504	79.7	12.1	104
CABLE TV: HOME WIRED	32077	11742	39.6	36.6	100	3925	37.1	12.2	94	3809	39.5	11.9	100	4008	42.6	12.5	107
HOME NOT WIRED	48909	17905	60.4	36.6	100	6657	62.9	13.6	104	5840	60.5	11.9	100	5408	57.4	11.1	95
HAVE PAY CABLE	15935	5742	19.4	36.0	98	1849	17.5	11.6	89	1947	20.2	12.2	103	1946	20.7	12.2	105

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0272
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	29648	100.0	36.6	100	10582	100.0	13.1	100	9649	100.0	11.9	100	9416	100.0	11.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	15952	53.8	36.3	99	5866	55.4	13.4	102	5014	52.0	11.4	96	5072	53.9	11.5	99
10:00 AM - 3:00 PM	30659	11420	38.5	37.2	102	4038	38.2	13.2	101	3642	37.7	11.9	100	3740	39.7	12.2	105
3:00 PM - 7:00 PM	31045	11280	38.0	36.3	99	4130	39.0	13.3	102	3433	35.6	11.1	93	3717	39.5	12.0	103
7:00 PM - MIDNIGHT	15767	5898	19.9	37.4	102	2073	19.6	13.1	101	1956	20.3	12.4	104	1869	19.8	11.9	102
MIDNIGHT - 6:00 AM	9120	3435	11.6	37.7	103	1240	11.7	13.6	104	1159	12.0	12.7	107	1035	11.0	11.3	98
6:00 AM - MIDNIGHT	58527	21625	72.9	36.9	101	7654	72.3	13.1	100	6874	71.2	11.7	99	7097	75.4	12.1	104
ENTIRE DAY	59311	21949	74.0	37.0	101	7813	73.8	13.2	101	6992	72.5	11.8	99	7145	75.9	12.0	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6159	20.8	38.1	104	2164	20.4	13.4	102	1817	18.8	11.2	94	2178	23.1	13.5	116
ALL NEWS	2256	876	3.0	38.8	106	255	2.4	11.3	87	330	3.4	14.6	123	291	3.1	12.9	111
AOR/PROGRESSIVE	3874	1626	5.5	42.0	115	477	4.5	12.3	94	582	6.0	15.0	126	567	6.0	14.6	126
BEAUTIFUL MUSIC	5660	2100	7.1	37.1	101	787	7.4	13.9	106	689	7.1	12.2	102	625	6.6	11.0	95
BLACK	2204	794	2.7	36.0	98	352	3.3	16.0	122	211	2.2	9.6	80	*231	2.5	10.5	90
CLASSICAL	1418	560	1.9	39.5	108	*168	1.6	11.8	91	*138	1.4	9.7	82	254	2.7	17.9	154
CHR/ROCK	9538	3457	11.7	36.2	99	1273	12.0	13.3	102	983	10.2	10.3	87	1200	12.7	12.6	108
COUNTRY	12648	4527	15.3	35.8	98	1660	15.7	13.1	100	1422	14.7	11.2	94	1445	15.3	11.4	98
GOLDEN OLDIES	1191	539	1.8	45.3	124	*167	1.6	14.0	107	*168	1.7	14.1	118	*204	2.2	17.1	147
MOR/NOSTALGIA	4757	1801	6.1	37.9	103	618	5.8	13.0	99	711	7.4	14.9	125	472	5.0	9.9	85
NEWS/TALK	3863	1519	5.1	39.3	107	477	4.5	12.3	95	482	5.0	12.5	105	560	5.9	14.5	125
RELIGIOUS	3084	1101	3.7	35.7	98	513	4.8	16.6	127	*299	3.1	9.7	81	290	3.1	9.4	81
SOFT ROCK	521	*153	0.5	29.4	80	**24	0.2	4.6	35	**40	0.4	7.7	64	**89	0.9	17.1	147
URBAN CONTEMPORARY	1585	693	2.3	43.7	119	342	3.2	21.6	165	*236	2.4	14.9	125	*116	1.2	7.3	63
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1252	4.2	38.4	105	559	5.3	17.1	131	343	3.6	10.5	88	350	3.7	10.7	92
ABC DIRECTION	2316	933	3.1	40.3	110	262	2.5	11.3	87	296	3.1	12.8	107	375	4.0	16.2	139
ABC ENTERTAINMENT	4834	1909	6.4	39.5	108	608	5.7	12.6	96	686	7.1	14.2	119	615	6.5	12.7	109
ABC FM	2202	770	2.6	35.0	96	277	2.6	12.6	96	*226	2.3	10.3	86	*266	2.8	12.1	104
ABC INFORMATION	5425	1991	6.7	36.7	100	815	7.7	15.0	115	477	4.9	8.8	74	700	7.4	12.9	111
ABC ROCK	1677	703	2.4	41.9	115	*233	2.2	13.9	106	*268	2.8	16.0	134	*202	2.1	12.0	104
CBS	4430	1541	5.2	34.8	95	536	5.1	12.1	93	590	6.1	13.3	112	416	4.4	9.4	81
MUTUAL	4992	1956	6.6	39.2	107	658	6.2	13.2	101	559	5.8	11.2	94	740	7.9	14.8	127
NBC	4679	1765	6.0	37.7	103	640	6.0	13.7	105	576	6.0	12.3	103	549	5.8	11.7	101
RADIORADIO	1994	706	2.4	35.4	97	*191	1.8	9.6	73	*234	2.4	11.7	98	*282	3.0	14.1	122
RKO ONE	2298	794	2.7	34.6	94	343	3.2	14.9	114	*182	1.9	7.9	66	269	2.9	11.7	101
RKO TWO	3311	1299	4.4	39.2	107	549	5.2	16.6	127	380	3.9	11.5	96	370	3.9	11.2	96
THE SOURCE	2114	926	3.1	43.8	120	306	2.9	14.5	111	*306	3.2	14.5	121	314	3.3	14.9	128
NON-WIRED : BLAIR	8654	3444	11.6	39.8	109	1261	11.9	14.6	112	1082	11.2	12.5	105	1102	11.7	12.7	110
INTERNET	12025	4615	15.6	38.4	105	1668	15.8	13.9	106	1402	14.5	11.7	98	1545	16.4	12.8	111
KATZ RADIO GROUP	15359	5936	20.0	38.6	106	2065	19.5	13.4	103	1860	19.3	12.1	102	2011	21.4	13.1	113
SUPERNET	10628	3567	12.0	33.6	92	1270	12.0	11.9	91	1157	12.0	10.9	91	1140	12.1	10.7	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3060	10.3	35.3	97	1179	11.1	13.6	104	930	9.6	10.7	90	951	10.1	11.0	94
WKDAY 9:00 AM - 1:00 PM	12163	4475	15.1	36.8	101	1670	15.8	13.7	105	1437	14.9	11.8	99	1367	14.5	11.2	97
WKDAY 1:00 PM - 4:30 PM	16150	5986	20.2	37.1	101	2334	22.1	14.5	111	1880	19.5	11.6	98	1772	18.8	11.0	94
WKDAY 4:30 PM - 7:30 PM	22463	8516	28.7	37.9	104	3280	31.0	14.6	112	2662	27.6	11.9	99	2574	27.3	11.5	99
WKDAY 7:30 PM - 8:00 PM	31795	11974	40.4	37.7	103	4384	41.4	13.8	106	3792	39.3	11.9	100	3798	40.3	11.9	103
WKDAY 11:00 PM - 11:30 PM	23977	8831	29.8	36.8	101	3152	29.8	13.1	101	2963	30.7	12.4	104	2717	28.9	11.3	97
WKDAY 11:30 PM - 1:00 AM	7703	2760	9.3	35.8	98	973	9.2	12.6	97	883	9.2	11.5	96	904	9.6	11.7	101
M-SAT 8-11 PM+SUN 7-11 PM	33800	12739	43.0	37.7	103	4664	44.1	13.8	106	4143	42.9	12.3	103	3932	41.8	11.6	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2511	8.5	38.4	105	942	8.9	14.4	110	787	8.2	12.0	101	782	8.3	12.0	103
ANOTHER WORLD N	4620	1754	5.9	38.0	104	771	7.3	16.7	128	476	4.9	10.3	86	506	5.4	11.0	95
AS THE WORLD TURNS C	5614	1900	6.4	33.8	92	723	6.8	12.9	99	617	6.4	11.0	92	560	5.9	10.0	86
CAPITOL C	3396	1198	4.0	35.3	96	463	4.4	13.6	104	412	4.3	12.1	102	323	3.4	9.5	82
CBS MORN. NEWS 1 C	1446	491	1.7	34.0	93	205	1.9	14.2	108	172	1.8	11.9	100	114	1.2	7.9	68
CBS MORN. NEWS 2 C	1207	470	1.6	38.9	106	176	1.7	14.6	112	189	2.0	15.7	131	104	1.1	8.6	74
DAYS OF OUR LIVES N	5877	2215	7.5	37.7	103	895	8.5	15.2	117	661	6.9	11.2	94	659	7.0	11.2	96
FACTS OF LIFE - DAYTIME N	2290	850	2.9	37.1	101	342	3.2	14.9	114	305	3.2	13.3	112	203	2.2	8.9	76
FAMILY FEUD A	3023	995	3.4	32.9	90	357	3.4	11.8	90	337	3.5	11.1	94	301	3.2	10.0	86
GENERAL HOSPITAL A	6097	2115	7.1	34.7	95	768	7.3	12.6	96	723	7.5	11.9	100	624	6.6	10.2	88
GOOD MORNING, AMERICA-730 A	3515	1223	4.1	34.8	95	420	4.0	11.9	91	381	3.9	10.8	91	422	4.5	12.0	103
GOOD MORNING, AMERICA-830 A	2818	1076	3.6	38.2	104	358	3.4	12.7	97	329	3.4	11.7	98	390	4.1	13.8	119
GUIDING LIGHT C	5339	2008	6.8	37.6	103	819	7.7	15.3	117	631	6.5	11.8	99	558	5.9	10.5	90
ONE LIFE TO LIVE A	4478	1590	5.4	35.5	97	510	4.8	11.4	87	602	6.2	13.4	113	478	5.1	10.7	92
PRESS YOUR LUCK C	2244	845	2.9	37.7	103	291	2.7	13.0	99	302	3.1	13.5	113	253	2.7	11.3	97
PRICE IS RIGHT 1 C	4348	1439	4.9	33.1	90	540	5.1	12.4	95	511	5.3	11.8	99	388	4.1	8.9	77
PRICE IS RIGHT 2 C	5014	1707	5.8	34.0	93	721	6.8	14.4	110	537	5.6	10.7	90	449	4.8	9.0	77
RYAN'S HOPE A	3150	1140	3.8	36.2	99	445	4.2	14.1	108	336	3.5	10.7	90	360	3.8	11.4	98
SALE OF THE CENTURY N	2695	1076	3.6	39.9	109	472	4.5	17.5	134	355	3.7	13.2	111	249	2.6	9.2	79
SEARCH FOR TOMORROW N	2319	957	3.2	41.3	113	371	3.5	16.0	122	285	3.0	12.3	103	301	3.2	13.0	112
TODAY SHOW 1 N	2693	915	3.1	34.0	93	322	3.0	12.0	92	289	3.0	10.7	90	305	3.2	11.3	97
TODAY SHOW 2 N	2498	804	2.7	32.2	88	306	2.9	12.2	94	230	2.4	9.2	77	268	2.8	10.7	92
$25,000 PYRAMID C	2753	991	3.3	36.0	98	378	3.6	13.7	105	323	3.3	11.7	98	290	3.1	10.5	90
WHEEL OF FORTUNE N	4388	1634	5.5	37.2	102	724	6.8	16.5	126	522	5.4	11.9	100	389	4.1	8.9	77
YOUNG AND THE RESTLESS C	5695	2218	7.5	38.9	106	867	8.2	15.2	117	641	6.6	11.3	94	710	7.5	12.5	108
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	603	2.0	34.3	94	271	2.6	15.4	118	178	1.8	10.1	85	154	1.6	8.8	76
NBA PLAYOFF GAME -1 C	1136	419	1.4	36.9	101	192	1.8	16.9	129	*106	1.1	9.3	78	*120	1.3	10.6	91
NBC MAJOR LEAGUE PRE-GAME N	953	398	1.3	41.8	114	**191	1.8	20.0	153	**99	1.0	10.4	87	**108	1.1	11.3	97
SPORTSWORLD - SUN N	1233	381	1.3	30.9	84	*109	1.0	8.8	68	*142	1.5	11.5	97	*130	1.4	10.5	91
SUNDAY MORNING C	1611	514	1.7	31.9	87	207	2.0	12.8	98	183	1.9	11.4	95	124	1.3	7.7	66

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0273
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS %	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS %	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	29648	100.0	36.6	100	10582	100.0	13.1	100	9649	100.0	11.9	100	9416	100.0	11.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	9538	32.2	36.6	100	3612	34.1	13.9	106	3015	31.2	11.6	97	2911	30.9	11.2	96
NETWORK AFFILIATES - LATE		20261	7348	24.8	36.3	99	2612	24.7	12.9	99	2502	25.9	12.3	104	2234	23.7	11.0	95
INDEPENDENTS - LATE		2076	796	2.7	38.3	105	293	2.8	14.1	108	272	2.8	13.1	110	231	2.5	11.1	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4112	13.9	39.3	107	1492	14.1	14.3	109	1341	13.9	12.8	108	1279	13.6	12.2	105
ABC MONDAY NIGHT MOVIE	A	6412	2383	8.0	37.2	102	894	8.4	13.9	107	736	7.6	11.5	96	753	8.0	11.7	101
ABC SUNDAY NIGHT MOVIE	A	12407	4693	15.8	37.8	103	1627	15.4	13.1	100	1572	16.3	12.7	106	1494	15.9	12.0	104
ABC WORLD NEWS TONIGHT	A	6176	2203	7.4	35.7	97	853	8.1	13.8	106	628	6.5	10.2	85	721	7.7	11.7	100
AFTERMASH	C	5863	2183	7.4	37.2	102	764	7.2	13.0	100	667	6.9	11.4	95	751	8.0	12.8	110
ALICE	C	9594	3517	11.9	36.7	100	1262	11.9	13.2	101	1089	11.3	11.4	95	1166	12.4	12.2	105
AMERICAN PARADE	C	6622	2381	8.0	36.0	98	928	8.8	14.0	107	856	8.9	12.9	108	597	6.3	9.0	78
BENSON	A	10886	3911	13.2	35.9	98	1402	13.2	12.9	99	1326	13.7	12.2	102	1183	12.6	10.9	93
BLUE THUNDER	A	5036	2041	6.9	40.5	111	772	7.3	15.3	117	680	7.0	13.5	113	588	6.2	11.7	100
CAGNEY & LACEY	C	9965	3912	13.2	39.3	107	1343	12.7	13.5	103	1308	13.6	13.1	110	1261	13.4	12.7	109
CBS EVENING NEWS-DEAN	C	3491	1294	4.4	37.1	101	554	5.2	15.9	121	432	4.5	12.4	104	309	3.3	8.9	76
CBS EVENING NEWS-RATHER	C	7123	2575	8.7	36.2	99	933	8.8	13.1	100	829	8.6	11.6	98	813	8.6	11.4	98
CBS SAT. NEWS-SCHIEFFER	C	3621	1332	4.5	36.8	100	490	4.6	13.5	104	415	4.3	11.5	96	426	4.5	11.8	101
CBS SATURDAY NIGHT MOVIE	C	5436	1961	6.6	36.1	99	744	7.0	13.7	105	618	6.4	11.4	95	598	6.4	11.0	95
CBS WEDNESDAY NIGHT MOVIE	C	6100	2110	7.1	34.6	94	660	6.2	10.8	83	714	7.4	11.7	98	736	7.8	12.1	104
CHEERS	N	8889	3412	11.5	38.4	105	1277	12.1	14.4	110	1032	10.7	11.6	97	1102	11.7	12.4	107
DALLAS	C	22109	8605	29.0	38.9	106	2977	28.1	13.5	103	2599	26.9	11.8	99	3028	32.2	13.7	118
DIFF'RENT STROKES	N	6940	2437	8.2	35.1	96	1006	9.5	14.5	111	769	8.0	11.1	93	661	7.0	9.5	82
DOUBLE TROUBLE	N	7223	2800	9.4	38.8	106	990	9.4	13.7	105	929	9.6	12.9	108	881	9.4	12.2	105
DUCK FACTORY	N	5595	2215	7.5	39.6	108	701	6.6	12.5	96	732	7.6	13.1	110	781	8.3	14.0	120
DUKES OF HAZZARD	C	5768	2147	7.2	37.2	102	853	8.1	14.8	113	638	6.6	11.1	93	656	7.0	11.4	98
DYNASTY	A	20053	7144	24.1	35.6	97	2473	23.4	12.3	94	2377	24.6	11.9	99	2294	24.4	11.4	98
FACTS OF LIFE	N	8087	3257	11.0	40.3	110	1225	11.6	15.1	116	1159	12.0	14.3	120	874	9.3	10.8	93
FALCON CREST	C	20046	7824	26.4	39.0	107	2718	25.7	13.6	104	2556	26.5	12.8	107	2550	27.1	12.7	109
FALL GUY	A	9084	3661	12.3	40.3	110	1418	13.4	15.6	119	1163	12.1	12.8	107	1080	11.5	11.9	102
FAMILY TIES	N	7964	3046	10.3	38.2	104	1090	10.3	13.7	105	949	9.8	11.9	100	1007	10.7	12.6	109
FANTASY ISLAND	A	7687	3031	10.2	39.4	108	1102	10.4	14.3	110	926	9.6	12.0	101	1003	10.7	13.0	112
FOULUPS,BLEEPS & BLUNDERS	A	8861	3200	10.8	36.1	99	1401	13.2	15.8	121	928	9.6	10.5	88	870	9.2	9.8	84
FOUR SEASONS	C	5095	1891	6.4	37.1	101	615	5.8	12.1	92	694	7.2	13.6	114	582	6.2	11.4	98
GIMME A BREAK	N	8838	3458	11.7	39.1	107	1210	11.4	13.7	105	1183	12.3	13.4	112	1065	11.3	12.1	104
HART TO HART	A	8978	3334	11.2	37.1	101	1405	13.3	15.6	120	1103	11.4	12.3	103	826	8.8	9.2	79
HILL STREET BLUES	N	8590	3336	11.3	38.8	106	1224	11.6	14.2	109	1098	11.4	12.8	107	1014	10.8	11.8	102
HOTEL	A	14085	5269	17.8	37.4	102	1873	17.7	13.3	102	1788	18.5	12.7	107	1609	17.1	11.4	98
JEFFERSONS	C	9360	3399	11.5	36.3	99	1268	12.0	13.5	104	1099	11.4	11.7	99	1033	11.0	11.0	95
JENNIFER SLEPT HERE	N	5841	2109	7.1	36.1	99	803	7.6	13.7	105	668	6.9	11.4	96	638	6.8	10.9	94
KATE & ALLIE	C	9206	3682	12.4	40.0	109	1410	13.3	15.3	117	1214	12.6	13.2	111	1058	11.2	11.5	99
KNIGHT RIDER	N	7076	2797	9.4	39.5	108	1114	10.5	15.7	120	829	8.6	11.7	98	854	9.1	12.1	104
LOVE BOAT	A	12219	4640	15.7	38.0	104	1739	16.4	14.2	109	1468	15.2	12.0	101	1432	15.2	11.7	101
MAGNUM PI	C	11199	4267	14.4	38.1	104	1661	15.7	14.8	114	1501	15.6	13.4	112	1104	11.7	9.9	85
MAMA'S FAMILY	N	6057	2283	7.7	37.7	103	810	7.7	13.4	102	784	8.1	12.9	109	689	7.3	11.4	98
MASTER, THE	N	3598	1402	4.7	39.0	106	577	5.5	16.0	123	447	4.6	12.4	104	379	4.0	10.5	91
MATT HOUSTON	A	6344	2508	8.5	39.5	108	867	8.2	13.7	105	818	8.5	12.9	108	823	8.7	13.0	112
NBC MONDAY NIGHT MOVIE	N	11994	4482	15.1	37.4	102	1712	16.2	14.3	109	1411	14.6	11.8	99	1359	14.4	11.3	97
NBC NIGHTLY NEWS	N	5132	1909	6.4	37.2	102	745	7.0	14.5	111	572	5.9	11.1	94	591	6.3	11.5	99
NBC NIGHTLY NEWS-SAT	N	3375	1134	3.8	33.6	92	344	3.3	10.2	78	319	3.3	9.5	79	470	5.0	13.9	120
NBC NIGHTLY NEWS-SUN	N	3130	1212	4.1	38.7	106	373	3.5	11.9	91	394	4.1	12.6	106	445	4.7	14.2	122
NBC SUNDAY NIGHT MOVIE	N	8284	3135	10.6	37.8	103	1263	11.9	15.2	117	969	10.0	11.7	98	902	9.6	10.9	94
NEWHART	C	9240	3574	12.1	38.7	106	1257	11.9	13.6	104	1220	12.6	13.2	111	1097	11.7	11.9	102
ONE DAY AT A TIME	C	7288	2720	9.2	37.3	102	885	8.4	12.1	93	916	9.5	12.6	105	919	9.8	12.6	108
PEOPLE ARE FUNNY	N	4855	1724	5.8	35.5	97	656	6.2	13.5	103	568	5.9	11.7	98	500	5.3	10.3	89
REAL PEOPLE	N	8869	2969	10.0	33.5	91	1117	10.6	12.6	96	968	10.0	10.9	92	883	9.4	10.0	86
REMINGTON STEELE	N	7743	2962	10.0	38.3	104	996	9.4	12.9	98	1057	11.0	13.7	115	909	9.7	11.7	101
RIPLEY'S BELIEVE IT - NOT	A	5345	2017	6.8	37.7	103	710	6.7	13.3	102	687	7.1	12.9	108	620	6.6	11.6	100
RIPTIDE	N	6988	2580	8.7	36.9	101	808	7.6	11.6	88	985	10.2	14.1	118	787	8.4	11.3	97
SCARECROW & MRS. KING	C	10002	3554	12.0	35.5	97	1177	11.1	11.8	90	1161	12.0	11.6	97	1217	12.9	12.2	105
SIMON & SIMON	C	10638	4037	13.6	37.9	104	1472	13.9	13.8	106	1447	15.0	13.6	114	1119	11.9	10.5	90
60 MINUTES	C	13293	4799	16.2	36.1	99	1759	16.6	13.2	101	1591	16.5	12.0	100	1449	15.4	10.9	94
ST. ELSEWHERE	N	7017	2725	9.2	38.8	106	1005	9.5	14.3	110	890	9.2	12.7	106	829	8.8	11.8	102
THREE'S COMPANY	A	10917	4117	13.9	37.7	103	1709	16.2	15.7	120	1171	12.1	10.7	90	1238	13.1	11.3	98
T.J. HOOKER	A	9204	3491	11.8	37.9	104	1435	13.6	15.6	119	984	10.2	10.7	90	1072	11.4	11.6	100
TONIGHT SHOW	N	2372	942	3.2	39.7	108	333	3.1	14.0	107	285	3.0	12.0	101	323	3.4.	13.6	117
TRAPPER JOHN, M.D.	C	9846	3772	12.7	38.3	105	1391	13.1	14.1	108	1253	13.0	12.7	107	1128	12.0	11.5	99
TV BLOOPERS & PRAC. JOKES	N	9105	3376	11.4	37.1	101	1295	12.2	14.2	109	1167	12.1	12.8	108	915	9.7	10.0	86
20/20	A	9387	3469	11.7	37.0	101	1267	12.0	13.5	103	1080	11.2	11.5	97	1122	11.9	12.0	103
WEBSTER	A	11067	4074	13.7	36.8	101	1528	14.4	13.8	106	1407	14.6	12.7	107	1139	12.1	10.3	89
WORLD NEWS - SUN	A	3062	1015	3.4	33.1	91	343	3.2	11.2	86	385	4.0	12.6	106	287	3.0	9.4	81
YELLOW ROSE	N	4978	1676	5.7	33.7	92	621	5.9	12.5	95	606	6.3	12.2	102	449	4.8	9.0	78
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3356	11.3	37.8	103	1287	12.2	14.5	111	1078	11.2	12.1	102	992	10.5	11.2	96
BASKETBALL - COLLEGE GAMES		4080	1385	4.7	33.9	93	557	5.3	13.7	104	*340	3.5	8.3	70	*488	5.2	12.0	103
BASKETBALL - PRO GAMES		3607	1411	4.8	39.1	107	557	5.3	15.4	118	*331	3.4	9.2	77	523	5.6	14.5	125
BOWLING		3883	1527	5.2	39.3	107	608	5.7	15.7	120	*440	4.6	11.3	95	*480	5.1	12.4	106
BOXING		3928	1686	5.7	42.9	117	843	8.0	21.5	164	*513	5.3	13.1	110	*330	3.5	8.4	72
FOOTBALL - COLLEGE GAMES		6366	2296	7.7	36.1	99	806	7.6	12.7	97	492	5.1	7.7	65	999	10.6	15.7	135
FOOTBALL - PRO GAMES		11300	4319	14.6	38.2	104	1640	15.5	14.5	111	1284	13.3	11.4	95	1395	14.8	12.3	106
GOLF		3378	1437	4.8	42.5	116	629	5.9	18.6	143	*269	2.8	8.0	67	*538	5.7	15.9	137
POST-SEASON COLL. FOOTBALL		4906	1813	6.1	37.0	101	789	7.5	16.1	123	*346	3.6	7.1	59	678	7.2	13.8	119
POST-SEASON PRO FOOTBALL		6120	2447	8.3	40.0	109	821	7.8	13.4	103	753	7.8	12.3	103	873	9.3	14.3	123
TENNIS		3033	1096	3.7	36.1	99	*470	4.4	15.5	119	*277	2.9	9.1	77	*350	3.7	11.5	99
WRESTLING - PROFESSIONAL		3344	1455	4.9	43.5	119	835	7.9	25.0	191	*375	3.9	11.2	94	*244	2.6	7.3	63

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

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P-18

	TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17753	100.0	21.9	100	24725	100.0	30.5	100								
18 - 24	9282	1918	10.8	20.7	94	3080	12.5	33.2	109								
25 - 34	19072	4303	24.2	22.6	103	5688	23.0	29.8	98								
35 - 44	14591	3097	17.4	21.2	97	4508	18.2	30.9	101								
45 - 54	11345	2720	15.3	24.0	109	3194	12.9	28.2	92								
55 - 64	11635	2615	14.7	22.5	103	3926	15.9	33.7	111								
65 OR OLDER	15061	3099	17.5	20.6	94	4330	17.5	28.7	94								
18 - 34	28354	6221	35.0	21.9	100	8767	35.5	30.9	101								
18 - 49	48339	10722	60.4	22.2	101	14847	60.0	30.7	101								
25 - 54	45008	10121	57.0	22.5	103	13390	54.2	29.8	97								
35 - 49	19985	4501	25.4	22.5	103	6079	24.6	30.4	100								
50 OR OLDER	32647	7030	39.6	21.5	98	9878	40.0	30.3	99								
GRADUATED COLLEGE	11155	2924	16.5	26.2	120	3281	13.3	29.4	96								
ATTENDED COLLEGE	13682	3332	18.8	24.4	111	4309	17.4	31.5	103								
GRADUATED HIGH SCHOOL	33880	7123	40.1	21.0	96	10330	41.8	30.5	100								
DID NOT GRADUATE HIGH SCHOOL	22270	4374	24.6	19.6	90	6805	27.5	30.6	100								
EMPLOYED	40306	9335	52.6	23.2	106	12135	49.1	30.1	99								
EMPLOYED FULL-TIME	32850	7761	43.7	23.6	108	9862	39.9	30.0	98								
EMPLOYED PART-TIME	7456	1574	8.9	21.1	96	2273	9.2	30.5	100								
NOT EMPLOYED	40680	8417	47.4	20.7	94	12590	50.9	30.9	101								
PROFESSIONAL/MANAGER	10392	2767	15.6	26.6	121	3086	12.5	29.7	97								
TECH/CLERICAL/SALES	17574	3915	22.1	22.3	102	5033	20.4	28.6	94								
PRECISION/CRAFT	985	**223	1.3	22.6	103	**316	1.3	32.1	105								
OTHER EMPLOYED	11354	2430	13.7	21.4	98	3700	15.0	32.6	107								
SINGLE	9863	2460	13.9	24.9	114	3254	13.2	33.0	108								
MARRIED	51375	11002	62.0	21.4	98	15443	62.5	30.1	98								
DIVORCED/SEPARATED/WIDOWED	19748	4291	24.2	21.7	99	6028	24.4	30.5	100								
PARENTS	32590	7006	39.5	21.5	98	10007	40.5	30.7	101								
WHITE	70416	15499	87.3	22.0	100	21052	85.1	29.9	98								
BLACK	8778	1794	10.1	20.4	93	2939	11.9	33.5	110								
OTHER	1791	**460	2.6	25.7	117	*734	3.0	41.0	134								
NORTHEAST-CENSUS	17786	4909	27.7	27.6	126	6764	27.4	38.0	125								
NORTH CENTRAL	20741	4103	23.1	19.8	90	5457	22.1	26.3	86								
SOUTH	27775	5449	30.7	19.6	89	8109	32.8	29.2	96								
WEST	14683	3292	18.5	22.4	102	4395	17.8	29.9	98								
NORTHEAST-MKTG.	17961	4877	27.5	27.2	124	6903	27.9	38.4	126								
EAST CENTRAL	11885	2627	14.8	22.1	101	3656	14.8	30.8	101								
WEST CENTRAL	14090	2666	15.0	18.9	86	3364	13.6	23.9	78								
SOUTH	24081	4601	25.9	19.1	87	6785	27.4	28.2	92								
PACIFIC	12969	2981	16.8	23.0	105	4017	16.2	31.0	101								
COUNTY SIZE A	32439	7807	44.0	24.1	110	10325	41.8	31.8	104								
COUNTY SIZE B	24915	5172	29.1	20.8	95	7450	30.1	29.9	98								
COUNTY SIZE C	12930	2769	15.6	21.4	98	4044	16.4	31.3	102								
COUNTY SIZE D	10703	2005	11.3	18.7	85	2906	11.8	27.2	89								
METRO CENTRAL CITY	24518	5360	30.2	21.9	100	7510	30.4	30.6	100								
METRO SUBURBAN	35919	8396	47.3	23.4	107	11175	45.2	31.1	102								
NON METRO	20549	3996	22.5	19.4	89	6040	24.4	29.4	96								
TOP 5 ADI'S	18341	4808	27.1	26.2	120	6155	24.9	33.6	110								
TOP 10 ADI'S	25378	6495	36.6	25.6	117	8391	33.9	33.1	108								
TOP 20 ADI'S	36488	8819	49.7	24.2	110	11728	47.4	32.1	105								
HSHLD INC. $50,000 OR MORE	6612	1805	10.2	27.3	125	2377	9.6	35.9	118								
$40,000 OR MORE	12659	3387	19.1	26.8	122	4182	16.9	33.0	108								
$30,000 OR MORE	24698	5978	33.7	24.2	110	7551	30.5	30.6	100								
$25,000 OR MORE	32077	7731	43.5	24.1	110	9976	40.3	31.1	102								
$20,000 - $24,999	9144	1858	10.5	20.3	93	2702	10.9	29.5	97								
$15,000 - $19,999	8728	1970	11.1	22.6	103	2673	10.8	30.6	100								
$10,000 - $14,999	12562	2633	14.8	21.0	96	3768	15.2	30.0	98								
UNDER $10,000	18475	3562	20.1	19.3	88	5606	22.7	30.3	99								
HOUSEHOLD OF 1 PERSON	11987	2451	13.8	20.4	93	3518	14.2	29.3	96								
2 PEOPLE	26577	5993	33.8	22.5	103	7852	31.8	29.5	97								
3 OR 4 PEOPLE	30617	6668	37.6	21.8	99	9620	38.9	31.4	103								
5 OR MORE PEOPLE	11804	2641	14.9	22.4	102	3735	15.1	31.6	104								
NO CHILD IN HSHLD	46165	10298	58.0	22.3	102	14046	56.8	30.4	100								
CHILD(REN) UNDER 2 YRS	5325	920	5.2	17.3	79	1530	6.2	28.7	94								
2 - 5 YEARS	14221	3209	18.1	22.6	103	4395	17.8	30.9	101								
6 - 11 YEARS	15117	3227	18.2	21.3	97	4736	19.2	31.3	103								
12 - 17 YEARS	16611	3605	20.3	21.7	99	4994	20.2	30.1	98								
RESIDENCE OWNED	55884	12282	69.2	22.0	100	16525	66.8	29.6	97								
VALUE: $50,000 OR MORE	31744	7482	42.1	23.6	108	9509	38.5	30.0	98								
VALUE: UNDER $50,000	24140	4800	27.0	19.9	91	7017	28.4	29.1	95								

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0275
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		TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	17753	100.0	21.9	100	24725	100.0	30.5	100								
MAGAZINES	QUINTILE 1	15799	3802	21.4	24.1	110	4925	19.9	31.2	102								
	QUINTILE 2	17259	4156	23.4	24.1	110	5644	22.8	32.7	107								
	QUINTILE 3	13545	2901	16.3	21.4	98	4168	16.9	30.8	101								
	QUINTILE 4	15133	2983	16.8	19.7	90	4270	17.3	28.2	92								
	QUINTILE 5	19250	3911	22.0	20.3	93	5719	23.1	29.7	97								
NEWSPAPERS	QUINTILE 1	12413	3134	17.7	25.2	115	4194	17.0	33.8	111								
	QUINTILE 2	24116	5572	31.4	23.1	105	7549	30.5	31.3	103								
	QUINTILE 3	11261	2512	14.1	22.3	102	3460	14.0	30.7	101								
	QUINTILE 4	20255	3932	22.1	19.4	89	5678	23.0	28.0	92								
	QUINTILE 5	12940	2603	14.7	20.1	92	3844	15.5	29.7	97								
OUTDOOR	QUINTILE 1	14852	3568	20.1	24.0	110	4558	18.4	30.7	101								
	QUINTILE 2	15725	3594	20.2	22.9	104	4819	19.5	30.6	100								
	QUINTILE 3	16330	3752	21.1	23.0	105	5084	20.6	31.1	102								
	QUINTILE 4	16744	3501	19.7	20.9	95	5074	20.5	30.3	99								
	QUINTILE 5	17334	3338	18.8	19.3	88	5190	21.0	29.9	98								
RADIO-DRIVE TIME	QUINTILE 1	15911	3506	19.7	22.0	101	4792	19.4	30.1	99								
	QUINTILE 2	14837	3264	18.4	22.0	100	4380	17.7	29.5	97								
	QUINTILE 3	15339	3213	18.1	20.9	96	4717	19.1	30.8	101								
	QUINTILE 4	16723	3844	21.7	23.0	105	5288	21.4	31.6	104								
	QUINTILE 5	18176	3926	22.1	21.6	99	5548	22.4	30.5	100								
RADIO-MID-DAY	TERCILE 1	21020	4826	27.2	23.0	105	6468	26.2	30.8	101								
	TERCILE 2	21610	4728	26.6	21.9	100	6674	27.0	30.9	101								
	TERCILE 3	38355	8199	46.2	21.4	98	11584	46.9	30.2	99								
RADIO-TOTAL	QUINTILE 1	15988	3541	19.9	22.1	101	4958	20.1	31.0	102								
	QUINTILE 2	15626	3366	19.0	21.5	98	4603	18.6	29.5	96								
	QUINTILE 3	16723	3843	21.6	23.0	105	5060	20.5	30.3	99								
	QUINTILE 4	16342	3558	20.0	21.8	99	5308	21.5	32.5	106								
	QUINTILE 5	16306	3445	19.4	21.1	96	4797	19.4	29.4	96								
TV-PRIME TIME	QUINTILE 1	15953	3603	20.3	22.6	103	5210	21.1	32.7	107								
	QUINTILE 2	16137	3741	21.1	23.2	106	5221	21.1	32.4	106								
	QUINTILE 3	16420	3564	20.1	21.7	99	4824	19.5	29.4	96								
	QUINTILE 4	16687	3675	20.7	22.0	100	5029	20.3	30.1	99								
	QUINTILE 5	15789	3169	17.9	20.1	92	4441	18.0	28.1	92								
TV-DAYTIME	TERCILE 1	27736	5899	33.2	21.3	97	8465	34.2	30.5	100								
	TERCILE 2	26489	5893	33.2	22.2	101	8475	34.3	32.0	105								
	TERCILE 3	26761	5961	33.6	22.3	102	7786	31.5	29.1	95								
TV-TOTAL	QUINTILE 1	16345	3616	20.4	22.1	101	5314	21.5	32.5	106								
	QUINTILE 2	16447	3692	20.8	22.4	102	5015	20.3	30.5	100								
	QUINTILE 3	15980	3477	19.6	21.8	99	4797	19.4	30.0	98								
	QUINTILE 4	15887	3462	19.5	21.8	99	4817	19.5	30.3	99								
	QUINTILE 5	16326	3506	19.7	21.5	98	4782	19.3	29.3	96								
MAGAZINES-NEWSPAPERS: DUAL		20721	5363	30.2	25.9	118	7111	28.8	34.3	112								
MAGAZINE IMPERATIVE		19186	4054	22.8	21.1	96	5575	22.5	29.1	95								
NEWSPAPER IMPERATIVE		21899	4607	26.0	21.0	96	6521	26.4	29.8	98								
MAGAZINES-OUTDOOR: DUAL		15451	3848	21.7	24.9	114	4920	19.9	31.8	104								
MAGAZINE IMPERATIVE		25953	5796	32.6	22.3	102	8271	33.5	31.9	104								
OUTDOOR IMPERATIVE		24400	5323	30.0	21.8	100	7197	29.1	29.5	97								
MAGAZINES-RADIO: DUAL		18049	4213	23.7	23.3	106	5490	22.2	30.4	100								
MAGAZINE IMPERATIVE		23571	5649	31.8	24.0	109	7680	31.1	32.6	107								
RADIO IMPERATIVE		23278	4788	27.0	20.6	94	6812	27.6	29.3	96								
MAGAZINES-TELEVISION: DUAL		15459	3776	21.3	24.4	111	5107	20.7	33.0	108								
MAGAZINE IMPERATIVE		25829	5949	33.5	23.0	105	8055	32.6	31.2	102								
TELEVISION IMPERATIVE		26039	5322	30.0	20.4	93	7812	31.6	30.0	98								
NEWSPAPERS-OUTDOOR: DUAL		16605	4144	23.3	25.0	114	5300	21.4	31.9	105								
NEWSPAPER IMPERATIVE		26834	6135	34.6	22.9	104	8693	35.2	32.4	106								
OUTDOOR IMPERATIVE		23346	4973	28.0	21.3	97	6836	27.6	29.3	96								
NEWSPAPERS-RADIO: DUAL		17133	4157	23.4	24.3	111	5327	21.5	31.1	102								
NEWSPAPER IMPERATIVE		25892	6095	34.3	23.5	107	8456	34.2	32.7	107								
RADIO IMPERATIVE		23167	4622	26.0	20.0	91	6671	27.0	28.8	94								
NEWSPAPERS-TELEVISION: DUAL		17159	4045	22.8	23.6	108	5376	21.7	31.3	103								
NEWSPAPER IMPERATIVE		26214	6251	35.2	23.8	109	8286	33.5	31.6	104								
TELEVISION IMPERATIVE		23412	4800	27.0	20.5	94	7123	28.8	30.4	100								
OUTDOOR-RADIO: DUAL		15303	3586	20.2	23.4	107	4480	18.1	29.3	96								
OUTDOOR IMPERATIVE		24901	5810	32.7	23.3	106	7997	32.3	32.1	105								
RADIO IMPERATIVE		26492	5569	31.4	21.0	96	8147	33.0	30.8	101								
OUTDOOR-TELEVISION: DUAL		14794	3431	19.3	23.2	106	4798	19.4	32.4	106								
OUTDOOR IMPERATIVE		25437	5875	33.1	23.1	105	7536	30.5	29.6	97								
TELEVISION IMPERATIVE		27877	6004	33.8	21.5	98	8592	34.8	30.8	101								
RADIO-TELEVISION: DUAL		15996	3693	20.8	23.1	105	5164	20.9	32.3	106								
RADIO IMPERATIVE		25478	5401	30.4	21.2	97	7276	29.4	28.6	94								
TELEVISION IMPERATIVE		26573	5850	33.0	22.0	100	8322	33.7	31.3	103								

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0276
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	TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17753	100.0	21.9	100	24725	100.0	30.5	100								
ATLANTIC MONTHLY	415	*121	0.7	29.2	133	*135	0.5	32.5	107								
BARRON'S	453	**163	0.9	36.0	164	*202	0.8	44.6	146								
BETTER HOMES & GARDENS	16256	3958	22.3	24.3	111	5050	20.4	31.1	102								
BON APPETIT	2535	557	3.1	22.0	100	798	3.2	31.5	103								
BUSINESS WEEK	1278	*218	1.2	17.1	78	348	1.4	27.2	89								
CAR AND DRIVER	378	**60	0.3	15.9	72	**118	0.5	31.2	102								
CBS MAGAZINE NETWORK (GROSS)	1498	377	2.1	25.2	115	435	1.8	29.0	95								
CHANGING TIMES	1505	427	2.4	28.4	129	569	2.3	37.8	124								
COLONIAL HOMES	1231	235	1.3	19.1	87	342	1.4	27.8	91								
CONDE NAST MAG. PKG. (GROSS)	14146	3607	20.3	25.5	116	4612	18.7	32.6	107								
CONSUMERS DIGEST	1323	313	1.8	23.7	108	344	1.4	26.0	85								
COSMOPOLITAN	7102	1799	10.1	25.3	116	2237	9.0	31.5	103								
COUNTRY LIVING	2481	449	2.5	18.1	83	674	2.7	27.2	89								
CUISINE	1472	275	1.5	18.7	85	410	1.7	27.9	91								
CYCLE WORLD	425	**96	0.5	22.6	103	**107	0.4	25.2	82								
DCI:CREATIVE IDEAS FOR LIV	2510	501	2.8	20.0	91	712	2.9	28.4	93								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1562	8.8	23.3	106	1900	7.7	28.4	93								
DISCOVER	894	223	1.3	24.9	114	274	1.1	30.6	100								
EBONY	3507	761	4.3	21.7	99	1220	4.9	34.8	114								
ESQUIRE	1083	*264	1.5	24.4	111	388	1.6	35.8	117								
ESSENCE	1830	333	1.9	18.2	83	590	2.4	32.2	106								
FAMILY CIRCLE	15930	3747	21.1	23.5	107	4801	19.4	30.1	99								
THE FAMILY HANDYMAN	1126	*258	1.5	22.9	105	299	1.2	26.6	87								
FAMILY WEEKLY	11468	2466	13.9	21.5	98	3244	13.1	28.3	93								
FIELD & STREAM	2234	551	3.1	24.7	113	702	2.8	31.4	103								
FOOD & WINE	579	*133	0.7	23.0	105	*167	0.7	28.8	94								
FORBES	728	*231	1.3	31.7	145	*273	1.1	37.5	123								
FORTUNE	906	*246	1.4	27.2	124	*274	1.1	30.2	99								
GENTLEMEN'S QUARTERLY	791	*214	1.2	27.1	123	*234	0.9	29.6	97								
GLAMOUR	5265	1474	8.3	28.0	128	1893	7.7	36.0	118								
GOLF DIGEST	636	*182	1.0	28.6	131	*179	0.7	28.1	92								
GOLF DIGEST/TENNIS (GROSS)	1186	332	1.9	28.0	128	367	1.5	30.9	101								
GOLF MAGAZINE	441	**89	0.5	20.2	92	**86	0.3	19.5	64								
GOLF MAGAZINE/SKI (GROSS)	922	*207	1.2	22.5	102	*248	1.0	26.9	88								
GOOD HOUSEKEEPING	16487	3773	21.3	22.9	104	4969	20.1	30.1	99								
HARPER'S BAZAAR	2423	594	3.3	24.5	112	760	3.1	31.4	103								
HEALTH	1994	442	2.5	22.2	101	701	2.8	35.2	115								
HEARST MAG CORP. BUY (GROSS)	44101	10351	58.3	23.5	107	13639	55.2	30.9	101								
HEARST MAN POWER (GROSS)	1993	467	2.6	23.4	107	583	2.4	29.3	96								
HEARST WOMAN POWER (GROSS)	31274	7183	40.5	23.0	105	9575	38.7	30.6	100								
HOUSE BEAUTIFUL	3623	1051	5.9	29.0	132	1301	5.3	35.9	118								
INC.	283	**72	0.4	25.4	116	**66	0.3	23.3	76								
JET	2928	604	3.4	20.6	94	995	4.0	34.0	111								
LADIES' HOME JOURNAL	11918	2810	15.8	23.6	108	3663	14.8	30.7	101								
LHJ FAMILY GRP COMBO(GROSS)	16764	3871	21.8	23.1	105	5248	21.2	31.3	103								
LIFE	4254	999	5.6	23.5	107	1225	5.0	28.8	94								
L.A. TIMES HOME MAGAZINE	1145	*305	1.7	26.6	122	369	1.5	32.2	106								
MADEMOISELLE	2884	654	3.7	22.7	103	914	3.7	31.7	104								
MC CALL'S	13460	3195	18.0	23.7	108	3936	15.9	29.2	96								
MC CALL'S/WRK MOTHER (GROSS)	14606	3463	19.5	23.7	108	4264	17.2	29.2	96								
MECHANIX ILLUSTRATED	772	*181	1.0	23.4	107	*235	1.0	30.4	100								
METROPOLITAN HOME	967	284	1.6	29.4	134	297	1.2	30.7	101								
MONEY	1588	425	2.4	26.8	122	440	1.8	27.7	91								
MOTHER EARTH NEWS	1002	*258	1.5	25.7	117	342	1.4	34.1	112								
MS.	825	*204	1.1	24.7	113	332	1.3	40.2	132								
NATIONAL ENQUIRER	10336	1950	11.0	18.9	86	3141	12.7	30.4	100								
NATIONAL GEOGRAPHIC	9597	2285	12.9	23.8	109	2861	11.6	29.8	98								
NATIONAL SUNDAY MAGAZINE PKG	49558	11367	64.0	22.9	105	15344	62.1	31.0	101								
NATURAL HISTORY	573	*124	0.7	21.6	99	*173	0.7	30.2	99								
NEW WOMAN	1699	441	2.5	26.0	118	488	2.0	28.7	94								
NEW YORK INCLUDING CUE	443	*100	0.6	22.6	103	*153	0.6	34.5	113								
THE NEW YORKER	1270	350	2.0	27.6	126	452	1.8	35.6	117								
NEWSWEEK	6277	1632	9.2	26.0	119	2090	8.5	33.3	109								
THE N.Y. TIMES DAILY EDITION	1205	395	2.2	32.8	150	566	2.3	47.0	154								
THE N.Y. TIMES MAGAZINE	2081	637	3.6	30.6	140	880	3.6	42.3	139								
OMNI	788	*154	0.9	19.5	89	*244	1.0	31.0	101								
ON CABLE	1158	*237	1.3	20.5	93	350	1.4	30.2	99								
1001 HOME IDEAS	2852	619	3.5	21.7	99	884	3.6	31.0	102								
ORGANIC GARDENING	1658	298	1.7	18.0	82	418	1.7	25.2	83								
OUTDOOR LIFE	896	*184	1.0	20.5	94	267	1.1	29.8	98								
PARADE MAGAZINE	24275	5803	32.7	23.9	109	7722	31.2	31.8	104								

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	TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17753	100.0	21.9	100	24725	100.0	30.5	100								
PARENTS	3845	732	4.1	19.0	87	1028	4.2	26.7	88								
PENTHOUSE	831	*198	1.1	23.8	109	357	1.4	43.0	141								
PEOPLE	11645	2799	15.8	24.0	110	3647	14.8	31.3	103								
PLAYBOY	2006	437	2.5	21.8	99	704	2.8	35.1	115								
POPULAR HOT RODDING	297	**34	0.2	11.4	52	**65	0.3	21.9	72								
POPULAR MECHANICS	1018	*224	1.3	22.0	100	*291	1.2	28.6	94								
POPULAR SCIENCE	878	*217	1.2	24.7	113	*252	1.0	28.7	94								
PREVENTION	3913	833	4.7	21.3	97	1282	5.2	32.8	107								
PSYCHOLOGY TODAY	1710	522	2.9	30.5	139	560	2.3	32.7	107								
READER'S DIGEST	22204	5415	30.5	24.4	111	6921	28.0	31.2	102								
REDBOOK	7684	1611	9.1	21.0	96	2369	9.6	30.8	101								
ROAD & TRACK	410	**33	0.2	8.0	37	**112	0.5	27.3	89								
ROLLING STONE	969	366	2.1	37.8	172	439	1.8	45.3	148								
RUNNER'S WORLD	298	**57	0.3	19.1	87	**107	0.4	35.9	118								
SATURDAY EVENING POST	1169	223	1.3	19.1	87	379	1.5	32.4	106								
SCIENCE 84	587	**103	0.6	17.5	80	*144	0.6	24.5	80								
SCIENCE DIGEST	482	*140	0.8	29.0	133	*117	0.5	24.3	80								
SCIENTIFIC AMERICAN	594	*181	1.0	30.5	139	*172	0.7	29.0	95								
SELF	2089	502	2.8	24.0	110	690	2.8	33.0	108								
SEVENTEEN	2411	444	2.5	18.4	84	626	2.5	26.0	85								
SKI	480	**119	0.7	24.8	113	*162	0.7	33.8	111								
SMITHSONIAN	2760	680	3.8	24.6	112	892	3.6	32.3	106								
SOAP OPERA DIGEST	3013	519	2.9	17.2	79	1001	4.0	33.2	109								
SOUTHERN LIVING	4184	1062	6.0	25.4	116	1188	4.8	28.4	93								
SPORT	559	**81	0.5	14.5	66	*188	0.8	33.6	110								
THE SPORTING NEWS	436	**117	0.7	26.8	122	**115	0.5	26.4	86								
SPORTS AFIELD	493	**103	0.6	20.9	95	*175	0.7	35.5	116								
SPORTS ILLUSTRATED	2758	681	3.8	24.7	113	863	3.5	31.3	102								
STAR	7456	1580	8.9	21.2	97	2376	9.6	31.9	104								
SUNDAY	24936	6013	33.9	24.1	110	7924	32.0	31.8	104								
SUNSET	2124	521	2.9	24.5	112	694	2.8	32.7	107								
TV GUIDE	21661	4791	27.0	22.1	101	6646	26.9	30.7	100								
TENNIS	550	**150	0.8	27.3	124	*188	0.8	34.2	112								
TIME	8880	2423	13.6	27.3	124	3043	12.3	34.3	112								
TOWN & COUNTRY	917	347	2.0	37.8	173	366	1.5	39.9	131								
TRAVEL & LEISURE	972	239	1.3	24.6	112	304	1.2	31.3	102								
TRUE STORY	3356	576	3.2	17.2	78	989	4.0	29.5	97								
U.S.NEWS & WORLD REPORT	3410	922	5.2	27.0	123	1150	4.7	33.7	110								
USA TODAY	1759	415	2.3	23.6	108	634	2.6	36.0	118								
US	1873	456	2.6	24.3	111	599	2.4	32.0	105								
VOGUE	3909	977	5.5	25.0	114	1115	4.5	28.5	93								
WALL STREET JOURNAL	1886	532	3.0	28.2	129	575	2.3	30.5	100								
WEIGHT WATCHERS	2120	436	2.5	20.6	94	554	2.2	26.1	86								
WOMAN'S DAY	14172	3202	18.0	22.6	103	4303	17.4	30.4	99								
WORKING MOTHER	1146	*268	1.5	23.4	107	328	1.3	28.6	94								
WORKING WOMAN	1322	297	1.7	22.5	102	394	1.6	29.8	98								
WORLD TENNIS	*163	**29	0.2	17.8	81	**35	0.1	21.5	70								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	534	3.0	21.1	96	568	2.3	22.4	73								
BLAIR INSERTS	43657	10098	56.9	23.1	106	13861	56.1	31.7	104								
DAILY NEWSPAPERS																	
READ ANY	51633	11822	66.6	22.9	104	16179	65.4	31.3	103								
READ ONE	43463	9869	55.6	22.7	104	13576	54.9	31.2	102								
READ TWO OR MORE	8170	1953	11.0	23.9	109	2604	10.5	31.9	104								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12067	68.0	22.9	104	16434	66.5	31.2	102								
READ ONE	46126	10272	57.9	22.3	102	14220	57.5	30.8	101								
READ TWO OR MORE	6552	1795	10.1	27.4	125	2214	9.0	33.8	111								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.72				28.57											
30 DAY REACH	71455	15871	89.4	22.2	101	21685	87.7	30.3	99								
50 SHWG - 30 DAY AV FREQ	14.56	15.68				15.09											
30 DAY REACH	67742	15065	84.9	22.2	101	20537	83.1	30.3	99								
25 SHWG - 30 DAY AV FREQ	7.94	8.34				8.14											
30 DAY REACH	62117	14154	79.7	22.8	104	19068	77.1	30.7	101								
CABLE TV: HOME WIRED	32077	7237	40.8	22.6	103	9568	38.7	29.8	98								
HOME NOT WIRED	48909	10516	59.2	21.5	98	15157	61.3	31.0	102								
HAVE PAY CABLE	15935	3498	19.7	22.0	100	4852	19.6	30.4	100								

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0278
P-18

		TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	17753	100.0	21.9	100	24725	100.0	30.5	100								
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	9626	54.2	21.9	100	13053	52.8	29.7	97								
10:00 AM - 3:00 PM		30659	6884	38.8	22.5	102	9454	38.2	30.8	101								
3:00 PM - 7:00 PM		31045	6834	38.5	22.0	100	9432	38.1	30.4	100								
7:00 PM - MIDNIGHT		15767	3470	19.5	22.0	100	4926	19.9	31.2	102								
MIDNIGHT - 6:00 AM		9120	2177	12.3	23.9	109	2785	11.3	30.5	100								
6:00 AM - MIDNIGHT		58527	12985	73.1	22.2	101	17886	72.3	30.6	100								
ENTIRE DAY		59311	13228	74.5	22.3	102	18163	73.5	30.6	100								
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	3846	21.7	23.8	108	4898	19.8	30.3	99								
ALL NEWS		2256	612	3.4	27.1	124	725	2.9	32.1	105								
AOR/PROGRESSIVE		3874	1087	6.1	28.1	128	1287	5.2	33.2	109								
BEAUTIFUL MUSIC		5660	1314	7.4	23.2	106	1561	6.3	27.6	90								
BLACK		2204	474	2.7	21.5	98	730	3.0	33.1	108								
CLASSICAL		1418	367	2.1	25.9	118	483	2.0	34.1	112								
CHR/ROCK		9538	2147	12.1	22.5	103	2855	11.5	29.9	98								
COUNTRY		12648	2519	14.2	19.9	91	3738	15.1	29.6	97								
GOLDEN OLDIES		1191	*302	1.7	25.4	116	502	2.0	42.1	138								
MOR/NOSTALGIA		4757	1102	6.2	23.2	106	1530	6.2	32.2	105								
NEWS/TALK		3863	958	5.4	24.8	113	1244	5.0	32.2	105								
RELIGIOUS		3084	632	3.6	20.5	93	995	4.0	32.3	106								
SOFT ROCK		521	**112	0.6	21.5	98	**97	0.4	18.6	61								
URBAN CONTEMPORARY		1585	416	2.3	26.2	120	639	2.6	40.3	132								
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	741	4.2	22.7	104	1000	4.0	30.7	100								
ABC DIRECTION		2316	504	2.8	21.8	99	803	3.2	34.7	114								
ABC ENTERTAINMENT		4834	1199	6.8	24.8	113	1578	6.4	32.6	107								
ABC FM		2202	449	2.5	20.4	93	736	3.0	33.4	109								
ABC INFORMATION		5425	1233	6.9	22.7	104	1600	6.5	29.5	97								
ABC ROCK		1677	489	2.8	29.2	133	520	2.1	31.0	102								
CBS		4430	948	5.3	21.4	98	1276	5.2	28.8	94								
MUTUAL		4992	1120	6.3	22.4	102	1540	6.2	30.8	101								
NBC		4679	1143	6.4	24.4	111	1441	5.8	30.8	101								
RADIORADIO		1994	476	2.7	23.9	109	549	2.2	27.5	90								
RKO ONE		2298	443	2.5	19.3	88	657	2.7	28.6	94								
RKO TWO		3311	727	4.1	22.0	100	1032	4.2	31.2	102								
THE SOURCE		2114	536	3.0	25.4	116	761	3.1	36.0	118								
NON-WIRED : BLAIR		8654	2054	11.6	23.7	108	2908	11.8	33.6	110								
INTERNET		12025	2929	16.5	24.4	111	3712	15.0	30.9	101								
KATZ RADIO GROUP		15359	3608	20.3	23.5	107	4889	19.8	31.8	104								
SUPERNET		10628	2229	12.6	21.0	96	3109	12.6	29.3	96								
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		8659	1807	10.2	20.9	95	2488	10.1	28.7	94								
WKDAY 9:00 AM - 1:00 PM		12163	2527	14.2	20.8	95	3696	14.9	30.4	100								
WKDAY 1:00 PM - 4:30 PM		16150	3433	19.3	21.3	97	5078	20.5	31.4	103								
WKDAY 4:30 PM - 7:30 PM		22463	5038	28.4	22.4	102	7115	28.8	31.7	104								
WKDAY 7:30 PM - 8:00 PM		31795	7047	39.7	22.2	101	9971	40.3	31.4	103								
WKDAY 11:00 PM - 11:30 PM		23977	5250	29.6	21.9	100	7368	29.8	30.7	101								
WKDAY 11:30 PM - 1:00 AM		7703	1693	9.5	22.0	100	2307	9.3	29.9	98								
M-SAT 8-11 PM+SUN 7-11 PM		33800	7580	42.7	22.4	102	10648	43.1	31.5	103								
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1480	8.3	22.6	103	2092	8.5	32.0	105								
ANOTHER WORLD	N	4620	942	5.3	20.4	93	1475	6.0	31.9	105								
AS THE WORLD TURNS	C	5614	1160	6.5	20.7	94	1579	6.4	28.1	92								
CAPITOL	C	3396	739	4.2	21.8	99	993	4.0	29.2	96								
CBS MORN. NEWS 1	C	1446	275	1.5	19.0	87	407	1.6	28.1	92								
CBS MORN. NEWS 2	C	1207	254	1.4	21.0	96	399	1.6	33.1	108								
DAYS OF OUR LIVES	N	5877	1205	6.8	20.5	94	1905	7.7	32.4	106								
FACTS OF LIFE - DAYTIME	N	2290	500	2.8	21.8	100	742	3.0	32.4	106								
FAMILY FEUD	A	3023	546	3.1	18.1	82	839	3.4	27.8	91								
GENERAL HOSPITAL	A	6097	1273	7.2	20.9	95	1844	7.5	30.2	99								
GOOD MORNING, AMERICA-730	A	3515	768	4.3	21.8	100	1004	4.1	28.6	94								
GOOD MORNING, AMERICA-830	A	2818	647	3.6	23.0	105	810	3.3	28.7	94								
GUIDING LIGHT	C	5339	1214	6.8	22.7	104	1645	6.7	30.8	101								
ONE LIFE TO LIVE	A	4478	922	5.2	20.6	94	1404	5.7	31.4	103								
PRESS YOUR LUCK	C	2244	502	2.8	22.4	102	682	2.8	30.4	100								
PRICE IS RIGHT 1	C	4348	874	4.9	20.1	92	1210	4.9	27.8	91								
PRICE IS RIGHT 2	C	5014	1034	5.8	20.6	94	1474	6.0	29.4	96								
RYAN'S HOPE	A	3150	683	3.8	21.7	99	951	3.8	30.2	99								
SALE OF THE CENTURY	N	2695	620	3.5	23.0	105	937	3.8	34.8	114								
SEARCH FOR TOMORROW	N	2319	546	3.1	23.5	107	781	3.2	33.7	110								
TODAY SHOW 1	N	2693	568	3.2	21.1	96	759	3.1	28.2	92								
TODAY SHOW 2	N	2498	461	2.6	18.5	84	648	2.6	25.9	85								
$25,000 PYRAMID	C	2753	579	3.3	21.0	96	794	3.2	28.8	94								
WHEEL OF FORTUNE	N	4388	885	5.0	20.2	92	1396	5.6	31.8	104								
YOUNG AND THE RESTLESS	C	5695	1230	6.9	21.6	99	1921	7.8	33.7	110								
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1760	408	2.3	23.2	106	479	1.9	27.2	89								
NBA PLAYOFF GAME -1	C	1136	278	1.6	24.5	112	347	1.4	30.5	100								
NBC MAJOR LEAGUE PRE-GAME	N	953	*233	1.3	24.4	112	327	1.3	34.3	112								
SPORTSWORLD - SUN	N	1233	247	1.4	20.0	91	301	1.2	24.4	80								
SUNDAY MORNING	C	1611	307	1.7	19.1	87	412	1.7	25.6	84								

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	17753	100.0	21.9	100	24725	100.0	30.5	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5553	31.3	21.3	97	7918	32.0	30.4	100								
NETWORK AFFILIATES - LATE		20261	4359	24.6	21.5	98	6104	24.7	30.1	99								
INDEPENDENTS - LATE		2076	508	2.9	24.5	112	719	2.9	34.6	113								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2444	13.8	23.4	107	3312	13.4	31.7	104								
ABC MONDAY NIGHT MOVIE	A	6412	1373	7.7	21.4	98	2071	8.4	32.3	106								
ABC SUNDAY NIGHT MOVIE	A	12407	2898	16.3	23.4	107	3970	16.1	32.0	105								
ABC WORLD NEWS TONIGHT	A	6176	1330	7.5	21.5	98	1796	7.3	29.1	95								
AFTERMASH	C	5863	1343	7.6	22.9	104	1904	7.7	32.5	106								
ALICE	C	9594	2267	12.8	23.6	108	2938	11.9	30.6	100								
AMERICAN PARADE	C	6622	1557	8.8	23.5	107	2009	8.1	30.3	99								
BENSON	A	10886	2462	13.9	22.6	103	3208	13.0	29.5	97								
BLUE THUNDER	A	5036	1205	6.8	23.9	109	1735	7.0	34.5	113								
CAGNEY & LACEY	C	9965	2369	13.3	23.8	108	3240	13.1	32.5	106								
CBS EVENING NEWS-DEAN	C	3491	734	4.1	21.0	96	1086	4.4	31.1	102								
CBS EVENING NEWS-RATHER	C	7123	1541	8.7	21.6	99	2106	8.5	29.6	97								
CBS SAT. NEWS-SCHIEFFER	C	3621	782	4.4	21.6	99	1126	4.6	31.1	102								
CBS SATURDAY NIGHT MOVIE	C	5436	1165	6.6	21.4	98	1671	6.8	30.7	101								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1267	7.1	20.8	95	1795	7.3	29.4	96								
CHEERS	N	8889	2172	12.2	24.4	111	2616	10.6	29.4	96								
DALLAS	C	22109	5217	29.4	23.6	108	7253	29.3	32.8	107								
DIFF'RENT STROKES	N	6940	1409	7.9	20.3	93	2100	8.5	30.3	99								
DOUBLE TROUBLE	N	7223	1636	9.2	22.6	103	2496	10.1	34.6	113								
DUCK FACTORY	N	5595	1357	7.6	24.3	111	1722	7.0	30.8	101								
DUKES OF HAZZARD	C	5768	1251	7.0	21.7	99	1821	7.4	31.6	103								
DYNASTY	A	20053	4289	24.2	21.4	98	5830	23.6	29.1	95								
FACTS OF LIFE	N	8087	1822	10.3	22.5	103	2820	11.4	34.9	114								
FALCON CREST	C	20046	4634	26.1	23.1	105	6736	27.2	33.6	110								
FALL GUY	A	9084	2025	11.4	22.3	102	3145	12.7	34.6	113								
FAMILY TIES	N	7964	1851	10.4	23.2	106	2462	10.0	30.9	101								
FANTASY ISLAND	A	7687	1777	10.0	23.1	105	2518	10.2	32.8	107								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1884	10.6	21.3	97	2735	11.1	30.9	101								
FOUR SEASONS	C	5095	1193	6.7	23.4	107	1622	6.6	31.8	104								
GIMME A BREAK	N	8838	2013	11.3	22.8	104	2841	11.5	32.1	105								
HART TO HART	A	8978	1835	10.3	20.4	93	2815	11.4	31.4	103								
HILL STREET BLUES	N	8590	2195	12.4	25.6	117	2702	10.9	31.5	103								
HOTEL	A	14085	3309	18.6	23.5	107	4338	17.5	30.8	101								
JEFFERSONS	C	9360	2236	12.6	23.9	109	2808	11.4	30.0	98								
JENNIFER SLEPT HERE	N	5841	1228	6.9	21.0	96	1783	7.2	30.5	100								
KATE & ALLIE	C	9206	2282	12.9	24.8	113	3043	12.3	33.1	108								
KNIGHT RIDER	N	7076	1661	9.4	23.5	107	2427	9.8	34.3	112								
LOVE BOAT	A	12219	2738	15.4	22.4	102	3889	15.7	31.8	104								
MAGNUM PI	C	11199	2615	14.7	23.4	107	3674	14.9	32.8	107								
MAMA'S FAMILY	N	6057	1436	8.1	23.7	108	1899	7.7	31.4	103								
MASTER, THE	N	3598	792	4.5	22.0	100	1129	4.6	31.4	103								
MATT HOUSTON	A	6344	1499	8.4	23.6	108	2032	8.2	32.0	105								
NBC MONDAY NIGHT MOVIE	N	11994	2522	14.2	21.0	96	3771	15.3	31.4	103								
NBC NIGHTLY NEWS	N	5132	1147	6.5	22.3	102	1578	6.4	30.7	101								
NBC NIGHTLY NEWS-SAT	N	3375	631	3.6	18.7	85	933	3.8	27.6	91								
NBC NIGHTLY NEWS-SUN	N	3130	722	4.1	23.1	105	1111	4.5	35.5	116								
NBC SUNDAY NIGHT MOVIE	N	8284	1953	11.0	23.6	108	2587	10.5	31.2	102								
NEWHART	C	9240	2228	12.5	24.1	110	3001	12.1	32.5	106								
ONE DAY AT A TIME	C	7288	1709	9.6	23.4	107	2250	9.1	30.9	101								
PEOPLE ARE FUNNY	N	4855	1038	5.8	21.4	98	1414	5.7	29.1	95								
REAL PEOPLE	N	8869	1672	9.4	18.9	86	2533	10.2	28.6	94								
REMINGTON STEELE	N	7743	1741	9.8	22.5	103	2456	9.9	31.7	104								
RIPLEY'S BELIEVE IT - NOT	A	5345	1342	7.6	25.1	115	1691	6.8	31.6	104								
RIPTIDE	N	6988	1617	9.1	23.1	106	2172	8.8	31.1	102								
SCARECROW & MRS. KING	C	10002	2174	12.2	21.7	99	2991	12.1	29.9	98								
SIMON & SIMON	C	10638	2406	13.6	22.6	103	3433	13.9	32.3	106								
60 MINUTES	C	13293	2890	16.3	21.7	99	4105	16.6	30.9	101								
ST. ELSEWHERE	N	7017	1621	9.1	23.1	105	2339	9.5	33.3	109								
THREE'S COMPANY	A	10917	2452	13.8	22.5	102	3418	13.8	31.3	103								
T.J. HOOKER	A	9204	2046	11.5	22.2	101	2891	11.7	31.4	103								
TONIGHT SHOW	N	2372	590	3.3	24.9	113	747	3.0	31.5	103								
TRAPPER JOHN, M.D.	C	9846	2247	12.7	22.8	104	3174	12.8	32.2	106								
TV BLOOPERS & PRAC. JOKES	N	9105	2023	11.4	22.2	101	2780	11.2	30.5	100								
20/20	A	9387	2054	11.6	21.9	100	2889	11.7	30.8	101								
WEBSTER	A	11067	2469	13.9	22.3	102	3360	13.6	30.4	99								
WORLD NEWS - SUN	A	3062	660	3.7	21.6	98	885	3.6	28.9	95								
YELLOW ROSE	N	4978	1050	5.9	21.1	96	1414	5.7	28.4	93								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1921	10.8	21.6	99	2636	10.7	29.7	97								
BASKETBALL - COLLEGE GAMES		4080	868	4.9	21.3	97	1205	4.9	29.5	97								
BASKETBALL - PRO GAMES		3607	955	5.4	26.5	121	1223	4.9	33.9	111								
BOWLING		3883	1078	6.1	27.8	127	1161	4.7	29.9	98								
BOXING		3928	1159	6.5	29.5	135	1379	5.6	35.1	115								
FOOTBALL - COLLEGE GAMES		6366	1448	8.2	22.7	104	1959	7.9	30.8	101								
FOOTBALL - PRO GAMES		11300	2631	14.8	23.3	106	3526	14.3	31.2	102								
GOLF		3378	947	5.3	28.0	128	1096	4.4	32.4	106								
POST-SEASON COLL. FOOTBALL		4906	1151	6.5	23.5	107	1532	6.2	31.2	102								
POST-SEASON PRO FOOTBALL		6120	1503	8.5	24.6	112	2019	8.2	33.0	108								
TENNIS		3033	713	4.0	23.5	107	879	3.6	29.0	95								
WRESTLING - PROFESSIONAL		3344	773	4.4	23.1	105	1222	4.9	36.5	120								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S.	FOLGERS				MAXWELL HOUSE				NESCAFE				TASTER'S CHOICE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	8586	100.0	10.6	100	11300	100.0	14.0	100	3357	100.0	4.1	100	8713	100.0	10.8	100
18 - 24	9282	1104	12.9	11.9	112	1349	11.9	14.5	104	*350	10.4	3.8	91	807	9.3	8.7	81
25 - 34	19072	2229	26.0	11.7	110	2615	23.1	13.7	98	676	20.1	3.5	86	2073	23.8	10.9	101
35 - 44	14591	1205	14.0	8.3	78	2129	18.8	14.6	105	729	21.7	5.0	121	1586	18.2	10.9	101
45 - 54	11345	980	11.4	8.6	81	1325	11.7	11.7	84	*424	12.6	3.7	90	1421	16.3	12.5	116
55 - 64	11635	1315	15.3	11.3	107	2043	18.1	17.6	126	*519	15.5	4.5	108	1232	14.1	10.6	98
65 OR OLDER	15061	1753	20.4	11.6	110	1839	16.3	12.2	88	658	19.6	4.4	105	1593	18.3	10.6	98
18 - 34	28354	3333	38.8	11.8	111	3964	35.1	14.0	100	1026	30.6	3.6	87	2881	33.1	10.2	94
18 - 49	48339	5069	59.0	10.5	99	6731	59.6	13.9	100	1979	59.0	4.1	99	5207	59.8	10.8	100
25 - 54	45008	4414	51.4	9.8	93	6069	53.7	13.5	97	1830	54.5	4.1	98	5080	58.3	11.3	105
35 - 49	19985	1736	20.2	8.7	82	2767	24.5	13.8	99	953	28.4	4.8	115	2327	26.7	11.6	108
50 OR OLDER	32647	3518	41.0	10.8	102	4569	40.4	14.0	100	1378	41.0	4.2	102	3505	40.2	10.7	100
GRADUATED COLLEGE	11155	1360	15.8	12.2	115	1398	12.4	12.5	90	*454	13.5	4.1	98	1333	15.3	11.9	111
ATTENDED COLLEGE	13682	1648	19.2	12.0	114	1613	14.3	11.8	84	*485	14.4	3.5	86	1575	18.1	11.5	107
GRADUATED HIGH SCHOOL	33880	3547	41.3	10.5	99	5027	44.5	14.8	106	1299	38.7	3.8	92	3547	40.7	10.5	97
DID NOT GRADUATE HIGH SCHOOL	22270	2032	23.7	9.1	86	3261	28.9	14.6	105	1119	33.3	5.0	121	2258	25.9	10.1	94
EMPLOYED	40306	4252	49.5	10.5	100	5115	45.3	12.7	91	1699	50.6	4.2	102	4750	54.5	11.8	110
EMPLOYED FULL-TIME	32850	3449	40.2	10.5	99	4361	38.6	13.3	95	1388	41.3	4.2	102	3862	44.3	11.8	109
EMPLOYED PART-TIME	7456	803	9.4	10.8	102	754	6.7	10.1	72	*311	9.3	4.2	101	888	10.2	11.9	111
NOT EMPLOYED	40680	4335	50.5	10.7	101	6185	54.7	15.2	109	1658	49.4	4.1	98	3963	45.5	9.7	91
PROFESSIONAL/MANAGER	10392	1266	14.7	12.2	115	1115	9.9	10.7	77	*439	13.1	4.2	102	1343	15.4	12.9	120
TECH/CLERICAL/SALES	17574	1721	20.0	9.8	92	2203	19.5	12.5	90	693	20.6	3.9	95	2032	23.3	11.6	107
PRECISION/CRAFT	985	**80	0.9	8.1	77	**143	1.3	14.5	104	**19	0.6	1.9	47	**117	1.3	11.9	110
OTHER EMPLOYED	11354	1185	13.8	10.4	98	1654	14.6	14.6	104	*548	16.3	4.8	116	1258	14.4	11.1	103
SINGLE	9863	971	11.3	9.8	93	1426	12.6	14.5	104	466	13.9	4.7	114	1142	13.1	11.6	108
MARRIED	51375	5333	62.1	10.4	98	7174	63.5	14.0	100	2124	63.3	4.1	100	5638	64.7	11.0	102
DIVORCED/SEPARATED/WIDOWED	19748	2282	26.6	11.6	109	2699	23.9	13.7	98	767	22.8	3.9	94	1933	22.2	9.8	91
PARENTS	32590	3160	36.8	9.7	91	4782	42.3	14.7	105	1386	41.3	4.3	103	3485	40.0	10.7	99
WHITE	70416	7596	88.5	10.8	102	9365	82.9	13.3	95	2864	85.3	4.1	98	7692	88.3	10.9	102
BLACK	8778	747	8.7	8.5	80	1538	13.6	17.5	126	*348	10.4	4.0	96	713	8.2	8.1	75
OTHER	1791	**243	2.8	13.6	128	**398	3.5	22.2	159	**145	4.3	8.1	195	**307	3.5	17.1	159
NORTHEAST-CENSUS	17786	1523	17.7	8.6	81	3933	34.8	22.1	158	1350	40.2	7.6	183	2385	27.4	13.4	125
NORTH CENTRAL	20741	2267	26.4	10.9	103	2262	20.0	10.9	78	601	17.9	2.9	70	2128	24.4	10.3	95
SOUTH	27775	2751	32.0	9.9	93	4013	35.5	14.4	104	1127	33.6	4.1	98	2614	30.0	9.4	87
WEST	14683	2045	23.8	13.9	131	1092	9.7	7.4	53	*278	8.3	1.9	46	1586	18.2	10.8	100
NORTHEAST-MKTG.	17961	1499	17.5	8.3	79	3830	33.9	21.3	153	1324	39.4	7.4	178	2306	26.5	12.8	119
EAST CENTRAL	11885	1151	13.4	9.7	91	2018	17.9	17.0	122	480	14.3	4.0	97	1307	15.0	11.0	102
WEST CENTRAL	14090	1663	19.4	11.8	111	1046	9.3	7.4	53	*334	9.9	2.4	57	1403	16.1	10.0	93
SOUTH	24081	2423	28.2	10.1	95	3410	30.2	14.2	101	984	29.3	4.1	99	2236	25.7	9.3	86
PACIFIC	12969	1851	21.6	14.3	135	996	8.8	7.7	55	**235	7.0	1.8	44	1461	16.8	11.3	105
COUNTY SIZE A	32439	3595	41.9	11.1	105	4421	39.1	13.6	98	1368	40.8	4.2	102	3790	43.5	11.7	109
COUNTY SIZE B	24915	2681	31.2	10.8	101	3599	31.8	14.4	104	1023	30.5	4.1	99	2428	27.9	9.7	91
COUNTY SIZE C	12930	1304	15.2	10.1	95	1882	16.7	14.6	104	*633	18.9	4.9	118	1542	17.7	11.9	111
COUNTY SIZE D	10703	1007	11.7	9.4	89	1398	12.4	13.1	94	*333	9.9	3.1	75	952	10.9	8.9	83
METRO CENTRAL CITY	24518	2419	28.2	9.9	93	3538	31.3	14.4	103	899	26.8	3.7	88	2607	29.9	10.6	99
METRO SUBURBAN	35919	4060	47.3	11.3	107	5079	44.9	14.1	101	1680	50.0	4.7	113	3915	44.9	10.9	101
NON METRO	20549	2107	24.5	10.3	97	2682	23.7	13.1	94	778	23.2	3.8	91	2191	25.1	10.7	99
TOP 5 ADI'S	18341	1997	23.3	10.9	103	2681	23.7	14.6	105	770	22.9	4.2	101	2316	26.6	12.6	117
TOP 10 ADI'S	25378	2683	31.2	10.6	100	3728	33.0	14.7	105	1190	35.4	4.7	113	3088	35.4	12.2	113
TOP 20 ADI'S	36488	3826	44.6	10.5	99	5183	45.9	14.2	102	1772	52.8	4.9	117	4074	46.8	11.2	104
HSHLD INC. $50,000 OR MORE	6612	*737	8.6	11.1	105	1096	9.7	16.6	119	**276	8.2	4.2	101	760	8.7	11.5	107
$40,000 OR MORE	12659	1420	16.5	11.2	106	1842	16.3	14.6	104	*493	14.7	3.9	94	1515	17.4	12.0	111
$30,000 OR MORE	24698	2430	28.3	9.8	93	3452	30.5	14.0	100	940	28.0	3.8	92	2798	32.1	11.3	105
$25,000 OR MORE	32077	3320	38.7	10.4	98	4614	40.8	14.4	103	1251	37.3	3.9	94	3704	42.5	11.5	107
$20,000 - $24,999	9144	946	11.0	10.3	98	953	8.4	10.4	75	*391	11.6	4.3	103	968	11.1	10.6	98
$15,000 - $19,999	8728	914	10.6	10.5	99	1173	10.4	13.4	96	*343	10.2	3.9	95	1020	11.7	11.7	109
$10,000 - $14,999	12562	1382	16.1	11.0	104	1787	15.8	14.2	102	635	18.9	5.1	122	1484	17.0	11.8	110
UNDER $10,000	18475	2024	23.6	11.0	103	2773	24.5	15.0	108	737	22.0	4.0	96	1537	17.6	8.3	77
HOUSEHOLD OF 1 PERSON	11987	1236	14.4	10.3	97	1509	13.4	12.6	90	545	16.2	4.5	110	1098	12.6	9.2	85
2 PEOPLE	26577	2949	34.3	11.1	105	3494	30.9	13.1	94	997	29.7	3.8	90	3239	37.2	12.2	113
3 OR 4 PEOPLE	30617	3051	35.5	10.0	94	4443	39.3	14.5	104	1242	37.0	4.1	98	3194	36.7	10.4	97
5 OR MORE PEOPLE	11804	1351	15.7	11.4	108	1855	16.4	15.7	113	*573	17.1	4.9	117	1182	13.6	10.0	93
NO CHILD IN HSHLD	46165	5192	60.5	11.2	106	6237	55.2	13.5	97	1893	56.4	4.1	99	5015	57.6	10.9	101
CHILD(REN) UNDER 2 YRS	5325	*579	6.7	10.9	103	867	7.7	16.3	117	**243	7.2	4.6	110	*396	4.5	7.4	69
2 - 5 YEARS	14221	1760	20.5	12.4	117	1890	16.7	13.3	95	*423	12.6	3.0	72	1405	16.1	9.9	92
6 - 11 YEARS	15117	1372	16.0	9.1	86	2355	20.8	15.6	112	627	18.7	4.1	100	1745	20.0	11.5	107
12 - 17 YEARS	16611	1456	17.0	8.8	83	2534	22.4	15.3	109	867	25.8	5.2	126	1881	21.6	11.3	105
RESIDENCE OWNED	55884	5835	68.0	10.4	98	7485	66.2	13.4	96	2319	69.1	4.1	100	6372	73.1	11.4	106
VALUE: $50,000 OR MORE	31744	3398	39.6	10.7	101	4076	36.1	12.8	92	1203	35.8	3.8	91	3581	41.1	11.3	105
VALUE: UNDER $50,000	24140	2437	28.4	10.1	95	3409	30.2	14.1	101	1116	33.2	4.6	112	2792	32.0	11.6	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	TASTER'S CHOICE A '000	TASTER'S CHOICE B % DOWN	TASTER'S CHOICE C % ACROSS	TASTER'S CHOICE D INDX
TOTAL FEMALE HOMEMAKERS		80986	8586	100.0	10.6	100	11300	100.0	14.0	100	3357	100.0	4.1	100	8713	100.0	10.8	100
MAGAZINES	QUINTILE 1	15799	1920	22.4	12.2	115	2140	18.9	13.5	97	651	19.4	4.1	99	1804	20.7	11.4	106
	QUINTILE 2	17259	1773	20.6	10.3	97	2604	23.0	15.1	108	789	23.5	4.6	110	2081	23.9	12.1	112
	QUINTILE 3	13545	1238	14.4	9.1	86	1884	16.7	13.9	100	633	18.9	4.7	113	1318	15.1	9.7	90
	QUINTILE 4	15133	1662	19.4	11.0	104	2022	17.9	13.4	96	593	17.7	3.9	95	1640	18.8	10.8	101
	QUINTILE 5	19250	1994	23.2	10.4	98	2651	23.5	13.8	99	690	20.6	3.6	86	1870	21.5	9.7	90
NEWSPAPERS	QUINTILE 1	12413	1133	13.2	9.1	86	2136	18.9	17.2	123	*485	14.4	3.9	94	1402	16.1	11.3	105
	QUINTILE 2	24116	2735	31.9	11.3	107	3475	30.8	14.4	103	1175	35.0	4.9	118	2816	32.3	11.7	109
	QUINTILE 3	11261	1334	15.5	11.8	112	1447	12.8	12.8	92	*462	13.8	4.1	99	1278	14.7	11.3	105
	QUINTILE 4	20255	2031	23.7	10.0	95	2301	20.4	11.4	81	611	18.2	3.0	73	2053	23.6	10.1	94
	QUINTILE 5	12940	1354	15.8	10.5	99	1940	17.2	15.0	107	623	18.6	4.8	116	1165	13.4	9.0	84
OUTDOOR	QUINTILE 1	14852	1721	20.0	11.6	109	2132	18.9	14.4	103	657	19.6	4.4	107	1991	22.9	13.4	125
	QUINTILE 2	15725	1658	19.3	10.5	99	2248	19.9	14.3	102	624	18.6	4.0	96	1563	17.9	9.9	92
	QUINTILE 3	16330	1793	20.9	11.0	104	2422	21.4	14.8	106	708	21.1	4.3	105	1866	21.4	11.4	106
	QUINTILE 4	16744	1871	21.8	11.2	105	2131	18.9	12.7	91	778	23.2	4.6	112	1601	18.4	9.6	89
	QUINTILE 5	17334	1544	18.0	8.9	84	2367	20.9	13.7	98	589	17.5	3.4	82	1692	19.4	9.8	91
RADIO-DRIVE TIME	QUINTILE 1	15911	1607	18.7	10.1	95	2210	19.6	13.9	100	755	22.5	4.7	114	1895	21.7	11.9	111
	QUINTILE 2	14837	1741	20.3	11.7	111	1887	16.7	12.7	91	536	16.0	3.6	87	1633	18.7	11.0	102
	QUINTILE 3	15339	1293	15.1	8.4	80	2224	19.7	14.5	104	527	15.7	3.4	83	1634	18.8	10.7	99
	QUINTILE 4	16723	1927	22.4	11.5	109	2458	21.8	14.7	105	836	24.9	5.0	121	1737	19.9	10.4	97
	QUINTILE 5	18176	2019	23.5	11.1	105	2521	22.3	13.9	99	702	20.9	3.9	93	1814	20.8	10.0	93
RADIO-MID-DAY	TERCILE 1	21020	2185	25.4	10.4	98	2808	24.8	13.4	96	847	25.2	4.0	97	2673	30.7	12.7	118
	TERCILE 2	21610	2302	26.8	10.7	100	3098	27.4	14.3	103	992	29.6	4.6	111	2422	27.8	11.2	104
	TERCILE 3	38355	4100	47.8	10.7	101	5394	47.7	14.1	101	1518	45.2	4.0	95	3618	41.5	9.4	88
RADIO-TOTAL	QUINTILE 1	15988	1748	20.4	10.9	103	2221	19.7	13.9	100	679	20.2	4.2	102	1873	21.5	11.7	109
	QUINTILE 2	15626	1507	17.6	9.6	91	2052	18.2	13.1	94	664	19.8	4.2	103	1673	19.2	10.7	100
	QUINTILE 3	16723	1677	19.5	10.0	95	2519	22.3	15.1	108	581	17.3	3.5	84	1999	22.9	12.0	111
	QUINTILE 4	16342	1838	21.4	11.2	106	2252	19.9	13.8	99	665	19.8	4.1	98	1706	19.6	10.4	97
	QUINTILE 5	16306	1817	21.2	11.1	105	2257	20.0	13.8	99	767	22.8	4.7	113	1462	16.8	9.0	83
TV-PRIME TIME	QUINTILE 1	15953	1706	19.9	10.7	101	2516	22.3	15.8	113	883	26.3	5.5	134	1918	22.0	12.0	112
	QUINTILE 2	16137	1778	20.7	11.0	104	2264	20.0	14.0	101	645	19.2	4.0	96	1735	19.9	10.8	100
	QUINTILE 3	16420	1802	21.0	11.0	104	2316	20.5	14.1	101	670	20.0	4.1	98	1820	20.9	11.1	103
	QUINTILE 4	16687	1779	20.7	10.7	101	2155	19.1	12.9	93	626	18.6	3.8	91	1743	20.0	10.4	97
	QUINTILE 5	15789	1522	17.7	9.6	91	2050	18.1	13.0	93	533	15.9	3.4	81	1497	17.2	9.5	88
TV-DAYTIME	TERCILE 1	27736	2944	34.3	10.6	100	3897	34.5	14.1	101	1074	32.0	3.9	93	2905	33.3	10.5	97
	TERCILE 2	26489	2900	33.8	10.9	103	4063	36.0	15.3	110	1246	37.1	4.7	113	2922	33.5	11.0	103
	TERCILE 3	26761	2742	31.9	10.2	97	3340	29.6	12.5	89	1036	30.9	3.9	93	2885	33.1	10.8	100
TV-TOTAL	QUINTILE 1	16345	1871	21.8	11.4	108	2594	23.0	15.9	114	762	22.7	4.7	112	1891	21.7	11.6	108
	QUINTILE 2	16447	1745	20.3	10.6	100	2381	21.1	14.5	104	650	19.4	4.0	95	1799	20.6	10.9	102
	QUINTILE 3	15980	1637	19.1	10.2	97	2152	19.0	13.5	97	765	22.8	4.8	115	1678	19.3	10.5	98
	QUINTILE 4	15887	1762	20.5	11.1	105	2011	17.8	12.7	91	583	17.4	3.7	89	1666	19.1	10.5	97
	QUINTILE 5	16326	1571	18.3	9.6	91	2162	19.1	13.2	95	597	17.8	3.7	88	1678	19.3	10.3	96
MAGAZINES-NEWSPAPERS: DUAL		20721	2474	28.8	11.9	113	3156	27.9	15.2	109	913	27.2	4.4	106	2470	28.3	11.9	111
MAGAZINE IMPERATIVE		19186	1948	22.7	10.2	96	2407	21.3	12.5	90	813	24.2	4.2	102	2086	23.9	10.9	101
NEWSPAPER IMPERATIVE		21899	2211	25.8	10.1	95	3142	27.8	14.3	103	935	27.9	4.3	103	2331	26.8	10.6	99
MAGAZINES-OUTDOOR: DUAL		15451	1848	21.5	12.0	113	2280	20.2	14.8	106	687	20.5	4.4	107	1937	22.2	12.5	117
MAGAZINE IMPERATIVE		25953	2654	30.9	10.2	96	3541	31.3	13.6	98	1185	35.3	4.6	110	2721	31.2	10.5	97
OUTDOOR IMPERATIVE		24400	2574	30.0	10.5	100	3442	30.5	14.1	101	1029	30.7	4.2	102	2633	30.2	10.8	100
MAGAZINES-RADIO: DUAL		18049	1880	21.9	10.4	98	2527	22.4	14.0	100	705	21.0	3.9	94	2181	25.0	12.1	112
MAGAZINE IMPERATIVE		23571	2674	31.1	11.3	107	3384	29.9	14.4	103	1076	32.1	4.6	110	2512	28.8	10.7	99
RADIO IMPERATIVE		23278	2253	26.2	9.7	91	3158	27.9	13.6	97	1006	30.0	4.3	104	2539	29.1	10.9	101
MAGAZINES-TELEVISION: DUAL		15459	1713	20.0	11.1	105	2508	22.2	16.2	116	729	21.7	4.7	114	1866	21.4	12.1	112
MAGAZINE IMPERATIVE		25829	2699	31.4	10.4	99	3380	29.9	13.1	94	1098	32.7	4.3	103	2750	31.6	10.6	99
TELEVISION IMPERATIVE		26039	2877	33.5	11.0	104	3636	32.2	14.0	100	1087	32.4	4.2	101	2624	30.1	10.1	94
NEWSPAPERS-OUTDOOR: DUAL		16605	1897	22.1	11.4	108	2638	23.3	15.9	114	868	25.9	5.2	126	1980	22.7	11.9	111
NEWSPAPER IMPERATIVE		26834	2879	33.5	10.7	101	3889	34.4	14.5	104	1148	34.2	4.3	103	2970	34.1	11.1	103
OUTDOOR IMPERATIVE		23346	2456	28.6	10.5	99	3068	27.2	13.1	94	920	27.4	3.9	95	2471	28.4	10.6	98
NEWSPAPERS-RADIO: DUAL		17133	1638	19.1	9.6	90	2608	23.1	15.2	109	715	21.3	4.2	101	2084	23.9	12.2	113
NEWSPAPER IMPERATIVE		25892	3093	36.0	11.9	113	3826	33.9	14.8	106	1250	37.2	4.8	116	2832	32.5	10.9	102
RADIO IMPERATIVE		23167	2439	28.4	10.5	99	2895	25.6	12.5	90	868	25.9	3.7	90	2388	27.4	10.3	96
NEWSPAPERS-TELEVISION: DUAL		17159	1743	20.3	10.2	96	2600	23.0	15.2	109	768	22.9	4.5	108	2125	24.4	12.4	115
NEWSPAPER IMPERATIVE		26214	2866	33.4	10.9	103	3750	33.2	14.3	103	1177	35.1	4.5	108	2890	33.2	11.0	102
TELEVISION IMPERATIVE		23412	2611	30.4	11.2	105	3336	29.5	14.2	102	902	26.9	3.9	93	2314	26.6	9.9	92
OUTDOOR-RADIO: DUAL		15303	1601	18.6	10.5	99	2114	18.7	13.8	99	619	18.4	4.0	98	1816	20.8	11.9	110
OUTDOOR IMPERATIVE		24901	2940	34.2	11.8	111	3775	33.4	15.2	109	1108	33.0	4.4	107	2674	30.7	10.7	100
RADIO IMPERATIVE		26492	2642	30.8	10.0	94	3670	32.5	13.9	99	1019	30.4	3.8	93	2897	33.2	10.9	102
OUTDOOR-TELEVISION: DUAL		14794	1666	19.4	11.3	106	2277	20.2	15.4	110	753	22.4	5.1	123	1691	19.4	11.4	106
OUTDOOR IMPERATIVE		25437	2713	31.6	10.7	101	3498	31.0	13.8	99	1002	29.8	3.9	95	2931	33.6	11.5	107
TELEVISION IMPERATIVE		27877	2997	34.9	10.8	101	4050	35.8	14.5	104	1145	34.1	4.1	99	2978	34.2	10.7	99
RADIO-TELEVISION: DUAL		15996	1837	21.4	11.5	108	2378	21.0	14.9	107	787	23.4	4.9	119	1856	21.3	11.6	108
RADIO IMPERATIVE		25478	2426	28.3	9.5	90	3271	28.9	12.8	92	882	26.3	3.5	84	2737	31.4	10.7	100
TELEVISION IMPERATIVE		26573	2879	33.5	10.8	102	4013	35.5	15.1	108	1178	35.1	4.4	107	2894	33.2	10.9	101

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S.	FOLGERS A	FOLGERS B	FOLGERS C	FOLGERS D	MAXWELL HOUSE A	MAXWELL HOUSE B	MAXWELL HOUSE C	MAXWELL HOUSE D	NESCAFE A	NESCAFE B	NESCAFE C	NESCAFE D	TASTER'S CHOICE A	TASTER'S CHOICE B	TASTER'S CHOICE C	TASTER'S CHOICE D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8586	100.0	10.6	100	11300	100.0	14.0	100	3357	100.0	4.1	100	8713	100.0	10.8	100
ATLANTIC MONTHLY	415	**71	0.8	17.1	161	**47	0.4	11.3	81	**14	0.4	3.4	81	**39	0.4	9.4	87
BARRON'S	453	**64	0.7	14.1	133	**112	1.0	24.7	177	**12	0.4	2.6	64	**86	1.0	19.0	176
BETTER HOMES & GARDENS	16256	1879	21.9	11.6	109	2274	20.1	14.0	100	646	19.2	4.0	96	1978	22.7	12.2	113
BON APPETIT	2535	300	3.5	11.8	112	331	2.9	13.1	94	**73	2.2	2.9	69	254	2.9	10.0	93
BUSINESS WEEK	1278	**90	1.0	7.0	66	**149	1.3	11.7	84	**93	2.8	7.3	176	**116	1.3	9.1	84
CAR AND DRIVER	378	**55	0.6	14.6	137	**35	0.3	9.3	66	**3	0.1	0.8	19	**23	0.3	6.1	57
CBS MAGAZINE NETWORK (GROSS)	1498	*183	2.1	12.2	115	*151	1.3	10.1	72	**48	1.4	3.2	77	*167	1.9	11.1	104
CHANGING TIMES	1505	*263	3.1	17.5	165	247	2.2	16.4	118	**59	1.8	3.9	95	*218	2.5	14.5	135
COLONIAL HOMES	1231	**138	1.6	11.2	106	*204	1.8	16.6	119	**87	2.6	7.1	170	*97	1.1	7.9	73
CONDE NAST MAG. PKG. (GROSS)	14146	1650	19.2	11.7	110	1917	17.0	13.6	97	618	18.4	4.4	105	1857	21.3	13.1	122
CONSUMERS DIGEST	1323	**142	1.7	10.7	101	*173	1.5	13.1	94	**58	1.7	4.4	106	*150	1.7	11.3	105
COSMOPOLITAN	7102	689	8.0	9.7	92	998	8.8	14.1	101	304	9.1	4.3	103	892	10.2	12.6	117
COUNTRY LIVING	2481	*296	3.4	11.9	113	290	2.6	11.7	84	**68	2.0	2.7	66	*243	2.8	9.8	91
CUISINE	1472	*174	2.0	11.8	111	*128	1.1	8.7	62	**23	0.7	1.6	38	*131	1.5	8.9	83
CYCLE WORLD	425	**30	0.3	7.1	67	**64	0.6	15.1	108	**20	0.6	4.7	114	**68	0.8	16.0	149
DCI:CREATIVE IDEAS FOR LIV	2510	315	3.7	12.5	118	354	3.1	14.1	101	**120	3.6	4.8	115	*323	3.7	12.9	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	919	10.7	13.7	129	893	7.9	13.3	96	293	8.7	4.4	106	898	10.3	13.4	125
DISCOVER	894	**63	0.7	7.0	66	**126	1.1	14.1	101	**38	1.1	4.3	103	*127	1.5	14.2	132
EBONY	3507	376	4.4	10.7	101	652	5.8	18.6	133	*113	3.4	3.2	78	350	4.0	10.0	93
ESQUIRE	1083	**119	1.4	11.0	104	*181	1.6	16.7	120	**36	1.1	3.3	80	**165	1.9	15.2	142
ESSENCE	1830	*212	2.5	11.6	109	359	3.2	19.6	141	**37	1.1	2.0	49	*155	1.8	8.5	79
FAMILY CIRCLE	15930	1619	18.9	10.2	96	2279	20.2	14.3	103	648	19.3	4.1	98	1960	22.5	12.3	114
THE FAMILY HANDYMAN	1126	*154	1.8	13.7	129	*177	1.6	15.7	113	**43	1.3	3.8	92	**122	1.4	10.8	101
FAMILY WEEKLY	11468	1256	14.6	11.0	103	1544	13.7	13.5	96	431	12.8	3.8	91	1239	14.2	10.8	100
FIELD & STREAM	2234	*302	3.5	13.5	128	410	3.6	18.4	132	**117	3.5	5.2	126	*277	3.2	12.4	115
FOOD & WINE	579	**56	0.7	9.7	91	**95	0.8	16.4	118	**52	1.5	9.0	217	**89	1.0	15.4	143
FORBES	728	**133	1.5	18.3	172	**129	1.1	17.7	127	**24	0.7	3.3	80	**95	1.1	13.0	121
FORTUNE	906	**137	1.6	15.1	143	**123	1.1	13.6	97	**32	1.0	3.5	85	**121	1.4	13.4	124
GENTLEMEN'S QUARTERLY	791	**105	1.2	13.3	125	*101	0.9	12.8	92	**19	0.6	2.4	58	**146	1.7	18.5	172
GLAMOUR	5265	726	8.5	13.8	130	815	7.2	15.5	111	*237	7.1	4.5	109	724	8.3	13.8	128
GOLF DIGEST	636	**101	1.2	15.9	150	**100	0.9	15.7	113	**24	0.7	3.8	91	**82	0.9	12.9	120
GOLF DIGEST/TENNIS (GROSS)	1186	**154	1.8	13.0	122	*194	1.7	16.4	117	**26	0.8	2.2	53	**144	1.7	12.1	113
GOLF MAGAZINE	441	**38	0.4	8.6	81	**28	0.2	6.3	46	**9	0.3	2.0	49	**59	0.7	13.4	124
GOLF MAGAZINE/SKI (GROSS)	922	**85	1.0	9.2	87	**118	1.0	12.8	92	**13	0.4	1.4	34	**91	1.0	9.9	92
GOOD HOUSEKEEPING	16487	1886	22.0	11.4	108	2222	19.7	13.5	97	731	21.8	4.4	107	1839	21.1	11.2	104
HARPER'S BAZAAR	2423	*246	2.9	10.2	96	306	2.7	12.6	91	**82	2.4	3.4	82	339	3.9	14.0	130
HEALTH	1994	*206	2.4	10.3	97	447	4.0	22.4	161	**84	2.5	4.2	102	*231	2.7	11.6	108
HEARST MAG CORP. BUY (GROSS)	44101	4764	55.5	10.8	102	6218	55.0	14.1	101	1736	51.7	3.9	95	5317	61.0	12.1	112
HEARST MAN POWER (GROSS)	1993	*162	1.9	8.1	77	297	2.6	14.9	107	**101	3.0	5.1	122	*280	3.2	14.0	131
HEARST WOMAN POWER (GROSS)	31274	3313	38.6	10.6	100	4377	38.7	14.0	100	1258	37.5	4.0	97	3630	41.7	11.6	108
HOUSE BEAUTIFUL	3623	475	5.5	13.1	124	605	5.4	16.7	120	**89	2.7	2.5	59	528	6.1	14.6	135
INC.	283	**34	0.4	12.0	113	**45	0.4	15.9	114	**2	0.1	0.7	17	**53	0.6	18.7	174
JET	2928	292	3.4	10.0	94	479	4.2	16.4	117	*94	2.8	3.2	77	302	3.5	10.3	96
LADIES' HOME JOURNAL	11918	1254	14.6	10.5	99	1623	14.4	13.6	98	460	13.7	3.9	93	1426	16.4	12.0	111
LHJ FAMILY GRP COMBO(GROSS)	16764	1762	20.5	10.5	99	2545	22.5	15.2	109	646	19.2	3.9	93	1977	22.7	11.8	110
LIFE	4254	419	4.9	9.8	93	551	4.9	13.0	93	*213	6.3	5.0	121	495	5.7	11.6	108
L.A. TIMES HOME MAGAZINE	1145	**164	1.9	14.3	135	**138	1.2	12.1	86	**5	0.1	0.4	11	**180	2.1	15.7	146
MADEMOISELLE	2884	302	3.5	10.5	99	396	3.5	13.7	98	*177	5.3	6.1	148	317	3.6	11.0	102
MC CALL'S	13460	1484	17.3	11.0	104	1707	15.1	12.7	91	462	13.8	3.4	83	1586	18.2	11.8	110
MC CALL'S/WRK MOTHER (GROSS)	14606	1637	19.1	11.2	106	1862	16.5	12.7	91	524	15.6	3.6	87	1697	19.5	11.6	108
MECHANIX ILLUSTRATED	772	**76	0.9	9.8	93	**114	1.0	14.8	106	**41	1.2	5.3	128	**129	1.5	16.7	155
METROPOLITAN HOME	967	**110	1.3	11.4	107	*132	1.2	13.7	98	**40	1.2	4.1	100	*129	1.5	13.3	124
MONEY	1588	**167	1.9	10.5	99	*201	1.8	12.7	91	**57	1.7	3.6	87	*179	2.1	11.3	105
MOTHER EARTH NEWS	1002	*144	1.7	14.4	136	*152	1.3	15.2	109	**36	1.1	3.6	87	**87	1.0	8.7	81
MS.	825	**136	1.6	16.5	155	*214	1.9	25.9	186	**27	0.8	3.3	79	**89	1.0	10.8	100
NATIONAL ENQUIRER	10336	958	11.2	9.3	87	1502	13.3	14.5	104	438	13.0	4.2	102	956	11.0	9.2	86
NATIONAL GEOGRAPHIC	9597	1087	12.7	11.3	107	1243	11.0	13.0	93	411	12.2	4.3	103	1199	13.8	12.5	116
NATIONAL SUNDAY MAGAZINE PKG	49558	5262	61.3	10.6	100	6903	61.1	13.9	100	2081	62.0	4.2	101	5628	64.6	11.4	106
NATURAL HISTORY	573	**58	0.7	10.1	95	**51	0.5	8.9	64	**38	1.1	6.6	160	**59	0.7	10.3	96
NEW WOMAN	1699	*178	2.1	10.5	99	208	1.8	12.2	88	**76	2.3	4.5	108	*251	2.9	14.8	137
NEW YORK INCLUDING CUE	443	**43	0.5	9.7	92	**69	0.6	15.6	112	**20	0.6	4.5	109	**41	0.5	9.3	86
THE NEW YORKER	1270	*154	1.8	12.1	114	228	2.0	18.0	129	**69	2.1	5.4	131	*168	1.9	13.2	123
NEWSWEEK	6277	744	8.7	11.9	112	938	8.3	14.9	107	*191	5.7	3.0	73	785	9.0	12.5	116
THE N.Y. TIMES DAILY EDITION	1205	*168	2.0	13.9	132	*296	2.6	24.6	176	**125	3.7	10.4	250	*123	1.4	10.2	95
THE N.Y. TIMES MAGAZINE	2081	*206	2.4	9.9	93	496	4.4	23.8	171	**183	5.5	8.8	212	245	2.8	11.8	109
OMNI	788	*122	1.4	15.5	146	**113	1.0	14.3	103	**44	1.3	5.6	135	*101	1.2	12.8	119
ON CABLE	1158	**115	1.3	9.9	94	**109	1.0	9.4	67	**18	0.5	1.6	37	**107	1.2	9.2	86
1001 HOME IDEAS	2852	303	3.5	10.6	100	475	4.2	16.7	119	**102	3.0	3.6	86	319	3.7	11.2	104
ORGANIC GARDENING	1658	*199	2.3	12.0	113	*206	1.8	12.4	89	**90	2.7	5.4	131	*168	1.9	10.1	94
OUTDOOR LIFE	896	*107	1.2	11.9	113	*156	1.4	17.4	125	**21	0.6	2.3	57	**70	0.8	7.8	73
PARADE MAGAZINE	24275	2444	28.5	10.1	95	3443	30.5	14.2	102	1067	31.8	4.4	106	2611	30.0	10.8	100

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	TASTER'S CHOICE A '000	TASTER'S CHOICE B % DOWN	TASTER'S CHOICE C % ACROSS	TASTER'S CHOICE D INDX
TOTAL FEMALE HOMEMAKERS	80986	8586	100.0	10.6	100	11300	100.0	14.0	100	3357	100.0	4.1	100	8713	100.0	10.8	100
PARENTS	3845	406	4.7	10.6	100	559	4.9	14.5	104	*132	3.9	3.4	83	*256	2.9	6.7	62
PENTHOUSE	831	**136	1.6	16.4	154	*166	1.5	20.0	143	**32	1.0	3.9	93	**72	0.8	8.7	81
PEOPLE	11645	1368	15.9	11.7	111	1605	14.2	13.8	99	392	11.7	3.4	81	1367	15.7	11.7	109
PLAYBOY	3006	*195	2.3	9.7	92	342	3.0	17.0	122	**90	2.7	4.5	108	*186	2.1	9.3	86
POPULAR HOT RODDING	297	**0	0.0	0.0	0	**5	0.0	1.7	12	**11	0.3	3.7	89	**11	0.1	3.7	34
POPULAR MECHANICS	1018	**61	0.7	6.0	57	**136	1.2	13.4	96	**41	1.2	4.0	97	**149	1.7	14.6	136
POPULAR SCIENCE	878	**88	1.0	10.0	95	**116	1.0	13.2	95	**45	1.3	5.1	124	**99	1.1	11.3	105
PREVENTION	3913	474	5.5	12.1	114	479	4.2	12.2	88	*240	7.1	6.1	148	405	4.6	10.4	96
PSYCHOLOGY TODAY	1710	*170	2.0	9.9	94	*219	1.9	12.8	92	**56	1.7	3.3	79	255	3.0	15.1	140
READER'S DIGEST	22204	2663	31.0	12.0	113	3033	26.8	13.7	98	950	28.3	4.3	103	2831	32.5	12.7	119
REDBOOK	7684	738	8.6	9.6	91	1157	10.2	15.1	108	223	6.6	2.9	70	899	10.3	11.7	109
ROAD & TRACK	410	**41	0.5	10.0	94	**28	0.2	6.8	49	**12	0.4	2.9	71	**21	0.2	5.1	48
ROLLING STONE	969	*170	2.0	17.5	165	*280	2.5	28.9	207	**19	0.6	2.0	47	*169	1.9	17.4	162
RUNNER'S WORLD	298	**50	0.6	16.8	158	**17	0.2	5.7	41	**0	0.0	0.0	0	**29	0.3	9.7	90
SATURDAY EVENING POST	1169	*158	1.8	13.5	127	*147	1.3	12.6	90	**105	3.1	9.0	217	*123	1.4	10.5	98
SCIENCE 84	587	**30	0.3	5.1	48	**55	0.5	9.4	67	**31	0.9	5.3	127	**82	0.9	14.0	130
SCIENCE DIGEST	482	**41	0.5	8.5	80	**78	0.7	16.2	116	**26	0.8	5.4	130	**104	1.2	21.6	201
SCIENTIFIC AMERICAN	594	**30	0.3	5.1	48	**67	0.6	11.3	81	**8	0.2	1.3	32	**61	0.7	10.3	95
SELF	2089	*263	3.1	12.6	119	307	2.7	14.7	105	**77	2.3	3.7	89	298	3.4	14.3	133
SEVENTEEN	2411	*152	1.8	6.3	59	265	2.3	11.0	79	**113	3.4	4.7	113	*165	1.9	6.8	64
SKI	480	**47	0.5	9.8	92	**89	0.8	18.5	133	**4	0.1	0.8	20	**31	0.4	6.5	60
SMITHSONIAN	2760	262	3.1	9.5	90	429	3.8	15.5	111	*183	5.5	6.6	160	286	3.3	10.4	96
SOAP OPERA DIGEST	3013	298	3.5	9.9	93	481	4.3	16.0	114	**110	3.3	3.7	88	*233	2.7	7.7	72
SOUTHERN LIVING	4184	604	7.0	14.4	136	539	4.8	12.9	92	*173	5.2	4.1	100	574	6.6	13.7	128
SPORT	559	**33	0.4	5.9	56	**84	0.7	15.0	108	**22	0.7	3.9	95	**57	0.7	10.2	95
THE SPORTING NEWS	436	**9	0.1	2.1	19	**95	0.8	21.8	156	**3	0.1	0.7	17	**65	0.7	14.9	139
SPORTS AFIELD	493	**60	0.7	12.2	115	**83	0.7	16.8	121	**34	1.0	6.9	166	**27	0.3	5.5	51
SPORTS ILLUSTRATED	2758	293	3.4	10.6	100	412	3.6	14.9	107	**135	4.0	4.9	118	364	4.2	13.2	123
STAR	7456	757	8.8	10.2	96	1208	10.7	16.2	116	379	11.3	5.1	123	725	8.3	9.7	90
SUNDAY	24936	2413	28.1	9.7	91	3683	32.6	14.8	106	1072	31.9	4.3	104	2939	33.7	11.8	110
SUNSET	2124	*293	3.4	13.8	130	*163	1.4	7.7	55	**31	0.9	1.5	35	*209	2.4	9.8	91
TV GUIDE	21661	2204	25.7	10.2	96	3005	26.6	13.9	99	863	25.7	4.0	96	2336	26.8	10.8	100
TENNIS	550	**53	0.6	9.6	91	**95	0.8	17.3	124	**2	0.1	0.4	9	**62	0.7	11.3	105
TIME	8580	958	11.2	10.8	102	1422	12.6	16.0	115	414	12.3	4.7	112	1144	13.1	12.9	120
TOWN & COUNTRY	917	**110	1.3	12.0	113	*135	1.2	14.7	106	**42	1.3	4.6	110	*183	2.1	20.0	185
TRAVEL & LEISURE	972	*124	1.4	12.8	120	*141	1.2	14.5	104	**84	2.5	8.6	208	**93	1.1	9.6	89
TRUE STORY	3356	312	3.6	9.3	88	538	4.8	16.0	115	**193	5.7	5.8	139	*235	2.7	7.0	65
U.S.NEWS & WORLD REPORT	3410	468	5.5	13.7	129	452	4.0	13.3	95	*206	6.1	6.0	146	460	5.3	13.5	125
USA TODAY	1759	*264	3.1	15.0	142	237	2.1	13.5	97	**86	2.6	4.9	118	*206	2.4	11.7	109
US	1873	*220	2.6	11.7	111	280	2.5	14.9	107	**41	1.2	2.2	53	*224	2.6	12.0	111
VOGUE	3909	359	4.2	9.2	87	400	3.5	10.2	73	*127	3.8	3.2	78	518	5.9	13.3	123
WALL STREET JOURNAL	1886	*251	2.9	13.3	126	*233	2.1	12.4	89	**69	2.1	3.7	88	*205	2.4	10.9	101
WEIGHT WATCHERS	2120	*178	2.1	8.4	79	302	2.7	14.2	102	**92	2.7	4.3	105	*241	2.8	11.4	106
WOMAN'S DAY	14172	1543	18.0	10.9	103	1954	17.3	13.8	99	603	18.0	4.3	103	1535	17.6	10.8	101
WORKING MOTHER	1146	*153	1.8	13.4	126	*156	1.4	13.6	98	**62	1.8	5.4	131	**111	1.3	9.7	90
WORKING WOMAN	1322	**153	1.8	11.6	109	*192	1.7	14.5	104	**53	1.6	4.0	97	*159	1.8	12.0	112
WORLD TENNIS	*163	**0	0.0	0.0	0	**16	0.1	9.8	70	**2	0.1	1.2	30	**5	0.1	3.1	29
ZIFF-DAVIS MAG NETWK (GROSS)	2532	233	2.7	9.2	87	*195	1.7	7.7	55	**59	1.8	2.3	56	*265	3.0	10.5	97
BLAIR INSERTS	43657	4518	52.6	10.3	98	6285	55.6	14.4	103	1929	57.5	4.4	107	5010	57.5	11.5	107
DAILY NEWSPAPERS																	
READ ANY	51633	5501	64.1	10.7	100	7543	66.8	14.6	105	2239	66.7	4.3	105	5863	67.3	11.4	106
READ ONE	43463	4766	55.5	11.0	103	6277	55.5	14.4	104	1931	57.5	4.4	107	4931	56.6	11.3	105
READ TWO OR MORE	8170	734	8.5	9.0	85	1266	11.2	15.5	111	308	9.2	3.8	91	932	10.7	11.4	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5663	66.0	10.8	101	7433	65.8	14.1	101	2224	66.2	4.2	102	5999	68.9	11.4	106
READ ONE	46126	5094	59.3	11.0	104	6345	56.2	13.8	99	1937	57.7	4.2	101	5260	60.4	11.4	106
READ TWO OR MORE	6552	570	6.6	8.7	82	1088	9.6	16.6	119	*287	8.5	4.4	106	739	8.5	11.3	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.94				29.72				27.06				31.29			
30 DAY REACH	71455	7790	90.7	10.9	103	9910	87.7	13.9	99	3019	89.9	4.2	102	7744	88.9	10.8	101
50 SHWG - 30 DAY AV FREQ	14.56	15.29				15.67				14.06				16.54			
30 DAY REACH	67742	7377	85.9	10.9	103	9408	83.3	13.9	100	2892	86.1	4.3	103	7357	84.4	10.9	101
25 SHWG - 30 DAY AV FREQ	7.94	8.18				8.46				7.63				8.78			
30 DAY REACH	62117	6898	80.3	11.1	105	8742	77.4	14.1	101	2660	79.2	4.3	103	6904	79.2	11.1	103
CABLE TV: HOME WIRED	32077	3422	39.9	10.7	101	4297	38.0	13.4	96	1183	35.2	3.7	89	3682	42.3	11.5	107
HOME NOT WIRED	48909	5164	60.1	10.6	100	7003	62.0	14.3	103	2174	64.8	4.4	107	5030	57.7	10.3	96
HAVE PAY CABLE	15935	1757	20.5	11.0	104	2236	19.8	14.0	101	*463	13.8	2.9	70	1723	19.8	10.8	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0284
P-18

	TOTAL U.S. '000	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	TASTER'S CHOICE A '000	TASTER'S CHOICE B % DOWN	TASTER'S CHOICE C % ACROSS	TASTER'S CHOICE D INDX
TOTAL FEMALE HOMEMAKERS	80986	8586	100.0	10.6	100	11300	100.0	14.0	100	3357	100.0	4.1	100	8713	100.0	10.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4451	51.8	10.1	96	5946	52.6	13.5	97	1788	53.3	4.1	98	4842	55.6	11.0	102
10:00 AM - 3:00 PM	30659	3283	38.2	10.7	101	4118	36.4	13.4	96	1307	38.9	4.3	103	3718	42.7	12.1	113
3:00 PM - 7:00 PM	31045	3260	38.0	10.5	99	4282	37.9	13.8	99	1349	40.2	4.3	105	3499	40.2	11.3	105
7:00 PM - MIDNIGHT	15767	1699	19.8	10.8	102	2285	20.2	14.5	104	605	18.0	3.8	93	1769	20.3	11.2	104
MIDNIGHT - 6:00 AM	9120	1049	12.2	11.5	108	1224	10.8	13.4	96	383	11.4	4.2	101	1071	12.3	11.7	109
6:00 AM - MIDNIGHT	58527	6142	71.5	10.5	99	8140	72.0	13.9	100	2435	72.5	4.2	100	6565	75.3	11.2	104
ENTIRE DAY	59311	6261	72.9	10.6	100	8226	72.8	13.9	99	2470	73.6	4.2	100	6702	76.9	11.3	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1674	19.5	10.4	98	2256	20.0	14.0	100	697	20.8	4.3	104	2033	23.3	12.6	117
ALL NEWS	2256	*251	2.9	11.1	105	289	2.6	12.8	92	**104	3.1	4.6	111	296	3.4	13.1	122
AOR/PROGRESSIVE	3874	448	5.2	11.6	109	540	4.8	13.9	100	*178	5.3	4.6	111	582	6.7	15.0	140
BEAUTIFUL MUSIC	5660	476	5.5	8.4	79	781	6.9	13.8	99	*242	7.2	4.3	103	706	8.1	12.5	116
BLACK	2204	*247	2.9	11.2	106	409	3.6	18.6	133	**72	2.1	3.3	79	*148	1.7	6.7	62
CLASSICAL	1418	*170	2.0	12.0	113	*194	1.7	13.7	98	**68	2.0	4.8	116	*184	2.1	13.0	121
CHR/ROCK	9538	953	11.1	10.0	94	1332	11.8	14.0	100	359	10.7	3.8	91	1105	12.7	11.6	108
COUNTRY	12648	1213	14.1	9.6	90	1642	14.5	13.0	93	482	14.4	3.8	92	1319	15.1	10.4	97
GOLDEN OLDIES	1191	*153	1.8	12.8	121	*168	1.5	14.1	101	**66	2.0	5.5	134	**157	1.8	13.2	123
MOR/NOSTALGIA	4757	634	7.4	13.3	126	739	6.5	15.5	111	*269	8.0	5.7	136	594	6.8	12.5	116
NEWS/TALK	3863	504	5.9	13.0	123	465	4.1	12.0	86	*145	4.3	3.8	91	443	5.1	11.5	107
RELIGIOUS	3084	464	5.4	15.0	142	374	3.3	12.1	87	*215	6.4	7.0	168	268	3.1	8.7	81
SOFT ROCK	521	**13	0.2	2.5	24	**22	0.2	4.2	30	**4	0.1	0.8	19	**78	0.9	15.0	139
URBAN CONTEMPORARY	1585	*186	2.2	11.7	111	382	3.4	24.1	173	*97	2.9	6.1	148	*197	2.3	12.4	116
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*218	2.5	6.7	63	567	5.0	17.4	125	*168	5.0	5.2	124	375	4.3	11.5	107
ABC DIRECTION	2316	273	3.2	11.8	111	352	3.1	15.2	109	*104	3.1	4.5	108	265	3.0	11.4	106
ABC ENTERTAINMENT	4834	522	6.1	10.8	102	804	7.1	16.6	119	*235	7.0	4.9	117	595	6.8	12.3	114
ABC FM	2202	279	3.2	12.7	120	378	3.3	17.2	123	**94	2.8	4.3	103	*141	1.6	6.4	60
ABC INFORMATION	5425	720	8.4	13.3	125	727	6.4	13.4	96	*190	5.7	3.5	84	631	7.2	11.6	108
ABC ROCK	1677	*175	2.0	10.4	98	*276	2.4	16.5	118	**131	3.9	7.8	188	*288	3.3	17.2	160
CBS	4430	518	6.0	11.7	110	550	4.9	12.4	89	231	6.9	5.2	126	449	5.2	10.1	94
MUTUAL	4992	431	5.0	8.6	81	840	7.4	16.8	121	*249	7.4	5.0	120	604	6.9	12.1	112
NBC	4679	495	5.8	10.6	100	716	6.3	15.3	110	*202	6.0	4.3	104	568	6.5	12.1	113
RADIORADIO	1994	*146	1.7	7.3	69	275	2.4	13.8	99	**102	3.0	5.1	123	*272	3.1	13.6	127
RKO ONE	2298	*161	1.9	7.0	66	341	3.0	14.8	106	**74	2.2	3.2	78	*247	2.8	10.7	100
RKO TWO	3311	299	3.5	9.0	85	507	4.5	15.3	110	*177	5.3	5.3	129	373	4.3	11.3	105
THE SOURCE	2114	*214	2.5	10.1	95	264	2.3	12.5	90	**125	3.7	5.9	143	*273	3.1	12.9	120
NON-WIRED : BLAIR	8654	1072	12.5	12.4	117	1161	10.3	13.4	96	379	11.3	4.4	106	1047	12.0	12.1	112
INTERNET	12025	1288	15.0	10.7	101	1742	15.4	14.5	104	491	14.6	4.1	99	1537	17.6	12.8	119
KATZ RADIO GROUP	15359	1548	18.0	10.1	95	2311	20.5	15.0	108	597	17.8	3.9	94	1900	21.8	12.4	115
SUPERNET	10628	1114	13.0	10.5	99	1620	14.3	15.2	109	391	11.6	3.7	89	1062	12.2	10.0	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	875	10.2	10.1	95	1155	10.2	13.3	96	350	10.4	4.0	98	961	11.0	11.1	103
WKDAY 9:00 AM - 1:00 PM	12163	1239	14.4	10.2	96	1767	15.6	14.5	104	427	12.7	3.5	85	1290	14.8	10.6	99
WKDAY 1:00 PM - 4:30 PM	16150	1651	19.2	10.2	96	2469	21.8	15.3	110	652	19.4	4.0	97	1585	18.2	9.8	91
WKDAY 4:30 PM - 7:30 PM	22463	2538	29.6	11.3	107	3347	29.6	14.9	107	998	29.7	4.4	107	2470	28.3	11.0	102
WKDAY 7:30 PM - 8:00 PM	31795	3534	41.2	11.1	105	4687	41.5	14.7	106	1475	43.9	4.6	112	3510	40.3	11.0	103
WKDAY 11:00 PM - 11:30 PM	23977	2630	30.6	11.0	103	3366	29.8	14.0	101	1029	30.7	4.3	104	2564	29.4	10.7	99
WKDAY 11:30 PM - 1:00 AM	7703	897	10.4	11.6	110	1059	9.4	13.7	99	317	9.4	4.1	99	815	9.4	10.6	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	3686	42.9	10.9	103	4900	43.4	14.5	104	1534	45.7	4.5	109	3800	43.6	11.2	104
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	709	8.3	10.8	102	1031	9.1	15.8	113	252	7.5	3.9	93	778	8.9	11.9	111
ANOTHER WORLD N	4620	464	5.4	10.0	95	694	6.1	15.0	108	216	6.4	4.7	113	352	4.0	7.6	71
AS THE WORLD TURNS C	5614	591	6.9	10.5	99	786	7.0	14.0	100	152	4.5	2.7	65	599	6.9	10.7	99
CAPITOL C	3396	350	4.1	10.3	97	518	4.6	15.3	109	114	3.4	3.4	81	334	3.8	9.8	91
CBS MORN. NEWS 1 C	1446	155	1.8	10.7	101	175	1.5	12.1	87	*90	2.7	6.2	150	162	1.9	11.2	104
CBS MORN. NEWS 2 C	1207	156	1.8	12.9	122	210	1.9	17.4	125	*94	2.8	7.8	188	141	1.6	11.7	109
DAYS OF OUR LIVES N	5877	566	6.6	9.6	91	862	7.6	14.7	105	245	7.3	4.2	101	503	5.8	8.6	80
FACTS OF LIFE - DAYTIME N	2290	193	2.2	8.4	79	353	3.1	15.4	110	*75	2.2	3.3	79	246	2.8	10.7	100
FAMILY FEUD A	3023	305	3.6	10.1	95	373	3.3	12.3	88	*91	2.7	3.0	73	281	3.2	9.3	86
GENERAL HOSPITAL A	6097	533	6.2	8.7	82	969	8.6	15.9	114	318	9.5	5.2	126	657	7.5	10.8	100
GOOD MORNING, AMERICA-730 A	3515	328	3.8	9.3	88	601	5.3	17.1	123	127	3.8	3.6	87	384	4.4	10.9	102
GOOD MORNING, AMERICA-830 A	2818	295	3.4	10.5	99	443	3.9	15.7	113	*120	3.6	4.3	103	407	4.7	14.4	134
GUIDING LIGHT C	5339	518	6.0	9.7	92	845	7.5	15.8	113	179	5.3	3.4	81	576	6.6	10.8	100
ONE LIFE TO LIVE A	4478	537	6.3	12.0	113	661	5.8	14.8	106	183	5.5	4.1	99	424	4.9	9.5	88
PRESS YOUR LUCK C	2244	203	2.4	9.0	85	351	3.1	15.6	112	*102	3.0	4.5	110	259	3.0	11.5	107
PRICE IS RIGHT 1 C	4348	459	5.3	10.6	100	621	5.5	14.3	102	122	3.6	2.8	68	430	4.9	9.9	92
PRICE IS RIGHT 2 C	5014	541	6.3	10.8	102	802	7.1	16.0	115	138	4.1	2.8	66	508	5.8	10.1	94
RYAN'S HOPE A	3150	247	2.9	7.8	74	530	4.7	16.8	121	*181	5.4	5.7	139	353	4.1	11.2	104
SALE OF THE CENTURY N	2695	296	3.4	11.0	104	450	4.0	16.7	120	*82	2.4	3.0	73	360	4.1	13.4	124
SEARCH FOR TOMORROW N	2319	242	2.8	10.4	98	407	3.6	17.6	126	*122	3.6	5.3	127	290	3.3	12.5	116
TODAY SHOW 1 N	2693	325	3.8	12.1	114	285	2.5	10.6	76	*67	2.0	2.5	60	221	2.5	8.2	76
TODAY SHOW 2 N	2498	279	3.2	11.2	105	261	2.3	10.4	75	*78	2.3	3.1	75	225	2.6	9.0	84
$25,000 PYRAMID C	2753	281	3.3	10.2	96	438	3.9	15.9	114	*105	3.1	3.8	92	332	3.8	12.1	112
WHEEL OF FORTUNE N	4388	443	5.2	10.1	95	636	5.6	14.5	104	161	4.8	3.7	89	453	5.2	10.3	96
YOUNG AND THE RESTLESS C	5695	674	7.8	11.8	112	892	7.9	15.7	112	203	6.0	3.6	86	583	6.7	10.2	95
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	217	2.5	12.3	116	180	1.6	10.2	73	**33	1.0	1.9	45	232	2.7	13.2	123
NBA PLAYOFF GAME -1 C	1136	*94	1.1	8.3	78	188	1.7	16.5	119	**90	2.7	7.9	191	*191	2.2	16.8	156
NBC MAJOR LEAGUE PRE-GAME N	953	**68	0.8	7.1	67	*200	1.8	21.0	150	**21	0.6	2.2	53	**111	1.3	11.6	108
SPORTSWORLD - SUN N	1233	*132	1.5	10.7	101	*149	1.3	12.1	87	**14	0.4	1.1	27	*96	1.1	7.8	72
SUNDAY MORNING C	1611	*174	2.0	10.8	102	199	1.8	12.4	89	**34	1.0	2.1	51	213	2.4	13.2	123

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0285
P-18

		TOTAL U.S. '000	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	TASTER'S CHOICE A '000	TASTER'S CHOICE B % DOWN	TASTER'S CHOICE C % ACROSS	TASTER'S CHOICE D INDX
TOTAL FEMALE HOMEMAKERS		80986	8586	100.0	10.6	100	11300	100.0	14.0	100	3357	100.0	4.1	100	8713	100.0	10.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2884	33.6	11.1	104	3867	34.2	14.8	106	1162	34.6	4.5	108	2737	31.4	10.5	98
NETWORK AFFILIATES - LATE		20261	2167	25.2	10.7	101	2771	24.5	13.7	98	881	26.2	4.3	105	2076	23.8	10.2	95
INDEPENDENTS - LATE		2076	222	2.6	10.7	101	348	3.1	16.8	120	93	2.8	4.5	108	232	2.7	11.2	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1146	13.3	11.0	103	1570	13.9	15.0	108	445	13.3	4.3	103	1270	14.6	12.1	113
ABC MONDAY NIGHT MOVIE	A	6412	753	8.8	11.7	111	911	8.1	14.2	102	313	9.3	4.9	118	735	8.4	11.5	107
ABC SUNDAY NIGHT MOVIE	A	12407	1334	15.5	10.8	101	1877	16.6	15.1	108	534	15.9	4.3	104	1358	15.6	10.9	102
ABC WORLD NEWS TONIGHT	A	6176	686	8.0	11.1	105	893	7.9	14.5	104	327	9.7	5.3	128	715	8.2	11.6	108
AFTERMASH	C	5863	782	9.1	13.3	126	926	8.2	15.8	113	**207	6.2	3.5	85	686	7.9	11.7	109
ALICE	C	9594	1018	11.9	10.6	100	1375	12.2	14.3	103	397	11.8	4.1	100	1131	13.0	11.8	110
AMERICAN PARADE	C	6622	823	9.6	12.4	117	926	8.2	14.0	100	256	7.6	3.9	93	751	8.6	11.3	105
BENSON	A	10886	1046	12.2	9.6	91	1550	13.7	14.2	102	374	11.1	3.4	83	1287	14.8	11.8	110
BLUE THUNDER	A	5036	639	7.4	12.7	120	704	6.2	14.0	100	*206	6.1	4.1	99	597	6.9	11.9	110
CAGNEY & LACEY	C	9965	1169	13.6	11.7	111	1457	12.9	14.6	105	483	14.4	4.8	117	1176	13.5	11.8	110
CBS EVENING NEWS-DEAN	C	3491	325	3.8	9.3	88	469	4.2	13.4	96	**127	3.8	3.6	88	388	4.5	11.1	103
CBS EVENING NEWS-RATHER	C	7123	827	9.6	11.6	110	934	8.3	13.1	94	313	9.3	4.4	106	858	9.8	12.0	112
CBS SAT. NEWS-SCHIEFFER	C	3621	449	5.2	12.4	117	484	4.3	13.4	96	163	4.9	4.5	109	450	5.2	12.4	116
CBS SATURDAY NIGHT MOVIE	C	5436	550	6.4	10.1	95	820	7.3	15.1	108	230	6.9	4.2	102	623	7.2	11.5	107
CBS WEDNESDAY NIGHT MOVIE	C	6100	687	8.0	11.3	106	830	7.3	13.6	98	246	7.3	4.0	97	647	7.4	10.6	99
CHEERS	N	8889	983	11.4	11.1	104	1262	11.2	14.2	102	385	11.5	4.3	104	1194	13.7	13.4	125
DALLAS	C	22109	2462	28.7	11.1	105	3543	31.4	16.0	115	1134	33.8	5.1	124	2777	31.9	12.6	117
DIFF'RENT STROKES	N	6940	652	7.6	9.4	89	998	8.8	14.4	103	313	9.3	4.5	109	726	8.3	10.5	97
DOUBLE TROUBLE	N	7223	867	10.1	12.0	113	1140	10.1	15.8	113	321	9.6	4.4	107	735	8.4	10.2	95
DUCK FACTORY	N	5595	640	7.5	11.4	108	786	7.0	14.0	101	289	8.6	5.2	125	706	8.1	12.6	117
DUKES OF HAZZARD	C	5768	680	7.9	11.8	111	767	6.8	13.3	95	328	9.8	5.7	137	572	6.6	9.9	92
DYNASTY	A	20053	2088	24.3	10.4	98	2741	24.3	13.7	98	784	23.4	3.9	94	2141	24.6	10.7	99
FACTS OF LIFE	N	8087	962	11.2	11.9	112	1194	10.6	14.8	106	394	11.7	4.9	118	845	9.7	10.4	97
FALCON CREST	C	20046	2286	26.6	11.4	108	3291	29.1	16.4	118	1148	34.2	5.7	138	2379	27.3	11.9	110
FALL GUY	A	9084	1089	12.7	12.0	113	1324	11.7	14.6	104	528	15.7	5.8	140	861	9.9	9.5	88
FAMILY TIES	N	7964	857	10.0	10.8	102	1168	10.3	14.7	105	326	9.7	4.1	99	968	11.1	12.2	113
FANTASY ISLAND	A	7687	911	10.6	11.9	112	1150	10.2	15.0	107	367	10.9	4.8	115	802	9.2	10.4	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	1084	12.6	12.2	115	1376	12.2	15.5	111	386	11.5	4.4	105	950	10.9	10.7	100
FOUR SEASONS	C	5095	623	7.3	12.2	115	744	6.6	14.6	105	**216	6.4	4.2	102	682	7.8	13.4	124
GIMME A BREAK	N	8838	813	9.5	9.2	87	1372	12.1	15.5	111	392	11.7	4.4	107	1004	11.5	11.4	106
HART TO HART	A	8978	1015	11.8	11.3	107	1282	11.3	14.3	102	414	12.3	4.6	111	976	11.2	10.9	101
HILL STREET BLUES	N	8590	999	11.6	11.6	110	1341	11.9	15.6	112	321	9.6	3.7	90	1052	12.1	12.2	114
HOTEL	A	14085	1583	18.4	11.2	106	1962	17.4	13.9	100	575	17.1	4.1	98	1605	18.4	11.4	106
JEFFERSONS	C	9360	1059	12.3	11.3	107	1310	11.6	14.0	100	374	11.1	4.0	96	1157	13.3	12.4	115
JENNIFER SLEPT HERE	N	5841	581	6.8	9.9	94	820	7.3	14.0	101	*216	6.4	3.7	89	600	6.9	10.3	95
KATE & ALLIE	C	9206	1108	12.9	12.0	114	1410	12.5	15.3	110	452	13.5	4.9	118	1061	12.2	11.5	107
KNIGHT RIDER	N	7076	832	9.7	11.8	111	1158	10.2	16.4	117	409	12.2	5.8	139	813	9.3	11.5	107
LOVE BOAT	A	12219	1317	15.3	10.8	102	1723	15.2	14.1	101	526	15.7	4.3	104	1266	14.5	10.4	96
MAGNUM PI	C	11199	1315	15.3	11.7	111	1693	15.0	15.1	108	633	18.9	5.7	136	1176	13.5	10.5	98
MAMA'S FAMILY	N	6057	560	6.5	9.2	87	913	8.1	15.1	108	275	8.2	4.5	110	757	8.7	12.5	116
MASTER, THE	N	3598	371	4.3	10.3	97	475	4.2	13.2	95	*163	4.9	4.5	109	447	5.1	12.4	115
MATT HOUSTON	A	6344	717	8.4	11.3	107	902	8.0	14.2	102	295	8.8	4.7	112	816	9.4	12.9	120
NBC MONDAY NIGHT MOVIE	N	11994	1349	15.7	11.2	106	1736	15.4	14.5	104	473	14.1	3.9	95	1240	14.2	10.3	96
NBC NIGHTLY NEWS	N	5132	619	7.2	12.1	114	708	6.3	13.8	99	197	5.9	3.8	93	544	6.2	10.6	99
NBC NIGHTLY NEWS-SAT	N	3375	317	3.7	9.4	89	411	3.6	12.2	87	*188	5.6	5.6	134	337	3.9	10.0	93
NBC NIGHTLY NEWS-SUN	N	3130	393	4.6	12.6	118	552	4.9	17.6	126	*195	5.8	6.2	150	282	3.2	9.0	84
NBC SUNDAY NIGHT MOVIE	N	8284	761	8.9	9.2	87	1269	11.2	15.3	110	563	16.8	6.8	164	1112	12.8	13.4	125
NEWHART	C	9240	1031	12.0	11.2	105	1450	12.8	15.7	112	443	13.2	4.8	116	1065	12.2	11.5	107
ONE DAY AT A TIME	C	7288	830	9.7	11.4	107	1097	9.7	15.1	108	340	10.1	4.7	113	802	9.2	11.0	102
PEOPLE ARE FUNNY	N	4855	536	6.2	11.0	104	614	5.4	12.6	91	*196	5.8	4.0	97	540	6.2	11.1	103
REAL PEOPLE	N	8869	846	9.9	9.5	90	1203	10.6	13.6	97	425	12.7	4.8	116	857	9.8	9.7	90
REMINGTON STEELE	N	7743	780	9.1	10.1	95	1176	10.4	15.2	109	338	10.1	4.4	105	854	9.8	11.0	103
RIPLEY'S BELIEVE IT - NOT	A	5345	553	6.4	10.3	98	849	7.5	15.9	114	*251	7.5	4.7	113	679	7.8	12.7	118
RIPTIDE	N	6988	915	10.7	13.1	124	924	8.2	13.2	95	389	11.6	5.6	134	704	8.1	10.1	94
SCARECROW & MRS. KING	C	10002	1098	12.8	11.0	104	1425	12.6	14.2	102	314	9.4	3.1	76	1014	11.6	10.1	94
SIMON & SIMON	C	10638	1100	12.8	10.3	98	1710	15.1	16.1	115	461	13.7	4.3	105	1056	12.1	9.9	92
60 MINUTES	C	13293	1478	17.2	11.1	105	1841	16.3	13.8	99	572	17.0	4.3	104	1464	16.8	11.0	102
ST. ELSEWHERE	N	7017	887	10.3	12.6	119	1033	9.1	14.7	106	264	7.9	3.8	91	677	7.8	9.6	90
THREE'S COMPANY	A	10917	1196	13.9	11.0	103	1574	13.9	14.4	103	402	12.0	3.7	89	1312	15.1	12.0	112
T.J. HOOKER	A	9204	1200	14.0	13.0	123	1316	11.6	14.3	102	453	13.5	4.9	119	1075	12.3	11.7	109
TONIGHT SHOW	N	2372	293	3.4	12.4	117	312	2.8	13.2	94	117	3.5	4.9	119	249	2.9	10.5	98
TRAPPER JOHN, M.D.	C	9846	1046	12.2	10.6	100	1561	13.8	15.9	114	524	15.6	5.3	128	1105	12.7	11.2	104
TV BLOOPERS & PRAC. JOKES	N	9105	1060	12.3	11.6	110	1217	10.8	13.4	96	440	13.1	4.8	117	1031	11.8	11.3	105
20/20	A	9387	1139	13.3	12.1	114	1127	10.0	12.0	86	381	11.3	4.1	98	1076	12.3	11.5	107
WEBSTER	A	11067	1058	12.3	9.6	90	1576	13.9	14.2	102	470	14.0	4.2	102	1327	15.2	12.0	111
WORLD NEWS - SUN	A	3062	365	4.3	11.9	112	410	3.6	13.4	96	**104	3.1	3.4	82	277	3.2	9.0	84
YELLOW ROSE	N	4978	501	5.8	10.1	95	636	5.6	12.8	92	*193	5.7	3.9	94	503	5.8	10.1	94
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1029	12.0	11.6	109	1082	9.6	12.2	87	*385	11.5	4.3	105	1056	12.1	11.9	111
BASKETBALL - COLLEGE GAMES		4080	*397	4.6	9.7	92	647	5.7	15.9	114	**164	4.9	4.0	97	*373	4.3	9.1	85
BASKETBALL - PRO GAMES		3607	*459	5.3	12.7	120	576	5.1	16.0	114	**178	5.3	4.9	119	*407	4.7	11.3	105
BOWLING		3883	*390	4.5	10.0	95	502	4.4	12.9	93	**221	6.6	5.7	137	554	6.4	14.3	133
BOXING		3928	*433	5.0	11.0	104	681	6.0	17.3	124	*385	11.5	9.8	236	654	7.5	16.6	155
FOOTBALL - COLLEGE GAMES		6366	733	8.5	11.5	109	862	7.6	13.5	97	**226	6.7	3.6	86	828	9.5	13.0	121
FOOTBALL - PRO GAMES		11300	1461	17.0	12.9	122	1440	12.7	12.7	91	*434	12.9	3.8	93	1563	17.9	13.8	129
GOLF		3378	*384	4.5	11.4	107	*420	3.7	12.4	89	**192	5.7	5.7	137	*450	5.2	13.3	124
POST-SEASON COLL. FOOTBALL		4906	*477	5.6	9.7	92	808	7.2	16.5	118	**221	6.6	4.5	109	640	7.3	13.0	121
POST-SEASON PRO FOOTBALL		6120	906	10.6	14.8	140	786	7.0	12.8	92	*268	8.0	4.4	106	904	10.4	14.8	137
TENNIS		3033	*323	3.8	10.6	100	*262	2.3	8.6	62	**77	2.3	2.5	61	*376	4.3	12.4	115
WRESTLING - PROFESSIONAL		3344	*422	4.9	12.6	119	637	5.6	19.0	137	**141	4.2	4.2	102	*451	5.2	13.5	125

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	32186	39.7	3786
	NO	48800	60.3	5649

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
5B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
FREEZE-DRIED	23636	29.2	10264	12.7	9326	11.5	4046	5.0	2772
INSTANT POWDERED/BUDS	21671	26.8	8299	10.2	6090	7.5	7282	9.0	2542
DO NOT KNOW	251	.3							38
5C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P EIGHT O'CLOCK	451	.6	93	.1	291	.4	68	.1	49
BRIM	6306	7.8	1893	2.3	3063	3.8	1351	1.7	787
CHOCK FULL O'NUTS	558	.7	118	.1	365	.5	76	.1	75
DECAF	1586	2.0	192	.2	1120	1.4	274	.3	179
HIGH POINT	5746	7.1	2005	2.5	2906	3.6	835	1.0	699
NESCAFE	3880	4.8	1436	1.8	1812	2.2	633	.8	441
SANKA FREEZE-DRIED	5309	6.6	2019	2.5	2502	3.1	788	1.0	631
SANKA INSTANT	10264	12.7	4842	6.0	4191	5.2	1231	1.5	1194
SAVARIN INSTANT	364	.4	69	.1	264	.3	31	*	49
TASTER'S CHOICE	10828	13.4	5257	6.5	4011	5.0	1560	1.9	1264
OTHER BRANDS	4683	5.8	2519	3.1	1517	1.9	647	.8	562
DO NOT KNOW	380	.5							46

		'000	%	UNWEIGHTED
5D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	4759	5.9	546
7 - 9	H	1412	1.7	171
4 - 6	H	4513	5.6	502
3	M	4080	5.0	468
2	M	5877	7.3	710
1	L	5647	7.0	691
LESS THAN 1	L	3885	4.8	435
NONE	L	2014	2.5	263

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0288
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	32186	100.0	39.7	100	10683	100.0	13.2	100	9957	100.0	12.3	100	11546	100.0	14.3	100
18 - 24	9282	2509	7.8	27.0	68	735	6.9	7.9	60	789	7.9	8.5	69	985	8.5	10.6	74
25 - 34	19072	6163	19.1	32.3	81	1810	16.9	9.5	72	1668	16.8	8.7	71	2685	23.3	14.1	99
35 - 44	14591	5408	16.8	37.1	93	1521	14.2	10.4	79	1483	14.9	10.2	83	2404	20.8	16.5	116
45 - 54	11345	4955	15.4	43.7	110	1870	17.5	16.5	125	1556	15.6	13.7	112	1529	13.2	13.5	95
55 - 64	11635	5671	17.6	48.7	123	2155	20.2	18.5	140	1891	19.0	16.3	132	1625	14.1	14.0	98
65 OR OLDER	15061	7480	23.2	49.7	125	2592	24.3	17.2	130	2571	25.8	17.1	139	2317	20.1	15.4	108
18 - 34	28354	8672	26.9	30.6	77	2545	23.8	9.0	68	2456	24.7	8.7	70	3670	31.8	12.9	91
18 - 49	48339	16391	50.9	33.9	85	4996	46.8	10.3	78	4584	46.0	9.5	77	6812	59.0	14.1	99
25 - 54	45008	16526	51.3	36.7	92	5201	48.7	11.6	88	4706	47.3	10.5	85	6618	57.3	14.7	103
35 - 49	19985	7719	24.0	38.6	97	2450	22.9	12.3	93	2128	21.4	10.6	87	3141	27.2	15.7	110
50 OR OLDER	32647	15795	49.1	48.4	122	5688	53.2	17.4	132	5372	54.0	16.5	134	4735	41.0	14.5	102
GRADUATED COLLEGE	11155	4238	13.2	38.0	96	989	9.3	8.9	67	1293	13.0	11.6	94	1956	16.9	17.5	123
ATTENDED COLLEGE	13682	5418	16.8	39.6	100	1453	13.6	10.6	81	1503	15.1	11.0	89	2463	21.3	18.0	126
GRADUATED HIGH SCHOOL	33880	13418	41.7	39.6	100	4386	41.1	12.9	98	4345	43.6	12.8	104	4688	40.6	13.8	97
DID NOT GRADUATE HIGH SCHOOL	22270	9111	28.3	40.9	103	3856	36.1	17.3	131	2816	28.3	12.6	103	2439	21.1	11.0	77
EMPLOYED	40306	15164	47.1	37.6	95	4642	43.5	11.5	87	4842	48.6	12.0	98	5680	49.2	14.1	99
EMPLOYED FULL-TIME	32850	12130	37.7	36.9	93	3685	34.5	11.2	85	4107	41.2	12.5	102	4337	37.6	13.2	93
EMPLOYED PART-TIME	7456	3035	9.4	40.7	102	957	9.0	12.8	97	735	7.4	9.9	80	1343	11.6	18.0	126
NOT EMPLOYED	40680	17022	52.9	41.8	105	6041	56.5	14.9	113	5115	51.4	12.6	102	5866	50.8	14.4	101
PROFESSIONAL/MANAGER	10392	3990	12.4	38.4	97	1065	10.0	10.2	78	1310	13.2	12.6	103	1615	14.0	15.5	109
TECH/CLERICAL/SALES	17574	6544	20.3	37.2	94	1811	17.0	10.3	78	2201	22.1	12.5	102	2531	21.9	14.4	101
PRECISION/CRAFT	985	*401	1.2	40.7	102	**69	0.6	7.0	53	**116	1.2	11.8	96	**216	1.9	21.9	154
OTHER EMPLOYED	11354	4230	13.1	37.3	94	1697	15.9	14.9	113	1215	12.2	10.7	87	1318	11.4	11.6	81
SINGLE	9863	3429	10.7	34.8	87	1010	9.5	10.2	78	1181	11.9	12.0	97	1238	10.7	12.6	88
MARRIED	51375	20177	62.7	39.3	99	6721	62.9	13.1	99	5962	59.9	11.6	94	7494	64.9	14.6	102
DIVORCED/SEPARATED/WIDOWED	19748	8581	26.7	43.5	109	2953	27.6	15.0	113	2814	28.3	14.2	116	2814	24.4	14.2	100
PARENTS	32590	11518	35.8	35.3	89	3770	35.3	11.6	88	3218	32.3	9.9	80	4530	39.2	13.9	97
WHITE	70416	28426	88.3	40.4	102	9258	86.7	13.1	100	8844	88.8	12.6	102	10323	89.4	14.7	103
BLACK	8778	3195	9.9	36.4	92	1303	12.2	14.8	113	987	9.9	11.2	91	905	7.8	10.3	72
OTHER	1791	*566	1.8	31.6	80	**123	1.2	6.9	52	**125	1.3	7.0	57	**318	2.8	17.8	125
NORTHEAST-CENSUS	17786	8601	26.7	48.4	122	2984	27.9	16.8	127	2776	27.9	15.6	127	2841	24.6	16.0	112
NORTH CENTRAL	20741	8205	25.5	39.6	100	2739	25.6	13.2	100	2304	23.1	11.1	90	3162	27.4	15.2	107
SOUTH	27775	9947	30.9	35.8	90	3254	30.5	11.7	89	3410	34.2	12.3	100	3284	28.4	11.8	83
WEST	14683	5434	16.9	37.0	93	1707	16.0	11.6	88	1466	14.7	10.0	81	2260	19.6	15.4	108
NORTHEAST-MKTG.	17961	8252	25.6	45.9	116	2837	26.6	15.8	120	2663	26.7	14.8	121	2752	23.8	15.3	107
EAST CENTRAL	11885	4936	15.3	41.5	105	1753	16.4	14.7	112	1494	15.0	12.6	102	1689	14.6	14.2	100
WEST CENTRAL	14090	5503	17.1	39.1	98	1763	16.5	12.5	95	1562	15.7	11.1	90	2178	18.9	15.5	108
SOUTH	24081	8695	27.0	36.1	91	2894	27.1	12.0	91	2932	29.4	12.2	99	2870	24.9	11.9	84
PACIFIC	12969	4799	14.9	37.0	93	1436	13.4	11.1	84	1307	13.1	10.1	82	2057	17.8	15.9	111
COUNTY SIZE A	32439	12794	39.8	39.4	99	4038	37.8	12.4	94	4253	42.7	13.1	107	4503	39.0	13.9	97
COUNTY SIZE B	24915	9736	30.2	39.1	98	3422	32.0	13.7	104	2989	30.0	12.0	98	3325	28.8	13.3	94
COUNTY SIZE C	12930	5300	16.5	41.0	103	1826	17.1	14.1	107	1393	14.0	10.8	88	2082	18.0	16.1	113
COUNTY SIZE D	10703	4356	13.5	40.7	102	1397	13.1	13.1	99	1322	13.3	12.4	100	1637	14.2	15.3	107
METRO CENTRAL CITY	24518	9305	28.9	38.0	95	3305	30.9	13.5	102	2892	29.0	11.8	96	3109	26.9	12.7	89
METRO SUBURBAN	35919	14425	44.8	40.2	101	4402	41.2	12.3	93	4651	46.7	12.9	105	5372	46.5	15.0	105
NON METRO	20549	8457	26.3	41.2	104	2977	27.9	14.5	110	2414	24.2	11.7	96	3066	26.6	14.9	105
TOP 5 ADI'S	18341	7785	24.2	42.4	107	2368	22.2	12.9	98	2506	25.2	13.7	111	2912	25.2	15.9	111
TOP 10 ADI'S	25378	10251	31.8	40.4	102	3106	29.1	12.2	93	3512	35.3	13.8	113	3633	31.5	14.3	100
TOP 20 ADI'S	36488	14623	45.4	40.1	101	4548	42.6	12.5	94	4865	48.9	13.3	108	5210	45.1	14.3	100
HSHLD INC. $50,000 OR MORE	6612	2974	9.2	45.0	113	726	6.8	11.0	83	1004	10.1	15.2	124	1245	10.8	18.8	132
$40,000 OR MORE	12659	5513	17.1	43.6	110	1359	12.7	10.7	81	1762	17.7	13.9	113	2392	20.7	18.9	133
$30,000 OR MORE	24698	10337	32.1	41.9	105	2722	25.5	11.0	84	3351	33.7	13.6	110	4263	36.9	17.3	121
$25,000 OR MORE	32077	13336	41.4	41.6	105	3892	36.4	12.1	92	4210	42.3	13.1	107	5234	45.3	16.3	114
$20,000 - $24,999	9144	3234	10.0	35.4	89	1005	9.4	11.0	83	1195	12.0	13.1	106	1034	9.0	11.3	79
$15,000 - $19,999	8728	3476	10.8	39.8	100	1163	10.9	13.3	101	1096	11.0	12.6	102	1217	10.5	13.9	98
$10,000 - $14,999	12562	4875	15.1	38.8	98	1961	18.4	15.6	118	1249	12.5	9.9	81	1665	14.4	13.3	93
UNDER $10,000	18475	7265	22.6	39.3	99	2662	24.9	14.4	109	2207	22.2	11.9	97	2396	20.8	13.0	91
HOUSEHOLD OF 1 PERSON	11987	5108	15.9	42.6	107	1354	12.7	11.3	86	1826	18.3	15.2	124	1928	16.7	16.1	113
2 PEOPLE	26577	11160	34.7	42.0	106	3999	37.4	15.0	114	3388	34.0	12.7	104	3773	32.7	14.2	100
3 OR 4 PEOPLE	30617	11440	35.5	37.4	94	3700	34.6	12.1	92	3444	34.6	11.2	91	4296	37.2	14.0	98
5 OR MORE PEOPLE	11804	4478	13.9	37.9	95	1631	15.3	13.8	105	1299	13.0	11.0	90	1549	13.4	13.1	92
NO CHILD IN HSHLD	46165	19759	61.4	42.8	108	6555	61.4	14.2	108	6438	64.7	13.9	113	6766	58.6	14.7	103
CHILD(REN) UNDER 2 YRS	5325	1685	5.2	31.6	80	*568	5.3	10.7	81	*472	4.7	8.9	72	646	5.6	12.1	85
2 - 5 YEARS	14221	4578	14.2	32.2	81	1459	13.7	10.3	78	1350	13.6	9.5	77	1769	15.3	12.4	87
6 - 11 YEARS	15117	5453	16.9	36.1	91	1674	15.7	11.1	84	1551	15.6	10.3	83	2228	19.3	14.7	103
12 - 17 YEARS	16611	6532	20.3	39.3	99	2222	20.8	13.4	101	1886	18.9	11.4	92	2424	21.0	14.6	102
RESIDENCE OWNED	55884	23754	73.8	42.5	107	7509	70.3	13.4	102	7532	75.6	13.5	110	8713	75.5	15.6	109
VALUE: $50,000 OR MORE	31744	13390	41.6	42.2	106	3913	36.6	12.3	93	4250	42.7	13.4	109	5227	45.3	16.5	115
VALUE: UNDER $50,000	24140	10364	32.2	42.9	108	3596	33.7	14.9	113	3282	33.0	13.6	111	3486	30.2	14.4	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0289
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	32186	100.0	39.7	100	10683	100.0	13.2	100	9957	100.0	12.3	100	11546	100.0	14.3	100
MAGAZINES	QUINTILE 1	15799	6858	21.3	43.4	109	2281	21.4	14.4	109	1995	20.0	12.6	103	2581	22.4	16.3	115
	QUINTILE 2	17259	7214	22.4	41.8	105	2342	21.9	13.6	103	2104	21.1	12.2	99	2768	24.0	16.0	112
	QUINTILE 3	13545	5265	16.4	38.9	98	1813	17.0	13.4	101	1468	14.7	10.8	88	1984	17.2	14.6	103
	QUINTILE 4	15133	5778	18.0	38.2	96	1848	17.3	12.2	93	1856	18.6	12.3	100	2074	18.0	13.7	96
	QUINTILE 5	19250	7071	22.0	36.7	92	2398	22.4	12.5	94	2533	25.4	13.2	107	2140	18.5	11.1	78
NEWSPAPERS	QUINTILE 1	12413	5811	18.1	46.8	118	1960	18.3	15.8	120	1754	17.6	14.1	115	2097	18.2	16.9	118
	QUINTILE 2	24116	9996	31.1	41.4	104	3253	30.5	13.5	102	3043	30.6	12.6	103	3700	32.0	15.3	108
	QUINTILE 3	11261	4521	14.0	40.1	101	1681	15.7	14.9	113	1262	12.7	11.2	91	1578	13.7	14.0	98
	QUINTILE 4	20255	7407	23.0	36.6	92	2300	21.5	11.4	86	2413	24.2	11.9	97	2694	23.3	13.3	93
	QUINTILE 5	12940	4450	13.8	34.4	87	1490	13.9	11.5	87	1484	14.9	11.5	93	1477	12.8	11.4	80
OUTDOOR	QUINTILE 1	14852	5886	18.3	39.6	100	1720	16.1	11.6	88	2005	20.1	13.5	110	2161	18.7	14.6	102
	QUINTILE 2	15725	6133	19.1	39.0	98	2068	19.4	13.2	100	1782	17.9	11.3	92	2283	19.8	14.5	102
	QUINTILE 3	16330	6619	20.6	40.5	102	2001	18.7	12.3	93	2121	21.3	13.0	106	2497	21.6	15.3	107
	QUINTILE 4	16744	6626	20.6	39.6	100	2385	22.3	14.2	108	2050	20.6	12.2	100	2191	19.0	13.1	92
	QUINTILE 5	17334	6922	21.5	39.9	100	2510	23.5	14.5	110	1998	20.1	11.5	94	2414	20.9	13.9	98
RADIO-DRIVE TIME	QUINTILE 1	15911	6575	20.4	41.3	104	2304	21.6	14.5	110	1947	19.6	12.2	100	2324	20.1	14.6	102
	QUINTILE 2	14837	5803	18.0	39.1	98	2034	19.0	13.7	104	1806	18.1	12.2	99	1963	17.0	13.2	93
	QUINTILE 3	15339	6131	19.0	40.0	101	1741	16.3	11.4	86	2028	20.4	13.2	108	2362	20.5	15.4	108
	QUINTILE 4	16723	6550	20.4	39.2	99	2045	19.1	12.2	93	2137	21.5	12.8	104	2368	20.5	14.2	99
	QUINTILE 5	18176	7128	22.1	39.2	99	2560	24.0	14.1	107	2039	20.5	11.2	91	2528	21.9	13.9	98
RADIO-MID-DAY	TERCILE 1	21020	8550	26.6	40.7	102	2845	26.6	13.5	103	2770	27.8	13.2	107	2936	25.4	14.0	98
	TERCILE 2	21610	8849	27.5	40.9	103	2807	26.3	13.0	98	2723	27.3	12.6	102	3319	28.7	15.4	108
	TERCILE 3	38355	14787	45.9	38.6	97	5031	47.1	13.1	99	4464	44.8	11.6	95	5292	45.8	13.8	97
RADIO-TOTAL	QUINTILE 1	15988	6578	20.4	41.1	104	2240	21.0	14.0	106	2007	20.2	12.6	102	2332	20.2	14.6	102
	QUINTILE 2	15626	6184	19.2	39.6	100	2091	19.6	13.4	101	1882	18.9	12.0	98	2211	19.1	14.1	99
	QUINTILE 3	16723	6363	19.8	38.0	96	1893	17.7	11.3	86	2128	21.4	12.7	103	2343	20.3	14.0	98
	QUINTILE 4	16342	6623	20.6	40.5	102	2029	19.0	12.4	94	2097	21.1	12.8	104	2498	21.6	15.3	107
	QUINTILE 5	16306	6437	20.0	39.5	99	2431	22.8	14.9	113	1844	18.5	11.3	92	2163	18.7	13.3	93
TV-PRIME TIME	QUINTILE 1	15953	7044	21.9	44.2	111	2502	23.4	15.7	119	2282	22.9	14.3	116	2259	19.6	14.2	99
	QUINTILE 2	16137	6710	20.8	41.6	105	2396	22.4	14.8	113	1782	17.9	11.0	90	2532	21.9	15.7	110
	QUINTILE 3	16420	6528	20.3	39.8	100	2080	19.5	12.7	96	2243	22.5	13.7	111	2205	19.1	13.4	94
	QUINTILE 4	16687	6217	19.3	37.3	94	2014	18.9	12.1	91	1869	18.8	11.2	91	2335	20.2	14.0	98
	QUINTILE 5	15789	5687	17.7	36.0	91	1691	15.8	10.7	81	1780	17.9	11.3	92	2216	19.2	14.0	98
TV-DAYTIME	TERCILE 1	27736	11621	36.1	41.9	105	4394	41.1	15.8	120	3457	34.7	12.5	101	3770	32.7	13.6	95
	TERCILE 2	26489	10347	32.1	39.1	98	3344	31.3	12.6	96	3213	32.3	12.1	99	3790	32.8	14.3	100
	TERCILE 3	26761	10219	31.7	38.2	96	2945	27.6	11.0	83	3287	33.0	12.3	100	3987	34.5	14.9	105
TV-TOTAL	QUINTILE 1	16345	7244	22.5	44.3	112	2770	25.9	16.9	128	2117	21.3	13.0	105	2357	20.4	14.4	101
	QUINTILE 2	16447	6866	21.3	41.7	105	2576	24.1	15.7	119	2119	21.3	12.9	105	2171	18.8	13.2	93
	QUINTILE 3	15980	6289	19.5	39.4	99	2008	18.8	12.6	95	1892	19.0	11.8	96	2389	20.7	14.9	105
	QUINTILE 4	15887	5982	18.6	37.7	95	1668	15.6	10.5	80	1925	19.3	12.1	99	2389	20.7	15.0	105
	QUINTILE 5	16326	5805	18.0	35.6	89	1662	15.6	10.2	77	1903	19.1	11.7	95	2240	19.4	13.7	96
MAGAZINES-NEWSPAPERS: DUAL		20721	9507	29.5	45.9	115	3122	29.2	15.1	114	2724	27.4	13.1	107	3661	31.7	17.7	124
MAGAZINE IMPERATIVE		19186	7260	22.6	37.8	95	2458	23.0	12.8	97	2158	21.7	11.2	91	2644	22.9	13.8	97
NEWSPAPER IMPERATIVE		21899	8748	27.2	39.9	101	2989	28.0	13.6	103	2764	27.8	12.6	103	2996	25.9	13.7	96
MAGAZINES-OUTDOOR: DUAL		15451	6469	20.1	41.9	105	2106	19.7	13.6	103	1726	17.3	11.2	91	2638	22.8	17.1	120
MAGAZINE IMPERATIVE		25953	10688	33.2	41.2	104	3587	33.6	13.8	105	3203	32.2	12.3	100	3898	33.8	15.0	105
OUTDOOR IMPERATIVE		24400	9144	28.4	37.5	94	2904	27.2	11.9	90	3192	32.1	13.1	106	3048	26.4	12.5	88
MAGAZINES-RADIO: DUAL		18049	7534	23.4	41.7	105	2558	23.9	14.2	107	2252	22.6	12.5	101	2724	23.6	15.1	106
MAGAZINE IMPERATIVE		23571	9756	30.3	41.4	104	3246	30.4	13.8	104	2697	27.1	11.4	93	3813	33.0	16.2	113
RADIO IMPERATIVE		23278	8758	27.2	37.6	95	2782	26.0	12.0	91	2879	28.9	12.4	101	3098	26.8	13.3	93
MAGAZINES-TELEVISION: DUAL		15459	7002	21.8	45.3	114	2532	23.7	16.4	124	2214	22.2	14.3	116	2256	19.5	14.6	102
MAGAZINE IMPERATIVE		25829	9982	31.0	38.6	97	3020	28.3	11.7	89	2733	27.4	10.6	86	4229	36.6	16.4	115
TELEVISION IMPERATIVE		26039	10270	31.9	39.4	99	3775	35.3	14.5	110	3106	31.2	11.9	97	3389	29.4	13.0	91
NEWSPAPERS-OUTDOOR: DUAL		16605	7043	21.9	42.4	107	2293	21.5	13.8	105	1988	20.0	12.0	97	2762	23.9	16.6	117
NEWSPAPER IMPERATIVE		26834	11587	36.0	43.2	109	4009	37.5	14.9	113	3600	36.2	13.4	109	3979	34.5	14.8	104
OUTDOOR IMPERATIVE		23346	8520	26.5	36.5	92	2550	23.9	10.9	83	2877	28.9	12.3	100	3093	26.8	13.2	93
NEWSPAPERS-RADIO: DUAL		17133	7428	23.1	43.4	109	2532	23.7	14.8	112	2077	20.9	12.1	99	2819	24.4	16.5	115
NEWSPAPER IMPERATIVE		25892	10935	34.0	42.2	106	3572	33.4	13.8	105	3346	33.6	12.9	105	4016	34.8	15.5	109
RADIO IMPERATIVE		23167	8354	26.0	36.1	91	2684	25.1	11.6	88	2753	27.6	11.9	97	2917	25.3	12.6	88
NEWSPAPERS-TELEVISION: DUAL		17159	8072	25.1	47.0	118	3010	28.2	17.5	133	2404	24.1	14.0	114	2659	23.0	15.5	109
NEWSPAPER IMPERATIVE		26214	10323	32.1	39.4	99	3100	29.0	11.8	90	3051	30.6	11.6	95	4173	36.1	15.9	112
TELEVISION IMPERATIVE		23412	8859	27.5	37.8	95	3224	30.2	13.8	104	2685	27.0	11.5	93	2950	25.5	12.6	88
OUTDOOR-RADIO: DUAL		15303	5753	17.9	37.6	95	1928	18.0	12.6	96	1651	16.6	10.8	88	2175	18.8	14.2	100
OUTDOOR IMPERATIVE		24901	10118	31.4	40.6	102	3102	29.0	12.5	94	3243	32.6	13.0	106	3773	32.7	15.2	106
RADIO IMPERATIVE		26492	10670	33.2	40.3	101	3587	33.6	13.5	103	3321	33.4	12.5	102	3761	32.6	14.2	100
OUTDOOR-TELEVISION: DUAL		14794	6247	19.4	42.2	106	2210	20.7	14.9	113	1918	19.3	13.0	105	2119	18.4	14.3	100
OUTDOOR IMPERATIVE		25437	9573	29.7	37.6	95	2584	24.2	10.2	77	3128	31.4	12.3	100	3862	33.4	15.2	106
TELEVISION IMPERATIVE		27877	11903	37.0	42.7	107	4528	42.4	16.2	123	3469	34.8	12.4	101	3906	33.8	14.0	98
RADIO-TELEVISION: DUAL		15996	6761	21.0	42.3	106	2630	24.6	16.4	125	1992	20.0	12.5	101	2140	18.5	13.4	94
RADIO IMPERATIVE		25478	9502	29.5	37.3	94	2666	25.0	10.5	79	3129	31.4	12.3	100	3707	32.1	14.5	102
TELEVISION IMPERATIVE		26573	11132	34.6	41.9	105	3816	35.7	14.4	109	3498	35.1	13.2	107	3818	33.1	14.4	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	32186	100.0	39.7	100	10683	100.0	13.2	100	9957	100.0	12.3	100	11546	100.0	14.3	100
ATLANTIC MONTHLY	415	*161	0.5	38.8	98	**42	0.4	10.1	77	**67	0.7	16.1	131	**52	0.5	12.5	88
BARRON'S	453	*216	0.7	47.7	120	**48	0.4	10.6	80	**46	0.5	10.2	83	**122	1.1	26.9	189
BETTER HOMES & GARDENS	16256	7312	22.7	45.0	113	2357	22.1	14.5	110	2252	22.6	13.9	113	2703	23.4	16.6	117
BON APPETIT	2535	1097	3.4	43.3	109	405	3.8	16.0	121	257	2.6	10.1	82	435	3.8	17.2	120
BUSINESS WEEK	1278	542	1.7	42.4	107	**110	1.0	8.6	65	*159	1.6	12.4	101	*272	2.4	21.3	149
CAR AND DRIVER	378	*155	0.5	41.0	103	**60	0.6	15.9	120	**24	0.2	6.3	52	**71	0.6	18.8	132
CBS MAGAZINE NETWORK (GROSS)	1498	633	2.0	42.3	106	238	2.2	15.9	120	**165	1.7	11.0	90	*229	2.0	15.3	107
CHANGING TIMES	1505	681	2.1	45.2	114	353	3.3	23.5	178	*183	1.8	12.2	99	*146	1.3	9.7	68
COLONIAL HOMES	1231	493	1.5	40.0	101	*201	1.9	16.3	124	*144	1.4	11.7	95	*149	1.3	12.1	85
CONDE NAST MAG. PKG. (GROSS)	14146	5650	17.6	39.9	100	1948	18.2	13.8	104	1587	15.9	11.2	91	2115	18.3	15.0	105
CONSUMERS DIGEST	1323	503	1.6	38.0	96	*199	1.9	15.0	114	**104	1.0	7.9	64	*201	1.7	15.2	107
COSMOPOLITAN	7102	2664	8.3	37.5	94	883	8.3	12.4	94	820	8.2	11.5	94	961	8.3	13.5	95
COUNTRY LIVING	2481	992	3.1	40.0	101	266	2.5	10.7	81	291	2.9	11.7	95	435	3.8	17.5	123
CUISINE	1472	591	1.8	40.1	101	*192	1.8	13.0	99	*118	1.2	8.0	65	*281	2.4	19.1	134
CYCLE WORLD	425	*226	0.7	53.2	134	**70	0.7	16.5	125	**61	0.6	14.4	117	**95	0.8	22.4	157
DCI:CREATIVE IDEAS FOR LIV	2510	1071	3.3	42.7	107	316	3.0	12.6	95	343	3.4	13.7	111	412	3.6	16.4	115
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2890	9.0	43.2	109	941	8.8	14.1	107	911	9.1	13.6	111	1039	9.0	15.5	109
DISCOVER	894	272	0.8	30.4	77	**77	0.7	8.6	65	**137	1.4	15.3	125	**58	0.5	6.5	46
EBONY	3507	1328	4.1	37.9	95	521	4.9	14.9	113	354	3.6	10.1	82	452	3.9	12.9	90
ESQUIRE	1083	407	1.3	37.6	95	*146	1.4	13.5	102	**135	1.4	12.5	101	**126	1.1	11.6	82
ESSENCE	1830	658	2.0	36.0	90	309	2.9	16.9	128	*171	1.7	9.3	76	*178	1.5	9.7	68
FAMILY CIRCLE	15930	6751	21.0	42.4	107	2192	20.5	13.8	104	2118	21.3	13.3	108	2441	21.1	15.3	107
THE FAMILY HANDYMAN	1126	530	1.6	47.1	118	*200	1.9	17.8	135	*188	1.9	16.7	136	**143	1.2	12.7	89
FAMILY WEEKLY	11468	4923	15.3	42.9	108	1773	16.6	15.5	117	1465	14.7	12.8	104	1686	14.6	14.7	103
FIELD & STREAM	2234	1067	3.3	47.8	120	434	4.1	19.4	147	*258	2.6	11.5	94	*374	3.2	16.7	117
FOOD & WINE	579	270	0.8	46.6	117	**105	1.0	18.1	137	**92	0.9	15.9	129	**72	0.6	12.4	87
FORBES	728	334	1.0	45.9	115	**73	0.7	10.0	76	**73	0.7	10.0	82	*188	1.6	25.8	181
FORTUNE	906	439	1.4	48.5	122	**98	0.9	10.8	82	**107	1.1	11.8	96	*233	2.0	25.7	180
GENTLEMEN'S QUARTERLY	791	266	0.8	33.6	85	*115	1.1	14.5	110	**45	0.5	5.7	46	**106	0.9	13.4	94
GLAMOUR	5265	2091	6.5	39.7	100	685	6.4	13.0	99	649	6.5	12.3	100	757	6.6	14.4	101
GOLF DIGEST	636	390	1.2	61.3	154	*137	1.3	21.5	163	**112	1.1	17.6	143	**141	1.2	22.2	156
GOLF DIGEST/TENNIS (GROSS)	1186	603	1.9	50.8	128	*216	2.0	18.2	138	*194	1.9	16.4	133	*192	1.7	16.2	114
GOLF MAGAZINE	441	*311	1.0	70.5	177	**117	1.1	26.5	201	**74	0.7	16.8	136	**120	1.0	27.2	191
GOLF MAGAZINE/SKI (GROSS)	922	524	1.6	56.8	143	*197	1.8	21.4	162	*155	1.6	16.8	137	**171	1.5	18.5	130
GOOD HOUSEKEEPING	16487	7127	22.1	43.2	109	2173	20.3	13.2	100	2285	22.9	13.9	113	2669	23.1	16.2	114
HARPER'S BAZAAR	2423	890	2.8	36.7	92	227	2.1	9.4	71	*242	2.4	10.0	81	421	3.6	17.4	122
HEALTH	1994	928	2.9	46.5	117	307	2.9	15.4	117	301	3.0	15.1	123	320	2.8	16.0	113
HEARST MAG CORP. BUY (GROSS)	44101	18422	57.2	41.8	105	5892	55.2	13.4	101	5673	57.0	12.9	105	6857	59.4	15.5	109
HEARST MAN POWER (GROSS)	1993	987	3.1	49.5	125	385	3.6	19.3	146	*277	2.8	13.9	113	325	2.8	16.3	114
HEARST WOMAN POWER (GROSS)	31274	12904	40.1	41.3	104	4051	37.9	13.0	98	4097	41.1	13.1	107	4757	41.2	15.2	107
HOUSE BEAUTIFUL	3623	1717	5.3	47.4	119	611	5.7	16.9	128	494	5.0	13.6	111	612	5.3	16.9	118
INC.	283	**118	0.4	41.7	105	**46	0.4	16.3	123	**12	0.1	4.2	34	**60	0.5	21.2	149
JET	2928	1124	3.5	38.4	97	457	4.3	15.6	118	328	3.3	11.2	91	339	2.9	11.6	81
LADIES' HOME JOURNAL	11918	5230	16.2	43.9	110	1580	14.8	13.3	101	1638	16.5	13.7	112	2012	17.4	16.9	118
LHJ FAMILY GRP COMBO(GROSS)	16764	7390	23.0	44.1	111	2395	22.4	14.3	108	2254	22.6	13.4	109	2742	23.7	16.4	115
LIFE	4254	1610	5.0	37.8	95	564	5.3	13.3	101	505	5.1	11.9	97	542	4.7	12.7	89
L.A. TIMES HOME MAGAZINE	1145	380	1.2	33.2	84	**51	0.5	4.5	34	*147	1.5	12.8	104	*182	1.6	15.9	111
MADEMOISELLE	2884	1146	3.6	39.7	100	437	4.1	15.2	115	300	3.0	10.4	85	410	3.6	14.2	100
MC CALL'S	13460	5737	17.8	42.6	107	1948	18.2	14.5	110	1633	16.4	12.1	99	2156	18.7	16.0	112
MC CALL'S/WRK MOTHER (GROSS)	14606	6276	19.5	43.0	108	2107	19.7	14.4	109	1805	18.1	12.4	101	2364	20.5	16.2	114
MECHANIX ILLUSTRATED	772	335	1.0	43.4	109	*158	1.5	20.5	155	**138	1.4	17.9	145	**39	0.3	5.1	35
METROPOLITAN HOME	967	392	1.2	40.5	102	*161	1.5	16.6	126	*122	1.2	12.6	103	**110	1.0	11.4	80
MONEY	1588	682	2.1	42.9	108	*241	2.3	15.2	115	*170	1.7	10.7	87	*271	2.3	17.1	120
MOTHER EARTH NEWS	1002	333	1.0	33.2	84	**122	1.1	12.2	92	**98	1.0	9.8	80	**113	1.0	11.3	79
MS.	825	311	1.0	37.7	95	*119	1.1	14.4	109	**83	0.8	10.1	82	*109	0.9	13.2	93
NATIONAL ENQUIRER	10336	4310	13.4	41.7	105	1659	15.5	16.1	122	1249	12.5	12.1	98	1401	12.1	13.6	95
NATIONAL GEOGRAPHIC	9597	4024	12.5	41.9	106	1040	9.7	10.8	82	1230	12.4	12.8	104	1753	15.2	18.3	128
NATIONAL SUNDAY MAGAZINE PKG	49558	20593	64.0	41.6	105	6850	64.1	13.8	105	6289	63.2	12.7	103	7454	64.6	15.0	106
NATURAL HISTORY	573	*259	0.8	45.2	114	**54	0.5	9.4	71	**83	0.8	14.5	118	**122	1.1	21.3	149
NEW WOMAN	1699	566	1.8	33.3	84	*206	1.9	12.1	92	*109	1.1	6.4	52	251	2.2	14.8	104
NEW YORK INCLUDING CUE	443	193	0.6	43.6	110	**88	0.8	19.9	151	**49	0.5	11.1	90	**57	0.5	12.9	90
THE NEW YORKER	1270	580	1.8	45.7	115	*190	1.8	15.0	113	*150	1.5	11.8	96	240	2.1	18.9	133
NEWSWEEK	6277	2652	8.2	42.2	106	866	8.1	13.8	105	803	8.1	12.8	104	983	8.5	15.7	110
THE N.Y. TIMES DAILY EDITION	1205	660	2.1	54.8	138	*225	2.1	18.7	142	*166	1.7	13.8	112	269	2.3	22.3	157
THE N.Y. TIMES MAGAZINE	2081	1094	3.4	52.6	132	338	3.2	16.2	123	281	2.8	13.5	110	475	4.1	22.8	160
OMNI	788	284	0.9	36.0	91	**82	0.8	10.4	79	**98	1.0	12.4	101	**103	0.9	13.1	92
ON CABLE	1158	313	1.0	27.0	68	**132	1.2	11.4	86	**85	0.9	7.3	60	**96	0.8	8.3	58
1001 HOME IDEAS	2852	1232	3.8	43.2	109	508	4.8	17.8	135	314	3.2	11.0	90	410	3.6	14.4	101
ORGANIC GARDENING	1658	640	2.0	38.6	97	*219	2.0	13.2	100	*201	2.0	12.1	99	*220	1.9	13.3	93
OUTDOOR LIFE	896	371	1.2	41.4	104	*152	1.4	17.0	129	**57	0.6	6.4	52	**162	1.4	18.1	127
PARADE MAGAZINE	24275	10533	32.7	43.4	109	3584	33.5	14.8	112	3036	30.5	12.5	102	3914	33.9	16.1	113

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0291
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	32186	100.0	39.7	100	10683	100.0	13.2	100	9957	100.0	12.3	100	11546	100.0	14.3	100
PARENTS	3845	1265	3.9	32.9	83	438	4.1	11.4	86	329	3.3	8.6	70	498	4.3	13.0	91
PENTHOUSE	831	*296	0.9	35.6	90	**80	0.7	9.6	73	**90	0.9	10.8	88	**126	1.1	15.2	106
PEOPLE	11645	4673	14.5	40.1	101	1486	13.9	12.8	97	1294	13.0	11.1	90	1894	16.4	16.3	114
PLAYBOY	2006	897	2.8	44.7	113	281	2.6	14.0	106	*265	2.7	13.2	107	351	3.0	17.5	123
POPULAR HOT RODDING	297	**103	0.3	34.7	87	**57	0.5	19.2	145	**14	0.1	4.7	38	**31	0.3	10.4	73
POPULAR MECHANICS	1018	556	1.7	54.6	137	*199	1.9	19.5	148	**165	1.7	16.2	132	*192	1.7	18.9	132
POPULAR SCIENCE	878	445	1.4	50.7	128	*173	1.6	19.7	149	**120	1.2	13.7	111	**151	1.3	17.2	121
PREVENTION	3913	1967	6.1	50.3	126	674	6.3	17.2	131	583	5.9	14.9	121	710	6.1	18.1	127
PSYCHOLOGY TODAY	1710	733	2.3	42.9	108	*279	2.6	16.3	124	*152	1.5	8.9	72	*302	2.6	17.7	124
READER'S DIGEST	22204	9764	30.3	44.0	111	3242	30.3	14.6	111	2853	28.7	12.8	105	3669	31.8	16.5	116
REDBOOK	7684	3113	9.7	40.5	102	995	9.3	12.9	98	992	10.0	12.9	105	1127	9.8	14.7	103
ROAD & TRACK	410	*170	0.5	41.5	104	**59	0.6	14.4	109	**54	0.5	13.2	107	**58	0.5	14.1	99
ROLLING STONE	969	401	1.2	41.4	104	*124	1.2	12.8	97	**144	1.4	14.9	121	*133	1.2	13.7	96
RUNNER'S WORLD	298	**100	0.3	33.6	84	**56	0.5	18.8	142	**8	0.1	2.7	22	**37	0.3	12.4	87
SATURDAY EVENING POST	1169	518	1.6	44.3	111	*150	1.4	12.8	97	*146	1.5	12.5	102	*222	1.9	19.0	133
SCIENCE 84	587	*242	0.8	41.2	104	**67	0.6	11.4	87	**86	0.9	14.7	119	**89	0.8	15.2	106
SCIENCE DIGEST	482	*216	0.7	44.8	113	**76	0.7	15.8	120	**73	0.7	15.1	123	**67	0.6	13.9	98
SCIENTIFIC AMERICAN	594	*235	0.7	39.6	100	**35	0.3	5.9	45	**92	0.9	15.5	126	**108	0.9	18.2	128
SELF	2089	881	2.7	42.2	106	270	2.5	12.9	98	*233	2.3	11.2	91	378	3.3	18.1	127
SEVENTEEN	2411	878	2.7	36.4	92	276	2.6	11.4	87	289	2.9	12.0	97	*313	2.7	13.0	91
SKI	480	*212	0.7	44.2	111	**80	0.7	16.7	126	**81	0.8	16.9	137	**51	0.4	10.6	75
SMITHSONIAN	2760	1257	3.9	45.5	115	457	4.3	16.6	126	412	4.1	14.9	121	388	3.4	14.1	99
SOAP OPERA DIGEST	3013	1125	3.5	37.3	94	451	4.2	15.0	113	*265	2.7	8.8	72	409	3.5	13.6	95
SOUTHERN LIVING	4184	1820	5.7	43.5	109	625	5.9	14.9	113	568	5.7	13.6	110	627	5.4	15.0	105
SPORT	559	*183	0.6	32.7	82	**65	0.6	11.6	88	**50	0.5	8.9	73	**68	0.6	12.2	85
THE SPORTING NEWS	436	*161	0.5	36.9	93	**39	0.4	8.9	68	**50	0.5	11.5	93	**71	0.6	16.3	114
SPORTS AFIELD	493	*215	0.7	43.6	110	**109	1.0	22.1	168	**39	0.4	7.9	64	**67	0.6	13.6	95
SPORTS ILLUSTRATED	2758	1054	3.3	38.2	96	361	3.4	13.1	99	291	2.9	10.6	86	401	3.5	14.5	102
STAR	7456	3334	10.4	44.7	113	1319	12.3	17.7	134	966	9.7	13.0	105	1050	9.1	14.1	99
SUNDAY	24936	10255	31.9	41.1	103	3150	29.5	12.6	96	3235	32.5	13.0	106	3870	33.5	15.5	109
SUNSET	2124	946	2.9	44.5	112	*170	1.6	8.0	61	*321	3.2	15.1	123	455	3.9	21.4	150
TV GUIDE	21661	8741	27.2	40.4	102	3162	29.6	14.6	111	2469	24.8	11.4	93	3109	26.9	14.4	101
TENNIS	550	*212	0.7	38.5	97	**79	0.7	14.4	109	**82	0.8	14.9	121	**51	0.4	9.3	65
TIME	8880	3665	11.4	41.3	104	1008	9.4	11.4	86	1188	11.9	13.4	109	1468	12.7	16.5	116
TOWN & COUNTRY	917	380	1.2	41.4	104	*137	1.3	14.9	113	**101	1.0	11.0	90	*142	1.2	15.5	109
TRAVEL & LEISURE	972	491	1.5	50.5	127	*144	1.3	14.8	112	*177	1.8	18.2	148	*170	1.5	17.5	123
TRUE STORY	3356	1104	3.4	32.9	83	414	3.9	12.3	94	*275	2.8	8.2	67	415	3.6	12.4	87
U.S.NEWS & WORLD REPORT	3410	1438	4.5	42.2	106	472	4.4	13.8	105	429	4.3	12.6	102	537	4.7	15.7	110
USA TODAY	1759	683	2.1	38.8	98	219	2.0	12.5	94	*211	2.1	12.0	98	253	2.2	14.4	101
US	1873	713	2.2	38.1	96	*204	1.9	10.9	83	*200	2.0	10.7	87	309	2.7	16.5	116
VOGUE	3909	1532	4.8	39.2	99	557	5.2	14.2	108	406	4.1	10.4	84	569	4.9	14.6	102
WALL STREET JOURNAL	1886	890	2.8	47.2	119	311	2.9	16.5	125	*227	2.3	12.0	98	352	3.0	18.7	131
WEIGHT WATCHERS	2120	1012	3.1	47.7	120	346	3.2	16.3	124	287	2.9	13.5	110	379	3.3	17.9	125
WOMAN'S DAY	14172	6300	19.6	44.5	112	1865	17.5	13.2	100	2004	20.1	14.1	115	2431	21.1	17.2	120
WORKING MOTHER	1146	539	1.7	47.0	118	*159	1.5	13.9	105	*172	1.7	15.0	122	*209	1.8	18.2	128
WORKING WOMAN	1322	471	1.5	35.6	90	*173	1.6	13.1	99	*126	1.3	9.5	78	*171	1.5	12.9	91
WORLD TENNIS	*163	**63	0.2	38.7	97	**39	0.4	23.9	181	**9	0.1	5.5	45	**15	0.1	9.2	65
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1003	3.1	39.6	100	427	4.0	16.9	128	*263	2.6	10.4	84	314	2.7	12.4	87
BLAIR INSERTS	43657	18254	56.7	41.8	105	5958	55.8	13.6	103	5551	55.7	12.7	103	6744	58.4	15.4	108
DAILY NEWSPAPERS																	
READ ANY	51633	21682	67.4	42.0	106	7349	68.8	14.2	108	6540	65.7	12.7	103	7793	67.5	15.1	106
READ ONE	43463	17951	55.8	41.3	104	6079	56.9	14.0	106	5403	54.3	12.4	101	6470	56.0	14.9	104
READ TWO OR MORE	8170	3731	11.6	45.7	115	1270	11.9	15.5	118	1138	11.4	13.9	113	1323	11.5	16.2	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21946	68.2	41.7	105	7219	67.6	13.7	104	6761	67.9	12.8	104	7966	69.0	15.1	106
READ ONE	46126	18770	58.3	40.7	102	6137	57.4	13.3	101	5884	59.1	12.8	104	6748	58.4	14.6	103
READ TWO OR MORE	6552	3176	9.9	48.5	122	1082	10.1	16.5	125	876	8.8	13.4	109	1217	10.5	18.6	130
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.69				25.63				30.48				27.12			
30 DAY REACH	71455	28357	88.1	39.7	100	9245	86.5	12.9	98	8877	89.2	12.4	101	10234	88.6	14.3	100
50 SHWG - 30 DAY AV FREQ	14.56	14.67				13.63				16.18				14.29			
30 DAY REACH	67742	26849	83.4	39.6	100	8710	81.5	12.9	97	8386	84.2	12.4	101	9753	84.5	14.4	101
25 SHWG - 30 DAY AV FREQ	7.94	7.99				7.44				8.77				7.80			
30 DAY REACH	62117	24625	76.5	39.6	100	7972	74.6	12.8	97	7747	77.8	12.5	101	8907	77.1	14.3	101
CABLE TV: HOME WIRED	32077	12832	39.9	40.0	101	4182	39.1	13.0	99	4043	40.6	12.6	103	4607	39.9	14.4	101
HOME NOT WIRED	48909	19354	60.1	39.6	100	6501	60.9	13.3	101	5913	59.4	12.1	98	6939	60.1	14.2	100
HAVE PAY CABLE	15935	6132	19.1	38.5	97	1930	18.1	12.1	92	1906	19.1	12.0	97	2295	19.9	14.4	101

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0292
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	32186	100.0	39.7	100	10683	100.0	13.2	100	9957	100.0	12.3	100	11546	100.0	14.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17696	55.0	40.3	101	5779	54.1	13.2	100	5531	55.5	12.6	102	6386	55.3	14.5	102
10:00 AM - 3:00 PM	30659	12322	38.3	40.2	101	4063	38.0	13.3	100	3804	38.2	12.4	101	4455	38.6	14.5	102
3:00 PM - 7:00 PM	31045	11882	36.9	38.3	96	3732	34.9	12.0	91	3710	37.3	12.0	97	4440	38.5	14.3	100
7:00 PM - MIDNIGHT	15767	6006	18.7	38.1	96	1972	18.5	12.5	95	1681	16.9	10.7	87	2353	20.4	14.9	105
MIDNIGHT - 6:00 AM	9120	3895	12.1	42.7	107	1204	11.3	13.2	100	1170	11.8	12.8	104	1521	13.2	16.7	117
6:00 AM - MIDNIGHT	58527	23262	72.3	39.7	100	7533	70.5	12.9	98	7294	73.3	12.5	101	8435	73.1	14.4	101
ENTIRE DAY	59311	23647	73.5	39.9	100	7646	71.6	12.9	98	7415	74.5	12.5	102	8585	74.4	14.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6627	20.6	41.0	103	2076	19.4	12.8	97	1997	20.1	12.3	100	2554	22.1	15.8	111
ALL NEWS	2256	1051	3.3	46.6	117	350	3.3	15.5	118	304	3.1	13.5	110	397	3.4	17.6	123
AOR/PROGRESSIVE	3874	1337	4.2	34.5	87	421	3.9	10.9	82	346	3.5	8.9	73	570	4.9	14.7	103
BEAUTIFUL MUSIC	5660	2497	7.8	44.1	111	855	8.0	15.1	115	794	8.0	14.0	114	847	7.3	15.0	105
BLACK	2204	742	2.3	33.7	85	308	2.9	14.0	106	*175	1.8	7.9	65	258	2.2	11.7	82
CLASSICAL	1418	641	2.0	45.2	114	*162	1.5	11.4	87	*219	2.2	15.4	126	260	2.3	18.3	129
CHR/ROCK	9538	3568	11.1	37.4	94	1130	10.6	11.8	90	1053	10.6	11.0	90	1385	12.0	14.5	102
COUNTRY	12648	4785	14.9	37.8	95	1575	14.7	12.5	94	1550	15.6	12.3	100	1660	14.4	13.1	92
GOLDEN OLDIES	1191	405	1.3	34.0	86	*143	1.3	12.0	91	**93	0.9	7.8	64	*169	1.5	14.2	100
MOR/NOSTALGIA	4757	1999	6.2	42.0	106	646	6.0	13.6	103	671	6.7	14.1	115	682	5.9	14.3	101
NEWS/TALK	3863	1900	5.9	49.2	124	513	4.8	13.3	101	674	6.8	17.4	142	713	6.2	18.5	129
RELIGIOUS	3084	1332	4.1	43.2	109	496	4.6	16.1	122	460	4.6	14.9	121	376	3.3	12.2	86
SOFT ROCK	521	*157	0.5	30.1	76	**38	0.4	7.3	55	**37	0.4	7.1	58	**82	0.7	15.7	110
URBAN CONTEMPORARY	1585	617	1.9	38.9	98	250	2.3	15.8	120	*205	2.1	12.9	105	*162	1.4	10.2	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1179	3.7	36.2	91	453	4.2	13.9	105	293	2.9	9.0	73	432	3.7	13.2	93
ABC DIRECTION	2316	1069	3.3	46.2	116	368	3.4	15.9	120	318	3.2	13.7	112	383	3.3	16.5	116
ABC ENTERTAINMENT	4834	2123	6.6	43.9	111	621	5.8	12.8	97	675	6.8	14.0	114	826	7.2	17.1	120
ABC FM	2202	702	2.2	31.9	80	247	2.3	11.2	85	*200	2.0	9.1	74	255	2.2	11.6	81
ABC INFORMATION	5425	2351	7.3	43.3	109	685	6.4	12.6	96	723	7.3	13.3	108	943	8.2	17.4	122
ABC ROCK	1677	569	1.8	33.9	85	*215	2.0	12.8	97	*155	1.6	9.2	75	*199	1.7	11.9	83
CBS	4430	2042	6.3	46.1	116	795	7.4	17.9	136	638	6.4	14.4	117	609	5.3	13.7	96
MUTUAL	4992	1950	6.1	39.1	98	739	6.9	14.8	112	574	5.8	11.5	94	637	5.5	12.8	90
NBC	4679	2127	6.6	45.5	114	673	6.3	14.4	109	652	6.5	13.9	113	802	6.9	17.1	120
RADIORADIO	1994	807	2.5	40.5	102	*235	2.2	11.8	89	*222	2.2	11.1	91	*350	3.0	17.6	123
RKO ONE	2298	893	2.8	38.9	98	239	2.2	10.4	79	325	3.3	14.1	115	329	2.8	14.3	100
RKO TWO	3311	1347	4.2	40.7	102	381	3.6	11.5	87	449	4.5	13.6	110	517	4.5	15.6	110
THE SOURCE	2114	777	2.4	36.8	92	*208	1.9	9.8	75	*238	2.4	11.3	92	332	2.9	15.7	110
NON-WIRED : BLAIR	8654	3373	10.5	39.0	98	901	8.4	10.4	79	1131	11.4	13.1	106	1340	11.6	15.5	109
INTERNET	12025	4689	14.6	39.0	98	1686	15.8	14.0	106	1363	13.7	11.3	92	1640	14.2	13.6	96
KATZ RADIO GROUP	15359	6584	20.5	42.9	108	1963	18.4	12.8	97	2153	21.6	14.0	114	2468	21.4	16.1	113
SUPERNET	10628	3994	12.4	37.6	95	1411	13.2	13.3	101	1102	11.1	10.4	84	1481	12.8	13.9	98
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3517	10.9	40.6	102	1372	12.8	15.8	120	1089	10.9	12.6	102	1056	9.1	12.2	86
MKDAY 9:00 AM - 1:00 PM	12163	5056	15.7	41.6	105	1826	17.1	15.0	114	1541	15.5	12.7	103	1689	14.6	13.9	97
MKDAY 1:00 PM - 4:30 PM	16150	6653	20.7	41.2	104	2482	23.2	15.4	117	1966	19.7	12.2	99	2205	19.1	13.7	96
MKDAY 4:30 PM - 7:30 PM	22463	9544	29.7	42.5	107	3556	33.3	15.8	120	2863	28.8	12.7	104	3125	27.1	13.9	98
MKDAY 7:30 PM - 8:00 PM	31795	13528	42.0	42.5	107	4730	44.3	14.9	113	4116	41.3	12.9	105	4683	40.6	14.7	103
MKDAY 11:00 PM - 11:30 PM	23977	9819	30.5	41.0	103	3391	31.7	14.1	107	2840	28.5	11.8	96	3588	31.1	15.0	105
MKDAY 11:30 PM - 1:00 AM	7703	3045	9.5	39.5	99	1061	9.9	13.8	104	878	8.8	11.4	93	1107	9.6	14.4	101
M-SAT 8-11 PM+SUN 7-11 PM	33800	14084	43.8	41.7	105	4821	45.1	14.3	108	4369	43.9	12.9	105	4894	42.4	14.5	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2554	7.9	39.1	98	927	8.7	14.2	107	803	8.1	12.3	100	824	7.1	12.6	88
ANOTHER WORLD N	4620	2234	6.9	48.4	122	885	8.3	19.2	145	657	6.6	14.2	116	692	6.0	15.0	105
AS THE WORLD TURNS C	5614	2061	6.4	36.7	92	719	6.7	12.8	97	623	6.3	11.1	90	718	6.2	12.8	90
CAPITOL C	3396	1359	4.2	40.0	101	529	5.0	15.6	118	364	3.7	10.7	87	466	4.0	13.7	96
CBS MORN. NEWS 1 C	1446	585	1.8	40.5	102	231	2.2	16.0	121	224	2.2	15.5	126	129	1.1	8.9	63
CBS MORN. NEWS 2 C	1207	501	1.6	41.5	104	183	1.7	15.2	115	193	1.9	16.0	130	125	1.1	10.4	73
DAYS OF OUR LIVES N	5877	2871	8.9	48.9	123	1092	10.2	18.6	141	827	8.3	14.1	114	952	8.2	16.2	114
FACTS OF LIFE - DAYTIME N	2290	994	3.1	43.4	109	359	3.4	15.7	119	297	3.0	13.0	105	338	2.9	14.8	104
FAMILY FEUD A	3023	1083	3.4	35.8	90	390	3.7	12.9	98	332	3.3	11.0	89	360	3.1	11.9	84
GENERAL HOSPITAL A	6097	2398	7.5	39.3	99	891	8.3	14.6	111	752	7.6	12.3	100	755	6.5	12.4	87
GOOD MORNING, AMERICA-730 A	3515	1346	4.2	38.3	96	478	4.5	13.6	103	420	4.2	11.9	97	448	3.9	12.7	89
GOOD MORNING, AMERICA-830 A	2818	1285	4.0	45.6	115	501	4.7	17.8	135	378	3.8	13.4	109	406	3.5	14.4	101
GUIDING LIGHT C	5339	2044	6.4	38.3	96	767	7.2	14.4	109	589	5.9	11.0	90	688	6.0	12.9	90
ONE LIFE TO LIVE A	4478	1867	5.8	41.7	105	623	5.8	13.9	105	598	6.0	13.4	109	646	5.6	14.4	101
PRESS YOUR LUCK C	2244	848	2.6	37.8	95	348	3.3	15.5	118	250	2.5	11.1	91	250	2.2	11.1	78
PRICE IS RIGHT 1 C	4348	1592	4.9	36.6	92	539	5.0	12.4	94	504	5.1	11.6	94	549	4.8	12.6	89
PRICE IS RIGHT 2 C	5014	1965	6.1	39.2	99	728	6.8	14.5	110	571	5.7	11.4	93	666	5.8	13.3	93
RYAN'S HOPE A	3150	1266	3.9	40.2	101	474	4.4	15.0	114	437	4.4	13.9	113	355	3.1	11.3	79
SALE OF THE CENTURY N	2695	1264	3.9	46.9	118	474	4.4	17.6	133	357	3.6	13.2	108	433	3.8	16.1	113
SEARCH FOR TOMORROW N	2319	1175	3.7	50.7	127	440	4.1	19.0	144	353	3.5	15.2	124	383	3.3	16.5	116
TODAY SHOW 1 N	2693	1156	3.6	42.9	108	458	4.3	17.0	129	339	3.4	12.6	102	360	3.1	13.4	94
TODAY SHOW 2 N	2498	1137	3.5	45.5	115	427	4.0	17.1	130	375	3.8	15.0	122	335	2.9	13.4	94
$25,000 PYRAMID C	2753	1136	3.5	41.3	104	376	3.5	13.7	104	371	3.7	13.5	110	389	3.4	14.1	99
WHEEL OF FORTUNE N	4385	1974	6.1	45.0	113	753	7.0	17.2	130	628	6.3	14.3	116	593	5.1	13.5	95
YOUNG AND THE RESTLESS C	5695	2170	6.7	38.1	96	797	7.5	14.0	106	627	6.3	11.0	90	746	6.5	13.1	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	753	2.3	42.8	108	334	3.1	19.0	144	237	2.4	13.5	110	182	1.6	10.3	73
NBA PLAYOFF GAME -1 C	1136	514	1.6	45.2	114	*207	1.9	18.2	138	171	1.7	15.1	122	136	1.2	12.0	84
NBC MAJOR LEAGUE PRE-GAME N	953	421	1.3	44.2	111	*194	1.8	20.4	154	**129	1.3	13.5	110	**99	0.9	10.4	73
SPORTSWORLD - SUN N	1233	447	1.4	36.3	91	*145	1.4	11.8	89	*159	1.6	12.9	105	*142	1.2	11.5	81
SUNDAY MORNING C	1611	645	2.0	40.0	101	195	1.8	12.1	92	275	2.8	17.1	139	175	1.5	10.9	76

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0293
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	32186	100.0	39.7	100	10683	100.0	13.2	100	9957	100.0	12.3	100	11546	100.0	14.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	11387	35.4	43.7	110	4157	38.9	15.9	121	3548	35.6	13.6	111	3682	31.9	14.1	99
NETWORK AFFILIATES - LATE		20261	8426	26.2	41.6	105	2851	26.7	14.1	107	2440	24.5	12.0	98	3135	27.2	15.5	109
INDEPENDENTS - LATE		2076	944	2.9	45.5	114	291	2.7	14.0	106	323	3.2	15.6	127	330	2.9	15.9	111
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4296	13.3	41.1	103	1543	14.4	14.8	112	1257	12.6	12.0	98	1496	13.0	14.3	100
ABC MONDAY NIGHT MOVIE	A	6412	2659	8.3	41.5	104	864	8.1	13.5	102	749	7.5	11.7	95	1046	9.1	16.3	114
ABC SUNDAY NIGHT MOVIE	A	12407	5190	16.1	41.8	105	1595	14.9	12.9	97	1715	17.2	13.8	112	1880	16.3	15.2	106
ABC WORLD NEWS TONIGHT	A	6176	2674	8.3	43.3	109	967	9.1	15.7	119	838	8.4	13.6	110	869	7.5	14.1	99
AFTERMASH	C	5863	2582	8.0	44.0	111	943	8.8	16.1	122	780	7.8	13.3	108	858	7.4	14.6	103
ALICE	C	9594	4075	12.7	42.5	107	1326	12.4	13.8	105	1418	14.2	14.8	120	1330	11.5	13.9	97
AMERICAN PARADE	C	6622	2775	8.6	41.9	105	1051	9.8	15.9	120	784	7.9	11.8	96	940	8.1	14.2	100
BENSON	A	10886	4747	14.7	43.6	110	1692	15.8	15.5	118	1572	15.8	14.4	117	1483	12.8	13.6	96
BLUE THUNDER	A	5036	2094	6.5	41.6	105	805	7.5	16.0	121	551	5.5	10.9	89	738	6.4	14.7	103
CAGNEY & LACEY	C	9965	4182	13.0	42.0	106	1444	13.5	14.5	110	1246	12.5	12.5	102	1493	12.9	15.0	105
CBS EVENING NEWS-DEAN	C	3491	1650	5.1	47.3	119	619	5.8	17.7	134	527	5.3	15.1	123	504	4.4	14.4	101
CBS EVENING NEWS-RATHER	C	7123	3163	9.8	44.4	112	1146	10.7	16.1	122	962	9.7	13.5	110	1055	9.1	14.8	104
CBS SAT. NEWS-SCHIEFFER	C	3621	1720	5.3	47.5	120	555	5.2	15.3	116	537	5.4	14.8	121	627	5.4	17.3	121
CBS SATURDAY NIGHT MOVIE	C	5436	2145	6.7	39.5	99	761	7.1	14.0	106	632	6.3	11.6	95	752	6.5	13.8	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	2301	7.1	37.7	95	761	7.1	12.5	95	684	6.9	11.2	91	856	7.4	14.0	98
CHEERS	N	8889	3512	10.9	39.5	99	1062	9.9	11.9	91	889	8.9	10.0	81	1561	13.5	17.6	123
DALLAS	C	22109	9635	29.9	43.6	110	3124	29.2	14.1	107	3138	31.5	14.2	115	3373	29.2	15.3	107
DIFF'RENT STROKES	N	6940	2904	9.0	41.8	105	1236	11.6	17.8	135	843	8.5	12.1	99	825	7.1	11.9	83
DOUBLE TROUBLE	N	7223	2854	8.9	39.5	99	1070	10.0	14.8	112	827	8.3	11.4	93	957	8.3	13.2	93
DUCK FACTORY	N	5595	2268	7.0	40.5	102	670	6.3	12.0	91	686	6.9	12.3	100	912	7.9	16.3	114
DUKES OF HAZZARD	C	5768	2523	7.8	43.7	110	869	8.1	15.1	114	689	6.9	11.9	97	966	8.4	16.7	117
DYNASTY	A	20053	8106	25.2	40.4	102	2583	24.2	12.9	98	2640	26.5	13.2	107	2883	25.0	14.4	101
FACTS OF LIFE	N	8087	3372	10.5	41.7	105	1295	12.1	16.0	121	1040	10.4	12.9	105	1036	9.0	12.8	90
FALCON CREST	C	20046	8536	26.5	42.6	107	2979	27.9	14.9	113	2655	26.7	13.2	108	2902	25.1	14.5	102
FALL GUY	A	9084	3727	11.6	41.0	103	1310	12.3	14.4	109	1124	11.3	12.4	101	1294	11.2	14.2	100
FAMILY TIES	N	7964	3150	9.8	39.6	100	1054	9.9	13.2	100	862	8.7	10.8	88	1235	10.7	15.5	109
FANTASY ISLAND	A	7687	3271	10.2	42.6	107	1131	10.6	14.7	112	983	9.9	12.8	104	1156	10.0	15.0	105
FOULUPS,BLEEPS & BLUNDERS	A	8861	3538	11.0	39.9	100	1313	12.3	14.8	112	1060	10.6	12.0	97	1165	10.1	13.1	92
FOUR SEASONS	C	5095	2264	7.0	44.4	112	752	7.0	14.8	112	750	7.5	14.7	120	762	6.6	15.0	105
GIMME A BREAK	N	8838	3649	11.3	41.3	104	1313	12.3	14.9	113	1071	10.8	12.1	99	1266	11.0	14.3	100
HART TO HART	A	8978	3525	11.0	39.3	99	1284	12.0	14.3	108	1003	10.1	11.2	91	1238	10.7	13.8	97
HILL STREET BLUES	N	8590	3343	10.4	38.9	98	977	9.1	11.4	86	933	9.4	10.9	88	1433	12.4	16.7	117
HOTEL	A	14085	5969	18.5	42.4	107	1944	18.2	13.8	105	1841	18.5	13.1	106	2184	18.9	15.5	109
JEFFERSONS	C	9360	3927	12.2	42.0	106	1291	12.1	13.8	105	1362	13.7	14.6	118	1275	11.0	13.6	96
JENNIFER SLEPT HERE	N	5841	2541	7.9	43.5	109	962	9.0	16.5	125	765	7.7	13.1	107	813	7.0	13.9	98
KATE & ALLIE	C	9206	4154	12.9	45.1	114	1335	12.5	14.5	110	1424	14.3	15.5	126	1395	12.1	15.2	106
KNIGHT RIDER	N	7076	2805	8.7	39.6	100	1049	9.8	14.8	112	870	8.7	12.3	100	887	7.7	12.5	88
LOVE BOAT	A	12219	5448	16.9	44.6	112	1889	17.7	15.5	117	1727	17.3	14.1	115	1832	15.9	15.0	105
MAGNUM PI	C	11199	4679	14.5	41.8	105	1668	15.6	14.9	113	1388	13.9	12.4	101	1623	14.1	14.5	102
MAMA'S FAMILY	N	6057	2748	8.5	45.4	114	1064	10.0	17.6	133	863	8.7	14.2	116	821	7.1	13.6	95
MASTER, THE	N	3598	1420	4.4	39.5	99	621	5.8	17.3	131	377	3.8	10.5	85	422	3.7	11.7	82
MATT HOUSTON	A	6344	2551	7.9	40.2	101	801	7.5	12.6	96	768	7.7	12.1	98	982	8.5	15.5	109
NBC MONDAY NIGHT MOVIE	N	11994	4811	14.9	40.1	101	1600	15.0	13.3	101	1368	13.7	11.4	93	1843	16.0	15.4	108
NBC NIGHTLY NEWS	N	5132	2313	7.2	45.1	113	857	8.0	16.7	127	680	6.8	13.3	108	776	6.7	15.1	106
NBC NIGHTLY NEWS-SAT	N	3375	1569	4.9	46.5	117	494	4.6	14.6	111	517	5.2	15.3	125	558	4.8	16.5	116
NBC NIGHTLY NEWS-SUN	N	3130	1396	4.3	44.6	112	452	4.2	14.4	109	465	4.7	14.9	121	479	4.1	15.3	107
NBC SUNDAY NIGHT MOVIE	N	8284	3317	10.3	40.0	101	1167	10.9	14.1	107	958	9.6	11.6	94	1192	10.3	14.4	101
NEWHART	C	9240	4060	12.6	43.9	111	1379	12.9	14.9	113	1368	13.7	14.8	120	1313	11.4	14.2	100
ONE DAY AT A TIME	C	7288	2701	8.4	37.1	93	915	8.6	12.6	95	803	8.1	11.0	90	983	8.5	13.5	95
PEOPLE ARE FUNNY	N	4855	2019	6.3	41.6	105	765	7.2	15.8	119	586	5.9	12.1	98	668	5.8	13.8	97
REAL PEOPLE	N	8869	3906	12.1	44.0	111	1399	13.1	15.8	120	1238	12.4	14.0	114	1268	11.0	14.3	100
REMINGTON STEELE	N	7743	3014	9.4	38.9	98	896	8.4	11.6	88	962	9.7	12.4	101	1157	10.0	14.9	105
RIPLEY'S BELIEVE IT - NOT	A	5345	2221	6.9	41.6	105	776	7.3	14.5	110	678	6.8	12.7	103	768	6.7	14.4	101
RIPTIDE	N	6988	2804	8.7	40.1	101	841	7.9	12.0	91	901	9.0	12.9	105	1061	9.2	15.2	106
SCARECROW & MRS. KING	C	10002	4027	12.5	40.3	101	1558	14.6	15.6	118	1005	10.1	10.0	82	1465	12.7	14.6	103
SIMON & SIMON	C	10638	4644	14.4	43.7	110	1754	16.4	16.5	125	1338	13.4	12.6	102	1551	13.4	14.6	102
60 MINUTES	C	13293	5774	17.9	43.4	109	2206	20.6	16.6	126	1731	17.4	13.0	106	1836	15.9	13.8	97
ST. ELSEWHERE	N	7017	3013	9.4	42.9	108	1003	9.4	14.3	108	835	8.4	11.9	97	1175	10.2	16.7	117
THREE'S COMPANY	A	10917	4375	13.6	40.1	101	1584	14.8	14.5	110	1355	13.6	12.4	101	1437	12.4	13.2	92
T.J. HOOKER	A	9204	4011	12.5	43.6	110	1528	14.3	16.6	126	1275	12.8	13.9	113	1207	10.5	13.1	92
TONIGHT SHOW	N	2372	985	3.1	41.5	104	358	3.4	15.1	114	300	3.0	12.6	103	327	2.8	13.8	97
TRAPPER JOHN, M.D.	C	9846	4006	12.4	40.7	102	1401	13.1	14.2	108	1371	13.8	13.9	113	1235	10.7	12.5	88
TV BLOOPERS & PRAC. JOKES	N	9105	3767	11.7	41.4	104	1315	12.3	14.4	109	1223	12.3	13.4	109	1229	10.6	13.5	95
20/20	A	9387	3990	12.4	42.5	107	1353	12.7	14.4	109	1174	11.8	12.5	102	1463	12.7	15.6	109
WEBSTER	A	11067	4800	14.9	43.4	109	1775	16.6	16.0	122	1652	16.6	14.9	121	1373	11.9	12.4	87
WORLD NEWS - SUN	A	3062	1267	3.9	41.4	104	401	3.8	13.1	99	429	4.3	14.0	114	437	3.8	14.3	100
YELLOW ROSE	N	4978	2014	6.3	40.5	102	775	7.3	15.6	118	587	5.9	11.8	96	652	5.6	13.1	92
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3780	11.7	42.6	107	1352	12.7	15.2	115	1139	11.4	12.8	104	1290	11.2	14.5	102
BASKETBALL - COLLEGE GAMES		4080	1791	5.6	43.9	110	672	6.3	16.5	125	583	5.9	14.3	116	537	4.7	13.2	92
BASKETBALL - PRO GAMES		3607	1707	5.3	47.3	119	588	5.5	16.3	124	530	5.3	14.7	120	588	5.1	16.3	114
BOWLING		3883	1696	5.3	43.7	110	622	5.8	16.0	121	*413	4.1	10.6	87	662	5.7	17.0	120
BOXING		3928	1840	5.7	46.8	118	951	8.9	24.2	184	*473	4.8	12.0	98	*415	3.6	10.6	74
FOOTBALL - COLLEGE GAMES		6366	2525	7.8	39.7	100	725	6.8	11.4	86	781	7.8	12.3	100	1018	8.8	16.0	112
FOOTBALL - PRO GAMES		11300	4727	14.7	41.8	105	1467	13.7	13.0	98	1476	14.8	13.1	106	1784	15.5	15.8	111
GOLF		3378	1637	5.1	48.5	122	623	5.8	18.4	140	*389	3.9	11.5	94	626	5.4	18.5	130
POST-SEASON COLL. FOOTBALL		4906	2138	6.6	43.6	110	693	6.5	14.1	107	577	5.8	11.8	96	868	7.5	17.7	124
POST-SEASON PRO FOOTBALL		6120	2713	8.4	44.3	112	766	7.2	12.5	95	924	9.3	15.1	123	1023	8.9	16.7	117
TENNIS		3033	1444	4.5	47.6	120	*427	4.0	14.1	107	*442	4.4	14.6	119	575	5.0	19.0	133
WRESTLING - PROFESSIONAL		3344	1489	4.6	44.5	112	821	7.7	24.6	186	*435	4.4	13.0	106	*233	2.0	7.0	49

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0294
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	TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23636	100.0	29.2	100	21671	100.0	26.8	100								
18 - 24	9282	1913	8.1	20.6	71	1695	7.8	18.3	68								
25 - 34	19072	4631	19.6	24.3	83	4095	18.9	21.5	80								
35 - 44	14591	4065	17.2	27.9	95	3504	16.2	24.0	90								
45 - 54	11345	3742	15.8	33.0	113	3009	13.9	26.5	99								
55 - 64	11635	3897	16.5	33.5	115	4109	19.0	35.3	132								
65 OR OLDER	15061	5388	22.8	35.8	123	5259	24.3	34.9	130								
18 - 34	28354	6544	27.7	23.1	79	5790	26.7	20.4	76								
18 - 49	48339	12410	52.5	25.7	88	10668	49.2	22.1	82								
25 - 54	45008	12438	52.6	27.6	95	10609	49.0	23.6	88								
35 - 49	19985	5866	24.8	29.4	101	4878	22.5	24.4	91								
50 OR OLDER	32647	11225	47.5	34.4	118	11003	50.8	33.7	126								
GRADUATED COLLEGE	11155	3426	14.5	30.7	105	2654	12.2	23.8	89								
ATTENDED COLLEGE	13682	4260	18.0	31.1	107	3743	17.3	27.4	102								
GRADUATED HIGH SCHOOL	33880	9884	41.8	29.2	100	8847	40.8	26.1	98								
DID NOT GRADUATE HIGH SCHOOL	22270	6065	25.7	27.2	93	6427	29.7	28.9	108								
EMPLOYED	40306	11524	48.8	28.6	98	9906	45.7	24.6	92								
EMPLOYED FULL-TIME	32850	9393	39.7	28.6	98	7700	35.5	23.4	88								
EMPLOYED PART-TIME	7456	2131	9.0	28.6	98	2206	10.2	29.6	111								
NOT EMPLOYED	40680	12111	51.2	29.8	102	11765	54.3	28.9	108								
PROFESSIONAL/MANAGER	10392	3326	14.1	32.0	110	2393	11.0	23.0	86								
TECH/CLERICAL/SALES	17574	5049	21.4	28.7	98	4239	19.6	24.1	90								
PRECISION/CRAFT	985	*295	1.2	29.9	103	**247	1.1	25.1	94								
OTHER EMPLOYED	11354	2854	12.1	25.1	86	3027	14.0	26.7	100								
SINGLE	9863	2506	10.6	25.4	87	2422	11.2	24.6	92								
MARRIED	51375	14943	63.2	29.1	100	13514	62.4	26.3	98								
DIVORCED/SEPARATED/WIDOWED	19748	6187	26.2	31.3	107	5735	26.5	29.0	109								
PARENTS	32590	8600	36.4	26.4	90	7573	34.9	23.2	87								
WHITE	70416	21373	90.4	30.4	104	18762	86.6	26.6	100								
BLACK	8778	1797	7.6	20.5	70	2478	11.4	28.2	105								
OTHER	1791	**466	2.0	26.0	89	**432	2.0	24.1	90								
NORTHEAST-CENSUS	17786	6214	26.3	34.9	120	6023	27.8	33.9	127								
NORTH CENTRAL	20741	6062	25.6	29.2	100	5430	25.1	26.2	98								
SOUTH	27775	6879	29.1	24.8	85	7103	32.8	25.6	96								
WEST	14683	4481	19.0	30.5	105	3115	14.4	21.2	79								
NORTHEAST-MKTG.	17961	5810	24.6	32.3	111	5914	27.3	32.9	123								
EAST CENTRAL	11885	3459	14.6	29.1	100	3500	16.2	29.4	110								
WEST CENTRAL	14090	4293	18.2	30.5	104	3388	15.6	24.0	90								
SOUTH	24081	6101	25.8	25.3	87	6139	28.3	25.5	95								
PACIFIC	12969	3973	16.8	30.6	105	2731	12.6	21.1	79								
COUNTY SIZE A	32439	9717	41.1	30.0	103	8322	38.4	25.7	96								
COUNTY SIZE B	24915	7215	30.5	29.0	99	6655	30.7	26.7	100								
COUNTY SIZE C	12930	3603	15.2	27.9	95	3583	16.5	27.7	104								
COUNTY SIZE D	10703	3100	13.1	29.0	99	3111	14.4	29.1	109								
METRO CENTRAL CITY	24518	6968	29.5	28.4	97	6207	28.6	25.3	95								
METRO SUBURBAN	35919	10885	46.1	30.3	104	9577	44.2	26.7	100								
NON METRO	20549	5783	24.5	28.1	96	5888	27.2	28.7	107								
TOP 5 ADI'S	18341	6236	26.4	34.0	116	4951	22.8	27.0	101								
TOP 10 ADI'S	25378	7964	33.7	31.4	108	6729	31.1	26.5	99								
TOP 20 ADI'S	36488	11263	47.7	30.9	106	9622	44.4	26.4	99								
HSHLD INC. $50,000 OR MORE	6612	2449	10.4	37.0	127	1770	8.2	26.8	100								
$40,000 OR MORE	12659	4427	18.7	35.0	120	3444	15.9	27.2	102								
$30,000 OR MORE	24698	8174	34.6	33.1	113	6314	29.1	25.6	96								
$25,000 OR MORE	32077	10311	43.6	32.1	110	8508	39.3	26.5	99								
$20,000 - $24,999	9144	2373	10.0	26.0	89	2184	10.1	23.9	89								
$15,000 - $19,999	8728	2415	10.2	27.7	95	2498	11.5	28.6	107								
$10,000 - $14,999	12562	3592	15.2	28.6	98	3425	15.8	27.3	102								
UNDER $10,000	18475	4944	20.9	26.8	92	5056	23.3	27.4	102								
HOUSEHOLD OF 1 PERSON	11987	3798	16.1	31.7	109	3342	15.4	27.9	104								
2 PEOPLE	26577	8184	34.6	30.8	106	7578	35.0	28.5	107								
3 OR 4 PEOPLE	30617	8530	36.1	27.9	95	7791	36.0	25.4	95								
5 OR MORE PEOPLE	11804	3123	13.2	26.5	91	2961	13.7	25.1	94								
NO CHILD IN HSHLD	46165	14383	60.9	31.2	107	13516	62.4	29.3	109								
CHILD(REN) UNDER 2 YRS	5325	1251	5.3	23.5	80	1213	5.6	22.8	85								
2 - 5 YEARS	14221	3166	13.4	22.3	76	3249	15.0	22.8	85								
6 - 11 YEARS	15117	3889	16.5	25.7	88	3746	17.3	24.8	93								
12 - 17 YEARS	16611	4988	21.1	30.0	103	4152	19.2	25.0	93								
RESIDENCE OWNED	55884	17667	74.7	31.6	108	15956	73.6	28.6	107								
VALUE: $50,000 OR MORE	31744	10425	44.1	32.8	113	8598	39.7	27.1	101								
VALUE: UNDER $50,000	24140	7242	30.6	30.0	103	7358	34.0	30.5	114								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0295
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		TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23636	100.0	29.2	100	21671	100.0	26.8	100								
MAGAZINES	QUINTILE 1	15799	5495	23.2	34.8	119	4441	20.5	28.1	105								
	QUINTILE 2	17259	5496	23.3	31.8	109	4902	22.6	28.4	106								
	QUINTILE 3	13545	3758	15.9	27.7	95	3446	15.9	25.4	95								
	QUINTILE 4	15133	4094	17.3	27.1	93	3951	18.2	26.1	98								
	QUINTILE 5	19250	4793	20.3	24.9	85	4930	22.7	25.6	96								
NEWSPAPERS	QUINTILE 1	12413	4470	18.9	36.0	123	3721	17.2	30.0	112								
	QUINTILE 2	24116	7511	31.8	31.1	107	6661	30.7	27.6	103								
	QUINTILE 3	11261	3278	13.9	29.1	100	3092	14.3	27.5	103								
	QUINTILE 4	20255	5440	23.0	26.9	92	4918	22.7	24.3	91								
	QUINTILE 5	12940	2937	12.4	22.7	78	3280	15.1	25.3	95								
OUTDOOR	QUINTILE 1	14852	4443	18.8	29.9	103	3899	18.0	26.3	98								
	QUINTILE 2	15725	4840	20.5	30.8	105	3925	18.1	25.0	93								
	QUINTILE 3	16330	4766	20.2	29.2	100	4608	21.3	28.2	105								
	QUINTILE 4	16744	4836	20.5	28.9	99	4325	20.0	25.8	97								
	QUINTILE 5	17334	4751	20.1	27.4	94	4915	22.7	28.4	106								
RADIO-DRIVE TIME	QUINTILE 1	15911	4914	20.8	30.9	106	4336	20.0	27.3	102								
	QUINTILE 2	14837	4245	18.0	28.6	98	3849	17.8	25.9	97								
	QUINTILE 3	15339	4502	19.0	29.4	101	4330	20.0	28.2	105								
	QUINTILE 4	16723	4710	19.9	28.2	97	4606	21.3	27.5	103								
	QUINTILE 5	18176	5265	22.3	29.0	99	4550	21.0	25.0	94								
RADIO-MID-DAY	TERCILE 1	21020	6684	28.3	31.8	109	5437	25.1	25.9	97								
	TERCILE 2	21610	6232	26.4	28.8	99	6265	28.9	29.0	108								
	TERCILE 3	38355	10719	45.4	27.9	96	9970	46.0	26.0	97								
RADIO-TOTAL	QUINTILE 1	15988	5014	21.2	31.4	107	4281	19.8	26.8	100								
	QUINTILE 2	15626	4589	19.4	29.4	101	4051	18.7	25.9	97								
	QUINTILE 3	16723	4688	19.8	28.0	96	4452	20.5	26.6	99								
	QUINTILE 4	16342	4566	19.3	27.9	96	4740	21.9	29.0	108								
	QUINTILE 5	16306	4779	20.2	29.3	100	4148	19.1	25.4	95								
TV-PRIME TIME	QUINTILE 1	15953	5377	22.7	33.7	115	4894	22.6	30.7	115								
	QUINTILE 2	16137	4770	20.2	29.6	101	4582	21.1	28.4	106								
	QUINTILE 3	16420	4820	20.4	29.4	101	4292	19.8	26.1	98								
	QUINTILE 4	16687	4435	18.8	26.6	91	4111	19.0	24.6	92								
	QUINTILE 5	15789	4234	17.9	26.8	92	3792	17.5	24.0	90								
TV-DAYTIME	TERCILE 1	27736	8104	34.3	29.2	100	8275	38.2	29.8	111								
	TERCILE 2	26489	7594	32.1	28.7	98	6623	30.6	25.0	93								
	TERCILE 3	26761	7938	33.6	29.7	102	6773	31.3	25.3	95								
TV-TOTAL	QUINTILE 1	16345	5234	22.1	32.0	110	5238	24.2	32.0	120								
	QUINTILE 2	16447	4803	20.3	29.2	100	4719	21.8	28.7	107								
	QUINTILE 3	15980	4697	19.9	29.4	101	4061	18.7	25.4	95								
	QUINTILE 4	15887	4472	18.9	28.1	96	3754	17.3	23.6	88								
	QUINTILE 5	16326	4429	18.7	27.1	93	3899	18.0	23.9	89								
MAGAZINES-NEWSPAPERS: DUAL		20721	7401	31.3	35.7	122	6272	28.9	30.3	113								
MAGAZINE IMPERATIVE		19186	5476	23.2	28.5	98	4906	22.6	25.6	96								
NEWSPAPER IMPERATIVE		21899	6287	26.6	28.7	98	5837	26.9	26.7	100								
MAGAZINES-OUTDOOR: DUAL		15451	5175	21.9	33.5	115	4178	19.3	27.0	101								
MAGAZINE IMPERATIVE		25953	7933	33.6	30.6	105	7284	33.6	28.1	105								
OUTDOOR IMPERATIVE		24400	6557	27.7	26.9	92	6183	28.5	25.3	95								
MAGAZINES-RADIO: DUAL		18049	5891	24.9	32.6	112	4915	22.7	27.2	102								
MAGAZINE IMPERATIVE		23571	7359	31.1	31.2	107	6574	30.3	27.9	104								
RADIO IMPERATIVE		23278	6191	26.2	26.6	91	5901	27.2	25.4	95								
MAGAZINES-TELEVISION: DUAL		15459	5238	22.2	33.9	116	4939	22.8	31.9	119								
MAGAZINE IMPERATIVE		25829	7833	33.1	30.3	104	6289	29.0	24.3	91								
TELEVISION IMPERATIVE		26039	7064	29.9	27.1	93	7065	32.6	27.1	101								
NEWSPAPERS-OUTDOOR: DUAL		16605	5597	23.7	33.7	115	4442	20.5	26.8	100								
NEWSPAPER IMPERATIVE		26834	8434	35.7	31.4	108	7894	36.4	29.4	110								
OUTDOOR IMPERATIVE		23346	6100	25.8	26.1	90	5935	27.4	25.4	95								
NEWSPAPERS-RADIO: DUAL		17133	5792	24.5	33.8	116	4761	22.0	27.8	104								
NEWSPAPER IMPERATIVE		25892	8035	34.0	31.0	106	7395	34.1	28.6	107								
RADIO IMPERATIVE		23167	6057	25.6	26.1	90	5656	26.1	24.4	91								
NEWSPAPERS-TELEVISION: DUAL		17159	5883	24.9	34.3	117	5600	25.8	32.6	122								
NEWSPAPER IMPERATIVE		26214	8007	33.9	30.5	105	6509	30.0	24.8	93								
TELEVISION IMPERATIVE		23412	6172	26.1	26.4	90	6238	28.8	26.6	100								
OUTDOOR-RADIO: DUAL		15303	4538	19.2	29.7	102	3621	16.7	23.7	88								
OUTDOOR IMPERATIVE		24901	7430	31.4	29.8	102	6881	31.8	27.6	103								
RADIO IMPERATIVE		26492	7610	32.2	28.7	98	7353	33.9	27.8	104								
OUTDOOR-TELEVISION: DUAL		14794	4661	19.7	31.5	108	4368	20.2	29.5	110								
OUTDOOR IMPERATIVE		25437	7498	31.7	29.5	101	6016	27.8	23.7	88								
TELEVISION IMPERATIVE		27877	8273	35.0	29.7	102	8289	38.2	29.7	111								
RADIO-TELEVISION: DUAL		15996	4832	20.4	30.2	104	4663	21.5	29.2	109								
RADIO IMPERATIVE		25478	7314	30.9	28.7	98	6061	28.0	23.8	89								
TELEVISION IMPERATIVE		26573	8027	34.0	30.2	104	7817	36.1	29.4	110								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0296
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	TOTAL U.S. '000	FREEZE-DRIED A '000	B % DOWN	C % ACROSS	D INDX	INSTANT POWDERED/BUDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23636	100.0	29.2	100	21671	100.0	26.8	100								
ATLANTIC MONTHLY	415	*142	0.6	34.2	117	**108	0.5	26.0	97								
BARRON'S	453	*175	0.7	38.6	132	**161	0.7	35.5	133								
BETTER HOMES & GARDENS	16256	5626	23.8	34.6	119	4829	22.3	29.7	111								
BON APPETIT	2535	850	3.6	33.5	115	710	3.3	28.0	105								
BUSINESS WEEK	1278	436	1.8	34.1	117	355	1.6	27.8	104								
CAR AND DRIVER	378	**116	0.5	30.7	105	**116	0.5	30.7	115								
CBS MAGAZINE NETWORK (GROSS)	1498	495	2.1	33.0	113	378	1.7	25.2	94								
CHANGING TIMES	1505	547	2.3	36.3	125	460	2.1	30.6	114								
COLONIAL HOMES	1231	402	1.7	32.7	112	304	1.4	24.7	92								
CONDE NAST MAG. PKG. (GROSS)	14146	4485	19.0	31.7	109	3833	17.7	27.1	101								
CONSUMERS DIGEST	1323	426	1.8	32.2	110	304	1.4	23.0	86								
COSMOPOLITAN	7102	2104	8.9	29.6	102	1764	8.1	24.8	93								
COUNTRY LIVING	2481	776	3.3	31.3	107	597	2.8	24.1	90								
CUISINE	1472	494	2.1	33.6	115	352	1.6	23.9	89								
CYCLE WORLD	425	*176	0.7	41.4	142	**111	0.5	26.1	98								
DCI:CREATIVE IDEAS FOR LIV	2510	852	3.6	33.9	116	769	3.5	30.6	114								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2294	9.7	34.3	117	1935	8.9	28.9	108								
DISCOVER	894	*225	1.0	25.2	86	*180	0.8	20.1	75								
EBONY	3507	829	3.5	23.6	81	1031	4.8	29.4	110								
ESQUIRE	1083	304	1.3	28.1	96	283	1.3	26.1	98								
ESSENCE	1830	392	1.7	21.4	73	537	2.5	29.3	110								
FAMILY CIRCLE	15930	5152	21.8	32.3	111	4456	20.6	28.0	105								
THE FAMILY HANDYMAN	1126	463	2.0	41.1	141	356	1.6	31.6	118								
FAMILY WEEKLY	11468	3750	15.9	32.7	112	3091	14.3	27.0	101								
FIELD & STREAM	2234	822	3.5	36.8	126	738	3.4	33.0	123								
FOOD & WINE	579	*232	1.0	40.1	137	*194	0.9	33.5	125								
FORBES	728	296	1.3	40.7	139	*205	0.9	28.2	105								
FORTUNE	906	383	1.6	42.3	145	*274	1.3	30.2	113								
GENTLEMEN'S QUARTERLY	791	*194	0.8	24.5	84	*207	1.0	26.2	98								
GLAMOUR	5265	1652	7.0	31.4	108	1384	6.4	26.3	98								
GOLF DIGEST	636	334	1.4	52.5	180	*220	1.0	34.6	129								
GOLF DIGEST/TENNIS (GROSS)	1186	512	2.2	43.2	148	353	1.6	29.8	111								
GOLF MAGAZINE	441	*260	1.1	59.0	202	*176	0.8	39.9	149								
GOLF MAGAZINE/SKI (GROSS)	922	446	1.9	48.4	166	339	1.6	36.8	137								
GOOD HOUSEKEEPING	16487	5475	23.2	33.2	114	4743	21.9	28.8	108								
HARPER'S BAZAAR	2423	718	3.0	29.6	102	641	3.0	26.5	99								
HEALTH	1994	698	3.0	35.0	120	621	2.9	31.1	116								
HEARST MAG CORP. BUY (GROSS)	44101	14425	61.0	32.7	112	12182	56.2	27.6	103								
HEARST MAN POWER (GROSS)	1993	786	3.3	39.4	135	670	3.1	33.6	126								
HEARST WOMAN POWER (GROSS)	31274	10051	42.5	32.1	110	8519	39.3	27.2	102								
HOUSE BEAUTIFUL	3623	1326	5.6	36.6	125	1138	5.3	31.4	117								
INC.	283	**109	0.5	38.5	132	**86	0.4	30.4	114								
JET	2928	650	2.8	22.2	76	854	3.9	29.2	109								
LADIES' HOME JOURNAL	11918	4075	17.2	34.2	117	3315	15.3	27.8	104								
LHJ FAMILY GRP COMBO(GROSS)	16764	5734	24.3	34.2	117	4787	22.1	28.6	107								
LIFE	4254	1196	5.1	28.1	96	1071	4.9	25.2	94								
L.A. TIMES HOME MAGAZINE	1145	360	1.5	31.4	108	*277	1.3	24.2	90								
MADEMOISELLE	2884	844	3.6	29.3	100	830	3.8	28.8	108								
MC CALL'S	13460	4422	18.7	32.9	113	3819	17.6	28.4	106								
MC CALL'S/WRK MOTHER (GROSS)	14606	4843	20.5	33.2	114	4240	19.6	29.0	108								
MECHANIX ILLUSTRATED	772	291	1.2	37.7	129	*230	1.1	29.8	111								
METROPOLITAN HOME	967	331	1.4	34.2	117	268	1.2	27.7	104								
MONEY	1588	549	2.3	34.6	118	374	1.7	23.6	88								
MOTHER EARTH NEWS	1002	241	1.0	24.1	82	*228	1.1	22.8	85								
MS.	825	228	1.0	27.6	95	205	0.9	24.8	93								
NATIONAL ENQUIRER	10336	3103	13.1	30.0	103	2935	13.5	28.4	106								
NATIONAL GEOGRAPHIC	9597	3286	13.9	34.2	117	2513	11.6	26.2	98								
NATIONAL SUNDAY MAGAZINE PKG	49558	15423	65.3	31.1	107	13448	62.1	27.1	101								
NATURAL HISTORY	573	*194	0.8	33.9	116	*180	0.8	31.4	117								
NEW WOMAN	1699	409	1.7	24.1	82	358	1.7	21.1	79								
NEW YORK INCLUDING CUE	443	*158	0.7	35.7	122	*144	0.7	32.5	121								
THE NEW YORKER	1270	467	2.0	36.8	126	402	1.9	31.7	118								
NEWSWEEK	6277	2157	9.1	34.4	118	1727	8.0	27.5	103								
THE N.Y. TIMES DAILY EDITION	1205	533	2.3	44.2	152	480	2.2	39.8	149								
THE N.Y. TIMES MAGAZINE	2081	859	3.6	41.3	141	757	3.5	36.4	136								
OMNI	788	*189	0.8	24.0	82	*194	0.9	24.6	92								
ON CABLE	1158	*242	1.0	20.9	72	*222	1.0	19.2	72								
1001 HOME IDEAS	2852	961	4.1	33.7	115	851	3.9	29.8	112								
ORGANIC GARDENING	1658	529	2.2	31.9	109	454	2.1	27.4	102								
OUTDOOR LIFE	896	274	1.2	30.6	105	296	1.4	33.0	123								
PARADE MAGAZINE	24275	7879	33.3	32.5	111	6804	31.4	28.0	105								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0297
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	TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT PONDERED/BUDS A '000	INSTANT PONDERED/BUDS B % DOWN	INSTANT PONDERED/BUDS C % ACROSS	INSTANT PONDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23636	100.0	29.2	100	21671	100.0	26.8	100								
PARENTS	3845	963	4.1	25.0	86	881	4.1	22.9	86								
PENTHOUSE	831	*226	1.0	27.2	93	*209	1.0	25.2	94								
PEOPLE	11645	3630	15.4	31.2	107	3055	14.1	26.2	98								
PLAYBOY	2006	682	2.9	34.0	116	570	2.6	28.4	106								
POPULAR HOT RODDING	297	**86	0.4	29.0	99	**91	0.4	30.6	115								
POPULAR MECHANICS	1018	462	2.0	45.4	155	*363	1.7	35.7	133								
POPULAR SCIENCE	878	*348	1.5	39.6	136	*333	1.5	37.9	142								
PREVENTION	3913	1556	6.6	39.8	136	1341	6.2	34.3	128								
PSYCHOLOGY TODAY	1710	588	2.5	34.4	118	533	2.5	31.2	116								
READER'S DIGEST	22204	7540	31.9	34.0	116	6546	30.2	29.5	110								
REDBOOK	7684	2471	10.5	32.2	110	2012	9.3	26.2	98								
ROAD & TRACK	410	**139	0.6	33.9	116	**81	0.4	19.8	74								
ROLLING STONE	969	322	1.4	33.2	114	299	1.4	30.9	115								
RUNNER'S WORLD	298	**78	0.3	26.2	90	**57	0.3	19.1	71								
SATURDAY EVENING POST	1169	396	1.7	33.9	116	369	1.7	31.6	118								
SCIENCE 84	587	*228	1.0	38.8	133	**145	0.7	24.7	92								
SCIENCE DIGEST	482	*170	0.7	35.3	121	*146	0.7	30.3	113								
SCIENTIFIC AMERICAN	594	*203	0.9	34.2	117	*148	0.7	24.9	93								
SELF	2089	727	3.1	34.8	119	598	2.8	28.6	107								
SEVENTEEN	2411	688	2.9	28.5	98	493	2.3	20.4	76								
SKI	480	*186	0.8	38.8	133	*163	0.8	34.0	127								
SMITHSONIAN	2760	1011	4.3	36.6	126	881	4.1	31.9	119								
SOAP OPERA DIGEST	3013	760	3.2	25.2	86	810	3.7	26.9	100								
SOUTHERN LIVING	4184	1442	6.1	34.5	118	1166	5.4	27.9	104								
SPORT	559	**92	0.4	16.5	56	*121	0.6	21.6	81								
THE SPORTING NEWS	436	**129	0.5	29.6	101	**115	0.5	26.4	99								
SPORTS AFIELD	493	*155	0.7	31.4	108	*162	0.7	32.9	123								
SPORTS ILLUSTRATED	2758	817	3.5	29.6	101	700	3.2	25.4	95								
STAR	7456	2486	10.5	33.3	114	2331	10.8	31.3	117								
SUNDAY	24936	7681	32.5	30.8	106	6813	31.4	27.3	102								
SUNSET	2124	797	3.4	37.5	129	554	2.6	26.1	97								
TV GUIDE	21661	6458	27.3	29.8	102	5759	26.6	26.6	99								
TENNIS	550	*179	0.8	32.5	112	*134	0.6	24.4	91								
TIME	8880	2896	12.3	32.6	112	2439	11.3	27.5	103								
TOWN & COUNTRY	917	319	1.3	34.8	119	270	1.2	29.4	110								
TRAVEL & LEISURE	972	386	1.6	39.7	136	319	1.5	32.8	123								
TRUE STORY	3356	784	3.3	23.4	80	706	3.3	21.0	79								
U.S.NEWS & WORLD REPORT	3410	1086	4.6	31.8	109	957	4.4	28.1	105								
USA TODAY	1759	571	2.4	32.5	111	452	2.1	25.7	96								
US	1873	606	2.6	32.4	111	479	2.2	25.6	96								
VOGUE	3909	1262	5.3	32.3	111	1021	4.7	26.1	98								
WALL STREET JOURNAL	1886	770	3.3	40.8	140	553	2.6	29.3	110								
WEIGHT WATCHERS	2120	855	3.6	40.3	138	671	3.1	31.7	118								
WOMAN'S DAY	14172	4815	20.4	34.0	116	4145	19.1	29.2	109								
WORKING MOTHER	1146	421	1.8	36.7	126	421	1.9	36.7	137								
WORKING WOMAN	1322	357	1.5	27.0	93	302	1.4	22.8	85								
WORLD TENNIS	*163	**50	0.2	30.7	105	**40	0.2	24.5	92								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	850	3.6	33.6	115	662	3.1	26.1	98								
BLAIR INSERTS	43657	13663	57.8	31.3	107	12027	55.5	27.5	103								
DAILY NEWSPAPERS																	
READ ANY	51633	16172	68.4	31.3	107	14494	66.9	28.1	105								
READ ONE	43463	13325	56.4	30.7	105	12084	55.8	27.8	104								
READ TWO OR MORE	8170	2847	12.0	34.8	119	2410	11.1	29.5	110								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16528	69.9	31.4	108	14425	66.6	27.4	102								
READ ONE	46126	13947	59.0	30.2	104	12414	57.3	26.9	101								
READ TWO OR MORE	6552	2581	10.9	39.4	135	2011	9.3	30.7	115								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.94				27.35											
30 DAY REACH	71455	21027	89.0	29.4	101	18989	87.6	26.6	99								
50 SHWG - 30 DAY AV FREQ	14.56	14.75				14.59											
30 DAY REACH	67742	19966	84.5	29.5	101	17872	82.5	26.4	99								
25 SHWG - 30 DAY AV FREQ	7.94	7.97				7.95											
30 DAY REACH	62117	18472	78.2	29.7	102	16375	75.6	26.4	99								
CABLE TV: HOME WIRED	32077	9845	41.7	30.7	105	8047	37.1	25.1	94								
HOME NOT WIRED	48909	13791	58.3	28.2	97	13625	62.9	27.9	104								
HAVE PAY CABLE	15935	4890	20.7	30.7	105	3764	17.4	23.6	88								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

0298
P-18

	TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23636	100.0	29.2	100	21671	100.0	26.8	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13010	55.0	29.6	101	11962	55.2	27.2	102								
10:00 AM - 3:00 PM	30659	9307	39.4	30.4	104	8186	37.8	26.7	100								
3:00 PM - 7:00 PM	31045	8853	37.5	28.5	98	8005	36.9	25.8	96								
7:00 PM - MIDNIGHT	15767	4494	19.0	28.5	98	4111	19.0	26.1	97								
MIDNIGHT - 6:00 AM	9120	3034	12.8	33.3	114	2441	11.3	26.8	100								
6:00 AM - MIDNIGHT	58527	17202	72.8	29.4	101	15679	72.4	26.8	100								
ENTIRE DAY	59311	17508	74.1	29.5	101	15939	73.5	26.9	100								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5086	21.5	31.4	108	4281	19.8	26.5	99								
ALL NEWS	2256	760	3.2	33.7	115	640	3.0	28.4	106								
AOR/PROGRESSIVE	3874	1060	4.5	27.4	94	872	4.0	22.5	84								
BEAUTIFUL MUSIC	5660	1966	8.3	34.7	119	1489	6.9	26.3	98								
BLACK	2204	445	1.9	20.2	69	553	2.6	25.1	94								
CLASSICAL	1418	514	2.2	36.2	124	479	2.2	33.8	126								
CHR/ROCK	9538	2637	11.2	27.6	95	2344	10.8	24.6	92								
COUNTRY	12648	3312	14.0	26.2	90	3301	15.2	26.1	98								
GOLDEN OLDIES	1191	*225	1.0	18.9	65	319	1.5	26.8	100								
MOR/NOSTALGIA	4757	1648	7.0	34.6	119	1405	6.5	29.5	110								
NEWS/TALK	3863	1385	5.9	35.9	123	1297	6.0	33.6	125								
RELIGIOUS	3084	1119	4.7	36.3	124	963	4.4	31.2	117								
SOFT ROCK	521	**126	0.5	24.2	83	**96	0.4	18.4	69								
URBAN CONTEMPORARY	1585	378	1.6	23.8	82	487	2.2	30.7	115								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	845	3.6	25.9	89	784	3.6	24.0	90								
ABC DIRECTION	2316	766	3.2	33.1	113	760	3.5	32.8	123								
ABC ENTERTAINMENT	4834	1493	6.3	30.9	106	1507	7.0	31.2	117								
ABC FM	2202	484	2.0	22.0	75	515	2.4	23.4	87								
ABC INFORMATION	5425	1662	7.0	30.6	105	1694	7.8	31.2	117								
ABC ROCK	1677	466	2.0	27.8	95	387	1.8	23.1	86								
CBS	4430	1426	6.0	32.2	110	1340	6.2	30.2	113								
MUTUAL	4992	1499	6.3	30.0	103	1214	5.6	24.3	91								
NBC	4679	1586	6.7	33.9	116	1382	6.4	29.5	110								
RADIORADIO	1994	576	2.4	28.9	99	529	2.4	26.5	99								
RKO ONE	2298	648	2.7	28.2	97	554	2.6	24.1	90								
RKO TWO	3311	849	3.6	25.6	88	977	4.5	29.5	110								
THE SOURCE	2114	569	2.4	26.9	92	512	2.4	24.2	91								
NON-WIRED : BLAIR	8654	2285	9.7	26.4	90	2446	11.3	28.3	106								
INTERNET	12025	3486	14.7	29.0	99	3079	14.2	25.6	96								
KATZ RADIO GROUP	15359	4931	20.9	32.1	110	4305	19.9	28.0	105								
SUPERNET	10628	3071	13.0	28.9	99	2673	12.3	25.2	94								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2595	11.0	30.0	103	2350	10.8	27.1	101								
WKDAY 9:00 AM - 1:00 PM	12163	3517	14.9	28.9	99	3536	16.3	29.1	109								
WKDAY 1:00 PM - 4:30 PM	16150	4656	19.7	28.8	99	4712	21.7	29.2	109								
WKDAY 4:30 PM - 7:30 PM	22463	6785	28.7	30.2	103	6625	30.6	29.5	110								
WKDAY 7:30 PM - 8:00 PM	31795	9725	41.1	30.6	105	9337	43.1	29.4	110								
WKDAY 11:00 PM - 11:30 PM	23977	7310	30.9	30.5	104	6713	31.0	28.0	105								
WKDAY 11:30 PM - 1:00 AM	7703	2236	9.5	29.0	99	2179	10.1	28.3	106								
M-SAT 8-11 PM+SUN 7-11 PM	33800	10390	44.0	30.7	105	9578	44.2	28.3	106								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1849	7.8	28.3	97	1753	8.1	26.8	100								
ANOTHER WORLD N	4620	1450	6.1	31.4	108	1561	7.2	33.8	126								
AS THE WORLD TURNS C	5614	1499	6.3	26.7	91	1421	6.6	25.3	95								
CAPITOL C	3396	955	4.0	28.1	96	944	4.4	27.8	104								
CBS MORN. NEWS 1 C	1446	408	1.7	28.2	97	395	1.8	27.3	102								
CBS MORN. NEWS 2 C	1207	347	1.5	28.7	99	304	1.4	25.2	94								
DAYS OF OUR LIVES N	5877	1888	8.0	32.1	110	2042	9.4	34.7	130								
FACTS OF LIFE - DAYTIME N	2290	602	2.5	26.3	90	759	3.5	33.1	124								
FAMILY FEUD A	3023	790	3.3	26.1	90	797	3.7	26.4	99								
GENERAL HOSPITAL A	6097	1669	7.1	27.4	94	1793	8.3	29.4	110								
GOOD MORNING, AMERICA-730 A	3515	959	4.1	27.3	93	943	4.4	26.8	100								
GOOD MORNING, AMERICA-830 A	2818	912	3.9	32.4	111	863	4.0	30.6	114								
GUIDING LIGHT C	5339	1498	6.3	28.1	96	1435	6.6	26.9	100								
ONE LIFE TO LIVE A	4478	1361	5.8	30.4	104	1349	6.2	30.1	113								
PRESS YOUR LUCK C	2244	593	2.5	26.4	91	614	2.8	27.4	102								
PRICE IS RIGHT 1 C	4348	1098	4.6	25.3	87	1182	5.5	27.2	102								
PRICE IS RIGHT 2 C	5014	1353	5.7	27.0	92	1452	6.7	29.0	108								
RYAN'S HOPE A	3150	885	3.7	28.1	96	912	4.2	29.0	108								
SALE OF THE CENTURY N	2695	833	3.5	30.9	106	953	4.4	35.4	132								
SEARCH FOR TOMORROW N	2319	785	3.3	33.9	116	779	3.6	33.6	126								
TODAY SHOW 1 N	2693	826	3.5	30.7	105	707	3.3	26.3	98								
TODAY SHOW 2 N	2498	816	3.5	32.7	112	751	3.5	30.1	112								
$25,000 PYRAMID C	2753	769	3.3	27.9	96	880	4.1	32.0	119								
WHEEL OF FORTUNE N	4388	1439	6.1	32.8	112	1350	6.2	30.8	115								
YOUNG AND THE RESTLESS C	5695	1404	5.9	24.7	84	1598	7.4	28.1	105								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	535	2.3	30.4	104	543	2.5	30.9	115								
NBA PLAYOFF GAME -1 C	1136	355	1.5	31.3	107	409	1.9	36.0	135								
NBC MAJOR LEAGUE PRE-GAME N	953	*261	1.1	27.4	94	324	1.5	34.0	127								
SPORTSWORLD - SUN N	1233	303	1.3	24.6	84	298	1.4	24.2	90								
SUNDAY MORNING C	1611	477	2.0	29.6	101	431	2.0	26.8	100								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	FREEZE-DRIED A '000	FREEZE-DRIED B % DOWN	FREEZE-DRIED C % ACROSS	FREEZE-DRIED D INDX	INSTANT POWDERED/BUDS A '000	INSTANT POWDERED/BUDS B % DOWN	INSTANT POWDERED/BUDS C % ACROSS	INSTANT POWDERED/BUDS D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23636	100.0	29.2	100	21671	100.0	26.8	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8028	34.0	30.8	106	7734	35.7	29.7	111								
NETWORK AFFILIATES - LATE		20261	6272	26.5	31.0	106	5786	26.7	28.6	107								
INDEPENDENTS - LATE		2076	730	3.1	35.2	120	628	2.9	30.3	113								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3134	13.3	30.0	103	2902	13.4	27.8	104								
ABC MONDAY NIGHT MOVIE	A	6412	2017	8.5	31.5	108	1770	8.2	27.6	103								
ABC SUNDAY NIGHT MOVIE	A	12407	3844	16.3	31.0	106	3545	16.4	28.6	107								
ABC WORLD NEWS TONIGHT	A	6176	1933	8.2	31.3	107	1841	8.5	29.8	111								
AFTERMASH	C	5863	1972	8.3	33.6	115	1696	7.8	28.9	108								
ALICE	C	9594	3117	13.2	32.5	111	2640	12.2	27.5	103								
AMERICAN PARADE	C	6622	1995	8.4	30.1	103	1888	8.7	28.5	107								
BENSON	A	10886	3503	14.8	32.2	110	3205	14.8	29.4	110								
BLUE THUNDER	A	5036	1605	6.8	31.9	109	1424	6.6	28.3	106								
CAGNEY & LACEY	C	9965	3096	13.1	31.1	106	2686	12.4	27.0	101								
CBS EVENING NEWS-DEAN	C	3491	1172	5.0	33.6	115	1077	5.0	30.9	115								
CBS EVENING NEWS-RATHER	C	7123	2228	9.4	31.3	107	2154	9.9	30.2	113								
CBS SAT. NEWS-SCHIEFFER	C	3621	1191	5.0	32.9	113	1116	5.1	30.8	115								
CBS SATURDAY NIGHT MOVIE	C	5436	1624	6.9	29.9	102	1438	6.6	26.5	99								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1721	7.3	28.2	97	1492	6.9	24.5	91								
CHEERS	N	8889	2575	10.9	29.0	99	2369	10.9	26.7	100								
DALLAS	C	22109	7385	31.2	33.4	114	6594	30.4	29.8	111								
DIFF'RENT STROKES	N	6940	2113	8.9	30.4	104	1923	8.9	27.7	104								
DOUBLE TROUBLE	N	7223	2136	9.0	29.6	101	1953	9.0	27.0	101								
DUCK FACTORY	N	5595	1662	7.0	29.7	102	1524	7.0	27.2	102								
DUKES OF HAZZARD	C	5768	1767	7.5	30.6	105	1762	8.1	30.5	114								
DYNASTY	A	20053	6003	25.4	29.9	103	5462	25.2	27.2	102								
FACTS OF LIFE	N	8087	2493	10.5	30.8	106	2306	10.6	28.5	107								
FALCON CREST	C	20046	6469	27.4	32.3	111	5931	27.4	29.6	111								
FALL GUY	A	9084	2638	11.2	29.0	100	2640	12.2	29.1	109								
FAMILY TIES	N	7964	2266	9.6	28.5	97	2201	10.2	27.6	103								
FANTASY ISLAND	A	7687	2394	10.1	31.1	107	2239	10.3	29.1	109								
FOULUPS,BLEEPS & BLUNDERS	A	8861	2584	10.9	29.2	100	2439	11.3	27.5	103								
FOUR SEASONS	C	5095	1751	7.4	34.4	118	1461	6.7	28.7	107								
GIMME A BREAK	N	8838	2531	10.7	28.6	98	2592	12.0	29.3	110								
HART TO HART	A	8978	2520	10.7	28.1	96	2432	11.2	27.1	101								
HILL STREET BLUES	N	8590	2658	11.2	30.9	106	2121	9.8	24.7	92								
HOTEL	A	14085	4574	19.4	32.5	111	4112	19.0	29.2	109								
JEFFERSONS	C	9360	2907	12.3	31.1	106	2609	12.0	27.9	104								
JENNIFER SLEPT HERE	N	5841	1805	7.6	30.9	106	1667	7.7	28.5	107								
KATE & ALLIE	C	9206	3136	13.3	34.1	117	2831	13.1	30.8	115								
KNIGHT RIDER	N	7076	1959	8.3	27.7	95	1966	9.1	27.8	104								
LOVE BOAT	A	12219	3991	16.9	32.7	112	3682	17.0	30.1	113								
MAGNUM PI	C	11199	3341	14.1	29.8	102	3248	15.0	29.0	108								
MAMA'S FAMILY	N	6057	2045	8.7	33.8	116	1840	8.5	30.4	114								
MASTER, THE	N	3598	973	4.1	27.0	93	981	4.5	27.3	102								
MATT HOUSTON	A	6344	1911	8.1	30.1	103	1765	8.1	27.8	104								
NBC MONDAY NIGHT MOVIE	N	11994	3419	14.5	28.5	98	3237	14.9	27.0	101								
NBC NIGHTLY NEWS	N	5132	1692	7.2	33.0	113	1607	7.4	31.3	117								
NBC NIGHTLY NEWS-SAT	N	3375	1125	4.8	33.3	114	1108	5.1	32.8	123								
NBC NIGHTLY NEWS-SUN	N	3130	1029	4.4	32.9	113	932	4.3	29.8	111								
NBC SUNDAY NIGHT MOVIE	N	8284	2305	9.8	27.8	95	2300	10.6	27.8	104								
NEWHART	C	9240	3051	12.9	33.0	113	2791	12.9	30.2	113								
ONE DAY AT A TIME	C	7288	1914	8.1	26.3	90	1839	8.5	25.2	94								
PEOPLE ARE FUNNY	N	4855	1453	6.1	29.9	103	1322	6.1	27.2	102								
REAL PEOPLE	N	8869	2750	11.6	31.0	106	2689	12.4	30.3	113								
REMINGTON STEELE	N	7743	2239	9.5	28.9	99	2058	9.5	26.6	99								
RIPLEY'S BELIEVE IT - NOT	A	5345	1760	7.4	32.9	113	1457	6.7	27.3	102								
RIPTIDE	N	6988	2174	9.2	31.1	107	1894	8.7	27.1	101								
SCARECROW & MRS. KING	C	10002	2970	12.6	29.7	102	2886	13.3	28.9	108								
SIMON & SIMON	C	10638	3309	14.0	31.1	107	3387	15.6	31.8	119								
60 MINUTES	C	13293	4117	17.4	31.0	106	3896	18.0	29.3	110								
ST. ELSEWHERE	N	7017	2304	9.7	32.8	113	2063	9.5	29.4	110								
THREE'S COMPANY	A	10917	3125	13.2	28.6	98	3090	14.3	28.3	106								
T.J. HOOKER	A	9204	2837	12.0	30.8	106	2695	12.4	29.3	109								
TONIGHT SHOW	N	2372	723	3.1	30.5	104	725	3.3	30.6	114								
TRAPPER JOHN, M.D.	C	9846	2760	11.7	28.0	96	2775	12.8	28.2	105								
TV BLOOPERS & PRAC. JOKES	N	9105	2815	11.9	30.9	106	2374	11.0	26.1	97								
20/20	A	9387	2959	12.5	31.5	108	2675	12.3	28.5	106								
WEBSTER	A	11067	3508	14.8	31.7	109	3291	15.2	29.7	111								
WORLD NEWS - SUN	A	3062	968	4.1	31.6	108	871	4.0	28.4	106								
YELLOW ROSE	N	4978	1532	6.5	30.8	105	1440	6.6	28.9	108								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2832	12.0	31.9	109	2366	10.9	26.7	100								
BASKETBALL - COLLEGE GAMES		4080	1304	5.5	32.0	110	1329	6.1	32.6	122								
BASKETBALL - PRO GAMES		3607	1289	5.5	35.7	122	1198	5.5	33.2	124								
BOWLING		3883	1414	6.0	36.4	125	1020	4.7	26.3	98								
BOXING		3928	1455	6.2	37.0	127	1323	6.1	33.7	126								
FOOTBALL - COLLEGE GAMES		6366	1923	8.1	30.2	104	1712	7.9	26.9	101								
FOOTBALL - PRO GAMES		11300	3546	15.0	31.4	108	3115	14.4	27.6	103								
GOLF		3378	1251	5.3	37.0	127	981	4.5	29.0	109								
POST-SEASON COLL. FOOTBALL		4906	1641	6.9	33.4	115	1410	6.5	28.7	107								
POST-SEASON PRO FOOTBALL		6120	2085	8.8	34.1	117	1804	8.3	29.5	110								
TENNIS		3033	1089	4.6	35.9	123	935	4.3	30.8	115								
WRESTLING - PROFESSIONAL		3344	1104	4.7	33.0	113	999	4.6	29.9	112								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	HIGH POINT A '000	HIGH POINT B % DOWN	HIGH POINT C % ACROSS	HIGH POINT D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	SANKA FREEZE-DRIED A '000	SANKA FREEZE-DRIED B % DOWN	SANKA FREEZE-DRIED C % ACROSS	SANKA FREEZE-DRIED D INDX
TOTAL FEMALE HOMEMAKERS	80986	6306	100.0	7.8	100	5746	100.0	7.1	100	3880	100.0	4.8	100	5309	100.0	6.6	100
18 - 24	9282	*389	6.2	4.2	54	*331	5.8	3.6	50	*280	7.2	3.0	63	*423	8.0	4.6	70
25 - 34	19072	1177	18.7	6.2	79	998	17.4	5.2	74	573	14.8	3.0	63	923	17.4	4.8	74
35 - 44	14591	929	14.7	6.4	82	785	13.7	5.4	76	659	17.0	4.5	94	1029	19.4	7.1	108
45 - 54	11345	859	13.6	7.6	97	782	13.6	6.9	97	*556	14.3	4.9	102	793	14.9	7.0	107
55 - 64	11635	1394	22.1	12.0	154	1200	20.9	10.3	145	813	21.0	7.0	146	926	17.4	8.0	121
65 OR OLDER	15061	1559	24.7	10.4	133	1651	28.7	11.0	155	999	25.7	6.6	138	1216	22.9	8.1	123
18 - 34	28354	1566	24.8	5.5	71	1328	23.1	4.7	66	853	22.0	3.0	63	1345	25.3	4.7	72
18 - 49	48339	2906	46.1	6.0	77	2482	43.2	5.1	72	1729	44.6	3.6	75	2796	52.7	5.8	88
25 - 54	45008	2965	47.0	6.6	85	2565	44.6	5.7	80	1788	46.1	4.0	83	2745	51.7	6.1	93
35 - 49	19985	1341	21.3	6.7	86	1153	20.1	5.8	81	877	22.6	4.4	92	1450	27.3	7.3	111
50 OR OLDER	32647	3400	53.9	10.4	134	3265	56.8	10.0	141	2151	55.4	6.6	138	2514	47.4	7.7	117
GRADUATED COLLEGE	11155	978	15.5	8.8	113	733	12.8	6.6	93	532	13.7	4.8	100	813	15.3	7.3	111
ATTENDED COLLEGE	13682	1312	20.8	9.6	123	1142	19.9	8.3	118	626	16.1	4.6	95	829	15.6	6.1	92
GRADUATED HIGH SCHOOL	33880	2484	39.4	7.3	94	2375	41.3	7.0	99	1439	37.1	4.2	89	2138	40.3	6.3	96
DID NOT GRADUATE HIGH SCHOOL	22270	1532	24.3	6.9	88	1496	26.0	6.7	95	1283	33.1	5.8	120	1529	28.8	6.9	105
EMPLOYED	40306	3173	50.3	7.9	101	2339	40.7	5.8	82	1823	47.0	4.5	94	2598	48.9	6.4	98
EMPLOYED FULL-TIME	32850	2413	38.3	7.3	94	1742	30.3	5.3	75	1424	36.7	4.3	90	2209	41.6	6.7	103
EMPLOYED PART-TIME	7456	759	12.0	10.2	131	598	10.4	8.0	113	*399	10.3	5.4	112	*388	7.3	5.2	79
NOT EMPLOYED	40680	3134	49.7	7.7	99	3407	59.3	8.4	118	2057	53.0	5.1	106	2712	51.1	6.7	102
PROFESSIONAL/MANAGER	10392	948	15.0	9.1	117	580	10.1	5.6	79	*399	10.3	3.8	80	865	16.3	8.3	127
TECH/CLERICAL/SALES	17574	1381	21.9	7.9	101	1073	18.7	6.1	86	857	22.1	4.9	102	1119	21.1	6.4	97
PRECISION/CRAFT	985	**98	1.6	9.9	128	**36	0.6	3.7	52	**59	1.5	6.0	125	**95	1.8	9.6	147
OTHER EMPLOYED	11354	746	11.8	6.6	84	651	11.3	5.7	81	*509	13.1	4.5	94	*519	9.8	4.6	70
SINGLE	9863	555	8.8	5.6	72	547	9.5	5.5	78	*448	11.5	4.5	95	654	12.3	6.6	101
MARRIED	51375	4138	65.6	8.1	103	3606	62.8	7.0	99	2341	60.3	4.6	95	3218	60.6	6.3	96
DIVORCED/SEPARATED/WIDOWED	19748	1614	25.6	8.2	105	1593	27.7	8.1	114	1091	28.1	5.5	115	1437	27.1	7.3	111
PARENTS	32590	2040	32.4	6.3	80	1732	30.1	5.3	75	1249	32.2	3.8	80	1997	37.6	6.1	93
WHITE	70416	5776	91.6	8.2	105	5317	92.5	7.6	106	3494	90.1	5.0	104	4637	87.3	6.6	100
BLACK	8778	*417	6.6	4.8	61	*344	6.0	3.9	55	*337	8.7	3.8	80	537	10.1	6.1	93
OTHER	1791	**114	1.8	6.4	82	**85	1.5	4.7	67	**49	1.3	2.7	57	**136	2.6	7.6	116
NORTHEAST-CENSUS	17786	1828	29.0	10.3	132	1352	23.5	7.6	107	1433	36.9	8.1	168	1627	30.6	9.1	140
NORTH CENTRAL	20741	1950	30.9	9.4	121	1811	31.5	8.7	123	790	20.4	3.8	80	1317	24.8	6.3	97
SOUTH	27775	1330	21.1	4.8	61	1602	27.9	5.8	81	1245	32.1	4.5	94	1496	28.2	5.4	82
WEST	14683	1199	19.0	8.2	105	981	17.1	6.7	94	*412	10.6	2.8	59	869	16.4	5.9	90
NORTHEAST-MKTG.	17961	1651	26.2	9.2	118	1387	24.1	7.7	109	1319	34.0	7.3	153	1569	29.6	8.7	133
EAST CENTRAL	11885	945	15.0	8.0	102	940	16.4	7.9	111	792	20.4	6.7	139	639	12.0	5.4	82
WEST CENTRAL	14090	1454	23.1	10.3	133	1157	20.1	8.2	116	*369	9.5	2.6	55	995	18.7	7.1	108
SOUTH	24081	1251	19.8	5.2	67	1397	24.3	5.8	82	1021	26.3	4.2	88	1332	25.1	5.5	84
PACIFIC	12969	1006	16.0	7.8	100	865	15.1	6.7	94	*379	9.8	2.9	61	773	14.6	6.0	91
COUNTY SIZE A	32439	2727	43.2	8.4	108	1981	34.5	6.1	86	1635	42.1	5.0	105	2437	45.9	7.5	115
COUNTY SIZE B	24915	2003	31.8	8.0	103	1837	32.0	7.4	104	1283	33.1	5.1	107	1602	30.2	6.4	98
COUNTY SIZE C	12930	738	11.7	5.7	73	945	16.4	7.3	103	*582	15.0	4.5	94	632	11.9	4.9	75
COUNTY SIZE D	10703	838	13.3	7.8	101	984	17.1	9.2	130	*380	9.8	3.6	74	638	12.0	6.0	91
METRO CENTRAL CITY	24518	1920	30.4	7.8	101	1450	25.2	5.9	83	1178	30.4	4.8	100	1843	34.7	7.5	115
METRO SUBURBAN	35919	3031	48.1	8.4	108	2601	45.3	7.2	102	1793	46.2	5.0	104	2162	40.7	6.0	92
NON METRO	20549	1355	21.5	6.6	85	1695	29.5	8.2	116	909	23.4	4.4	92	1304	24.6	6.3	97
TOP 5 ADI'S	18341	1828	29.0	10.0	128	1172	20.4	6.4	90	933	24.0	5.1	106	1814	34.2	9.9	151
TOP 10 ADI'S	25378	2241	35.5	8.8	113	1574	27.4	6.2	87	1289	33.2	5.1	106	2235	42.1	8.8	134
TOP 20 ADI'S	36488	3052	48.4	8.4	107	2289	39.8	6.3	88	1988	51.2	5.4	114	2809	52.9	7.7	117
HSHLD INC. $50,000 OR MORE	6612	762	12.1	11.5	148	*505	8.8	7.6	108	*286	7.4	4.3	90	*584	11.0	8.8	135
$40,000 OR MORE	12659	1311	20.8	10.4	133	923	16.1	7.3	103	*592	15.3	4.7	98	978	18.4	7.7	118
$30,000 OR MORE	24698	2446	38.8	9.9	127	1807	31.4	7.3	103	1167	30.1	4.7	99	1948	36.7	7.9	120
$25,000 OR MORE	32077	2958	46.9	9.2	118	2469	43.0	7.7	108	1590	41.0	5.0	103	2423	45.6	7.6	115
$20,000 - $24,999	9144	467	7.4	5.1	66	*510	8.9	5.6	79	*484	12.5	5.3	110	520	9.8	5.7	87
$15,000 - $19,999	8728	637	10.1	7.3	94	525	9.1	6.0	85	*443	11.4	5.1	106	*383	7.2	4.4	67
$10,000 - $14,999	12562	1031	16.3	8.2	105	1036	18.0	8.2	116	521	13.4	4.1	87	738	13.9	5.9	90
UNDER $10,000	18475	1214	19.3	6.6	84	1207	21.0	6.5	92	843	21.7	4.6	95	1246	23.5	6.7	103
HOUSEHOLD OF 1 PERSON	11987	1217	19.3	10.2	130	916	15.9	7.6	108	528	13.6	4.4	92	921	17.3	7.7	117
2 PEOPLE	26577	2141	34.0	8.1	103	2283	39.7	8.6	121	1552	40.0	5.8	122	1866	35.1	7.0	107
3 OR 4 PEOPLE	30617	2118	33.6	6.9	89	1989	34.6	6.5	92	1287	33.2	4.2	88	1688	31.8	5.5	84
5 OR MORE PEOPLE	11804	830	13.2	7.0	90	*558	9.7	4.7	67	*513	13.2	4.3	91	835	15.7	7.1	108
NO CHILD IN HSHLD	46165	4073	64.6	8.8	113	3822	66.5	8.3	117	2561	66.0	5.5	116	3241	61.0	7.0	107
CHILD(REN) UNDER 2 YRS	5325	**258	4.1	4.8	62	**265	4.6	5.0	70	**152	3.9	2.9	60	**257	4.8	4.8	74
2 - 5 YEARS	14221	867	13.7	6.1	78	797	13.9	5.6	79	*456	11.8	3.2	67	666	12.5	4.7	71
6 - 11 YEARS	15117	781	12.4	5.2	66	868	15.1	5.7	81	640	16.5	4.2	88	828	15.6	5.5	84
12 - 17 YEARS	16611	1183	18.8	7.1	91	917	16.0	5.5	78	742	19.1	4.5	93	1123	21.2	6.8	103
RESIDENCE OWNED	55884	4865	77.1	8.7	112	4622	80.4	8.3	117	2906	74.9	5.2	109	3913	73.7	7.0	107
VALUE: $50,000 OR MORE	31744	3176	50.4	10.0	128	2752	47.9	8.7	122	1594	41.1	5.0	105	2345	44.2	7.4	113
VALUE: UNDER $50,000	24140	1689	26.8	7.0	90	1870	32.5	7.7	109	1312	33.8	5.4	113	1568	29.5	6.5	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	HIGH POINT A '000	HIGH POINT B % DOWN	HIGH POINT C % ACROSS	HIGH POINT D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	SANKA FREEZE-DRIED A '000	SANKA FREEZE-DRIED B % DOWN	SANKA FREEZE-DRIED C % ACROSS	SANKA FREEZE-DRIED D INDX
TOTAL FEMALE HOMEMAKERS		80986	6306	100.0	7.8	100	5746	100.0	7.1	100	3880	100.0	4.8	100	5309	100.0	6.6	100
MAGAZINES	QUINTILE 1	15799	1382	21.9	8.7	112	1095	19.1	6.9	98	699	18.0	4.4	92	1317	24.8	8.3	127
	QUINTILE 2	17259	1581	25.1	9.2	118	1471	25.6	8.5	120	920	23.7	5.3	111	1127	21.2	6.5	100
	QUINTILE 3	13545	1006	16.0	7.4	95	946	16.5	7.0	98	598	15.4	4.4	92	944	17.8	7.0	106
	QUINTILE 4	15133	1087	17.2	7.2	92	1095	19.1	7.2	102	795	20.5	5.3	110	823	15.5	5.4	83
	QUINTILE 5	19250	1252	19.9	6.5	84	1140	19.8	5.9	83	869	22.4	4.5	94	1099	20.7	5.7	87
NEWSPAPERS	QUINTILE 1	12413	1259	20.0	10.1	130	1038	18.1	8.4	118	661	17.0	5.3	111	1144	21.5	9.2	141
	QUINTILE 2	24116	2019	32.0	8.4	108	1948	33.9	8.1	114	1251	32.2	5.2	108	1795	33.8	7.4	114
	QUINTILE 3	11261	896	14.2	8.0	102	800	13.9	7.1	100	674	17.4	6.0	125	638	12.0	5.7	86
	QUINTILE 4	20255	1386	22.0	6.8	88	1076	18.7	5.3	75	671	17.3	3.3	69	1067	20.1	5.3	80
	QUINTILE 5	12940	747	11.8	5.8	74	883	15.4	6.8	96	622	16.0	4.8	100	665	12.5	5.1	78
OUTDOOR	QUINTILE 1	14852	1343	21.3	9.0	116	968	16.8	6.5	92	724	18.7	4.9	102	995	18.7	6.7	102
	QUINTILE 2	15725	1480	23.5	9.4	121	1181	20.6	7.5	106	794	20.5	5.0	105	1183	22.3	7.5	115
	QUINTILE 3	16330	1207	19.1	7.4	95	1103	19.2	6.8	95	772	19.9	4.7	99	902	17.0	5.5	84
	QUINTILE 4	16744	1157	18.3	6.9	89	1286	22.4	7.7	108	805	20.7	4.8	100	1267	23.9	7.6	115
	QUINTILE 5	17334	1119	17.7	6.5	83	1208	21.0	7.0	98	786	20.3	4.5	95	963	18.1	5.6	85
RADIO-DRIVE TIME	QUINTILE 1	15911	1013	16.1	6.4	82	1125	19.6	7.1	100	893	23.0	5.6	117	1258	23.7	7.9	121
	QUINTILE 2	14837	1289	20.4	8.7	112	997	17.4	6.7	95	833	21.5	5.6	117	993	18.7	6.7	102
	QUINTILE 3	15339	1287	20.4	8.4	108	997	17.4	6.5	92	663	17.1	4.3	90	1025	19.3	6.7	102
	QUINTILE 4	16723	1287	20.4	7.7	99	1425	24.8	8.5	120	751	19.4	4.5	94	980	18.5	5.9	89
	QUINTILE 5	18176	1430	22.7	7.9	101	1202	20.9	6.6	93	740	19.1	4.1	85	1053	19.8	5.8	88
RADIO-MID-DAY	TERCILE 1	21020	1608	25.5	7.6	98	1392	24.2	6.6	93	1105	28.5	5.3	110	1626	30.6	7.7	118
	TERCILE 2	21610	1725	27.4	8.0	103	1825	31.8	8.4	119	1068	27.5	4.9	103	1305	24.6	6.0	92
	TERCILE 3	38355	2973	47.1	7.8	100	2529	44.0	6.6	93	1707	44.0	4.5	93	2378	44.8	6.2	95
RADIO-TOTAL	QUINTILE 1	15988	1000	15.9	6.3	80	1047	18.2	6.5	92	855	22.0	5.3	112	1326	25.0	8.3	127
	QUINTILE 2	15626	1263	20.0	8.1	104	970	16.9	6.2	87	885	22.8	5.7	118	959	18.1	6.1	94
	QUINTILE 3	16723	1559	24.7	9.3	120	1286	22.4	7.7	108	769	19.8	4.6	96	981	18.5	5.9	89
	QUINTILE 4	16342	1179	18.7	7.2	93	1341	23.3	8.2	116	715	18.4	4.4	91	1048	19.7	6.4	98
	QUINTILE 5	16306	1306	20.7	8.0	103	1102	19.2	6.8	95	656	16.9	4.0	84	995	18.7	6.1	93
TV-PRIME TIME	QUINTILE 1	15953	1839	29.2	11.5	148	1200	20.9	7.5	106	940	24.2	5.9	123	1395	26.3	8.7	133
	QUINTILE 2	16137	1230	19.5	7.6	98	1191	20.7	7.4	104	895	23.1	5.5	116	1113	21.0	6.9	105
	QUINTILE 3	16420	1233	19.6	7.5	96	1292	22.5	7.9	111	710	18.3	4.3	90	965	18.2	5.9	90
	QUINTILE 4	16687	1004	15.9	6.0	77	1071	18.6	6.4	90	606	15.6	3.6	76	920	17.3	5.5	84
	QUINTILE 5	15789	1000	15.9	6.3	81	992	17.3	6.3	89	729	18.8	4.6	96	917	17.3	5.8	89
TV-DAYTIME	TERCILE 1	27736	2061	32.7	7.4	95	2153	37.5	7.8	109	1528	39.4	5.5	115	1964	37.0	7.1	108
	TERCILE 2	26489	2037	32.3	7.7	99	1856	32.3	7.0	99	1268	32.7	4.8	100	1638	30.9	6.2	94
	TERCILE 3	26761	2209	35.0	8.3	106	1737	30.2	6.5	91	1083	27.9	4.0	84	1707	32.2	6.4	97
TV-TOTAL	QUINTILE 1	16345	1588	25.2	9.7	125	1453	25.3	8.9	125	1078	27.8	6.6	138	1385	26.1	8.5	129
	QUINTILE 2	16447	1117	17.7	6.8	87	1035	18.0	6.3	89	879	22.7	5.3	112	1048	19.7	6.4	97
	QUINTILE 3	15980	1432	22.7	9.0	115	1178	20.5	7.4	104	576	14.8	3.6	75	932	17.6	5.8	89
	QUINTILE 4	15887	1173	18.6	7.4	95	981	17.1	6.2	87	725	18.7	4.6	95	957	18.0	6.0	92
	QUINTILE 5	16326	997	15.8	6.1	78	1099	19.1	6.7	95	622	16.0	3.8	80	987	18.6	6.0	92
MAGAZINES-NEWSPAPERS: DUAL		20721	2026	32.1	9.8	126	1933	33.6	9.3	131	1064	27.4	5.1	107	1786	33.6	8.6	131
MAGAZINE IMPERATIVE		19186	1393	22.1	7.3	93	1161	20.2	6.1	85	841	21.7	4.4	91	1064	20.0	5.5	85
NEWSPAPER IMPERATIVE		21899	1688	26.8	7.7	99	1598	27.8	7.3	103	1238	31.9	5.7	118	1496	28.2	6.8	104
MAGAZINES-OUTDOOR: DUAL		15451	1608	25.5	10.4	134	1136	19.8	7.4	104	773	19.9	5.0	104	1243	23.4	8.0	123
MAGAZINE IMPERATIVE		25953	1879	29.8	7.2	93	1919	33.4	7.4	104	1265	32.6	4.9	102	1764	33.2	6.8	104
OUTDOOR IMPERATIVE		24400	1888	29.9	7.7	99	1610	28.0	6.6	93	1132	29.2	4.6	97	1407	26.5	5.8	88
MAGAZINES-RADIO: DUAL		18049	1460	23.2	8.1	104	1331	23.2	7.4	104	930	24.0	5.2	108	1319	24.8	7.3	111
MAGAZINE IMPERATIVE		23571	2127	33.7	9.0	116	1878	32.7	8.0	112	955	24.6	4.1	85	1670	31.5	7.1	108
RADIO IMPERATIVE		23278	1638	26.0	7.0	90	1414	24.6	6.1	86	1256	32.4	5.4	113	1519	28.6	6.5	100
MAGAZINES-TELEVISION: DUAL		15459	1290	20.5	8.3	107	1367	23.8	8.8	125	833	21.5	5.4	112	1156	21.8	7.5	114
MAGAZINE IMPERATIVE		25829	2139	33.9	8.3	106	1762	30.7	6.8	96	1072	27.6	4.2	87	1770	33.3	6.9	105
TELEVISION IMPERATIVE		26039	2062	32.7	7.9	102	1665	29.0	6.4	90	1413	36.4	5.4	113	1704	32.1	6.5	100
NEWSPAPERS-OUTDOOR: DUAL		16605	1623	25.7	9.8	126	1258	21.9	7.6	107	903	23.3	5.4	114	1347	25.4	8.1	124
NEWSPAPER IMPERATIVE		26834	2230	35.4	8.3	107	2203	38.3	8.2	116	1463	37.7	5.5	114	1950	36.7	7.3	111
OUTDOOR IMPERATIVE		23346	1742	27.6	7.5	96	1455	25.3	6.2	88	1041	26.8	4.5	93	1191	22.4	5.1	78
NEWSPAPERS-RADIO: DUAL		17133	1456	23.1	8.5	109	1240	21.6	7.2	102	919	23.7	5.4	112	1416	26.7	8.3	126
NEWSPAPER IMPERATIVE		25892	2376	37.7	9.2	118	2282	39.7	8.8	124	1386	35.7	5.4	112	1865	35.1	7.2	110
RADIO IMPERATIVE		23167	1590	25.2	6.9	88	1255	21.8	5.4	76	1092	28.1	4.7	98	1298	24.4	5.6	85
NEWSPAPERS-TELEVISION: DUAL		17159	1600	25.4	9.3	120	1416	24.6	8.3	116	1186	30.6	6.9	144	1381	26.0	8.0	123
NEWSPAPER IMPERATIVE		26214	2234	35.4	8.5	109	2014	35.1	7.7	108	1101	28.4	4.2	88	1838	34.6	7.0	107
TELEVISION IMPERATIVE		23412	1675	26.6	7.2	92	1521	26.5	6.5	92	993	25.6	4.2	89	1387	26.1	5.9	90
OUTDOOR-RADIO: DUAL		15303	1312	20.8	8.6	110	945	16.4	6.2	87	854	22.0	5.6	116	1223	23.0	8.0	122
OUTDOOR IMPERATIVE		24901	2263	35.9	9.1	117	1877	32.7	7.5	106	1115	28.7	4.5	93	1491	28.1	6.0	91
RADIO IMPERATIVE		26492	1744	27.7	6.6	85	1852	32.2	7.0	99	1330	34.3	5.0	105	1669	31.4	6.3	96
OUTDOOR-TELEVISION: DUAL		14794	1435	22.8	9.7	125	1105	19.2	7.5	105	857	22.1	5.8	121	1012	19.1	6.8	104
OUTDOOR IMPERATIVE		25437	2106	33.4	8.3	106	1677	29.2	6.6	93	1095	28.2	4.3	90	1694	31.9	6.7	102
TELEVISION IMPERATIVE		27877	2074	32.9	7.4	96	2137	37.2	7.7	108	1494	38.5	5.4	112	1978	37.3	7.1	108
RADIO-TELEVISION: DUAL		15996	1256	19.9	7.9	101	1031	17.9	6.4	91	994	25.6	6.2	130	1202	22.6	7.5	115
RADIO IMPERATIVE		25478	1911	30.3	7.5	96	1701	29.6	6.7	94	1168	30.1	4.6	96	1558	29.3	6.1	93
TELEVISION IMPERATIVE		26573	2346	37.2	8.8	113	2182	38.0	8.2	116	1264	32.6	4.8	99	1799	33.9	6.8	103

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM B % ACROSS	BRIM C % INDX	BRIM D	HIGH POINT A '000	HIGH POINT B % DOWN	HIGH POINT B % ACROSS	HIGH POINT C % INDX	HIGH POINT D	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE B % ACROSS	NESCAFE C % INDX	NESCAFE D	SANKA FREEZE-DRIED A '000	SANKA FREEZE-DRIED B % DOWN	SANKA FREEZE-DRIED B % ACROSS	SANKA FREEZE-DRIED C % INDX	SANKA FREEZE-DRIED D
TOTAL FEMALE HOMEMAKERS	80986	6306	100.0	7.8	100		5746	100.0	7.1	100		3880	100.0	4.8	100		5309	100.0	6.6	100	
ATLANTIC MONTHLY	415	**23	0.4	5.5	71		**31	0.5	7.5	105		**62	1.6	14.9	312		**32	0.6	7.7	118	
BARRON'S	453	**25	0.4	5.5	71		**21	0.4	4.6	65		**0	0.0	0.0	0		**92	1.7	20.3	310	
BETTER HOMES & GARDENS	16256	1722	27.3	10.6	136		1331	23.2	8.2	115		815	21.0	5.0	105		1290	24.3	7.9	121	
BON APPETIT	2535	340	5.4	13.4	172		196	3.4	7.7	109		**68	1.8	2.7	56		*188	3.5	7.4	113	
BUSINESS WEEK	1278	**108	1.7	8.5	109		**90	1.6	7.0	99		**86	2.2	6.7	140		**154	2.9	12.1	184	
CAR AND DRIVER	378	**46	0.7	12.2	156		**27	0.5	7.1	101		**6	0.2	1.6	33		**22	0.4	5.8	89	
CBS MAGAZINE NETWORK (GROSS)	1498	**122	1.9	8.1	105		**67	1.2	4.5	63		**85	2.2	5.7	118		**126	2.4	8.4	128	
CHANGING TIMES	1505	*220	3.5	14.6	188		*230	4.0	15.3	215		**75	1.9	5.0	104		**115	2.2	7.6	117	
COLONIAL HOMES	1231	*129	2.0	10.5	135		**81	1.4	6.6	93		**62	1.6	5.0	105		*111	2.1	9.0	138	
CONDE NAST MAG. PKG. (GROSS)	14146	1163	18.4	8.2	106		1005	17.5	7.1	100		634	16.3	4.5	94		897	16.9	6.3	97	
CONSUMERS DIGEST	1323	**120	1.9	9.1	116		**80	1.4	6.0	85		**89	2.3	6.7	140		**77	1.5	5.8	89	
COSMOPOLITAN	7102	535	8.5	7.5	97		453	7.9	6.4	90		329	8.5	4.6	97		404	7.6	5.7	87	
COUNTRY LIVING	2481	*234	3.7	9.4	121		*162	2.8	6.5	92		*114	2.9	4.6	96		*165	3.1	6.7	101	
CUISINE	1472	*178	2.8	12.1	155		**85	1.5	5.8	81		**57	1.5	3.9	81		**90	1.7	6.1	93	
CYCLE WORLD	425	**68	1.1	16.0	205		**26	0.5	6.1	86		**13	0.3	3.1	64		**35	0.7	8.2	126	
DCI:CREATIVE IDEAS FOR LIV	2510	*195	3.1	7.8	100		*224	3.9	8.9	126		*154	4.0	6.1	128		*192	3.6	7.6	117	
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	464	7.4	6.9	89		565	9.8	8.4	119		349	9.0	5.2	109		510	9.6	7.6	116	
DISCOVER	894	**65	1.0	7.3	93		**35	0.6	3.9	55		**28	0.7	3.1	65		**48	0.9	5.4	82	
EBONY	3507	205	3.3	5.8	75		*164	2.9	4.7	66		*172	4.4	4.9	102		209	3.9	6.0	91	
ESQUIRE	1083	**56	0.9	5.2	66		**56	1.0	5.2	73		**30	0.8	2.8	58		**144	2.7	13.3	203	
ESSENCE	1830	**68	1.1	3.7	48		*84	1.5	4.6	65		**59	1.5	3.2	67		*109	2.1	6.0	91	
FAMILY CIRCLE	15930	1488	23.6	9.3	120		1151	20.0	7.2	102		762	19.6	4.8	100		1177	22.2	7.4	113	
THE FAMILY HANDYMAN	1126	**149	2.4	13.2	170		**72	1.3	6.4	90		**52	1.3	4.6	96		**76	1.4	6.7	103	
FAMILY WEEKLY	11468	856	13.6	7.5	96		863	15.0	7.5	106		484	12.5	4.2	88		703	13.2	6.1	94	
FIELD & STREAM	2234	*273	4.3	12.2	157		*164	2.9	7.3	103		**152	3.9	6.8	142		**150	2.8	6.7	102	
FOOD & WINE	579	**52	0.8	9.0	115		**52	0.9	9.0	127		**45	1.2	7.8	162		**102	1.9	17.6	269	
FORBES	728	**50	0.8	6.9	88		**43	0.7	5.9	83		**26	0.7	3.6	75		**121	2.3	16.6	254	
FORTUNE	906	**88	1.4	9.7	125		**48	0.8	5.3	75		**31	0.8	3.4	71		**176	3.3	19.4	296	
GENTLEMEN'S QUARTERLY	791	**40	0.6	5.1	65		**27	0.5	3.4	48		**44	1.1	5.6	116		**57	1.1	7.2	110	
GLAMOUR	5265	446	7.1	8.5	109		393	6.8	7.5	105		*182	4.7	3.5	72		341	6.4	6.5	99	
GOLF DIGEST	636	**64	1.0	10.1	129		**75	1.3	11.8	166		**43	1.1	6.8	141		**63	1.2	9.9	151	
GOLF DIGEST/TENNIS (GROSS)	1186	*146	2.3	12.3	158		**77	1.3	6.5	92		**88	2.3	7.4	155		*125	2.4	10.5	161	
GOLF MAGAZINE	441	**87	1.4	19.7	253		**55	1.0	12.5	176		**25	0.6	5.7	118		**31	0.6	7.0	107	
GOLF MAGAZINE/SKI (GROSS)	922	**130	2.1	14.1	181		**69	1.2	7.5	105		**59	1.5	6.4	134		**52	1.0	5.6	86	
GOOD HOUSEKEEPING	16487	1598	25.3	9.7	124		1319	23.0	8.0	113		813	21.0	4.9	103		1273	24.0	7.7	118	
HARPER'S BAZAAR	2423	*170	2.7	7.0	90		*152	2.6	6.3	88		**82	2.1	3.4	71		*170	3.2	7.0	107	
HEALTH	1994	*155	2.5	7.8	100		*127	2.2	6.4	90		**78	2.0	3.9	82		*232	4.4	11.6	177	
HEARST MAG CORP. BUY (GROSS)	44101	3685	58.4	8.4	107		3233	56.3	7.3	103		2138	55.1	4.8	101		3299	62.1	7.5	114	
HEARST MAN POWER (GROSS)	1993	*132	2.1	6.6	85		*207	3.6	10.4	146		*216	5.6	10.8	226		*231	4.4	11.6	177	
HEARST WOMAN POWER (GROSS)	31274	2661	42.2	8.5	109		2313	40.3	7.4	104		1446	37.3	4.6	97		2250	42.4	7.2	110	
HOUSE BEAUTIFUL	3623	304	4.8	8.4	108		*221	3.8	6.1	86		*168	4.3	4.6	97		282	5.3	7.8	119	
INC.	283	**22	0.3	7.8	100		**11	0.2	3.9	55		**17	0.4	6.0	125		**59	1.1	20.8	318	
JET	2928	*121	1.9	4.1	53		*123	2.1	4.2	59		*87	2.2	3.0	62		206	3.9	7.0	107	
LADIES' HOME JOURNAL	11918	1024	16.2	8.6	110		909	15.8	7.6	107		495	12.8	4.2	87		934	17.6	7.8	120	
LHJ FAMILY GRP COMBO(GROSS)	16764	1401	22.2	8.4	107		1302	22.7	7.8	109		699	18.0	4.2	87		1314	24.8	7.8	120	
LIFE	4254	304	4.8	7.1	92		*220	3.8	5.2	73		*214	5.5	5.0	105		342	6.4	8.0	123	
L.A. TIMES HOME MAGAZINE	1145	**84	1.3	7.3	94		**49	0.9	4.3	60		**36	0.9	3.1	66		**111	2.1	9.7	148	
MADEMOISELLE	2884	*209	3.3	7.2	93		*201	3.5	7.0	98		*175	4.5	6.1	127		*189	3.6	6.6	100	
MC CALL'S	13460	1296	20.6	9.6	124		1157	20.1	8.6	121		526	13.6	3.9	82		967	18.2	7.2	110	
MC CALL'S/WRK MOTHER (GROSS)	14606	1379	21.9	9.4	121		1270	22.1	8.7	123		621	16.0	4.3	89		1053	19.8	7.2	110	
MECHANIX ILLUSTRATED	772	**36	0.6	4.7	60		**59	1.0	7.6	108		**65	1.7	8.4	176		**96	1.8	12.4	190	
METROPOLITAN HOME	967	**100	1.6	10.3	133		**77	1.3	8.0	112		**22	0.6	2.3	47		**57	1.1	5.9	90	
MONEY	1588	**138	2.2	8.7	112		**68	1.2	4.3	60		**72	1.9	4.5	95		*235	4.4	14.8	226	
MOTHER EARTH NEWS	1002	**79	1.3	7.9	101		**68	1.2	6.8	96		**48	1.2	4.8	100		**37	0.7	3.7	56	
MS.	825	**57	0.9	6.9	89		**53	0.9	6.4	91		**45	1.2	5.5	114		**75	1.4	9.1	139	
NATIONAL ENQUIRER	10336	685	10.9	6.6	85		821	14.3	7.9	112		558	14.4	5.4	113		701	13.2	6.8	103	
NATIONAL GEOGRAPHIC	9597	1002	15.9	10.4	134		727	12.7	7.6	107		565	14.6	5.9	123		942	17.7	9.8	150	
NATIONAL SUNDAY MAGAZINE PKG	49558	4092	64.9	8.3	106		3721	64.8	7.5	106		2476	63.8	5.0	104		3575	67.3	7.2	110	
NATURAL HISTORY	573	**61	1.0	10.6	137		**40	0.7	7.0	98		**24	0.6	4.2	87		**36	0.7	6.3	96	
NEW WOMAN	1699	*100	1.6	5.9	76		**53	0.9	3.1	44		**70	1.8	4.1	86		**77	1.5	4.5	69	
NEW YORK INCLUDING CUE	443	**59	0.9	13.3	171		**27	0.5	6.1	86		**33	0.9	7.4	155		**35	0.7	7.9	121	
THE NEW YORKER	1270	*120	1.9	9.4	121		**95	1.7	7.5	105		**67	1.7	5.3	110		*161	3.0	12.7	193	
NEWSWEEK	6277	592	9.4	9.4	121		553	9.6	8.8	124		*283	7.3	4.5	94		432	8.1	6.9	105	
THE N.Y. TIMES DAILY EDITION	1205	*187	3.0	15.5	199		*91	1.6	7.6	106		**109	2.8	9.0	189		*186	3.5	15.4	235	
THE N.Y. TIMES MAGAZINE	2081	*300	4.8	14.4	185		*175	3.0	8.4	119		*165	4.3	7.9	165		321	6.0	15.4	235	
OMNI	788	**55	0.9	7.0	90		**36	0.6	4.6	64		**12	0.3	1.5	32		**33	0.6	4.2	64	
ON CABLE	1158	**48	0.8	4.1	53		**63	1.1	5.4	77		**40	1.0	3.5	72		**69	1.3	6.0	91	
1001 HOME IDEAS	2852	*222	3.5	7.8	100		267	4.6	9.4	132		*127	3.3	4.5	93		*149	2.8	5.2	80	
ORGANIC GARDENING	1658	**82	1.3	4.9	64		*139	2.4	8.4	118		**47	1.2	2.8	59		*114	2.1	6.9	105	
OUTDOOR LIFE	896	**83	1.3	9.3	119		**53	0.9	5.9	83		**40	1.0	4.5	93		**49	0.9	5.5	83	
PARADE MAGAZINE	24275	2213	35.1	9.1	117		1905	33.2	7.8	111		1441	37.1	5.9	124		1989	37.5	8.2	125	

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BAIN A '000	BAIN B % DOWN	BAIN C % ACROSS	BAIN D INDX	HIGH POINT A '000	HIGH POINT B % DOWN	HIGH POINT C % ACROSS	HIGH POINT D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	SANKA FREEZE-DRIED A '000	SANKA FREEZE-DRIED B % DOWN	SANKA FREEZE-DRIED C % ACROSS	SANKA FREEZE-DRIED D INDX
TOTAL FEMALE HOMEMAKERS	80986	6306	100.0	7.8	100	5746	100.0	7.1	100	3880	100.0	4.8	100	5309	100.0	6.6	100
PARENTS	3845	*323	5.1	8.4	108	*262	4.6	6.8	96	*105	2.7	2.7	57	*144	2.7	3.7	57
PENTHOUSE	831	**13	0.2	1.6	20	**26	0.5	3.1	44	**48	1.2	5.8	121	**64	1.2	7.7	117
PEOPLE	11645	990	15.7	8.5	109	720	12.5	6.2	87	476	12.3	4.1	85	773	14.6	6.6	101
PLAYBOY	2006	*115	1.8	5.7	74	**120	2.1	6.0	84	**101	2.6	5.0	105	*156	2.9	7.8	119
POPULAR HOT RODDING	297	**24	0.4	8.1	104	**19	0.3	6.4	90	**20	0.5	6.7	141	**11	0.2	3.7	56
POPULAR MECHANICS	1018	**47	0.7	4.6	59	**160	2.8	15.7	222	**123	3.2	12.1	252	**197	3.7	19.4	295
POPULAR SCIENCE	878	**102	1.6	11.6	149	**85	1.5	9.7	136	**78	2.0	8.9	185	**88	1.7	10.0	153
PREVENTION	3913	522	8.3	13.3	171	511	8.9	13.1	184	*281	7.2	7.2	150	361	6.8	9.2	141
PSYCHOLOGY TODAY	1710	**132	2.1	7.7	99	*128	2.2	7.5	106	**116	3.0	6.8	142	**125	2.4	7.3	112
READER'S DIGEST	22204	1966	31.2	8.9	114	1733	30.2	7.8	110	1104	28.5	5.0	104	1869	35.2	8.4	128
REDBOOK	7684	528	8.4	6.9	88	540	9.4	7.0	99	303	7.8	3.9	82	573	10.8	7.5	114
ROAD & TRACK	410	**22	0.3	5.4	69	**20	0.3	4.9	69	**27	0.7	6.6	137	**45	0.8	11.0	167
ROLLING STONE	969	**56	0.9	5.8	74	**89	1.5	9.2	129	**67	1.7	6.9	144	**73	1.4	7.5	115
RUNNER'S WORLD	298	**26	0.4	8.7	112	**30	0.5	10.1	142	**8	0.2	2.7	56	**45	0.8	15.1	230
SATURDAY EVENING POST	1169	**93	1.5	8.0	102	**101	1.8	8.6	122	**91	2.3	7.8	162	**107	2.0	9.2	140
SCIENCE 84	587	**36	0.6	6.1	79	**11	0.2	1.9	26	**60	1.5	10.2	213	**52	1.0	8.9	135
SCIENCE DIGEST	482	**41	0.7	8.5	109	**17	0.3	3.5	50	**62	1.6	12.9	268	**15	0.3	3.1	47
SCIENTIFIC AMERICAN	594	**43	0.7	7.2	93	**42	0.7	7.1	100	**8	0.2	1.3	28	**41	0.8	6.9	105
SELF	2089	*197	3.1	9.4	121	*171	3.0	8.2	115	**110	2.8	5.3	110	*103	1.9	4.9	75
SEVENTEEN	2411	*200	3.2	8.3	107	**119	2.1	4.9	70	**77	2.0	3.2	67	*154	2.9	6.4	97
SKI	480	**43	0.7	9.0	115	**14	0.2	2.9	41	**34	0.9	7.1	148	**21	0.4	4.4	67
SMITHSONIAN	2760	282	4.5	10.2	131	246	4.3	8.9	126	*146	3.8	5.3	110	291	5.5	10.5	161
SOAP OPERA DIGEST	3013	*144	2.3	4.8	61	*145	2.5	4.8	68	*98	2.5	3.3	68	*189	3.6	6.3	96
SOUTHERN LIVING	4184	269	4.3	6.4	83	341	5.9	8.2	115	*194	5.0	4.6	97	318	6.0	7.6	116
SPORT	559	**41	0.7	7.3	94	**19	0.3	3.4	48	**28	0.7	5.0	105	**27	0.5	4.8	74
THE SPORTING NEWS	436	**50	0.8	11.5	147	**22	0.4	5.0	71	**22	0.6	5.0	105	**38	0.7	8.7	133
SPORTS AFIELD	493	**44	0.7	8.9	115	**31	0.5	6.3	89	**31	0.8	6.3	131	**19	0.4	3.9	59
SPORTS ILLUSTRATED	2758	232	3.7	8.4	108	*134	2.3	4.9	68	*105	2.7	3.8	79	*173	3.3	6.3	96
STAR	7456	661	10.5	8.9	114	582	10.1	7.8	110	538	13.9	7.2	151	552	10.4	7.4	113
SUNDAY	24936	2252	35.7	9.0	116	1923	33.5	7.7	109	1242	32.0	5.0	104	1768	33.3	7.1	108
SUNSET	2124	*204	3.2	9.6	123	*219	3.8	10.3	145	**67	1.7	3.2	66	**85	1.6	4.0	61
TV GUIDE	21661	1656	26.3	7.6	98	1457	25.4	6.7	95	981	25.3	4.5	95	1377	25.9	6.4	97
TENNIS	550	**82	1.3	14.9	191	**2	0.0	0.4	5	**44	1.1	8.0	167	**62	1.2	11.3	172
TIME	8880	724	11.5	8.2	105	523	9.1	5.9	83	412	10.6	4.6	97	611	11.5	6.9	105
TOWN & COUNTRY	917	**48	0.8	5.2	67	**96	1.7	10.5	148	**37	1.0	4.0	84	**74	1.4	8.1	123
TRAVEL & LEISURE	972	*104	1.6	10.7	137	**88	1.5	9.1	128	**92	2.4	9.5	198	**84	1.6	8.6	132
TRUE STORY	3356	*182	2.9	5.4	70	*156	2.7	4.6	66	**151	3.9	4.5	94	*134	2.5	4.0	61
U.S.NEWS & WORLD REPORT	3410	322	5.1	9.4	121	300	5.2	8.8	124	*155	4.0	4.5	95	272	5.1	8.0	122
USA TODAY	1759	*121	1.9	6.9	88	*126	2.2	7.2	101	**77	2.0	4.4	91	*124	2.3	7.0	108
US	1873	*116	1.8	6.2	80	**99	1.7	5.3	74	**64	1.6	3.4	71	**88	1.7	4.7	72
VOGUE	3909	311	4.9	8.0	102	240	4.2	6.1	87	*167	4.3	4.3	89	264	5.0	6.8	103
WALL STREET JOURNAL	1886	258	4.1	13.7	176	*251	4.4	13.3	188	**76	2.0	4.0	84	*252	4.7	13.4	204
WEIGHT WATCHERS	2120	*278	4.4	13.1	168	*169	2.9	8.0	112	**86	2.2	4.1	85	*237	4.5	11.2	171
WOMAN'S DAY	14172	1417	22.5	10.0	128	1134	19.7	8.0	113	722	18.6	5.1	106	1085	20.4	7.7	117
WORKING MOTHER	1146	**83	1.3	7.2	93	**114	2.0	9.9	140	**95	2.4	8.3	173	**86	1.6	7.5	114
WORKING WOMAN	1322	**91	1.4	6.9	88	**67	1.2	5.1	71	**31	0.8	2.3	49	**104	2.0	7.9	120
WORLD TENNIS	*163	**16	0.3	9.8	126	**9	0.2	5.5	78	**4	0.1	2.5	51	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*162	2.6	6.4	82	*150	2.6	5.9	83	*95	2.4	3.8	78	*202	3.8	8.0	122
BLAIR INSERTS	43657	3722	59.0	8.5	109	3323	57.8	7.6	107	2395	61.7	5.5	115	3391	63.9	7.8	118
DAILY NEWSPAPERS																	
READ ANY	51633	4394	69.7	8.5	109	3941	68.6	7.6	108	2569	66.2	5.0	104	3640	68.6	7.0	108
READ ONE	43463	3523	55.9	8.1	104	3231	56.2	7.4	105	2130	54.9	4.9	102	2938	55.3	6.8	103
READ TWO OR MORE	8170	871	13.8	10.7	137	711	12.4	8.7	123	439	11.3	5.4	112	703	13.2	8.6	131
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4446	70.5	8.4	108	3926	68.3	7.5	105	2737	70.5	5.2	108	3862	72.7	7.3	112
READ ONE	46126	3685	58.4	8.0	103	3325	57.9	7.2	102	2339	60.3	5.1	106	3233	60.9	7.0	107
READ TWO OR MORE	6552	761	12.1	11.6	149	601	10.5	9.2	129	398	10.3	6.1	127	629	11.8	9.6	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.76				25.93				29.26				28.54			
30 DAY REACH	71455	5803	92.0	8.1	104	5117	89.1	7.2	101	3400	87.6	4.8	99	4671	88.0	6.5	100
50 SHWG - 30 DAY AV FREQ	14.56	15.49				13.81				15.40				14.78			
30 DAY REACH	67742	5408	85.8	8.0	103	4839	84.2	7.1	101	3243	83.6	4.8	100	4523	85.2	6.7	102
25 SHWG - 30 DAY AV FREQ	7.94	8.23				7.48				8.29				7.94			
30 DAY REACH	62117	5100	80.9	8.2	105	4462	77.7	7.2	101	3020	77.8	4.9	101	4228	79.6	6.8	104
CABLE TV: HOME WIRED	32077	2454	38.9	7.7	98	2231	38.8	7.0	98	1444	37.2	4.5	94	2192	41.3	6.8	104
HOME NOT WIRED	48909	3853	61.1	7.9	101	3515	61.2	7.2	101	2437	62.8	5.0	104	3117	58.7	6.4	97
HAVE PAY CABLE	15935	1243	19.7	7.8	100	1119	19.5	7.0	99	617	15.9	3.9	81	1183	22.3	7.4	113

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0304
P-18

	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	HIGH POINT A '000	HIGH POINT B % DOWN	HIGH POINT C % ACROSS	HIGH POINT D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	SANKA FREEZE-DRIED A '000	SANKA FREEZE-DRIED B % DOWN	SANKA FREEZE-DRIED C % ACROSS	SANKA FREEZE-DRIED D INDX
TOTAL FEMALE HOMEMAKERS	80986	6306	100.0	7.8	100	5746	100.0	7.1	100	3880	100.0	4.8	100	5309	100.0	6.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3415	54.2	7.8	100	3162	55.0	7.2	101	2169	55.9	4.9	103	3052	57.5	6.9	106
10:00 AM - 3:00 PM	30659	2394	38.0	7.8	100	2344	40.8	7.6	108	1589	41.0	5.2	108	2155	40.6	7.0	107
3:00 PM - 7:00 PM	31045	2287	36.3	7.4	95	2241	39.0	7.2	102	1683	43.4	5.4	113	2147	40.4	6.9	105
7:00 PM - MIDNIGHT	15767	1012	16.0	6.4	82	985	17.1	6.2	88	913	23.5	5.8	121	1098	20.7	7.0	106
MIDNIGHT - 6:00 AM	9120	637	10.1	7.0	90	659	11.5	7.2	102	392	10.1	4.3	90	592	11.2	6.5	99
6:00 AM - MIDNIGHT	58527	4614	73.2	7.9	101	4225	73.5	7.2	102	2924	75.4	5.0	104	3962	74.6	6.8	103
ENTIRE DAY	59311	4723	74.9	8.0	102	4318	75.1	7.3	103	2969	76.5	5.0	104	4008	75.5	6.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1410	22.4	8.7	112	1302	22.7	8.1	113	751	19.4	4.6	97	1123	21.2	6.9	106
ALL NEWS	2256	*229	3.6	10.2	130	*167	2.9	7.4	104	*156	4.0	6.9	144	*245	4.6	10.9	166
AOR/PROGRESSIVE	3874	311	4.9	8.0	103	*176	3.1	4.5	64	*187	4.8	4.8	101	*227	4.3	5.9	89
BEAUTIFUL MUSIC	5660	493	7.8	8.7	112	489	8.5	8.6	122	303	7.8	5.4	112	404	7.6	7.1	109
BLACK	2204	**86	1.4	3.9	50	**108	1.9	4.9	69	**94	2.4	4.3	89	*140	2.6	6.4	97
CLASSICAL	1418	*156	2.5	11.0	141	*140	2.4	9.9	139	**122	3.1	8.6	180	**146	2.8	10.3	157
CHR/ROCK	9538	600	9.5	6.3	81	563	9.8	5.9	83	398	10.3	4.2	87	678	12.8	7.1	108
COUNTRY	12648	782	12.4	6.2	79	806	14.0	6.4	90	586	15.1	4.6	97	746	14.1	5.9	90
GOLDEN OLDIES	1191	**85	1.3	7.1	92	**70	1.2	5.9	83	**29	0.7	2.4	51	**55	1.0	4.6	70
MOR/NOSTALGIA	4757	583	9.2	12.3	157	369	6.4	7.8	109	370	9.5	7.8	162	451	8.5	9.5	145
NEWS/TALK	3863	320	5.1	8.3	106	437	7.6	11.3	159	*242	6.2	6.3	131	323	6.1	8.4	128
RELIGIOUS	3084	288	4.6	9.3	120	*301	5.2	9.8	138	*168	4.3	5.4	114	*297	5.6	9.6	147
SOFT ROCK	521	**26	0.4	5.0	64	**36	0.6	6.9	97	**6	0.2	1.2	24	**13	0.2	2.5	38
URBAN CONTEMPORARY	1585	**84	1.3	5.3	68	**31	0.5	2.0	28	**136	3.5	8.6	179	*119	2.2	7.5	115
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*199	3.2	6.1	78	*179	3.1	5.5	77	**160	4.1	4.9	102	*188	3.5	5.8	88
ABC DIRECTION	2316	340	5.4	14.7	189	*153	2.7	6.6	93	*116	3.0	5.0	105	207	3.9	8.9	136
ABC ENTERTAINMENT	4834	431	6.8	8.9	115	371	6.5	7.7	108	*263	6.8	5.4	114	459	8.6	9.5	145
ABC FM	2202	*101	1.6	4.6	59	**107	1.9	4.9	68	*149	3.8	6.8	141	*119	2.2	5.4	82
ABC INFORMATION	5425	530	8.4	9.8	125	552	9.6	10.2	143	*239	6.2	4.4	92	284	5.3	5.2	80
ABC ROCK	1677	**102	1.6	6.1	78	**120	2.1	7.2	101	**103	2.7	6.1	128	**144	2.7	8.6	131
CBS	4430	420	6.7	9.5	122	442	7.7	10.0	141	344	8.9	7.8	162	373	7.0	8.4	128
MUTUAL	4992	361	5.7	7.2	93	340	5.9	6.8	96	296	7.6	5.9	124	303	5.7	6.1	93
NBC	4679	428	6.8	9.1	117	412	7.2	8.8	124	*174	4.5	3.7	78	475	8.9	10.2	155
RADIORADIO	1994	**170	2.7	8.5	109	**140	2.4	7.0	99	**95	2.4	4.8	99	**106	2.0	5.3	81
RKO ONE	2298	*134	2.1	5.8	75	**87	1.5	3.8	53	**117	3.0	5.1	106	*175	3.3	7.6	116
RKO TWO	3311	241	3.8	7.3	93	*214	3.7	6.5	91	*192	4.9	5.8	121	251	4.7	7.6	116
THE SOURCE	2114	**118	1.9	5.6	72	**122	2.1	5.8	81	**116	3.0	5.5	115	*164	3.1	7.8	118
NON-WIRED : BLAIR	8654	517	8.2	6.0	77	694	12.1	8.0	113	437	11.3	5.0	105	615	11.6	7.1	108
INTERNET	12025	962	15.3	8.0	103	633	11.0	5.3	74	656	16.9	5.5	114	976	18.4	8.1	124
KATZ RADIO GROUP	15359	1310	20.8	8.5	110	1141	19.9	7.4	105	769	19.8	5.0	105	1082	20.4	7.0	107
SUPERNET	10628	885	14.0	8.3	107	781	13.6	7.3	104	463	11.9	4.4	91	639	12.0	6.0	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	685	10.9	7.9	102	646	11.2	7.5	105	463	11.9	5.3	112	633	11.9	7.3	112
WKDAY 9:00 AM - 1:00 PM	12163	832	13.2	6.8	88	929	16.2	7.6	108	631	16.3	5.2	108	845	15.9	6.9	106
WKDAY 1:00 PM - 4:30 PM	16150	1157	18.3	7.2	92	1210	21.1	7.5	106	903	23.3	5.6	117	1047	19.7	6.5	99
WKDAY 4:30 PM - 7:30 PM	22463	1901	30.1	8.5	109	1718	29.9	7.6	108	1298	33.5	5.8	121	1532	28.9	6.8	104
WKDAY 7:30 PM - 8:00 PM	31795	2783	44.1	8.8	112	2397	41.7	7.5	106	1779	45.9	5.6	117	2173	40.9	6.8	104
WKDAY 11:00 PM - 11:30 PM	23977	2112	33.5	8.8	113	1737	30.2	7.2	102	1274	32.8	5.3	111	1758	33.1	7.3	112
WKDAY 11:30 PM - 1:00 AM	7703	601	9.5	7.8	100	618	10.8	8.0	113	419	10.8	5.4	114	529	10.0	6.9	105
M-SAT 8-11 PM+SUN 7-11 PM	33800	2973	47.1	8.8	113	2510	43.7	7.4	105	1760	45.4	5.2	109	2411	45.4	7.1	109
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	433	6.9	6.6	85	405	7.0	6.2	87	270	7.0	4.1	86	419	7.9	6.4	98
ANOTHER WORLD N	4620	337	5.3	7.3	94	326	5.7	7.1	99	211	5.4	4.6	95	373	7.0	8.1	123
AS THE WORLD TURNS C	5614	277	4.4	4.9	63	492	8.6	8.8	124	282	7.3	5.0	105	244	4.6	4.3	66
CAPITOL C	3396	147	2.3	4.3	56	296	5.2	8.7	123	180	4.6	5.3	111	154	2.9	4.5	69
CBS MORN. NEWS 1 C	1446	139	2.2	9.6	123	137	2.4	9.5	134	*76	2.0	5.3	110	116	2.2	8.0	122
CBS MORN. NEWS 2 C	1207	112	1.8	9.3	119	*97	1.7	8.0	113	*90	2.3	7.5	156	106	2.0	8.8	134
DAYS OF OUR LIVES N	5877	562	8.9	9.6	123	456	7.9	7.8	109	332	8.6	5.6	118	445	8.4	7.6	116
FACTS OF LIFE - DAYTIME N	2290	120	1.9	5.2	67	110	1.9	4.8	68	136	3.5	5.9	124	112	2.1	4.9	75
FAMILY FEUD A	3023	199	3.2	6.6	85	196	3.4	6.5	91	*127	3.3	4.2	88	141	2.7	4.7	71
GENERAL HOSPITAL A	6097	444	7.0	7.3	94	438	7.6	7.2	101	424	10.9	7.0	145	441	8.3	7.2	110
GOOD MORNING, AMERICA-730 A	3515	272	4.3	7.7	99	254	4.4	7.2	102	139	3.6	4.0	83	255	4.8	7.3	111
GOOD MORNING, AMERICA-830 A	2818	244	3.9	8.7	111	279	4.9	9.9	140	151	3.9	5.4	112	206	3.9	7.3	112
GUIDING LIGHT C	5339	261	4.1	4.9	63	442	7.7	8.3	117	299	7.7	5.6	117	310	5.8	5.8	89
ONE LIFE TO LIVE A	4478	370	5.9	8.3	106	301	5.2	6.7	95	253	6.5	5.6	118	257	4.8	5.7	88
PRESS YOUR LUCK C	2244	159	2.5	7.1	91	191	3.3	8.5	120	*121	3.1	5.4	113	183	3.4	8.2	124
PRICE IS RIGHT 1 C	4348	235	3.7	5.4	69	337	5.9	7.8	109	242	6.2	5.6	116	301	5.7	6.9	106
PRICE IS RIGHT 2 C	5014	265	4.2	5.3	68	428	7.4	8.5	120	246	6.3	4.9	102	363	6.8	7.2	110
RYAN'S HOPE A	3150	234	3.7	7.4	95	199	3.5	6.3	89	191	4.9	6.1	127	199	3.7	6.3	96
SALE OF THE CENTURY N	2695	185	2.9	6.9	88	198	3.4	7.3	104	153	3.9	5.7	118	159	3.0	5.9	90
SEARCH FOR TOMORROW N	2319	162	2.6	7.0	90	173	3.0	7.5	105	*154	4.0	6.6	139	202	3.8	8.7	133
TODAY SHOW 1 N	2693	154	2.4	5.7	73	194	3.4	7.2	102	140	3.6	5.2	109	199	3.7	7.4	113
TODAY SHOW 2 N	2498	185	2.9	7.4	95	215	3.7	8.6	121	163	4.2	6.5	136	181	3.4	7.2	111
$25,000 PYRAMID C	2753	213	3.4	7.7	99	234	4.1	8.5	120	202	5.2	7.3	153	189	3.6	6.9	105
WHEEL OF FORTUNE N	4388	340	5.4	7.7	100	311	5.4	7.1	100	202	5.2	4.6	96	347	6.5	7.9	121
YOUNG AND THE RESTLESS C	5695	273	4.3	4.8	62	461	8.0	8.1	114	277	7.1	4.9	102	343	6.5	6.0	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	171	2.7	9.7	125	146	2.5	8.3	117	*67	1.7	3.8	79	119	2.2	6.8	103
NBA PLAYOFF GAME -1 C	1136	*139	2.2	12.2	157	*133	2.3	11.7	165	*122	3.1	10.7	224	**102	1.9	9.0	137
NBC MAJOR LEAGUE PRE-GAME N	953	**69	1.1	7.2	93	**69	1.2	7.2	102	**52	1.3	5.5	114	**107	2.0	11.2	171
SPORTSWORLD - SUN N	1233	*85	1.3	6.9	89	*65	1.1	5.3	74	**31	0.8	2.5	52	**64	1.2	5.2	79
SUNDAY MORNING C	1611	*139	2.2	8.6	111	*132	2.3	8.2	115	**45	1.2	2.8	58	*94	1.8	5.8	89

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	HIGH POINT A '000	HIGH POINT B % DOWN	HIGH POINT C % ACROSS	HIGH POINT D INDX	NESCAFE A '000	NESCAFE B % DOWN	NESCAFE C % ACROSS	NESCAFE D INDX	SANKA FREEZE-DRIED A '000	SANKA FREEZE-DRIED B % DOWN	SANKA FREEZE-DRIED C % ACROSS	SANKA FREEZE-DRIED D INDX
TOTAL FEMALE HOMEMAKERS		80986	6306	100.0	7.8	100	5746	100.0	7.1	100	3880	100.0	4.8	100	5309	100.0	6.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2225	35.3	8.5	110	2116	36.8	8.1	114	1463	37.7	5.6	117	1781	33.5	6.8	104
NETWORK AFFILIATES - LATE		20261	1894	30.0	9.3	120	1482	25.8	7.3	103	1074	27.7	5.3	111	1513	28.5	7.5	114
INDEPENDENTS - LATE		2076	236	3.7	11.4	146	167	2.9	8.0	113	113	2.9	5.4	114	172	3.2	8.3	126
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	994	15.8	9.5	122	693	12.1	6.6	93	595	15.3	5.7	119	658	12.4	6.3	96
ABC MONDAY NIGHT MOVIE	A	6412	542	8.6	8.5	109	467	8.1	7.3	103	375	9.7	5.8	122	523	9.9	8.2	124
ABC SUNDAY NIGHT MOVIE	A	12407	1167	18.5	9.4	121	959	16.7	7.7	109	693	17.9	5.6	117	823	15.5	6.6	101
ABC WORLD NEWS TONIGHT	A	6176	459	7.3	7.4	95	470	8.2	7.6	107	411	10.6	6.7	139	404	7.6	6.5	100
AFTERMASH	C	5863	563	8.9	9.6	123	551	9.6	9.4	132	*266	6.9	4.5	95	435	8.2	7.4	113
ALICE	C	9594	824	13.1	8.6	110	703	12.2	7.3	103	388	10.0	4.0	84	661	12.5	6.9	105
AMERICAN PARADE	C	6622	553	8.8	8.4	107	511	8.9	7.7	109	390	10.1	5.9	123	452	8.5	6.8	104
BENSON	A	10886	1106	17.5	10.2	130	777	13.5	7.1	101	520	13.4	4.8	100	687	12.9	6.3	96
BLUE THUNDER	A	5036	449	7.1	8.9	115	354	6.2	7.0	99	*242	6.2	4.8	100	392	7.4	7.8	119
CAGNEY & LACEY	C	9965	947	15.0	9.5	122	676	11.8	6.8	96	423	10.9	4.2	89	734	13.8	7.4	112
CBS EVENING NEWS-DEAN	C	3491	337	5.3	9.7	124	387	6.7	11.1	156	*201	5.2	5.8	120	286	5.4	8.2	125
CBS EVENING NEWS-RATHER	C	7123	771	12.2	10.8	139	748	13.0	10.5	148	391	10.1	5.5	115	474	8.9	6.7	102
CBS SAT. NEWS-SCHIEFFER	C	3621	429	6.8	11.8	152	326	5.7	9.0	127	211	5.4	5.8	122	219	4.1	6.0	92
CBS SATURDAY NIGHT MOVIE	C	5436	377	6.0	6.9	89	399	6.9	7.3	103	307	7.9	5.6	118	387	7.3	7.1	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	562	8.9	9.2	118	561	9.8	9.2	130	275	7.1	4.5	94	411	7.7	6.7	103
CHEERS	N	8889	822	13.0	9.2	119	612	10.7	6.9	97	402	10.4	4.5	94	573	10.8	6.4	98
DALLAS	C	22109	2096	33.2	9.5	122	1857	32.3	8.4	118	1166	30.1	5.3	110	1752	33.0	7.9	121
DIFF'RENT STROKES	N	6940	593	9.4	8.5	110	519	9.0	7.5	105	323	8.3	4.7	97	531	10.0	7.7	117
DOUBLE TROUBLE	N	7223	591	9.4	8.2	105	436	7.6	6.0	85	380	9.8	5.3	110	505	9.5	7.0	107
DUCK FACTORY	N	5595	496	7.9	8.9	114	445	7.7	8.0	112	287	7.4	5.1	107	298	5.6	5.3	81
DUKES OF HAZZARD	C	5768	429	6.8	7.4	96	437	7.6	7.6	107	297	7.7	5.1	107	408	7.7	7.1	108
DYNASTY	A	20053	1590	25.2	7.9	102	1330	23.1	6.6	93	1010	26.0	5.0	105	1325	25.0	6.6	101
FACTS OF LIFE	N	8087	671	10.6	8.3	107	570	9.9	7.0	99	433	11.2	5.4	112	589	11.1	7.3	111
FALCON CREST	C	20046	1819	28.8	9.1	117	1613	28.1	8.0	113	1082	27.9	5.4	113	1560	29.4	7.8	119
FALL GUY	A	9084	694	11.0	7.6	98	578	10.1	6.4	90	543	14.0	6.0	125	592	11.2	6.5	99
FAMILY TIES	N	7964	696	11.0	8.7	112	555	9.7	7.0	98	427	11.0	5.4	112	534	10.1	6.7	102
FANTASY ISLAND	A	7687	630	10.0	8.2	105	494	8.6	6.4	91	366	9.4	4.8	99	506	9.5	6.6	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	701	11.1	7.9	102	739	12.9	8.3	118	443	11.4	5.0	104	535	10.1	6.0	92
FOUR SEASONS	C	5095	470	7.5	9.2	118	487	8.5	9.6	135	*204	5.3	4.0	84	373	7.0	7.3	112
GIMME A BREAK	N	8838	800	12.7	9.1	116	625	10.9	7.1	100	496	12.8	5.6	117	613	11.5	6.9	106
HART TO HART	A	8978	682	10.8	7.6	98	626	10.9	7.0	98	445	11.5	5.0	103	602	11.3	6.7	102
HILL STREET BLUES	N	8590	652	10.3	7.6	97	647	11.3	7.5	106	434	11.2	5.1	105	604	11.4	7.0	107
HOTEL	A	14085	1204	19.1	8.5	110	1010	17.6	7.2	101	811	20.9	5.8	120	1059	19.9	7.5	115
JEFFERSONS	C	9360	853	13.5	9.1	117	703	12.2	7.5	106	452	11.6	4.8	101	629	11.8	6.7	103
JENNIFER SLEPT HERE	N	5841	484	7.7	8.3	106	441	7.7	7.6	106	301	7.8	5.2	108	411	7.7	7.0	107
KATE & ALLIE	C	9206	970	15.4	10.5	135	810	14.1	8.8	124	493	12.7	5.4	112	736	13.9	8.0	122
KNIGHT RIDER	N	7076	456	7.2	6.4	83	530	9.2	7.5	106	370	9.5	5.2	109	488	9.2	6.9	105
LOVE BOAT	A	12219	1251	19.8	10.2	131	955	16.6	7.8	110	615	15.9	5.0	105	726	13.7	5.9	91
MAGNUM PI	C	11199	985	15.6	8.8	113	851	14.8	7.6	107	515	13.3	4.6	96	828	15.6	7.4	113
MAMA'S FAMILY	N	6057	567	9.0	9.4	120	541	9.4	8.9	126	335	8.6	5.5	115	551	10.4	9.1	139
MASTER, THE	N	3598	323	5.1	9.0	115	*239	4.2	6.6	94	*206	5.3	5.7	120	*165	3.1	4.6	70
MATT HOUSTON	A	6344	561	8.9	8.8	114	461	8.0	7.3	102	289	7.4	4.6	95	455	8.6	7.2	109
NBC MONDAY NIGHT MOVIE	N	11994	877	13.9	7.3	94	792	13.8	6.6	93	555	14.3	4.6	97	755	14.2	6.3	96
NBC NIGHTLY NEWS	N	5132	473	7.5	9.2	118	444	7.7	8.7	122	343	8.8	6.7	140	437	8.2	8.5	130
NBC NIGHTLY NEWS-SAT	N	3375	268	4.2	7.9	102	297	5.2	8.8	124	*290	7.5	8.6	179	246	4.6	7.3	111
NBC NIGHTLY NEWS-SUN	N	3130	332	5.3	10.6	136	268	4.7	8.6	121	*241	6.2	7.7	161	283	5.3	9.0	138
NBC SUNDAY NIGHT MOVIE	N	8284	677	10.7	8.2	105	612	10.7	7.4	104	487	12.6	5.9	123	671	12.6	8.1	124
NEWHART	C	9240	970	15.4	10.5	135	765	13.3	8.3	117	502	12.9	5.4	113	656	12.4	7.1	108
ONE DAY AT A TIME	C	7288	576	9.1	7.9	102	529	9.2	7.3	102	325	8.4	4.5	93	387	7.3	5.3	81
PEOPLE ARE FUNNY	N	4855	399	6.3	8.2	106	431	7.5	8.9	125	*188	4.8	3.9	81	316	6.0	6.5	99
REAL PEOPLE	N	8869	736	11.7	8.3	107	787	13.7	8.9	125	421	10.9	4.7	99	675	12.7	7.6	116
REMINGTON STEELE	N	7743	633	10.0	8.2	105	606	10.5	7.8	110	454	11.7	5.9	122	457	8.6	5.9	90
RIPLEY'S BELIEVE IT - NOT	A	5345	600	9.5	11.2	144	389	6.8	7.3	103	293	7.6	5.5	114	364	6.9	6.8	104
RIPTIDE	N	6988	728	11.5	10.4	134	553	9.6	7.9	112	387	10.0	5.5	116	485	9.1	6.9	106
SCARECROW & MRS. KING	C	10002	1018	16.1	10.2	131	823	14.3	8.2	116	474	12.2	4.7	99	721	13.6	7.2	110
SIMON & SIMON	C	10638	875	13.9	8.2	106	799	13.9	7.5	106	544	14.0	5.1	107	770	14.5	7.2	110
60 MINUTES	C	13293	1081	17.1	8.1	104	1201	20.9	9.0	127	757	19.5	5.7	119	905	17.0	6.8	104
ST. ELSEWHERE	N	7017	556	8.8	7.9	102	482	8.4	6.9	97	393	10.1	5.6	117	578	10.9	8.2	126
THREE'S COMPANY	A	10917	752	11.9	6.9	88	720	12.5	6.6	93	498	12.8	4.6	95	556	10.5	5.1	78
T.J. HOOKER	A	9204	831	13.2	9.0	116	661	11.5	7.2	101	531	13.7	5.8	120	559	10.5	6.1	93
TONIGHT SHOW	N	2372	222	3.5	9.4	120	211	3.7	8.9	125	146	3.8	6.2	128	139	2.6	5.9	89
TRAPPER JOHN, M.D.	C	9846	758	12.0	7.7	99	747	13.0	7.6	107	513	13.2	5.2	109	591	11.1	6.0	92
TV BLOOPERS & PRAC. JOKES	N	9105	755	12.0	8.3	106	599	10.4	6.6	93	513	13.2	5.6	118	634	11.9	7.0	106
20/20	A	9387	971	15.4	10.3	133	733	12.8	7.8	110	477	12.3	5.1	106	658	12.4	7.0	107
WEBSTER	A	11067	1056	16.7	9.5	123	759	13.2	6.9	97	557	14.4	5.0	105	718	13.5	6.5	99
WORLD NEWS - SUN	A	3062	337	5.3	11.0	141	*246	4.3	8.0	113	*208	5.4	6.8	142	*243	4.6	7.9	121
YELLOW ROSE	N	4978	433	6.9	8.7	112	398	6.9	8.0	113	260	6.7	5.2	109	365	6.9	7.3	112
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	737	11.7	8.3	107	649	11.3	7.3	103	*461	11.9	5.2	108	658	12.4	7.4	113
BASKETBALL - COLLEGE GAMES		4080	*378	6.0	9.3	119	*310	5.4	7.6	107	**208	5.4	5.1	106	*384	7.2	9.4	144
BASKETBALL - PRO GAMES		3607	503	8.0	13.9	179	*367	6.4	10.2	143	**161	4.1	4.5	93	*368	6.9	10.2	156
BOWLING		3883	*405	6.4	10.4	134	*331	5.8	8.5	120	**168	4.3	4.3	90	*451	8.5	11.6	177
BOXING		3928	*510	8.1	13.0	167	*391	6.8	10.0	140	**229	5.9	5.8	122	*425	8.0	10.8	165
FOOTBALL - COLLEGE GAMES		6366	532	8.4	8.4	107	590	10.3	9.3	131	*247	6.4	3.9	81	483	9.1	7.6	116
FOOTBALL - PRO GAMES		11300	982	15.6	8.7	112	1031	17.9	9.1	129	*479	12.3	4.2	88	756	14.2	6.7	102
GOLF		3378	*369	5.9	10.9	140	*403	7.0	11.9	168	**152	3.9	4.5	94	*291	5.5	8.6	131
POST-SEASON COLL. FOOTBALL		4906	*496	7.9	10.1	130	*385	6.7	7.8	111	*248	6.4	5.1	106	*404	7.6	8.2	126
POST-SEASON PRO FOOTBALL		6120	582	9.2	9.5	122	*585	10.2	9.6	135	*402	10.4	6.6	137	*477	9.0	7.8	119
TENNIS		3033	*363	5.8	12.0	154	**216	3.8	7.1	100	**148	3.8	4.9	102	**194	3.7	6.4	98
WRESTLING - PROFESSIONAL		3344	**272	4.3	8.1	104	**216	3.8	6.5	91	**130	3.4	3.9	81	*176	3.3	5.3	80

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SANKA INSTANT A '000	B % DOWN	C % ACROSS	D INDX	TASTER'S CHOICE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10264	100.0	12.7	100	10828	100.0	13.4	100								
18 - 24	9282	844	8.2	9.1	72	609	5.6	6.6	49								
25 - 34	19072	1923	18.7	10.1	80	2057	19.0	10.8	81								
35 - 44	14591	1528	14.9	10.5	83	1747	16.1	12.0	90								
45 - 54	11345	1391	13.6	12.3	97	1879	17.4	16.6	124								
55 - 64	11635	2217	21.6	19.1	150	1900	17.5	16.3	122								
65 OR OLDER	15061	2361	23.0	15.7	124	2636	24.3	17.5	131								
18 - 34	28354	2767	27.0	9.8	77	2666	24.6	9.4	70								
18 - 49	48339	4937	48.1	10.2	81	5384	49.7	11.1	83								
25 - 54	45008	4842	47.2	10.8	85	5682	52.5	12.6	94								
35 - 49	19985	2170	21.1	10.9	86	2718	25.1	13.6	102								
50 OR OLDER	32647	5328	51.9	16.3	129	5444	50.3	16.7	125								
GRADUATED COLLEGE	11155	1179	11.5	10.6	83	1545	14.3	13.9	104								
ATTENDED COLLEGE	13682	1543	15.0	11.3	89	1942	17.9	14.2	106								
GRADUATED HIGH SCHOOL	33880	4376	42.6	12.9	102	4622	42.7	13.6	102								
DID NOT GRADUATE HIGH SCHOOL	22270	3167	30.9	14.2	112	2720	25.1	12.2	91								
EMPLOYED	40306	4783	46.6	11.9	94	5181	47.8	12.9	96								
EMPLOYED FULL-TIME	32850	3710	36.1	11.3	89	4219	39.0	12.8	96								
EMPLOYED PART-TIME	7456	1073	10.5	14.4	114	962	8.9	12.9	97								
NOT EMPLOYED	40680	5481	53.4	13.5	106	5647	52.2	13.9	104								
PROFESSIONAL/MANAGER	10392	1115	10.9	10.7	85	1533	14.2	14.8	110								
TECH/CLERICAL/SALES	17574	1963	19.1	11.2	88	2184	20.2	12.4	93								
PRECISION/CRAFT	985	**136	1.3	13.8	109	**169	1.6	17.2	128								
OTHER EMPLOYED	11354	1569	15.3	13.8	109	1295	12.0	11.4	85								
SINGLE	9863	1143	11.1	11.6	91	1046	9.7	10.6	79								
MARRIED	51375	6349	61.9	12.4	98	6889	63.6	13.4	100								
DIVORCED/SEPARATED/WIDOWED	19748	2773	27.0	14.0	111	2893	26.7	14.6	110								
PARENTS	32590	3511	34.2	10.8	85	3746	34.6	11.5	86								
WHITE	70416	8639	84.2	12.3	97	9862	91.1	14.0	105								
BLACK	8778	1369	13.3	15.6	123	708	6.5	8.1	60								
OTHER	1791	**257	2.5	14.3	113	**258	2.4	14.4	108								
NORTHEAST-CENSUS	17786	2805	27.3	15.8	124	2620	24.2	14.7	110								
NORTH CENTRAL	20741	2441	23.8	11.8	93	2670	24.7	12.9	96								
SOUTH	27775	3705	36.1	13.3	105	3495	32.3	12.6	94								
WEST	14683	1314	12.8	8.9	71	2043	18.9	13.9	104								
NORTHEAST-MKTG.	17961	2742	26.7	15.3	120	2435	22.5	13.6	101								
EAST CENTRAL	11885	1586	15.5	13.3	105	1594	14.7	13.4	100								
WEST CENTRAL	14090	1544	15.0	11.0	86	1906	17.6	13.5	101								
SOUTH	24081	3264	31.8	13.6	107	3085	28.5	12.8	96								
PACIFIC	12969	1128	11.0	8.7	69	1808	16.7	13.9	104								
COUNTY SIZE A	32439	3822	37.2	11.8	93	4159	38.4	12.8	96								
COUNTY SIZE B	24915	3258	31.7	13.1	103	3462	32.0	13.9	104								
COUNTY SIZE C	12930	1758	17.1	13.6	107	1814	16.8	14.0	105								
COUNTY SIZE D	10703	1425	13.9	13.3	105	1393	12.9	13.0	97								
METRO CENTRAL CITY	24518	3263	31.8	13.3	105	3133	28.9	12.8	96								
METRO SUBURBAN	35919	4216	41.1	11.7	93	4780	44.1	13.3	100								
NON METRO	20549	2785	27.1	13.6	107	2914	26.9	14.2	106								
TOP 5 ADI'S	18341	2293	22.3	12.5	99	2613	24.1	14.2	107								
TOP 10 ADI'S	25378	3144	30.6	12.4	98	3246	30.0	12.8	96								
TOP 20 ADI'S	36488	4358	42.5	11.9	94	4757	43.9	13.0	98								
HSHLD INC. $50,000 OR MORE	6612	857	8.3	13.0	102	1215	11.2	18.4	137								
$40,000 OR MORE	12659	1644	16.0	13.0	102	2111	19.5	16.7	125								
$30,000 OR MORE	24698	2887	28.1	11.7	92	3695	34.1	15.0	112								
$25,000 OR MORE	32077	3867	37.7	12.1	95	4692	43.3	14.6	109								
$20,000 - $24,999	9144	983	9.6	10.8	85	987	9.1	10.8	81								
$15,000 - $19,999	8728	1160	11.3	13.3	105	1110	10.3	12.7	95								
$10,000 - $14,999	12562	1726	16.8	13.7	108	1810	16.7	14.4	108								
UNDER $10,000	18475	2529	24.6	13.7	108	2228	20.6	12.1	90								
HOUSEHOLD OF 1 PERSON	11987	1628	15.9	13.6	107	1827	16.9	15.2	114								
2 PEOPLE	26577	3632	35.4	13.7	108	3908	36.1	14.7	110								
3 OR 4 PEOPLE	30617	3637	35.4	11.9	94	3743	34.6	12.2	91								
5 OR MORE PEOPLE	11804	1367	13.3	11.6	91	1349	12.5	11.4	85								
NO CHILD IN HSHLD	46165	6533	63.6	14.2	112	6723	62.1	14.6	109								
CHILD(REN) UNDER 2 YRS	5325	704	6.9	13.2	104	*470	4.3	8.8	66								
2 - 5 YEARS	14221	1427	13.9	10.0	79	1258	11.6	8.8	66								
6 - 11 YEARS	15117	1765	17.2	11.7	92	1781	16.4	11.8	88								
12 - 17 YEARS	16611	1813	17.7	10.9	86	2436	22.5	14.7	110								
RESIDENCE OWNED	55884	7556	73.6	13.5	107	8220	75.9	14.7	110								
VALUE: $50,000 OR MORE	31744	3848	37.5	12.1	96	4601	42.5	14.5	108								
VALUE: UNDER $50,000	24140	3708	36.1	15.4	121	3619	33.4	15.0	112								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	SANKA INSTANT A '000	B % DOWN	C % ACROSS	D INDX	TASTER'S CHOICE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10264	100.0	12.7	100	10828	100.0	13.4	100								
MAGAZINES	QUINTILE 1	15799	1958	19.1	12.4	98	2543	23.5	16.1	120								
	QUINTILE 2	17259	2172	21.2	12.6	99	2427	22.4	14.1	105								
	QUINTILE 3	13545	1751	17.1	12.9	102	1927	17.8	14.2	106								
	QUINTILE 4	15133	2022	19.7	13.4	105	1762	16.3	11.6	87								
	QUINTILE 5	19250	2361	23.0	12.3	97	2168	20.0	11.3	84								
NEWSPAPERS	QUINTILE 1	12413	1594	15.5	12.8	101	1948	18.0	15.7	117								
	QUINTILE 2	24116	3096	30.2	12.8	101	3553	32.8	14.7	110								
	QUINTILE 3	11261	1355	13.2	12.0	95	1511	14.0	13.4	100								
	QUINTILE 4	20255	2666	26.0	13.2	104	2431	22.5	12.0	90								
	QUINTILE 5	12940	1553	15.1	12.0	95	1385	12.8	10.7	80								
OUTDOOR	QUINTILE 1	14852	1853	18.1	12.5	98	2044	18.9	13.8	103								
	QUINTILE 2	15725	1622	15.8	10.3	81	2096	19.4	13.3	100								
	QUINTILE 3	16330	2301	22.4	14.1	111	2425	22.4	14.8	111								
	QUINTILE 4	16744	2027	19.7	12.1	96	2116	19.5	12.6	95								
	QUINTILE 5	17334	2461	24.0	14.2	112	2147	19.8	12.4	93								
RADIO-DRIVE TIME	QUINTILE 1	15911	1997	19.5	12.6	99	2372	21.9	14.9	112								
	QUINTILE 2	14837	1848	18.0	12.5	98	2031	18.8	13.7	102								
	QUINTILE 3	15339	2090	20.4	13.6	108	2225	20.5	14.5	108								
	QUINTILE 4	16723	2169	21.1	13.0	102	1832	16.9	11.0	82								
	QUINTILE 5	18176	2160	21.0	11.9	94	2368	21.9	13.0	97								
RADIO-MID-DAY	TERCILE 1	21020	2559	24.9	12.2	96	3236	29.9	15.4	115								
	TERCILE 2	21610	3125	30.4	14.5	114	3028	28.0	14.0	105								
	TERCILE 3	38355	4580	44.6	11.9	94	4564	42.1	11.9	89								
RADIO-TOTAL	QUINTILE 1	15988	2000	19.5	12.5	99	2452	22.6	15.3	115								
	QUINTILE 2	15626	1904	18.6	12.2	96	2187	20.2	14.0	105								
	QUINTILE 3	16723	2077	20.2	12.4	98	2194	20.3	13.1	98								
	QUINTILE 4	16342	2269	22.1	13.9	110	1908	17.6	11.7	87								
	QUINTILE 5	16306	2015	19.6	12.4	98	2088	19.3	12.8	96								
TV-PRIME TIME	QUINTILE 1	15953	2133	20.8	13.4	105	2457	22.7	15.4	115								
	QUINTILE 2	16137	2241	21.8	13.9	110	2112	19.5	13.1	98								
	QUINTILE 3	16420	2199	21.4	13.4	106	2352	21.7	14.3	107								
	QUINTILE 4	16687	2008	19.6	12.0	95	1942	17.9	11.6	87								
	QUINTILE 5	15789	1683	16.4	10.7	84	1963	18.1	12.4	93								
TV-DAYTIME	TERCILE 1	27736	4123	40.2	14.9	117	3600	33.2	13.0	97								
	TERCILE 2	26489	3017	29.4	11.4	90	3719	34.3	14.0	105								
	TERCILE 3	26761	3125	30.4	11.7	92	3508	32.4	13.1	98								
TV-TOTAL	QUINTILE 1	16345	2340	22.8	14.3	113	2461	22.7	15.1	113								
	QUINTILE 2	16447	2333	22.7	14.2	112	2200	20.3	13.4	100								
	QUINTILE 3	15980	2029	19.8	12.7	100	2109	19.5	13.2	99								
	QUINTILE 4	15887	1854	18.1	11.7	92	1955	18.1	12.3	92								
	QUINTILE 5	16326	1708	16.6	10.5	83	2102	19.4	12.9	96								
MAGAZINES-NEWSPAPERS: DUAL		20721	2911	28.4	14.0	111	3229	29.8	15.6	117								
MAGAZINE IMPERATIVE		19186	2243	21.9	11.7	92	2657	24.5	13.8	104								
NEWSPAPER IMPERATIVE		21899	2573	25.1	11.7	93	2955	27.3	13.5	101								
MAGAZINES-OUTDOOR: DUAL		15451	1851	18.0	12.0	95	2390	22.1	15.5	116								
MAGAZINE IMPERATIVE		25953	3370	32.8	13.0	102	3699	34.2	14.3	107								
OUTDOOR IMPERATIVE		24400	2997	29.2	12.3	97	2990	27.6	12.3	92								
MAGAZINES-RADIO: DUAL		18049	2312	22.5	12.8	101	2845	26.3	15.8	118								
MAGAZINE IMPERATIVE		23571	2994	29.2	12.7	100	3277	30.3	13.9	104								
RADIO IMPERATIVE		23278	2856	27.8	12.3	97	2941	27.2	12.6	94								
MAGAZINES-TELEVISION: DUAL		15459	2206	21.5	14.3	113	2547	23.5	16.5	123								
MAGAZINE IMPERATIVE		25829	2860	27.9	11.1	87	3448	31.8	13.3	100								
TELEVISION IMPERATIVE		26039	3572	34.8	13.7	108	3155	29.1	12.1	91								
NEWSPAPERS-OUTDOOR: DUAL		16605	1980	19.3	11.9	94	2489	23.0	15.0	112								
NEWSPAPER IMPERATIVE		26834	3609	35.2	13.4	106	3953	36.5	14.7	110								
OUTDOOR IMPERATIVE		23346	2844	27.7	12.2	96	2933	27.1	12.6	94								
NEWSPAPERS-RADIO: DUAL		17133	2095	20.4	12.2	96	2876	26.6	16.8	126								
NEWSPAPER IMPERATIVE		25892	3307	32.2	12.8	101	3423	31.6	13.2	99								
RADIO IMPERATIVE		23167	2851	27.8	12.3	97	2812	26.0	12.1	91								
NEWSPAPERS-TELEVISION: DUAL		17159	2389	23.3	13.9	110	2849	26.3	16.6	124								
NEWSPAPER IMPERATIVE		26214	2984	29.1	11.4	90	3515	32.5	13.4	100								
TELEVISION IMPERATIVE		23412	3269	31.8	14.0	110	2750	25.4	11.7	88								
OUTDOOR-RADIO: DUAL		15303	1529	14.9	10.0	79	2052	19.0	13.4	100								
OUTDOOR IMPERATIVE		24901	3196	31.1	12.8	101	3400	31.4	13.7	102								
RADIO IMPERATIVE		26492	3620	35.3	13.7	108	3700	34.2	14.0	104								
OUTDOOR-TELEVISION: DUAL		14794	1964	19.1	13.3	105	2103	19.4	14.2	106								
OUTDOOR IMPERATIVE		25437	2799	27.3	11.0	87	3459	31.9	13.6	102								
TELEVISION IMPERATIVE		27877	4085	39.8	14.7	116	3820	35.3	13.7	102								
RADIO-TELEVISION: DUAL		15996	2249	21.9	14.1	111	2498	23.1	15.6	117								
RADIO IMPERATIVE		25478	2809	27.4	11.0	87	3413	31.5	13.4	100								
TELEVISION IMPERATIVE		26573	3671	35.8	13.8	109	3447	31.8	13.0	97								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SANKA INSTANT A '000	B % DOWN	C % ACROSS	D INDX	TASTER'S CHOICE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10264	100.0	12.7	100	10828	100.0	13.4	100								
ATLANTIC MONTHLY	415	**38	0.4	9.2	72	**41	0.4	9.9	74								
BARRON'S	453	**71	0.7	15.7	124	**92	0.8	20.3	152								
BETTER HOMES & GARDENS	16256	2323	22.6	14.3	113	2558	23.6	15.7	118								
BON APPETIT	2535	266	2.6	10.5	83	359	3.3	14.2	106								
BUSINESS WEEK	1278	*142	1.4	11.1	88	*181	1.7	14.2	106								
CAR AND DRIVER	378	**62	0.6	16.4	129	**44	0.4	11.6	87								
CBS MAGAZINE NETWORK (GROSS)	1498	*161	1.6	10.7	85	*245	2.3	16.4	122								
CHANGING TIMES	1505	*208	2.0	13.8	109	306	2.8	20.3	152								
COLONIAL HOMES	1231	*148	1.4	12.0	95	245	2.3	19.9	149								
CONDE NAST MAG. PKG. (GROSS)	14146	1679	16.4	11.9	94	2079	19.2	14.7	110								
CONSUMERS DIGEST	1323	**116	1.1	8.8	69	*228	2.1	17.2	129								
COSMOPOLITAN	7102	745	7.3	10.5	83	1014	9.4	14.3	107								
COUNTRY LIVING	2481	*213	2.1	8.6	68	370	3.4	14.9	112								
CUISINE	1472	*150	1.5	10.2	80	*239	2.2	16.2	121								
CYCLE WORLD	425	**49	0.5	11.5	91	**99	0.9	23.3	174								
DCI:CREATIVE IDEAS FOR LIV	2510	343	3.3	13.7	108	311	2.9	12.4	93								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	921	9.0	13.8	109	1142	10.5	17.1	128								
DISCOVER	894	**82	0.8	9.2	72	**91	0.8	10.2	76								
EBONY	3507	525	5.1	15.0	118	357	3.3	10.2	76								
ESQUIRE	1083	**126	1.2	11.6	92	**129	1.2	11.9	89								
ESSENCE	1830	301	2.9	16.4	130	*168	1.6	9.2	69								
FAMILY CIRCLE	15930	2177	21.2	13.7	108	2334	21.6	14.7	110								
THE FAMILY HANDYMAN	1126	*150	1.5	13.3	105	*199	1.8	17.7	132								
FAMILY WEEKLY	11468	1610	15.7	14.0	111	2110	19.5	18.4	138								
FIELD & STREAM	2234	*254	2.5	11.4	90	368	3.4	16.5	123								
FOOD & WINE	579	**72	0.7	12.4	98	**128	1.2	22.1	165								
FORBES	728	**41	0.4	5.6	44	*179	1.7	24.6	184								
FORTUNE	906	**80	0.8	8.8	70	**209	1.9	23.1	173								
GENTLEMEN'S QUARTERLY	791	**126	1.2	15.9	126	**93	0.9	11.8	88								
GLAMOUR	5265	642	6.3	12.2	96	782	7.2	14.9	111								
GOLF DIGEST	636	**67	0.7	10.5	83	*204	1.9	32.1	240								
GOLF DIGEST/TENNIS (GROSS)	1186	*144	1.4	12.1	96	*310	2.9	26.1	195								
GOLF MAGAZINE	441	**68	0.7	15.4	122	**129	1.2	29.3	219								
GOLF MAGAZINE/SKI (GROSS)	922	*148	1.4	16.1	127	*186	1.7	20.2	151								
GOOD HOUSEKEEPING	16487	2202	21.5	13.4	105	2357	21.8	14.3	107								
HARPER'S BAZAAR	2423	288	2.8	11.9	94	375	3.5	15.5	116								
HEALTH	1994	354	3.4	17.8	140	332	3.1	16.6	125								
HEARST MAG CORP. BUY (GROSS)	44101	5510	53.7	12.5	99	6839	63.2	15.5	116								
HEARST MAN POWER (GROSS)	1993	*190	1.9	9.5	75	363	3.4	18.2	136								
HEARST WOMAN POWER (GROSS)	31274	3918	38.2	12.5	99	4586	42.4	14.7	110								
HOUSE BEAUTIFUL	3623	632	6.2	17.4	138	706	6.5	19.5	146								
INC.	283	**12	0.1	4.2	33	**90	0.8	31.8	238								
JET	2928	524	5.1	17.9	141	246	2.3	8.4	63								
LADIES' HOME JOURNAL	11918	1430	13.9	12.0	95	1863	17.2	15.6	117								
LHJ FAMILY GRP COMBO(GROSS)	16764	2167	21.1	12.9	102	2702	25.0	16.1	121								
LIFE	4254	482	4.7	11.3	89	583	5.4	13.7	103								
L.A. TIMES HOME MAGAZINE	1145	**113	1.1	9.9	78	*243	2.2	21.2	159								
MADEMOISELLE	2884	348	3.4	12.1	95	339	3.1	11.8	88								
MC CALL'S	13460	1904	18.6	14.1	112	2004	18.5	14.9	111								
MC CALL'S/WRK MOTHER (GROSS)	14606	2076	20.2	14.2	112	2174	20.1	14.9	111								
MECHANIX ILLUSTRATED	772	**84	0.8	10.9	86	*172	1.6	22.3	167								
METROPOLITAN HOME	967	**155	1.5	16.0	126	*161	1.5	16.6	125								
MONEY	1588	*197	1.9	12.4	98	*278	2.6	17.5	131								
MOTHER EARTH NEWS	1002	**70	0.7	7.0	55	**94	0.9	9.4	70								
MS.	825	**103	1.0	12.5	99	**100	0.9	12.1	91								
NATIONAL ENQUIRER	10336	1436	14.0	13.9	110	1407	13.0	13.6	102								
NATIONAL GEOGRAPHIC	9597	1006	9.8	10.5	83	1516	14.0	15.8	118								
NATIONAL SUNDAY MAGAZINE PKG	49558	6218	60.6	12.5	99	7091	65.5	14.3	107								
NATURAL HISTORY	573	**46	0.4	8.0	63	**110	1.0	19.2	144								
NEW WOMAN	1699	*186	1.8	10.9	86	225	2.1	13.2	99								
NEW YORK INCLUDING CUE	443	**59	0.6	13.3	105	**90	0.8	20.3	152								
THE NEW YORKER	1270	*146	1.4	11.5	91	*215	2.0	16.9	127								
NEWSWEEK	6277	671	6.5	10.7	84	1031	9.5	16.4	123								
THE N.Y. TIMES DAILY EDITION	1205	*246	2.4	20.4	161	*229	2.1	19.0	142								
THE N.Y. TIMES MAGAZINE	2081	359	3.5	17.3	136	301	2.8	14.5	108								
OMNI	788	**112	1.1	14.2	112	**71	0.7	9.0	67								
ON CABLE	1158	**71	0.7	6.1	48	**140	1.3	12.1	90								
1001 HOME IDEAS	2852	384	3.7	13.5	106	507	4.7	17.8	133								
ORGANIC GARDENING	1658	*141	1.4	8.5	67	256	2.4	15.4	115								
OUTDOOR LIFE	896	*147	1.4	16.4	129	**90	0.8	10.0	75								
PARADE MAGAZINE	24275	2993	29.2	12.3	97	3184	29.4	13.1	98								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	SANKA INSTANT A '000	B % DOWN	C % ACROSS	D INDX	TASTER'S CHOICE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10264	100.0	12.7	100	10828	100.0	13.4	100								
PARENTS	3845	321	3.1	8.3	66	400	3.7	10.4	78								
PENTHOUSE	831	**143	1.4	17.2	136	**138	1.3	16.6	124								
PEOPLE	11645	1314	12.8	11.3	89	1681	15.5	14.4	108								
PLAYBOY	2006	*238	2.3	11.9	94	348	3.2	17.3	130								
POPULAR HOT RODDING	297	**27	0.3	9.1	72	**39	0.4	13.1	98								
POPULAR MECHANICS	1018	**72	0.7	7.1	56	*191	1.8	18.8	140								
POPULAR SCIENCE	878	**124	1.2	14.1	111	*207	1.9	23.6	176								
PREVENTION	3913	510	5.0	13.0	103	625	5.8	16.0	119								
PSYCHOLOGY TODAY	1710	*215	2.1	12.6	99	*191	1.8	11.2	84								
READER'S DIGEST	22204	2909	28.3	13.1	103	3593	33.2	16.2	121								
REDBOOK	7684	971	9.5	12.6	100	1216	11.2	15.8	118								
ROAD & TRACK	410	**40	0.4	9.8	77	**41	0.4	10.0	75								
ROLLING STONE	969	**114	1.1	11.8	93	*161	1.5	16.6	124								
RUNNER'S WORLD	298	**48	0.5	16.1	127	**26	0.2	8.7	65								
SATURDAY EVENING POST	1169	*125	1.2	10.7	84	*210	1.9	18.0	134								
SCIENCE 84	587	**33	0.3	5.6	44	**103	1.0	17.5	131								
SCIENCE DIGEST	482	**35	0.3	7.3	57	**96	0.9	19.9	149								
SCIENTIFIC AMERICAN	594	**57	0.6	9.6	76	**102	0.9	17.2	128								
SELF	2089	279	2.7	13.4	105	360	3.3	17.2	129								
SEVENTEEN	2411	*246	2.4	10.2	81	275	2.5	11.4	85								
SKI	480	**80	0.8	16.7	132	**56	0.5	11.7	87								
SMITHSONIAN	2760	413	4.0	15.0	118	448	4.1	16.2	121								
SOAP OPERA DIGEST	3013	368	3.6	12.2	96	333	3.1	11.1	83								
SOUTHERN LIVING	4184	578	5.6	13.8	109	831	7.7	19.9	149								
SPORT	559	**37	0.4	6.6	52	**29	0.3	5.2	39								
THE SPORTING NEWS	436	**20	0.2	4.6	36	**79	0.7	18.1	136								
SPORTS AFIELD	493	**83	0.8	16.8	133	**77	0.7	15.6	117								
SPORTS ILLUSTRATED	2758	315	3.1	11.4	90	426	3.9	15.4	116								
STAR	7456	983	9.6	13.2	104	1142	10.5	15.3	115								
SUNDAY	24936	2930	28.5	11.8	93	3234	29.9	13.0	97								
SUNSET	2124	*177	1.7	8.3	66	412	3.8	19.4	145								
TV GUIDE	21661	2596	25.3	12.0	95	3137	29.0	14.5	108								
TENNIS	550	**76	0.7	13.8	109	**106	1.0	19.3	144								
TIME	8880	1150	11.2	13.0	102	1352	12.5	15.2	114								
TOWN & COUNTRY	917	**121	1.2	13.2	104	*167	1.5	18.2	136								
TRAVEL & LEISURE	972	*133	1.3	13.7	108	*224	2.1	23.0	172								
TRUE STORY	3356	354	3.4	10.5	83	405	3.7	12.1	90								
U.S.NEWS & WORLD REPORT	3410	395	3.8	11.6	91	572	5.3	16.8	125								
USA TODAY	1759	*217	2.1	12.3	97	279	2.6	15.9	119								
US	1873	*221	2.2	11.8	93	*325	3.0	17.4	130								
VOGUE	3909	409	4.0	10.5	83	598	5.5	15.3	114								
WALL STREET JOURNAL	1886	263	2.6	13.9	110	301	2.8	16.0	119								
WEIGHT WATCHERS	2120	*289	2.8	13.6	108	367	3.4	17.3	129								
WOMAN'S DAY	14172	1830	17.8	12.9	102	1959	18.1	13.8	103								
WORKING MOTHER	1146	*172	1.7	15.0	118	*170	1.6	14.8	111								
WORKING WOMAN	1322	*153	1.5	11.6	91	*185	1.7	14.0	105								
WORLD TENNIS	*163	**11	0.1	6.7	53	**38	0.4	23.3	174								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*276	2.7	10.9	86	425	3.9	16.8	126								
BLAIR INSERTS	43657	5507	53.7	12.6	100	6096	56.3	14.0	104								
DAILY NEWSPAPERS																	
READ ANY	51633	6718	65.5	13.0	103	7428	68.6	14.4	108								
READ ONE	43463	5628	54.8	12.9	102	6122	56.5	14.1	105								
READ TWO OR MORE	8170	1090	10.6	13.3	105	1306	12.1	16.0	120								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6628	64.6	12.6	99	7555	69.8	14.3	107								
READ ONE	46126	5791	56.4	12.6	99	6407	59.2	13.9	104								
READ TWO OR MORE	6552	836	8.1	12.8	101	1148	10.6	17.5	131								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.33				28.00											
30 DAY REACH	71455	8882	86.5	12.4	98	9744	90.0	13.6	102								
50 SHWG - 30 DAY AV FREQ	14.56	13.94				14.81											
30 DAY REACH	67742	8419	82.0	12.4	98	9230	85.2	13.6	102								
25 SHWG - 30 DAY AV FREQ	7.94	7.70				8.04											
30 DAY REACH	62117	7609	74.1	12.2	97	8487	78.4	13.7	102								
CABLE TV: HOME WIRED	32077	3728	36.3	11.6	92	4685	43.3	14.6	109								
HOME NOT WIRED	48909	6537	63.7	13.4	105	6143	56.7	12.6	94								
HAVE PAY CABLE	15935	1742	17.0	10.9	86	2197	20.3	13.8	103								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0310
P-18

	TOTAL U.S. '000	SANKA INSTANT A '000	B % DOWN	C % ACROSS	D INDX	TASTER'S CHOICE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10264	100.0	12.7	100	10828	100.0	13.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5660	55.1	12.9	102	6059	56.0	13.8	103								
10:00 AM - 3:00 PM	30659	3855	37.6	12.6	99	4516	41.7	14.7	110								
3:00 PM - 7:00 PM	31045	3684	35.9	11.9	94	4149	38.3	13.4	100								
7:00 PM - MIDNIGHT	15767	1771	17.3	11.2	89	2102	19.4	13.3	100								
MIDNIGHT - 6:00 AM	9120	1187	11.6	13.0	103	1487	13.7	16.3	122								
6:00 AM - MIDNIGHT	58527	7309	71.2	12.5	99	8075	74.6	13.8	103								
ENTIRE DAY	59311	7468	72.8	12.6	99	8184	75.6	13.8	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1913	18.6	11.8	93	2418	22.3	15.0	112								
ALL NEWS	2256	303	3.0	13.4	106	401	3.7	17.8	133								
AOR/PROGRESSIVE	3874	336	3.3	8.7	68	499	4.6	12.9	96								
BEAUTIFUL MUSIC	5660	625	6.1	11.0	87	1073	9.9	19.0	142								
BLACK	2204	335	3.3	15.2	120	*131	1.2	5.9	44								
CLASSICAL	1418	*201	2.0	14.2	112	*255	2.4	18.0	135								
CHR/ROCK	9538	1223	11.9	12.8	101	1157	10.7	12.1	91								
COUNTRY	12648	1373	13.4	10.9	86	1607	14.8	12.7	95								
GOLDEN OLDIES	1191	*204	2.0	17.1	135	**98	0.9	8.2	62								
MOR/NOSTALGIA	4757	550	5.4	11.6	91	807	7.5	17.0	127								
NEWS/TALK	3863	519	5.1	13.4	106	642	5.9	16.6	124								
RELIGIOUS	3084	460	4.5	14.9	118	415	3.8	13.5	101								
SOFT ROCK	521	**59	0.6	11.3	89	**85	0.8	16.3	122								
URBAN CONTEMPORARY	1585	268	2.6	16.9	133	*189	1.7	11.9	89								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	355	3.5	10.9	86	438	4.0	13.4	100								
ABC DIRECTION	2316	346	3.4	14.9	118	341	3.1	14.7	110								
ABC ENTERTAINMENT	4834	666	6.5	13.8	109	614	5.7	12.7	95								
ABC FM	2202	*249	2.4	11.3	89	*203	1.9	9.2	69								
ABC INFORMATION	5425	740	7.2	13.6	108	824	7.6	15.2	114								
ABC ROCK	1677	*180	1.8	10.7	85	*191	1.8	11.4	85								
CBS	4430	644	6.3	14.5	115	728	6.7	16.4	123								
MUTUAL	4992	508	4.9	10.2	80	828	7.6	16.6	124								
NBC	4679	578	5.6	12.4	97	677	6.3	14.5	108								
RADIORADIO	1994	*292	2.8	14.6	116	*239	2.2	12.0	90								
RKO ONE	2298	*233	2.3	10.1	80	271	2.5	11.8	88								
RKO TWO	3311	366	3.6	11.1	87	362	3.3	10.9	82								
THE SOURCE	2114	*267	2.6	12.6	100	*248	2.3	11.7	88								
NON-WIRED : BLAIR	8654	1101	10.7	12.7	100	1134	10.5	13.1	98								
INTERNET	12025	1494	14.6	12.4	98	1651	15.2	13.7	103								
KATZ RADIO GROUP	15359	1926	18.8	12.5	99	2310	21.3	15.0	112								
SUPERNET	10628	1195	11.6	11.2	89	1377	12.7	13.0	97								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1192	11.6	13.8	109	1254	11.6	14.5	108								
WKDAY 9:00 AM - 1:00 PM	12163	1722	16.8	14.2	112	1652	15.3	13.6	102								
WKDAY 1:00 PM - 4:30 PM	16150	2278	22.2	14.1	111	2053	19.0	12.7	95								
WKDAY 4:30 PM - 7:30 PM	22463	3042	29.6	13.5	107	3103	28.7	13.8	103								
WKDAY 7:30 PM - 8:00 PM	31795	4367	42.5	13.7	108	4477	41.3	14.1	105								
WKDAY 11:00 PM - 11:30 PM	23977	3114	30.3	13.0	102	3168	29.3	13.2	99								
WKDAY 11:30 PM - 1:00 AM	7703	925	9.0	12.0	95	1020	9.4	13.2	99								
M-SAT 8-11 PM+SUN 7-11 PM	33800	4512	44.0	13.3	105	4769	44.0	14.1	106								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	853	8.3	13.0	103	885	8.2	13.5	101								
ANOTHER WORLD N	4620	898	8.7	19.4	153	590	5.4	12.8	96								
AS THE WORLD TURNS C	5614	618	6.0	11.0	87	717	6.6	12.8	96								
CAPITOL C	3396	404	3.9	11.9	94	448	4.1	13.2	99								
CBS MORN. NEWS 1 C	1446	199	1.9	13.8	109	232	2.1	16.0	120								
CBS MORN. NEWS 2 C	1207	146	1.4	12.1	95	185	1.7	15.3	115								
DAYS OF OUR LIVES N	5877	1082	10.5	18.4	145	738	6.8	12.6	94								
FACTS OF LIFE - DAYTIME N	2290	350	3.4	15.3	121	323	3.0	14.1	105								
FAMILY FEUD A	3023	376	3.7	12.4	98	382	3.5	12.6	95								
GENERAL HOSPITAL A	6097	856	8.3	14.0	111	766	7.1	12.6	94								
GOOD MORNING, AMERICA-730 A	3515	525	5.1	14.9	118	433	4.0	12.3	92								
GOOD MORNING, AMERICA-830 A	2818	447	4.4	15.9	125	457	4.2	16.2	121								
GUIDING LIGHT C	5339	636	6.2	11.9	94	694	6.4	13.0	97								
ONE LIFE TO LIVE A	4478	705	6.9	15.7	124	538	5.0	12.0	90								
PRESS YOUR LUCK C	2244	309	3.0	13.8	109	253	2.3	11.3	84								
PRICE IS RIGHT 1 C	4348	499	4.9	11.5	91	483	4.5	11.1	83								
PRICE IS RIGHT 2 C	5014	621	6.1	12.4	98	624	5.8	12.4	93								
RYAN'S HOPE A	3150	419	4.1	13.3	105	352	3.3	11.2	84								
SALE OF THE CENTURY N	2695	411	4.0	15.3	120	425	3.9	15.8	118								
SEARCH FOR TOMORROW N	2319	464	4.5	20.0	158	345	3.2	14.9	111								
TODAY SHOW 1 N	2693	331	3.2	12.3	97	371	3.4	13.8	103								
TODAY SHOW 2 N	2498	379	3.7	15.2	120	378	3.5	15.1	113								
$25,000 PYRAMID C	2753	395	3.8	14.3	113	343	3.2	12.5	93								
WHEEL OF FORTUNE N	4388	709	6.9	16.2	127	720	6.6	16.4	123								
YOUNG AND THE RESTLESS C	5695	756	7.4	13.3	105	620	5.7	10.9	81								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	259	2.5	14.7	116	252	2.3	14.3	107								
NBA PLAYOFF GAME -1 C	1136	*218	2.1	19.2	151	171	1.6	15.1	113								
NBC MAJOR LEAGUE PRE-GAME N	953	**91	0.9	9.5	75	*164	1.5	17.2	129								
SPORTSWORLD - SUN N	1233	*165	1.6	13.4	106	*120	1.1	9.7	73								
SUNDAY MORNING C	1611	174	1.7	10.8	85	340	3.1	21.1	158								

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DECAFFEINATED INSTANT & FREEZE-DRIED COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	SANKA INSTANT A '000	B % DOWN	C % ACROSS	D INDX	TASTER'S CHOICE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10264	100.0	12.7	100	10828	100.0	13.4	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3546	34.5	13.6	107	3775	34.9	14.5	108								
NETWORK AFFILIATES - LATE		20261	2687	26.2	13.3	105	2667	24.6	13.2	98								
INDEPENDENTS - LATE		2076	296	2.9	14.3	113	357	3.3	17.2	129								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1466	14.3	14.0	111	1457	13.5	13.9	104								
ABC MONDAY NIGHT MOVIE	A	6412	777	7.6	12.1	96	954	8.8	14.9	111								
ABC SUNDAY NIGHT MOVIE	A	12407	1610	15.7	13.0	102	1683	15.5	13.6	101								
ABC WORLD NEWS TONIGHT	A	6176	790	7.7	12.8	101	932	8.6	15.1	113								
AFTERMASH	C	5863	875	8.5	14.9	118	933	8.6	15.9	119								
ALICE	C	9594	1392	13.6	14.5	114	1381	12.8	14.4	108								
AMERICAN PARADE	C	6622	803	7.8	12.1	96	917	8.5	13.8	104								
BENSON	A	10886	1515	14.8	13.9	110	1620	15.0	14.9	111								
BLUE THUNDER	A	5036	702	6.8	13.9	110	730	6.7	14.5	108								
CAGNEY & LACEY	C	9965	1316	12.8	13.2	104	1272	11.7	12.8	95								
CBS EVENING NEWS-DEAN	C	3491	430	4.2	12.3	97	530	4.9	15.2	114								
CBS EVENING NEWS-RATHER	C	7123	996	9.7	14.0	110	1114	10.3	15.6	117								
CBS SAT. NEWS-SCHIEFFER	C	3621	554	5.4	15.3	121	540	5.0	14.9	112								
CBS SATURDAY NIGHT MOVIE	C	5436	713	6.9	13.1	103	731	6.8	13.4	101								
CBS WEDNESDAY NIGHT MOVIE	C	6100	713	6.9	11.7	92	768	7.1	12.6	94								
CHEERS	N	8889	1051	10.2	11.8	93	1188	11.0	13.4	100								
DALLAS	C	22109	3018	29.4	13.7	108	3393	31.3	15.3	115								
DIFF'RENT STROKES	N	6940	932	9.1	13.4	106	1046	9.7	15.1	113								
DOUBLE TROUBLE	N	7223	906	8.8	12.5	99	992	9.2	13.7	103								
DUCK FACTORY	N	5595	587	5.7	10.5	83	804	7.4	14.4	107								
DUKES OF HAZZARD	C	5768	831	8.1	14.4	114	801	7.4	13.9	104								
DYNASTY	A	20053	2489	24.2	12.4	98	2755	25.4	13.7	103								
FACTS OF LIFE	N	8087	1040	10.1	12.9	101	1155	10.7	14.3	107								
FALCON CREST	C	20046	2627	25.6	13.1	103	2924	27.0	14.6	109								
FALL GUY	A	9084	1187	11.6	13.1	103	1087	10.0	12.0	89								
FAMILY TIES	N	7964	997	9.7	12.5	99	1091	10.1	13.7	102								
FANTASY ISLAND	A	7687	1014	9.9	13.2	104	1085	10.0	14.1	106								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1317	12.8	14.9	117	1152	10.6	13.0	97								
FOUR SEASONS	C	5095	774	7.5	15.2	120	818	7.6	16.1	120								
GIMME A BREAK	N	8838	1223	11.9	13.8	109	1265	11.7	14.3	107								
HART TO HART	A	8978	1106	10.8	12.3	97	1099	10.1	12.2	92								
HILL STREET BLUES	N	8590	807	7.9	9.4	74	1117	10.3	13.0	97								
HOTEL	A	14085	1813	17.7	12.9	102	1957	18.1	13.9	104								
JEFFERSONS	C	9360	1368	13.3	14.6	115	1321	12.2	14.1	106								
JENNIFER SLEPT HERE	N	5841	783	7.6	13.4	106	941	8.7	16.1	120								
KATE & ALLIE	C	9206	1285	12.5	14.0	110	1269	11.7	13.8	103								
KNIGHT RIDER	N	7076	1006	9.8	14.2	112	971	9.0	13.7	103								
LOVE BOAT	A	12219	1626	15.8	13.3	105	1890	17.5	15.5	116								
MAGNUM PI	C	11199	1435	14.0	12.8	101	1388	12.8	12.4	93								
MAMA'S FAMILY	N	6057	849	8.3	14.0	111	912	8.4	15.1	113								
MASTER, THE	N	3598	444	4.3	12.3	97	517	4.8	14.4	107								
MATT HOUSTON	A	6344	809	7.9	12.8	101	856	7.9	13.5	101								
NBC MONDAY NIGHT MOVIE	N	11994	1513	14.7	12.6	100	1583	14.6	13.2	99								
NBC NIGHTLY NEWS	N	5132	697	6.8	13.6	107	727	6.7	14.2	106								
NBC NIGHTLY NEWS-SAT	N	3375	448	4.4	13.3	105	534	4.9	15.8	118								
NBC NIGHTLY NEWS-SUN	N	3130	395	3.8	12.6	100	465	4.3	14.9	111								
NBC SUNDAY NIGHT MOVIE	N	8284	1281	12.5	15.5	122	1142	10.5	13.8	103								
NEWHART	C	9240	1316	12.8	14.2	112	1225	11.3	13.3	99								
ONE DAY AT A TIME	C	7288	942	9.2	12.9	102	890	8.2	12.2	91								
PEOPLE ARE FUNNY	N	4855	612	6.0	12.6	99	704	6.5	14.5	108								
REAL PEOPLE	N	8869	1305	12.7	14.7	116	1258	11.6	14.2	106								
REMINGTON STEELE	N	7743	872	8.5	11.3	89	942	8.7	12.2	91								
RIPLEY'S BELIEVE IT - NOT	A	5345	700	6.8	13.1	103	815	7.5	15.2	114								
RIPTIDE	N	6988	889	8.7	12.7	100	967	8.9	13.8	103								
SCARECROW & MRS. KING	C	10002	1321	12.9	13.2	104	1194	11.0	11.9	89								
SIMON & SIMON	C	10638	1678	16.3	15.8	124	1462	13.5	13.7	103								
60 MINUTES	C	13293	1773	17.3	13.3	105	1996	18.4	15.0	112								
ST. ELSEWHERE	N	7017	912	8.9	13.0	103	1001	9.2	14.3	107								
THREE'S COMPANY	A	10917	1579	15.4	14.5	114	1496	13.8	13.7	102								
T.J. HOOKER	A	9204	1224	11.9	13.3	105	1251	11.6	13.6	102								
TONIGHT SHOW	N	2372	330	3.2	13.9	110	331	3.1	14.0	104								
TRAPPER JOHN, M.D.	C	9846	1381	13.5	14.0	111	1277	11.8	13.0	97								
TV BLOOPERS & PRAC. JOKES	N	9105	1066	10.4	11.7	92	1337	12.3	14.7	110								
20/20	A	9387	1239	12.1	13.2	104	1354	12.5	14.4	108								
WEBSTER	A	11067	1586	15.5	14.3	113	1574	14.5	14.2	106								
WORLD NEWS - SUN	A	3062	359	3.5	11.7	93	347	3.2	11.3	85								
YELLOW ROSE	N	4978	649	6.3	13.0	103	648	6.0	13.0	97								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	954	9.3	10.7	85	1279	11.8	14.4	108								
BASKETBALL - COLLEGE GAMES		4080	723	7.0	17.7	140	643	5.9	15.8	118								
BASKETBALL - PRO GAMES		3607	575	5.6	15.9	126	464	4.3	12.9	96								
BOWLING		3883	*488	4.8	12.6	99	633	5.8	16.3	122								
BOXING		3928	640	6.2	16.3	129	695	6.4	17.7	132								
FOOTBALL - COLLEGE GAMES		6366	868	8.5	13.6	108	947	8.7	14.9	111								
FOOTBALL - PRO GAMES		11300	1392	13.6	12.3	97	1758	16.2	15.6	116								
GOLF		3378	*413	4.0	12.2	96	597	5.5	17.7	132								
POST-SEASON COLL. FOOTBALL		4906	606	5.9	12.4	97	812	7.5	16.6	124								
POST-SEASON PRO FOOTBALL		6120	807	7.9	13.2	104	1025	9.5	16.7	125								
TENNIS		3033	*392	3.8	12.9	102	647	6.0	21.3	160								
WRESTLING - PROFESSIONAL		3344	490	4.8	14.7	116	*545	5.0	16.3	122								

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GROUND COFFEE

BASE = FEMALE HOMEMAKERS (80986)

	'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?			
YES	47311	58.4	5300
NO	33675	41.6	4135

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
DECAFFEINATED	17891	22.1	5359	6.6	6879	8.5	5654	7.0	2030
CAFFEINATED (REGULAR)	41952	51.8	29419	36.3	9619	11.9	2914	3.6	4685
2C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P (DECAFFEINATED)	529	.7	145	.2	275	.3	109	.1	59
A & P (CAFFEINATED)	1283	1.6	401	.5	710	.9	172	.2	139
BRIM	5213	6.4	1217	1.5	2800	3.5	1196	1.5	604
BUTTERNUT	2356	2.9	409	.5	1288	1.6	659	.8	280
CHASE & SANBORN	1263	1.6	123	.2	744	.9	395	.5	144
CHOCK FULL O'NUTS (DECAFFEINATED)	997	1.2	124	.2	575	.7	298	.4	122
CHOCK FULL O'NUTS (CAFFEINATED)	2541	3.1	341	.4	1662	2.1	538	.7	300
EDWARDS	644	.8	27	*	424	.5	193	.2	78
FOLGERS ADC	4056	5.0	911	1.1	2410	3.0	735	.9	444
FOLGERS FLAKED	3303	4.1	1085	1.3	1667	2.1	551	.7	414
FOLGERS	14377	17.8	4963	6.1	7154	8.8	2260	2.8	1565
HIGH POINT	1134	1.4	102	.1	675	.8	358	.4	122
HIGH YIELD	570	.7	48	.1	351	.4	171	.2	72
HILLS BROTHERS	5777	7.1	944	1.2	3075	3.8	1758	2.2	677
LUZIANNE	946	1.2	401	.5	474	.6	71	.1	97
MANOR HOUSE LITE	159	.2	2	*	80	.1	77	.1	24
MANOR HOUSE	275	.3	14	*	116	.1	145	.2	33
MARTINSON	705	.9	155	.2	370	.5	181	.2	89
MARYLAND CLUB	604	.7	143	.2	303	.4	158	.2	72
MAX-PAX	356	.4	39	*	190	.2	127	.2	43
MAXWELL HOUSE ADC	7380	9.1	2548	3.1	3504	4.3	1328	1.6	824
MAXWELL HOUSE MASTER BLEND	7374	9.1	2189	2.7	3859	4.8	1325	1.6	766
MAXWELL HOUSE	9324	11.5	2607	3.2	4740	5.9	1976	2.4	1031
MEDAGLIA D'ORO	433	.5	31	*	178	.2	224	.3	53
MELLOW ROAST	515	.6	33	*	237	.3	246	.3	51
MJB	1887	2.3	413	.5	1054	1.3	421	.5	215
SANKA	4878	6.0	1371	1.7	2296	2.8	1211	1.5	545
SAVARIN (DECAFFEINATED)	279	.3	49	.1	131	.2	99	.1	47
SAVARIN (CAFFEINATED)	543	.7	20	*	263	.3	260	.3	68
YUBAN	1960	2.4	392	.5	1122	1.4	447	.6	207
OTHER BRANDS	6721	8.3	3187	3.9	2398	3.0	1136	1.4	740
DO NOT KNOW	749	.9							83

	DECAFFEINATED		
	'000	%	UNWEIGHTED
2D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?			
10 OR MORE H	3013	3.7	318
7 - 9 H	1126	1.4	133
4 - 6 M	3521	4.3	406
3 M	2064	2.5	245
2 M	2712	3.3	300
1 L	1937	2.4	237
LESS THAN 1 L	1518	1.9	183
NONE (OF DECAFFEINATED USERS) L	2001	2.5	208

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GROUND COFFEE (CONTINUED) BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-14

CAFFEINATED (REGULAR)

		'000	%	UNWEIGHTED
2D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	10668	13.2	1074
7 - 9	M	3567	4.4	392
4 - 6	M	10081	12.4	1064
3	M	4249	5.2	525
2	L	5085	6.3	630
1	L	2909	3.6	355
LESS THAN 1	L	2673	3.3	338
NONE (OF CAFFEINATED USERS)	L	2720	3.4	307

TOTAL GROUND COFFEE

		'000	%	UNWEIGHTED
3D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	14074	17.4	1466
7 - 9	M	4203	5.2	477
4 - 6	M	11453	14.1	1225
3	M	4433	5.5	540
2	L	5009	6.2	625
1	L	3017	3.7	362
LESS THAN 1	L	2613	3.2	316
NONE	L	2510	3.1	289

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TOTAL GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - NINE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	47311	100.0	58.4	100	14074	100.0	17.4	100	20048	100.0	24.8	100	13149	100.0	16.2	100
18 - 24	9282	3990	8.4	43.0	74	880	6.3	9.5	55	1752	8.7	18.9	76	1358	10.3	14.6	90
25 - 34	19072	10689	22.6	56.0	96	2938	20.9	15.4	89	4415	22.0	23.1	93	3336	25.4	17.5	108
35 - 44	14591	9263	19.6	63.5	109	3029	21.5	20.8	119	3708	18.5	25.4	102	2526	19.2	17.3	107
45 - 54	11345	7426	15.7	65.5	112	2489	17.7	21.9	126	3149	15.7	27.8	112	1788	13.6	15.8	97
55 - 64	11635	7645	16.2	65.7	112	2399	17.0	20.6	119	3549	17.7	30.5	123	1697	12.9	14.6	90
65 OR OLDER	15061	8298	17.5	55.1	94	2339	16.6	15.5	89	3515	17.5	23.3	94	2444	18.6	16.2	100
18 - 34	28354	14679	31.0	51.8	89	3818	27.1	13.5	77	6167	30.7	21.8	88	4694	35.7	16.6	102
18 - 49	48339	27385	57.9	56.7	97	7974	56.7	16.5	95	11412	56.8	23.6	95	7999	60.8	16.5	102
25 - 54	45008	27377	57.9	60.8	104	8455	60.1	18.8	108	11272	56.1	25.0	101	7650	58.2	17.0	104
35 - 49	19985	12705	26.9	63.6	109	4156	29.5	20.8	120	5244	26.1	26.2	106	3305	25.1	16.5	102
50 OR OLDER	32647	19926	42.1	61.0	104	6100	43.3	18.7	108	8677	43.2	26.6	107	5149	39.2	15.8	97
GRADUATED COLLEGE	11155	6997	14.8	62.7	107	1396	9.9	12.5	72	3053	15.2	27.4	110	2547	19.4	22.8	141
ATTENDED COLLEGE	13682	8552	18.1	62.5	107	2539	18.0	18.6	107	3417	17.0	25.0	101	2597	19.8	19.0	117
GRADUATED HIGH SCHOOL	33880	20162	42.6	59.5	102	6140	43.6	18.1	104	8853	44.1	26.1	105	5169	39.3	15.3	94
DID NOT GRADUATE HIGH SCHOOL	22270	11600	24.5	52.1	89	3999	28.4	18.0	103	4765	23.7	21.4	86	2836	21.6	12.7	78
EMPLOYED	40306	24234	51.2	60.1	103	6477	46.0	16.1	92	10392	51.7	25.8	104	7365	56.0	18.3	113
EMPLOYED FULL-TIME	32850	19716	41.7	60.0	103	5365	38.1	16.3	94	8535	42.5	26.0	105	5817	44.2	17.7	109
EMPLOYED PART-TIME	7456	4518	9.5	60.6	104	1113	7.9	14.9	86	1857	9.2	24.9	100	1548	11.8	20.8	128
NOT EMPLOYED	40680	23077	48.8	56.7	97	7596	54.0	18.7	107	9696	48.3	23.8	96	5784	44.0	14.2	88
PROFESSIONAL/MANAGER	10392	6580	13.9	63.3	108	1780	12.6	17.1	99	2717	13.5	26.1	105	2083	15.8	20.0	123
TECH/CLERICAL/SALES	17574	11185	23.6	63.6	109	2855	20.3	16.2	93	4772	23.8	27.2	109	3559	27.1	20.3	125
PRECISION/CRAFT	985	580	1.2	58.9	101	**90	0.6	9.1	53	*326	1.6	33.1	133	**164	1.2	16.6	103
OTHER EMPLOYED	11354	5889	12.4	51.9	89	1753	12.5	15.4	89	2577	12.8	22.7	92	1559	11.9	13.7	85
SINGLE	9863	4490	9.5	45.5	78	1113	7.9	11.3	65	1822	9.1	18.5	74	1554	11.8	15.8	97
MARRIED	51375	32304	68.3	62.9	108	10029	71.3	19.5	112	14114	70.3	27.5	111	8161	62.1	15.9	98
DIVORCED/SEPARATED/WIDOWED	19748	10517	22.2	53.3	91	2932	20.8	14.8	85	4151	20.7	21.0	85	3434	26.1	17.4	107
PARENTS	32590	18547	39.2	56.9	97	5907	42.0	18.1	104	7645	38.1	23.5	95	4995	38.0	15.3	94
WHITE	70416	43332	91.6	61.5	105	12994	92.3	18.5	106	18397	91.6	26.1	105	11941	90.8	17.0	104
BLACK	8778	3206	6.8	36.5	63	759	5.4	8.6	50	1391	6.9	15.8	64	1056	8.0	12.0	74
OTHER	1791	*772	1.6	43.1	74	**320	2.3	17.9	103	**300	1.5	16.8	68	**152	1.2	8.5	52
NORTHEAST-CENSUS	17786	10910	23.1	61.3	105	2801	19.9	15.7	91	4311	21.5	24.2	98	3799	28.9	21.4	132
NORTH CENTRAL	20741	13425	28.4	64.7	111	4116	29.2	19.8	114	5832	29.0	28.1	113	3477	26.4	16.8	103
SOUTH	27775	14356	30.3	51.7	88	4149	29.5	14.9	86	6552	32.6	23.6	95	3656	27.8	13.2	81
WEST	14683	8619	18.2	58.7	100	3008	21.4	20.5	118	3394	16.9	23.1	93	2217	16.9	15.1	93
NORTHEAST-MKTG.	17961	10790	22.8	60.1	103	2693	19.1	15.0	86	4334	21.6	24.1	97	3763	28.6	21.0	129
EAST CENTRAL	11885	6686	14.1	56.3	96	2222	15.8	18.7	108	2842	14.1	23.9	96	1622	12.3	13.6	84
WEST CENTRAL	14090	9896	20.9	70.2	120	3088	21.9	21.9	126	4249	21.2	30.2	122	2559	19.5	18.2	112
SOUTH	24081	12566	26.6	52.2	89	3682	26.2	15.3	88	5738	28.6	23.8	96	3146	23.9	13.1	80
PACIFIC	12969	7373	15.6	56.9	97	2389	17.0	18.4	106	2925	14.6	22.6	91	2059	15.7	15.9	98
COUNTY SIZE A	32439	19039	40.2	58.7	100	5402	38.4	16.7	96	8149	40.6	25.1	101	5488	41.7	16.9	104
COUNTY SIZE B	24915	14680	31.0	58.9	101	4321	30.7	17.3	100	6130	30.5	24.6	99	4229	32.2	17.0	104
COUNTY SIZE C	12930	7790	16.5	60.2	103	2463	17.5	19.0	110	3409	17.0	26.4	106	1918	14.6	14.8	91
COUNTY SIZE D	10703	5802	12.3	54.2	93	1888	13.4	17.6	102	2400	11.9	22.4	90	1514	11.5	14.1	87
METRO CENTRAL CITY	24518	13539	28.6	55.2	95	3782	26.9	15.4	89	5743	28.6	23.4	94	4014	30.5	16.4	101
METRO SUBURBAN	35919	22303	47.1	62.1	106	6583	46.8	18.3	105	9551	47.5	26.6	107	6169	46.9	17.2	106
NON METRO	20549	11469	24.2	55.8	96	3710	26.4	18.1	104	4794	23.9	23.3	94	2966	22.6	14.4	89
TOP 5 ADI'S	18341	10816	22.9	59.0	101	2601	18.5	14.2	82	4824	24.0	26.3	106	3391	25.8	18.5	114
TOP 10 ADI'S	25378	14954	31.6	58.9	101	3848	27.3	15.2	87	6539	32.6	25.8	104	4566	34.7	18.0	111
TOP 20 ADI'S	36488	21816	46.1	59.8	102	5920	42.1	16.2	93	9369	46.6	25.7	104	6527	49.6	17.9	110
HSHLD INC. $50,000 OR MORE	6612	4991	10.5	75.5	129	1307	9.3	19.8	114	2288	11.4	34.6	140	1396	10.6	21.1	130
$40,000 OR MORE	12659	8872	18.8	70.1	120	2346	16.7	18.5	107	4000	19.9	31.6	127	2526	19.2	20.0	123
$30,000 OR MORE	24698	17058	36.1	69.1	118	4733	33.6	19.2	110	7669	38.2	31.1	125	4657	35.4	18.9	116
$25,000 OR MORE	32077	21909	46.3	68.3	117	6214	44.2	19.4	111	9647	48.0	30.1	121	6048	46.0	18.9	116
$20,000 - $24,999	9144	5391	11.4	59.0	101	1792	12.7	19.6	113	2129	10.6	23.3	94	1470	11.2	16.1	99
$15,000 - $19,999	8728	4811	10.2	55.1	94	1528	10.9	17.5	101	2005	10.0	23.0	93	1278	9.7	14.6	90
$10,000 - $14,999	12562	6857	14.5	54.6	93	2010	14.3	16.0	92	2978	14.8	23.7	96	1869	14.2	14.9	92
UNDER $10,000	18475	8344	17.6	45.2	77	2531	18.0	13.7	79	3329	16.6	18.0	73	2484	18.9	13.4	83
HOUSEHOLD OF 1 PERSON	11987	6064	12.8	50.6	87	1364	9.7	11.4	65	2420	12.0	20.2	81	2280	17.3	19.0	117
2 PEOPLE	26577	16069	34.0	60.5	103	4420	31.4	16.6	96	7240	36.0	27.2	110	4409	33.5	16.6	102
3 OR 4 PEOPLE	30617	18408	38.9	60.1	103	5761	40.9	18.8	108	7624	38.0	24.9	100	5023	38.2	16.4	101
5 OR MORE PEOPLE	11804	6770	14.3	57.4	98	2529	18.0	21.4	123	2805	14.0	23.8	96	1437	10.9	12.2	75
NO CHILD IN HSHLD	46165	27505	58.1	59.6	102	7835	55.7	17.0	98	11902	59.2	25.8	104	7767	59.1	16.8	104
CHILD(REN) UNDER 2 YRS	5325	2500	5.3	46.9	80	767	5.4	14.4	83	900	4.5	16.9	68	833	6.3	15.6	97
2 - 5 YEARS	14221	7630	16.1	53.7	92	2250	16.0	15.8	91	3166	15.8	22.3	90	2215	16.8	15.6	96
6 - 11 YEARS	15117	8632	18.2	57.1	98	2829	20.1	18.7	108	3462	17.2	22.9	92	2340	17.8	15.5	96
12 - 17 YEARS	16611	10091	21.3	60.7	104	3543	25.2	21.3	123	4054	20.2	24.4	98	2494	19.0	15.0	93
RESIDENCE OWNED	55884	34988	74.0	62.6	107	11040	78.4	19.8	114	14714	73.2	26.3	106	9233	70.2	16.5	102
VALUE: $50,000 OR MORE	31744	21424	45.3	67.5	116	6310	44.8	19.9	114	9330	46.4	29.4	118	5784	44.0	18.2	112
VALUE: UNDER $50,000	24140	13564	28.7	56.2	96	4730	33.6	19.6	113	5385	26.8	22.3	90	3449	26.2	14.3	88

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOTAL GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TEN OR MORE A '000	HEAVY TEN OR MORE B % DOWN	HEAVY TEN OR MORE C % ACROSS	HEAVY TEN OR MORE D INDX	MEDIUM THREE - NINE A '000	MEDIUM THREE - NINE B % DOWN	MEDIUM THREE - NINE C % ACROSS	MEDIUM THREE - NINE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	47311	100.0	58.4	100	14074	100.0	17.4	100	20088	100.0	24.8	100	13149	100.0	16.2	100
MAGAZINES	QUINTILE 1	15799	10181	21.5	64.4	110	3183	22.6	20.1	116	4407	21.9	27.9	112	2591	19.7	16.4	101
	QUINTILE 2	17259	10734	22.7	62.2	106	3096	22.0	17.9	103	4677	23.3	27.1	109	2962	22.5	17.2	106
	QUINTILE 3	13545	7870	16.6	58.1	99	2373	16.9	17.5	101	3157	15.7	23.3	94	2340	17.8	17.3	106
	QUINTILE 4	15133	8338	17.6	55.1	94	2519	17.9	16.6	96	3430	17.1	22.7	91	2389	18.2	15.8	97
	QUINTILE 5	19250	10187	21.5	52.9	91	2903	20.6	15.1	87	4417	22.0	22.9	93	2867	21.8	14.9	92
NEWSPAPERS	QUINTILE 1	12413	8010	16.9	64.5	110	2352	16.7	18.9	109	3602	17.9	29.0	117	2056	15.6	16.6	102
	QUINTILE 2	24116	15014	31.7	62.3	107	4245	30.2	17.6	101	6662	33.2	27.6	111	4108	31.2	17.0	105
	QUINTILE 3	11261	6681	14.1	59.3	102	2059	14.6	18.3	105	2823	14.1	25.1	101	1799	13.7	16.0	98
	QUINTILE 4	20255	11291	23.9	55.7	95	3442	24.5	17.0	98	4491	22.4	22.2	89	3358	25.5	16.6	102
	QUINTILE 5	12940	6315	13.3	48.8	84	1977	14.0	15.3	88	2510	12.5	19.4	78	1828	13.9	14.1	87
OUTDOOR	QUINTILE 1	14852	8837	18.7	59.5	102	2523	17.9	17.0	98	3877	19.3	26.1	105	2438	18.5	16.4	101
	QUINTILE 2	15725	9475	20.0	60.3	103	2683	19.1	17.1	98	3989	19.9	25.4	102	2803	21.3	17.8	110
	QUINTILE 3	16330	9259	19.6	56.7	97	2975	21.1	18.2	105	3953	19.7	24.2	98	2331	17.7	14.3	88
	QUINTILE 4	16744	9922	21.0	59.3	101	3016	21.4	18.0	104	3976	19.8	23.7	96	2930	22.3	17.5	108
	QUINTILE 5	17334	9818	20.8	56.6	97	2877	20.4	16.6	96	4293	21.4	24.8	100	2647	20.1	15.3	94
RADIO-DRIVE TIME	QUINTILE 1	15911	9520	20.1	59.8	102	2887	20.5	18.1	104	3967	19.7	24.9	101	2667	20.3	16.8	103
	QUINTILE 2	14837	9062	19.2	61.1	105	2774	19.7	18.7	108	3742	18.6	25.2	102	2547	19.4	17.2	106
	QUINTILE 3	15339	8987	19.0	58.6	100	2653	18.9	17.3	100	3669	18.3	23.9	96	2666	20.3	17.4	107
	QUINTILE 4	16723	9381	19.8	56.1	96	2639	18.8	15.8	91	4023	20.0	24.1	97	2719	20.7	16.3	100
	QUINTILE 5	18176	10361	21.9	57.0	98	3122	22.2	17.2	99	4689	23.3	25.8	104	2551	19.4	14.0	86
RADIO-MID-DAY	TERCILE 1	21020	12427	26.3	59.1	101	3586	25.5	17.1	98	5296	26.4	25.2	102	3545	27.0	16.9	104
	TERCILE 2	21610	12759	27.0	59.0	101	4009	28.5	18.6	107	5329	26.5	24.7	99	3421	26.0	15.8	98
	TERCILE 3	38355	22125	46.8	57.7	99	6480	46.0	16.9	97	9463	47.1	24.7	99	6183	47.0	16.1	99
RADIO-TOTAL	QUINTILE 1	15988	9467	20.0	59.2	101	2847	20.2	17.8	102	3857	19.2	24.1	97	2763	21.0	17.3	106
	QUINTILE 2	15626	9133	19.3	58.4	100	2659	18.9	17.0	98	3795	18.9	24.3	98	2679	20.4	17.1	106
	QUINTILE 3	16723	10356	21.9	61.9	106	3071	21.8	18.4	106	4582	22.8	27.4	110	2703	20.6	16.2	100
	QUINTILE 4	16342	9379	19.8	57.4	98	2845	20.2	17.4	100	3835	19.1	23.5	95	2700	20.5	16.5	102
	QUINTILE 5	16306	8975	19.0	55.0	94	2652	18.8	16.3	94	4020	20.0	24.7	99	2304	17.5	14.1	87
TV-PRIME TIME	QUINTILE 1	15953	9425	19.9	59.1	101	2944	20.9	18.5	106	4125	20.5	25.9	104	2356	17.9	14.8	91
	QUINTILE 2	16137	9873	20.9	61.2	105	2829	20.1	17.5	101	4260	21.2	26.4	106	2784	21.2	17.3	106
	QUINTILE 3	16420	9529	20.1	58.0	99	2616	18.6	15.9	92	4116	20.5	25.1	101	2798	21.3	17.0	105
	QUINTILE 4	16687	9262	19.6	55.5	95	2828	20.1	16.9	98	3903	19.4	23.4	94	2531	19.2	15.2	93
	QUINTILE 5	15789	9222	19.5	58.4	100	2857	20.3	18.1	104	3685	18.3	23.3	94	2679	20.4	17.0	105
TV-DAYTIME	TERCILE 1	27736	15346	32.4	55.3	95	4870	34.6	17.6	101	6511	32.4	23.5	95	3965	30.2	14.3	88
	TERCILE 2	26489	15935	33.7	60.2	103	4462	31.7	16.8	97	6984	34.8	26.4	106	4489	34.1	16.9	104
	TERCILE 3	26761	16030	33.9	59.9	103	4742	33.7	17.7	102	6593	32.8	24.6	99	4695	35.7	17.5	108
TV-TOTAL	QUINTILE 1	16345	8981	19.0	54.9	94	2896	20.6	17.7	102	3629	18.1	22.2	90	2456	18.7	15.0	93
	QUINTILE 2	16447	9813	20.7	59.7	102	3124	22.2	19.0	109	4414	22.0	26.8	108	2276	17.3	13.8	85
	QUINTILE 3	15980	9840	20.8	61.6	105	2660	18.9	16.6	96	4316	21.5	27.0	109	2865	21.8	17.9	110
	QUINTILE 4	15887	9161	19.4	57.7	99	2480	17.6	15.6	90	3853	19.2	24.3	98	2828	21.5	17.8	110
	QUINTILE 5	16326	9514	20.1	58.3	100	2914	20.7	17.8	103	3876	19.3	23.7	96	2724	20.7	16.7	103
MAGAZINES-NEWSPAPERS: DUAL		20721	13240	28.0	63.9	109	3799	27.0	18.3	105	5918	29.5	28.6	115	3524	26.8	17.0	105
MAGAZINE IMPERATIVE		19186	11185	23.6	58.3	100	3436	24.4	17.9	103	4644	23.1	24.2	98	3105	23.6	16.2	100
NEWSPAPER IMPERATIVE		21899	13160	27.8	60.1	103	3904	27.7	17.8	103	5695	28.4	26.0	105	3561	27.1	16.3	100
MAGAZINES-OUTDOOR: DUAL		15451	9626	20.3	62.3	107	3003	21.3	19.4	112	4075	20.3	26.4	106	2548	19.4	16.5	102
MAGAZINE IMPERATIVE		25953	16099	34.0	62.0	106	4818	34.2	18.6	107	6883	34.3	26.5	107	4397	33.4	16.9	104
OUTDOOR IMPERATIVE		24400	13482	28.5	55.3	95	3746	26.6	15.4	88	5774	28.7	23.7	95	3962	30.1	16.2	100
MAGAZINES-RADIO: DUAL		18049	11225	23.7	62.2	106	3428	24.4	19.0	109	4881	24.3	27.0	109	2916	22.2	16.2	100
MAGAZINE IMPERATIVE		23571	14650	31.0	62.2	106	4327	30.7	18.4	106	6429	32.0	27.3	110	3894	29.6	16.5	102
RADIO IMPERATIVE		23278	13026	27.5	56.0	96	3674	26.1	15.8	91	5405	26.9	23.2	94	3948	30.0	17.0	104
MAGAZINES-TELEVISION: DUAL		15459	9502	20.1	61.5	105	3012	21.4	19.5	112	4023	20.0	26.0	105	2467	18.8	16.0	98
MAGAZINE IMPERATIVE		25829	16184	34.2	62.7	107	4571	32.5	17.7	102	6934	34.5	26.8	108	4680	35.6	18.1	112
TELEVISION IMPERATIVE		26039	14364	30.4	55.2	94	4347	30.9	16.7	96	6173	30.7	23.7	96	3844	29.2	14.8	91
NEWSPAPERS-OUTDOOR: DUAL		16605	10383	21.9	62.5	107	2936	20.9	17.7	102	4708	23.4	28.4	114	2739	20.8	16.5	102
NEWSPAPER IMPERATIVE		26834	16684	35.3	62.2	106	4933	35.1	18.4	106	7313	36.4	27.3	110	4439	33.8	16.5	102
OUTDOOR IMPERATIVE		23346	12736	26.9	54.6	93	3818	27.1	16.4	94	5194	25.9	22.2	90	3725	28.3	16.0	98
NEWSPAPERS-RADIO: DUAL		17133	10882	23.0	63.5	109	3378	24.0	19.7	113	4584	22.8	26.8	108	2921	22.2	17.0	105
NEWSPAPER IMPERATIVE		25892	15945	33.7	61.6	105	4561	32.4	17.6	101	7181	35.7	27.7	112	4203	32.0	16.2	100
RADIO IMPERATIVE		23167	12681	26.8	54.7	94	3737	26.6	16.1	93	5182	25.8	22.4	90	3763	28.6	16.2	100
NEWSPAPERS-TELEVISION: DUAL		17159	10823	22.9	63.1	108	3440	24.4	20.0	115	4647	23.1	27.1	109	2736	20.8	15.9	98
NEWSPAPER IMPERATIVE		26214	16307	34.5	62.2	106	4435	31.5	16.9	97	7289	36.3	27.8	112	4583	34.9	17.5	108
TELEVISION IMPERATIVE		23412	12440	26.3	53.1	91	3709	26.4	15.8	91	5230	26.0	22.3	90	3501	26.6	15.0	92
OUTDOOR-RADIO: DUAL		15303	9339	19.7	61.0	104	2874	20.4	18.8	108	3826	19.0	25.0	101	2639	20.1	17.2	106
OUTDOOR IMPERATIVE		24901	14538	30.7	58.4	100	4200	29.8	16.9	97	6386	31.8	25.6	103	3952	30.1	15.9	98
RADIO IMPERATIVE		26492	15592	33.0	58.9	101	4637	32.9	17.5	101	6639	33.0	25.1	101	4316	32.8	16.3	100
OUTDOOR-TELEVISION: DUAL		14794	8772	18.5	59.3	101	2826	20.1	19.1	110	3807	19.0	25.7	104	2140	16.3	14.5	89
OUTDOOR IMPERATIVE		25437	15172	32.1	59.6	102	4071	28.9	16.0	92	6515	32.4	25.6	103	4586	34.9	18.0	111
TELEVISION IMPERATIVE		27877	16066	34.0	57.6	99	5038	35.8	18.1	104	6757	33.6	24.2	98	4272	32.5	15.3	94
RADIO-TELEVISION: DUAL		15996	9629	20.4	60.2	103	2809	20.0	17.6	101	4213	21.0	26.3	106	2607	19.8	16.3	100
RADIO IMPERATIVE		25478	15143	32.0	59.4	102	4160	29.6	16.3	94	6434	32.0	25.3	102	4549	34.6	17.9	110
TELEVISION IMPERATIVE		26573	15177	32.1	57.1	98	4679	33.2	17.6	101	6533	32.5	24.6	99	3964	30.1	14.9	92

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TOTAL GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TEN OR MORE A '000	HEAVY TEN OR MORE B % DOWN	HEAVY TEN OR MORE C % ACROSS	HEAVY TEN OR MORE D INDX	MEDIUM THREE - NINE A '000	MEDIUM THREE - NINE B % DOWN	MEDIUM THREE - NINE C % ACROSS	MEDIUM THREE - NINE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	47311	100.0	58.4	100	14074	100.0	17.4	100	20088	100.0	24.8	100	13149	100.0	16.2
ATLANTIC MONTHLY	415	237	0.5	57.1	98	**42	0.3	10.1	58	**79	0.4	19.0	77	*116	0.9	28.0
BARRON'S	453	299	0.6	66.0	113	**100	0.7	22.1	127	**124	0.6	27.4	110	**75	0.6	16.6
BETTER HOMES & GARDENS	16256	10584	22.4	65.1	111	3383	24.0	20.8	120	4406	21.9	27.1	109	2795	21.3	17.2
BON APPETIT	2535	1723	3.6	68.0	116	409	2.9	16.1	93	804	4.0	31.7	128	510	3.9	20.1
BUSINESS WEEK	1278	787	1.7	61.6	105	*197	1.4	15.4	89	271	1.3	21.2	85	318	2.4	24.9
CAR AND DRIVER	378	*202	0.4	53.4	91	**30	0.2	7.9	46	**91	0.5	24.1	97	**81	0.6	21.4
CBS MAGAZINE NETWORK (GROSS)	1498	891	1.9	59.5	102	*323	2.3	21.6	124	315	1.6	21.0	85	*253	1.9	16.9
CHANGING TIMES	1505	975	2.1	64.8	111	*264	1.9	17.5	101	428	2.1	28.4	115	284	2.2	18.9
COLONIAL HOMES	1231	717	1.5	58.2	100	*169	1.2	13.7	79	265	1.3	21.5	87	*282	2.1	22.9
CONDE NAST MAG. PKG. (GROSS)	14146	8369	17.7	59.2	101	2224	15.8	15.7	90	3715	18.5	26.3	106	2430	18.5	17.2
CONSUMERS DIGEST	1323	833	1.8	63.0	108	*247	1.8	18.7	107	416	2.1	31.4	127	*170	1.3	12.8
COSMOPOLITAN	7102	4011	8.5	56.5	97	1115	7.9	15.7	90	1703	8.5	24.0	97	1193	9.1	16.8
COUNTRY LIVING	2481	1747	3.7	70.4	121	540	3.8	21.8	125	743	3.7	29.9	121	464	3.5	18.7
CUISINE	1472	1012	2.1	68.8	118	*285	2.0	19.4	111	465	2.3	31.6	127	263	2.0	17.9
CYCLE WORLD	425	*286	0.6	67.3	115	**148	1.1	34.8	200	**88	0.4	20.7	83	**49	0.4	11.5
DCI:CREATIVE IDEAS FOR LIV	2510	1516	3.2	60.4	103	506	3.6	20.2	116	759	3.8	30.2	122	251	1.9	10.0
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4201	8.9	62.8	107	1236	8.8	18.5	106	2099	10.4	31.4	126	866	6.6	12.9
DISCOVER	894	523	1.1	58.5	100	*119	0.8	13.3	77	*205	1.0	22.9	92	*198	1.5	22.1
EBONY	3507	1297	2.7	37.0	63	303	2.2	8.6	50	574	2.9	16.4	66	421	3.2	12.0
ESQUIRE	1083	543	1.1	50.1	86	**125	0.9	11.5	66	*246	1.2	22.7	92	*172	1.3	15.9
ESSENCE	1830	599	1.3	32.7	56	*151	1.1	8.3	47	222	1.1	12.1	49	226	1.7	12.3
FAMILY CIRCLE	15930	10399	22.0	65.3	112	3244	23.0	20.4	117	4334	21.6	27.2	110	2821	21.5	17.7
THE FAMILY HANDYMAN	1126	791	1.7	70.2	120	*308	2.2	27.4	157	302	1.5	26.8	108	*181	1.4	16.1
FAMILY WEEKLY	11468	7050	14.9	61.5	105	2249	16.0	19.6	113	3144	15.7	27.4	111	1657	12.6	14.4
FIELD & STREAM	2234	1332	2.8	59.6	102	396	2.8	17.7	102	703	3.5	31.5	127	*234	1.8	10.5
FOOD & WINE	579	372	0.8	64.2	110	**89	0.6	15.4	88	*176	0.9	30.4	123	**107	0.8	18.5
FORBES	728	520	1.1	71.4	122	*186	1.3	25.5	147	*210	1.0	28.8	116	*124	0.9	17.0
FORTUNE	906	592	1.3	65.3	112	**145	1.0	16.0	92	*224	1.1	24.7	100	*224	1.7	24.7
GENTLEMEN'S QUARTERLY	791	396	0.8	50.1	86	**63	0.4	8.0	46	*190	0.9	24.0	97	*143	1.1	18.1
GLAMOUR	5265	2993	6.3	56.8	97	795	5.6	15.1	87	1383	6.9	26.3	106	815	6.2	15.5
GOLF DIGEST	636	461	1.0	72.5	124	**110	0.8	17.3	100	*220	1.1	34.6	139	**132	1.0	20.8
GOLF DIGEST/TENNIS (GROSS)	1186	800	1.7	67.5	115	*186	1.3	15.7	90	415	2.1	35.0	141	*199	1.5	16.8
GOLF MAGAZINE	441	351	0.7	79.6	136	**81	0.6	18.4	106	**128	0.6	29.0	117	**141	1.1	32.0
GOLF MAGAZINE/SKI (GROSS)	922	556	1.2	60.3	103	**94	0.7	10.2	59	*262	1.3	28.4	115	*200	1.5	21.7
GOOD HOUSEKEEPING	16487	10510	22.2	63.7	109	3338	23.7	20.2	117	4373	21.8	26.5	107	2799	21.3	17.0
HARPER'S BAZAAR	2423	1523	3.2	62.9	108	474	3.4	19.6	113	553	2.8	22.8	92	495	3.8	20.4
HEALTH	1994	1151	2.4	57.7	99	464	3.3	23.3	134	437	2.2	21.9	88	251	1.9	12.6
HEARST MAG CORP. BUY (GROSS)	44101	27831	58.8	63.1	108	8484	60.3	19.2	111	11697	58.2	26.5	107	7651	58.2	17.3
HEARST MAN POWER (GROSS)	1993	1314	2.8	65.9	113	389	2.8	19.5	112	591	2.9	29.7	120	334	2.5	16.8
HEARST WOMAN POWER (GROSS)	31274	19546	41.3	62.5	107	6045	43.0	19.3	111	8271	41.2	26.4	107	5230	39.8	16.7
HOUSE BEAUTIFUL	3623	2348	5.0	64.8	111	669	4.8	18.5	106	1024	5.1	28.3	114	655	5.0	18.1
INC.	283	*182	0.4	64.3	110	**98	0.7	34.6	199	**61	0.3	21.6	87	**23	0.2	8.1
JET	2928	1011	2.1	34.5	59	283	2.0	9.7	56	412	2.1	14.1	57	316	2.4	10.8
LADIES' HOME JOURNAL	11918	7673	16.2	64.4	110	2438	17.3	20.5	118	3219	16.0	27.0	109	2016	15.3	16.9
LHJ FAMILY GRP COMBO(GROSS)	16764	10655	22.5	63.6	109	3449	24.5	20.6	118	4574	22.8	27.3	110	2632	20.0	15.7
LIFE	4254	2525	5.3	59.4	102	710	5.0	16.7	96	1121	5.6	26.4	106	694	5.3	16.3
L.A. TIMES HOME MAGAZINE	1145	702	1.5	61.3	105	*218	1.5	19.0	110	*302	1.5	26.4	106	*181	1.4	15.8
MADEMOISELLE	2884	1751	3.7	60.7	104	465	3.3	16.1	93	783	3.9	27.1	109	503	3.8	17.4
MC CALL'S	13460	8805	18.6	65.4	112	2760	19.6	20.5	118	3942	19.6	29.3	118	2103	16.0	15.6
MC CALL'S/WRK MOTHER (GROSS)	14606	9540	20.2	65.3	112	2951	21.0	20.2	116	4191	20.9	28.7	116	2398	18.2	16.4
MECHANIX ILLUSTRATED	772	465	1.0	60.2	103	*194	1.4	25.1	145	*181	0.9	23.4	95	**90	0.7	11.7
METROPOLITAN HOME	967	653	1.4	67.5	116	**139	1.0	14.4	83	314	1.6	32.5	131	201	1.5	20.8
MONEY	1588	1024	2.2	64.5	110	*292	2.1	18.4	106	372	1.9	23.4	94	360	2.7	22.7
MOTHER EARTH NEWS	1002	694	1.5	69.3	119	*164	1.2	16.4	94	351	1.7	35.0	141	*179	1.4	17.9
MS.	825	488	1.0	59.2	101	*130	0.9	15.8	91	*223	1.1	27.0	109	*135	1.0	16.4
NATIONAL ENQUIRER	10336	5910	12.5	57.2	98	1928	13.7	18.7	107	2643	13.2	25.6	103	1340	10.2	13.0
NATIONAL GEOGRAPHIC	9597	6284	13.3	65.5	112	1543	11.0	16.1	93	2767	13.8	28.8	116	1974	15.0	20.6
NATIONAL SUNDAY MAGAZINE PKG	49558	30680	64.8	61.9	106	8870	63.0	17.9	103	13503	67.2	27.2	110	8307	63.2	16.8
NATURAL HISTORY	573	342	0.7	59.7	102	**115	0.8	20.1	115	*101	0.5	17.6	71	*126	1.0	22.0
NEW WOMAN	1699	1015	2.1	59.7	102	*234	1.7	13.8	79	464	2.3	27.3	110	317	2.4	18.7
NEW YORK INCLUDING CUE	443	267	0.6	60.3	103	**72	0.5	16.3	94	*83	0.4	18.7	76	*112	0.9	25.3
THE NEW YORKER	1270	890	1.9	70.1	120	*141	1.0	11.1	64	387	1.9	30.5	123	362	2.8	28.5
NEWSWEEK	6277	4117	8.7	65.6	112	1134	8.1	18.1	104	1703	8.5	27.1	109	1281	9.7	20.4
THE N.Y. TIMES DAILY EDITION	1205	794	1.7	65.9	113	*164	1.2	13.6	78	285	1.4	23.7	95	345	2.6	28.6
THE N.Y. TIMES MAGAZINE	2081	1329	2.8	63.9	109	315	2.2	15.1	87	492	2.4	23.6	95	521	4.0	25.0
OMNI	788	453	1.0	57.5	98	**96	0.7	12.2	70	*183	0.9	23.2	94	*174	1.3	22.1
ON CABLE	1158	725	1.5	62.6	107	*256	1.8	22.1	127	*285	1.4	24.6	99	*184	1.4	15.9
1001 HOME IDEAS	2852	1831	3.9	64.2	110	548	3.9	19.2	111	918	4.6	32.2	130	365	2.8	12.8
ORGANIC GARDENING	1658	1205	2.5	72.7	124	470	3.3	28.3	163	483	2.4	29.1	117	251	1.9	15.1
OUTDOOR LIFE	896	578	1.2	64.5	110	*155	1.1	17.3	100	348	1.7	38.8	157	**75	0.6	8.4
PARADE MAGAZINE	24275	15079	31.9	62.1	106	4418	31.4	18.2	105	6583	32.8	27.1	109	4078	31.0	16.8

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TOTAL GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0319
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - NINE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	47311	100.0	58.4	100	14074	100.0	17.4	100	20088	100.0	24.8	100	13149	100.0	16.2	100
PARENTS	3845	2390	5.1	62.2	106	628	4.5	16.3	94	908	4.5	23.6	95	854	6.5	22.2	137
PENTHOUSE	831	334	0.7	40.2	69	**91	0.6	11.0	63	**114	0.6	13.7	55	**129	1.0	15.5	96
PEOPLE	11645	6943	14.7	59.6	102	2150	15.3	18.5	106	2807	14.0	24.1	97	1986	15.1	17.1	105
PLAYBOY	2006	1182	2.5	58.9	101	380	2.7	18.9	109	423	2.1	21.1	85	379	2.9	18.9	116
POPULAR HOT RODDING	297	*144	0.3	48.5	83	**37	0.3	12.5	72	**67	0.3	22.6	91	**41	0.3	13.8	85
POPULAR MECHANICS	1018	734	1.6	72.1	123	*241	1.7	23.7	136	*323	1.6	31.7	128	**171	1.3	16.8	103
POPULAR SCIENCE	878	526	1.1	59.9	103	*172	1.2	19.6	113	*226	1.1	25.7	104	**128	1.0	14.6	90
PREVENTION	3913	2475	5.2	63.3	108	667	4.7	17.0	98	1069	5.3	27.3	110	740	5.6	18.9	116
PSYCHOLOGY TODAY	1710	1093	2.3	63.9	109	*309	2.2	18.1	104	425	2.1	24.9	100	359	2.7	21.0	129
READER'S DIGEST	22204	14159	29.9	63.8	109	4432	31.5	20.0	115	6092	30.3	27.4	111	3636	27.7	16.4	101
REDBOOK	7684	5025	10.6	65.4	112	1593	11.3	20.7	119	2195	10.9	28.6	115	1237	9.4	16.1	99
ROAD & TRACK	410	*251	0.5	61.2	105	**59	0.4	14.4	83	**94	0.5	22.9	92	**99	0.8	24.1	149
ROLLING STONE	969	613	1.3	63.3	108	*180	1.3	18.6	107	*220	1.1	22.7	92	*213	1.6	22.0	135
RUNNER'S WORLD	298	*153	0.3	51.3	88	**19	0.1	6.4	37	**62	0.3	20.8	84	**72	0.5	24.2	149
SATURDAY EVENING POST	1169	717	1.5	61.3	105	*177	1.3	15.1	87	336	1.7	28.7	116	*204	1.6	17.5	107
SCIENCE 84	587	352	0.7	60.0	103	**65	0.5	11.1	64	*186	0.9	31.7	128	**101	0.8	17.2	106
SCIENCE DIGEST	482	292	0.6	60.6	104	**56	0.4	11.6	67	*139	0.7	28.8	116	**96	0.7	19.9	123
SCIENTIFIC AMERICAN	594	395	0.8	66.5	114	**87	0.6	14.6	84	*130	0.6	21.9	88	**179	1.4	30.1	186
SELF	2089	1273	2.7	60.9	104	300	2.1	14.4	83	514	2.6	24.6	99	460	3.5	22.0	136
SEVENTEEN	2411	1462	3.1	60.6	104	452	3.2	18.7	108	578	2.9	24.0	97	432	3.3	17.9	110
SKI	480	*205	0.4	42.7	73	**13	0.1	2.7	16	**134	0.7	27.9	113	**59	0.4	12.3	76
SMITHSONIAN	2760	1687	3.6	61.1	105	422	3.0	15.3	88	706	3.5	25.6	103	558	4.2	20.2	125
SOAP OPERA DIGEST	3013	1510	3.2	50.1	86	542	3.9	18.0	104	673	3.4	22.3	90	295	2.2	9.8	60
SOUTHERN LIVING	4184	2685	5.7	64.2	110	730	5.2	17.4	100	1340	6.7	32.0	129	615	4.7	14.7	91
SPORT	559	*287	0.6	51.3	88	**67	0.5	12.0	69	**167	0.8	29.9	120	**53	0.4	9.5	58
THE SPORTING NEWS	436	*302	0.6	69.3	119	**126	0.9	28.9	166	**136	0.7	31.2	126	**40	0.3	9.2	57
SPORTS AFIELD	493	288	0.6	58.4	100	**92	0.7	18.7	107	*130	0.6	26.4	106	**67	0.5	13.6	84
SPORTS ILLUSTRATED	2758	1777	3.8	64.4	110	532	3.8	19.3	111	801	4.0	29.0	117	444	3.4	16.1	99
STAR	7456	4069	8.6	54.6	93	1372	9.7	18.4	106	1756	8.7	23.6	95	941	7.2	12.6	78
SUNDAY	24936	15735	33.3	63.1	108	4513	32.1	18.1	104	6980	34.7	28.0	113	4242	32.3	17.0	105
SUNSET	2124	1273	2.7	59.9	103	407	2.9	19.2	110	579	2.9	27.3	110	*287	2.2	13.5	83
TV GUIDE	21661	12226	25.8	56.4	97	4199	29.8	19.4	112	5186	25.8	23.9	97	2842	21.6	13.1	81
TENNIS	550	339	0.7	61.6	106	**77	0.5	14.0	81	*196	1.0	35.6	144	**67	0.5	12.2	75
TIME	8880	5445	11.5	61.3	105	1443	10.3	16.3	94	2452	12.2	27.6	111	1550	11.8	17.5	108
TOWN & COUNTRY	917	542	1.1	59.1	101	*154	1.1	16.8	97	*228	1.1	24.9	100	*161	1.2	17.6	108
TRAVEL & LEISURE	972	609	1.3	62.7	107	*148	1.1	15.2	88	261	1.3	26.9	108	*200	1.5	20.6	127
TRUE STORY	3356	1870	4.0	55.7	95	767	5.4	22.9	132	779	3.9	23.2	94	324	2.5	9.7	59
U.S.NEWS & WORLD REPORT	3410	2059	4.4	60.4	103	571	4.1	16.7	96	896	4.5	26.3	106	592	4.5	17.4	107
USA TODAY	1759	1028	2.2	58.4	100	273	1.9	15.5	89	457	2.3	26.0	105	298	2.3	16.9	104
US	1873	1057	2.2	56.4	97	301	2.1	16.1	92	523	2.6	27.9	113	233	1.8	12.4	77
VOGUE	3909	2352	5.0	60.2	103	664	4.7	17.0	98	1036	5.2	26.5	107	652	5.0	16.7	103
WALL STREET JOURNAL	1886	1397	3.0	74.1	127	428	3.0	22.7	131	480	2.4	25.5	103	489	3.7	25.9	160
WEIGHT WATCHERS	2120	1192	2.5	56.2	96	412	2.9	19.4	112	516	2.6	24.3	98	264	2.0	12.5	77
WOMAN'S DAY	14172	9101	19.2	64.2	110	2504	17.8	17.7	102	4096	20.4	28.9	117	2501	19.0	17.6	109
WORKING MOTHER	1146	735	1.6	64.1	110	*190	1.4	16.6	95	*250	1.2	21.8	88	*295	2.2	25.7	159
WORKING WOMAN	1322	848	1.8	64.1	110	*231	1.6	17.5	101	349	1.7	26.4	106	269	2.0	20.3	125
WORLD TENNIS	*163	**96	0.2	58.9	101	**33	0.2	20.2	116	**41	0.2	25.2	101	**22	0.2	13.5	83
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1562	3.3	61.7	106	396	2.8	15.6	90	717	3.6	28.3	114	448	3.4	17.7	109
BLAIR INSERTS	43657	26866	56.8	61.5	105	7515	53.4	17.2	99	11837	58.9	27.1	109	7513	57.1	17.2	106
DAILY NEWSPAPERS																	
READ ANY	51633	31607	66.8	61.2	105	9329	66.3	18.1	104	13784	68.6	26.7	108	8494	64.6	16.5	101
READ ONE	43463	26239	55.5	60.4	103	7705	54.7	17.7	102	11501	57.3	26.5	107	7033	53.5	16.2	100
READ TWO OR MORE	8170	5368	11.3	65.7	112	1624	11.5	19.9	114	2283	11.4	27.9	113	1461	11.1	17.9	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	32338	68.4	61.4	105	9269	65.9	17.6	101	14191	70.6	26.9	109	8877	67.5	16.9	104
READ ONE	46126	27873	58.9	60.4	103	7834	55.7	17.0	98	12289	61.2	26.6	107	7750	58.9	16.8	103
READ TWO OR MORE	6552	4465	9.4	68.1	117	1435	10.2	21.9	126	1902	9.5	29.0	117	1128	8.6	17.2	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.64				25.33				28.71				28.51			
30 DAY REACH	71455	41792	88.3	58.5	100	12529	89.0	17.5	101	17679	88.0	24.7	100	11584	88.1	16.2	100
50 SHWG - 30 DAY AV FREQ	14.56	14.52				13.32				15.04				15.04			
30 DAY REACH	67742	39865	84.3	58.8	101	11946	84.9	17.6	101	16909	84.2	25.0	101	11010	83.7	16.3	100
25 SHWG - 30 DAY AV FREQ	7.94	7.89				7.21				8.28				8.03			
30 DAY REACH	62117	36654	77.5	59.0	101	11021	78.3	17.7	102	15343	76.4	24.7	100	10290	78.3	16.6	102
CABLE TV: HOME WIRED	32077	20289	42.9	63.3	108	6430	45.7	20.0	115	8394	41.8	26.2	105	5465	41.6	17.0	105
HOME NOT WIRED	48909	27021	57.1	55.2	95	7644	54.3	15.6	90	11694	58.2	23.9	96	7683	58.4	15.7	97
HAVE PAY CABLE	15935	10552	22.3	66.2	113	3347	23.8	21.0	121	4336	21.6	27.2	110	2869	21.8	18.0	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOTAL GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TEN OR MORE A '000	HEAVY TEN OR MORE B % DOWN	HEAVY TEN OR MORE C % ACROSS	HEAVY TEN OR MORE D INDX	MEDIUM THREE - NINE A '000	MEDIUM THREE - NINE B % DOWN	MEDIUM THREE - NINE C % ACROSS	MEDIUM THREE - NINE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	47311	100.0	58.4	100	14074	100.0	17.4	100	20088	100.0	24.8	100	13149	100.0	16.2
RADIO AVG. DAILY (M-F) CUME																
6:00 AM - 10:00 AM	43921	26560	56.1	60.5	104	7705	54.7	17.5	101	11193	55.7	25.5	103	7661	58.3	17.4
10:00 AM - 3:00 PM	30659	18344	38.8	59.8	102	5428	38.6	17.7	102	8006	39.9	26.1	105	4910	37.3	16.0
3:00 PM - 7:00 PM	31045	18232	38.5	58.7	101	5166	36.7	16.6	96	7708	38.4	24.8	100	5357	40.7	17.3
7:00 PM - MIDNIGHT	15767	8820	18.6	55.9	96	2632	18.7	16.7	96	3725	18.5	23.6	95	2462	18.7	15.6
MIDNIGHT - 6:00 AM	9120	5602	11.8	61.4	105	1573	11.2	17.2	99	2283	11.4	25.0	101	1746	13.3	19.1
6:00 AM - MIDNIGHT	58527	34974	73.9	59.8	102	10281	73.0	17.6	101	14800	73.7	25.3	102	9893	75.2	16.9
ENTIRE DAY	59311	35395	74.8	59.7	102	10369	73.7	17.5	101	14979	74.6	25.3	102	10047	76.4	16.9
AVG DAILY M-F CUME: 6AM-MDNT																
FORMATS: ADULT CONTEMPORARY	16172	10047	21.2	62.1	106	2997	21.3	18.5	107	4270	21.3	26.4	106	2780	21.1	17.2
ALL NEWS	2256	1362	2.9	60.4	103	331	2.4	14.7	84	575	2.9	25.5	103	455	3.5	20.2
AOR/PROGRESSIVE	3874	2249	4.8	58.1	99	469	3.3	12.1	70	1036	5.2	26.7	108	744	5.7	19.2
BEAUTIFUL MUSIC	5660	3659	7.7	64.6	111	1035	7.4	18.3	105	1553	7.7	27.4	111	1070	8.1	18.9
BLACK	2204	904	1.9	41.0	70	*245	1.7	11.1	64	365	1.8	16.6	67	294	2.2	13.3
CLASSICAL	1418	853	1.8	60.2	103	*215	1.5	15.2	87	365	1.8	25.7	104	273	2.1	19.3
CHR/ROCK	9538	5380	11.4	56.4	97	1468	10.4	15.4	89	2244	11.2	23.5	95	1668	12.7	17.5
COUNTRY	12648	8049	17.0	63.6	109	2675	19.0	21.1	122	3337	16.6	26.4	106	2037	15.5	16.1
GOLDEN OLDIES	1191	607	1.3	51.0	87	*205	1.5	17.2	99	289	1.4	24.3	98	*113	0.9	9.5
MOR/NOSTALGIA	4757	2951	6.2	62.0	106	999	7.1	21.0	121	1056	5.3	22.2	89	896	6.8	18.8
NEWS/TALK	3863	2430	5.1	62.9	108	617	4.4	16.0	92	1015	5.1	26.3	106	799	6.1	20.7
RELIGIOUS	3084	1538	3.3	49.9	85	499	3.5	16.2	93	637	3.2	20.7	83	402	3.1	13.0
SOFT ROCK	521	266	0.6	51.1	87	**99	0.7	19.0	109	**85	0.4	16.3	66	**82	0.6	15.7
URBAN CONTEMPORARY	1585	744	1.6	46.9	80	*169	1.2	10.7	61	416	2.1	26.2	106	*159	1.2	10.0
WIRED NETWORKS:																
ABC CONTEMPORARY	3261	1749	3.7	53.6	92	537	3.8	16.5	95	733	3.6	22.5	91	478	3.6	14.7
ABC DIRECTION	2316	1373	2.9	59.3	101	513	3.6	22.2	127	548	2.7	23.7	95	312	2.4	13.5
ABC ENTERTAINMENT	4834	3096	6.5	64.0	110	929	6.6	19.2	111	1432	7.1	29.6	119	735	5.6	15.2
ABC FM	2202	1219	2.6	55.4	95	324	2.3	14.7	85	556	2.8	25.2	102	338	2.6	15.3
ABC INFORMATION	5425	3531	7.5	65.1	111	1093	7.8	20.1	116	1353	6.7	24.9	101	1086	8.3	20.0
ABC ROCK	1677	965	2.0	57.5	99	*212	1.5	12.6	73	409	2.0	24.4	98	344	2.6	20.5
CBS	4430	2785	5.9	62.9	108	857	6.1	19.3	111	1071	5.3	24.2	97	857	6.5	19.3
MUTUAL	4992	3072	6.5	61.5	105	1095	7.8	21.9	126	1215	6.0	24.3	98	762	5.8	15.3
NBC	4679	3004	6.3	64.2	110	949	6.7	20.3	117	1201	6.0	25.7	103	854	6.5	18.3
RADIORADIO	1994	1214	2.6	60.9	104	367	2.6	18.4	106	542	2.7	27.2	110	305	2.3	15.3
RKO ONE	2298	1261	2.7	54.9	94	406	2.9	17.7	102	493	2.5	21.5	86	363	2.8	15.8
RKO TWO	3311	1954	4.1	59.0	101	579	4.1	17.5	101	865	4.3	26.1	105	509	3.9	15.4
THE SOURCE	2114	1254	2.7	59.3	102	*234	1.7	11.1	64	644	3.2	30.5	123	376	2.9	17.8
NON-WIRED : BLAIR	8654	5258	11.1	60.8	104	1463	10.4	16.9	97	2203	11.0	25.5	103	1592	12.1	18.4
INTERNET	12025	7065	14.9	58.8	101	2204	15.7	18.3	105	2925	14.6	24.3	98	1935	14.7	16.1
KATZ RADIO GROUP	15359	9614	20.3	62.6	107	2689	19.1	17.5	101	4098	20.4	26.7	108	2828	21.5	18.4
SUPERNET	10628	6323	13.4	59.5	102	1926	13.7	18.1	104	2662	13.3	25.0	101	1735	13.2	16.3
TELEVISION AVG. HALF HOUR																
WKDAY 7:00 AM - 9:00 AM	8659	4921	10.4	56.8	97	1573	11.2	18.2	105	2034	10.1	23.5	95	1313	10.0	15.2
WKDAY 9:00 AM - 1:00 PM	12163	6714	14.2	55.2	94	2063	14.7	17.0	98	2916	14.5	24.0	97	1735	13.2	14.3
WKDAY 1:00 PM - 4:30 PM	16150	8938	18.9	55.3	95	2778	19.7	17.2	99	3806	18.9	23.6	95	2354	17.9	14.6
WKDAY 4:30 PM - 7:30 PM	22463	12658	26.8	56.4	96	3882	27.6	17.3	99	5281	26.3	23.5	95	3494	26.6	15.6
WKDAY 7:30 PM - 8:00 PM	31795	18376	38.8	57.8	99	5572	39.6	17.5	101	7698	38.3	24.2	98	5106	38.8	16.1
WKDAY 11:00 PM - 11:30 PM	23977	14627	30.9	61.0	104	4602	32.7	19.2	110	6193	30.8	25.8	104	3832	29.1	16.0
WKDAY 11:30 PM - 1:00 AM	7703	4785	10.1	62.1	106	1620	11.5	21.0	121	1960	9.8	25.4	103	1206	9.2	15.7
M-SAT 8-11 PM+SUN 7-11 PM	33800	19986	42.2	59.1	101	5960	42.3	17.6	101	8552	42.6	25.3	102	5474	41.6	16.2
WKDY DAYTIME NTWK 7AM-4:30PM																
ALL MY CHILDREN A	6538	3758	7.9	57.5	98	1142	8.1	17.5	101	1646	8.2	25.2	101	970	7.4	14.8
ANOTHER WORLD N	4620	2519	5.3	54.5	93	746	5.3	16.1	93	1166	5.8	25.2	102	607	4.6	13.1
AS THE WORLD TURNS C	5614	3119	6.6	55.6	95	949	6.7	16.9	97	1392	6.9	24.8	100	778	5.9	13.9
CAPITOL C	3396	1833	3.9	54.0	92	557	4.0	16.4	94	775	3.9	22.8	92	501	3.8	14.8
CBS MORN. NEWS 1 C	1446	789	1.7	54.6	93	285	2.0	19.7	113	285	1.4	19.7	79	219	1.7	15.1
CBS MORN. NEWS 2 C	1207	625	1.3	51.8	89	194	1.4	16.1	92	257	1.3	21.3	86	174	1.3	14.4
DAYS OF OUR LIVES N	5877	3361	7.1	57.2	98	971	6.9	16.5	95	1486	7.4	25.3	102	904	6.9	15.4
FACTS OF LIFE - DAYTIME N	2290	1212	2.6	52.9	91	279	2.0	12.2	70	581	2.9	25.4	102	352	2.7	15.4
FAMILY FEUD A	3023	1658	3.5	54.8	94	534	3.8	17.7	102	661	3.3	21.9	88	463	3.5	15.3
GENERAL HOSPITAL A	6097	3328	7.0	54.6	93	1120	8.0	18.4	106	1328	6.6	21.8	88	881	6.7	14.4
GOOD MORNING, AMERICA-730 A	3515	2109	4.5	60.0	103	716	5.1	20.4	117	864	4.3	24.6	99	529	4.0	15.0
GOOD MORNING, AMERICA-830 A	2818	1713	3.6	60.8	104	552	3.9	19.6	113	703	3.5	24.9	101	458	3.5	16.3
GUIDING LIGHT C	5339	2931	6.2	54.9	94	888	6.3	16.6	96	1204	6.0	22.6	91	838	6.4	15.7
ONE LIFE TO LIVE A	4478	2547	5.4	56.9	97	805	5.7	18.0	103	1020	5.1	22.8	92	722	5.5	16.1
PRESS YOUR LUCK C	2244	1209	2.6	53.9	92	369	2.6	16.4	95	490	2.4	21.8	88	350	2.7	15.6
PRICE IS RIGHT 1 C	4348	2397	5.1	55.1	94	750	5.3	17.2	99	1000	5.0	23.0	93	647	4.9	14.9
PRICE IS RIGHT 2 C	5014	2761	5.8	55.1	94	907	6.4	18.1	104	1120	5.6	22.3	90	734	5.6	14.6
RYAN'S HOPE A	3150	1850	3.9	58.7	101	461	3.3	14.6	84	804	4.0	25.5	103	586	4.5	18.6
SALE OF THE CENTURY N	2695	1437	3.0	53.3	91	378	2.7	14.0	81	699	3.5	25.9	105	360	2.7	13.4
SEARCH FOR TOMORROW N	2319	1151	2.4	49.6	85	253	1.8	10.9	63	564	2.8	24.3	98	334	2.5	14.4
TODAY SHOW 1 N	2693	1566	3.3	58.2	100	470	3.3	17.5	100	674	3.4	25.0	101	421	3.2	15.6
TODAY SHOW 2 N	2498	1330	2.8	53.2	91	310	2.2	12.4	71	640	3.2	25.6	103	380	2.9	15.2
$25,000 PYRAMID C	2753	1512	3.2	54.9	94	452	3.2	16.4	94	630	3.1	22.9	92	430	3.3	15.6
WHEEL OF FORTUNE N	4388	2395	5.1	54.6	93	802	5.7	18.3	105	1030	5.1	23.5	95	563	4.3	12.8
YOUNG AND THE RESTLESS C	5695	2939	6.2	51.6	88	956	6.8	16.8	97	1282	6.4	22.5	91	701	5.3	12.3
WEEKEND DAYTIME NTWK PRE 6PM																
ABC WIDE WORLD-SPORTS SAT A	1760	1003	2.1	57.0	98	315	2.2	17.9	103	440	2.2	25.0	101	248	1.9	14.1
NBA PLAYOFF GAME -1 C	1136	626	1.3	55.1	94	202	1.4	17.8	102	248	1.2	21.8	88	176	1.3	15.5
NBC MAJOR LEAGUE PRE-GAME N	953	522	1.1	54.8	94	**103	0.7	10.8	62	*259	1.3	27.2	110	*160	1.2	16.8
SPORTSWORLD - SUN N	1233	735	1.6	59.6	102	316	2.2	25.6	147	292	1.5	23.7	95	*126	1.0	10.2
SUNDAY MORNING C	1611	882	1.9	54.7	94	277	2.0	17.2	99	304	1.5	18.9	76	302	2.3	18.7

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TOTAL GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0321
P-18

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TEN OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - NINE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	47311	100.0	58.4	100	14074	100.0	17.4	100	20088	100.0	24.8	100	13149	100.0	16.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	14928	31.6	57.3	98	4722	33.6	18.1	104	6183	30.8	23.7	96	4023	30.6	15.4	95
NETWORK AFFILIATES - LATE		20261	12360	26.1	61.0	104	3891	27.6	19.2	111	5270	26.2	26.0	105	3199	24.3	15.8	97
INDEPENDENTS - LATE		2076	1263	2.7	60.8	104	357	2.5	17.2	99	498	2.5	24.0	97	408	3.1	19.7	121
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5971	12.6	57.1	98	1635	11.6	15.6	90	2706	13.5	25.9	104	1630	12.4	15.6	96
ABC MONDAY NIGHT MOVIE	A	6412	3824	8.1	59.6	102	1026	7.3	16.0	92	1712	8.5	26.7	108	1085	8.3	16.9	104
ABC SUNDAY NIGHT MOVIE	A	12407	7144	15.1	57.6	99	2022	14.4	16.3	94	2953	14.7	23.8	96	2170	16.5	17.5	108
ABC WORLD NEWS TONIGHT	A	6176	3350	7.1	54.2	93	1159	8.2	18.8	108	1309	6.5	21.2	85	882	6.7	14.3	88
AFTERMASH	C	5863	3383	7.2	57.7	99	1058	7.5	18.0	104	1479	7.4	25.2	102	846	6.4	14.4	89
ALICE	C	9594	5438	11.5	56.7	97	1670	11.9	17.4	100	2130	10.6	22.2	90	1638	12.5	17.1	105
AMERICAN PARADE	C	6622	3827	8.1	57.8	99	1423	10.1	21.5	124	1466	7.3	22.1	89	937	7.1	14.1	87
BENSON	A	10886	6328	13.4	58.1	100	1870	13.3	17.2	99	2692	13.4	24.7	100	1766	13.4	16.2	100
BLUE THUNDER	A	5036	3039	6.4	60.3	103	975	6.9	19.4	111	1239	6.2	24.6	99	825	6.3	16.4	101
CAGNEY & LACEY	C	9965	6058	12.8	60.8	104	1686	12.0	16.9	97	2698	13.4	27.1	109	1675	12.7	16.8	104
CBS EVENING NEWS-DEAN	C	3491	2018	4.3	57.8	99	747	5.3	21.4	123	641	3.2	18.4	74	630	4.8	18.0	111
CBS EVENING NEWS-RATHER	C	7123	4319	9.1	60.6	104	1372	9.7	19.3	111	1767	8.8	24.8	100	1180	9.0	16.6	102
CBS SAT. NEWS-SCHIEFFER	C	3621	2032	4.3	56.1	96	593	4.2	16.4	94	878	4.4	24.2	98	561	4.3	15.5	95
CBS SATURDAY NIGHT MOVIE	C	5436	3178	6.7	58.5	100	862	6.1	15.9	91	1465	7.3	26.9	109	851	6.5	15.7	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	3529	7.5	57.9	99	1001	7.1	16.4	94	1532	7.6	25.1	101	996	7.6	16.3	101
CHEERS	N	8889	5651	11.9	63.6	109	1819	12.9	20.5	118	2274	11.3	25.6	103	1558	11.8	17.5	108
DALLAS	C	22109	13084	27.7	59.2	101	3847	27.3	17.4	100	5852	29.1	26.5	107	3385	25.7	15.3	94
DIFF'RENT STROKES	N	6940	3843	8.1	55.4	95	1172	8.3	16.9	97	1613	8.0	23.2	94	1058	8.0	15.2	94
DOUBLE TROUBLE	N	7223	4224	8.9	58.5	100	1289	9.2	17.8	103	1966	9.8	27.2	110	969	7.4	13.4	83
DUCK FACTORY	N	5595	3550	7.5	63.4	109	1152	8.2	20.6	118	1374	6.8	24.6	99	1025	7.8	18.3	113
DUKES OF HAZZARD	C	5768	3284	6.9	56.9	97	1084	7.7	18.8	108	1364	6.8	23.6	95	836	6.4	14.5	89
DYNASTY	A	20053	11355	24.0	56.6	97	3336	23.7	16.6	96	4941	24.6	24.6	99	3078	23.4	15.3	95
FACTS OF LIFE	N	8087	4726	10.0	58.4	100	1401	10.0	17.3	100	2223	11.1	27.5	111	1103	8.4	13.6	84
FALCON CREST	C	20046	11780	24.9	58.8	101	3713	26.4	18.5	107	5114	25.5	25.5	103	2953	22.5	14.7	91
FALL GUY	A	9084	5223	11.0	57.5	98	1364	9.7	15.0	86	2385	11.9	26.3	106	1473	11.2	16.2	100
FAMILY TIES	N	7964	4644	9.8	58.3	100	1436	10.2	18.0	104	2019	10.1	25.4	102	1189	9.0	14.9	92
FANTASY ISLAND	A	7687	4519	9.6	58.8	101	1487	10.6	19.3	111	1667	8.3	21.7	87	1365	10.4	17.8	109
FOULUPS,BLEEPS & BLUNDERS	A	8861	4906	10.4	55.4	95	1486	10.6	16.8	97	2114	10.5	23.9	96	1306	9.9	14.7	91
FOUR SEASONS	C	5095	2927	6.2	57.4	98	919	6.5	18.0	104	1293	6.4	25.4	102	716	5.4	14.1	87
GIMME A BREAK	N	8838	4919	10.4	55.7	95	1688	12.0	19.1	110	2072	10.3	23.4	95	1159	8.8	13.1	81
HART TO HART	A	8978	5303	11.2	59.1	101	1698	12.1	18.9	109	2061	10.3	23.0	93	1544	11.7	17.2	106
HILL STREET BLUES	N	8590	5350	11.3	62.3	107	1402	10.0	16.3	94	2457	12.2	28.6	115	1492	11.3	17.4	107
HOTEL	A	14085	8258	17.5	58.6	100	2650	18.8	18.8	108	3322	16.5	23.6	95	2286	17.4	16.2	100
JEFFERSONS	C	9360	5193	11.0	55.5	95	1791	12.7	19.1	110	1908	9.5	20.4	82	1494	11.4	16.0	98
JENNIFER SLEPT HERE	N	5841	3364	7.1	57.6	99	1029	7.3	17.6	101	1318	6.6	22.6	91	1017	7.7	17.4	107
KATE & ALLIE	C	9206	5449	11.5	59.2	101	1579	11.2	17.2	99	2147	10.7	23.3	94	1723	13.1	18.7	115
KNIGHT RIDER	N	7076	3984	8.4	56.3	96	1033	7.3	14.6	84	1787	8.9	25.3	102	1164	8.9	16.4	101
LOVE BOAT	A	12219	7165	15.1	58.6	100	2307	16.4	18.9	109	2788	13.9	22.8	92	2070	15.7	16.9	104
MAGNUM PI	C	11199	6354	13.4	56.7	97	1929	13.7	17.2	99	2768	13.8	24.7	100	1657	12.6	14.8	91
MAMA'S FAMILY	N	6057	3692	7.8	61.0	104	1213	8.6	20.0	115	1534	7.6	25.3	102	945	7.2	15.6	96
MASTER, THE	N	3598	2037	4.3	56.6	97	662	4.7	18.4	106	901	4.5	25.0	101	474	3.6	13.2	81
MATT HOUSTON	A	6344	3942	8.3	62.1	106	1145	8.1	18.0	104	1707	8.5	26.9	108	1090	8.3	17.2	106
NBC MONDAY NIGHT MOVIE	N	11994	7002	14.8	58.4	100	1997	14.2	16.6	96	3103	15.4	25.9	104	1902	14.5	15.9	98
NBC NIGHTLY NEWS	N	5132	2970	6.3	57.9	99	817	5.8	15.9	92	1312	6.5	25.6	103	841	6.4	16.4	101
NBC NIGHTLY NEWS-SAT	N	3375	1920	4.1	56.9	97	705	5.0	20.9	120	711	3.5	21.1	85	504	3.8	14.9	92
NBC NIGHTLY NEWS-SUN	N	3130	1858	3.9	59.4	102	608	4.3	19.4	112	681	3.4	21.8	88	569	4.3	18.2	112
NBC SUNDAY NIGHT MOVIE	N	8284	4888	10.3	59.0	101	1457	10.4	17.6	101	2014	10.0	24.3	98	1418	10.8	17.1	105
NEWHART	C	9240	5558	11.7	60.2	103	1504	10.7	16.3	94	2394	11.9	25.9	104	1660	12.6	18.0	111
ONE DAY AT A TIME	C	7288	4062	8.6	55.7	95	1210	8.6	16.6	96	1628	8.1	22.3	90	1224	9.3	16.8	103
PEOPLE ARE FUNNY	N	4855	2993	6.3	61.6	106	1034	7.3	21.3	123	1335	6.6	27.5	111	624	4.7	12.9	79
REAL PEOPLE	N	8869	5162	10.9	58.2	100	1662	11.8	18.7	108	2207	11.0	24.9	100	1293	9.8	14.6	90
REMINGTON STEELE	N	7743	4303	9.1	55.6	95	1101	7.8	14.2	82	2040	10.2	26.3	106	1163	8.8	15.0	93
RIPLEY'S BELIEVE IT - NOT	A	5345	3205	6.8	60.0	103	1006	7.1	18.8	108	1231	6.1	23.0	93	968	7.4	18.1	112
RIPTIDE	N	6988	4120	8.7	59.0	101	1053	7.5	15.1	87	1873	9.3	26.8	108	1194	9.1	17.1	105
SCARECROW & MRS. KING	C	10002	5737	12.1	57.4	98	1657	11.8	16.6	95	2574	12.8	25.7	104	1507	11.5	15.1	93
SIMON & SIMON	C	10638	6093	12.9	57.3	98	1782	12.7	16.8	96	2756	13.7	25.9	104	1556	11.8	14.6	90
60 MINUTES	C	13293	7656	16.2	57.6	99	2572	18.3	19.3	111	2919	14.5	22.0	89	2164	16.5	16.3	100
ST. ELSEWHERE	N	7017	4373	9.2	62.3	107	1322	9.4	18.8	108	1936	9.6	27.6	111	1115	8.5	15.9	98
THREE'S COMPANY	A	10917	6433	13.6	58.9	101	1978	14.1	18.1	104	2706	13.5	24.8	100	1749	13.3	16.0	99
T.J. HOOKER	A	9204	5301	11.2	57.6	99	1621	11.5	17.6	101	2304	11.5	25.0	101	1376	10.5	15.0	92
TONIGHT SHOW	N	2372	1530	3.2	64.5	110	500	3.6	21.1	121	669	3.3	28.2	114	360	2.7	15.2	93
TRAPPER JOHN, M.D.	C	9846	5533	11.7	56.2	96	1860	13.2	18.9	109	2088	10.4	21.2	85	1586	12.1	16.1	99
TV BLOOPERS & PRAC. JOKES	N	9105	5482	11.6	60.2	103	1710	12.2	18.8	108	2221	11.1	24.4	98	1550	11.8	17.0	105
20/20	A	9387	5724	12.1	61.0	104	1950	13.9	20.8	120	2362	11.8	25.2	101	1412	10.7	15.0	93
WEBSTER	A	11067	6457	13.6	58.3	100	1838	13.1	16.6	96	2799	13.9	25.3	102	1820	13.8	16.4	101
WORLD NEWS - SUN	A	3062	1856	3.9	60.6	104	566	4.0	18.5	106	795	4.0	26.0	105	494	3.8	16.1	99
YELLOW ROSE	N	4978	3024	6.4	60.7	104	844	6.0	17.0	98	1450	7.2	29.1	117	730	5.6	14.7	90
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5815	12.3	65.5	112	1715	12.2	19.3	111	2780	13.8	31.3	126	1321	10.0	14.9	92
BASKETBALL - COLLEGE GAMES		4080	2527	5.3	61.9	106	681	4.8	16.7	96	1336	6.7	32.7	132	510	3.9	12.5	77
BASKETBALL - PRO GAMES		3607	2201	4.7	61.0	104	611	4.3	16.9	97	1168	5.8	32.4	131	*422	3.2	11.7	72
BOWLING		3883	2598	5.5	66.9	115	1022	7.3	26.3	151	1210	6.0	31.2	126	*366	2.8	9.4	58
BOXING		3928	2238	4.7	57.0	98	863	6.1	22.0	126	931	4.6	23.7	96	*444	3.4	11.3	70
FOOTBALL - COLLEGE GAMES		6366	4362	9.2	68.5	117	1112	7.9	17.5	101	2335	11.6	36.7	148	916	7.0	14.4	89
FOOTBALL - PRO GAMES		11300	7288	15.4	64.5	110	2141	15.2	18.9	109	3456	17.2	30.6	123	1690	12.9	15.0	92
GOLF		3378	2429	5.1	71.9	123	679	4.8	20.1	116	1305	6.5	38.6	156	*446	3.4	13.2	81
POST-SEASON COLL. FOOTBALL		4906	3077	6.5	62.7	107	972	6.9	19.8	114	1421	7.1	29.0	117	684	5.2	13.9	86
POST-SEASON PRO FOOTBALL		6120	4001	8.5	65.4	112	995	7.1	16.3	94	2162	10.8	35.3	142	843	6.4	13.8	85
TENNIS		3033	2045	4.3	67.4	115	*593	4.2	19.6	113	968	4.8	31.9	129	484	3.7	16.0	98
WRESTLING - PROFESSIONAL		3344	1923	4.1	57.5	98	917	6.5	27.4	158	637	3.2	19.0	77	*369	2.8	11.0	68

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DECAFFEINATED GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	17891	100.0	22.1	100	4139	100.0	5.1	100	8297	100.0	10.2	100	5455	100.0	6.7
18 - 24	9282	1293	7.2	13.9	63	*346	8.4	3.7	73	*595	7.2	6.4	63	*351	6.4	3.8
25 - 34	19072	3920	21.9	20.6	93	897	21.7	4.7	92	1580	19.0	8.3	81	1442	26.4	7.6
35 - 44	14591	3495	19.5	24.0	108	826	20.0	5.7	111	1610	19.4	11.0	108	1059	19.4	7.3
45 - 54	11345	3022	16.9	26.6	121	717	17.3	6.3	124	1490	18.0	13.1	128	816	15.0	7.2
55 - 64	11635	2841	15.9	24.4	111	622	15.0	5.3	105	1573	19.0	13.5	132	646	11.8	5.6
65 OR OLDER	15061	3321	18.6	22.1	100	731	17.7	4.9	95	1449	17.5	9.6	94	1141	20.9	7.6
18 - 34	28354	5212	29.1	18.4	83	1243	30.0	4.4	86	2175	26.2	7.7	75	1793	32.9	6.3
18 - 49	48339	10138	56.7	21.0	95	2480	59.9	5.1	100	4472	53.9	9.3	90	3186	58.4	6.6
25 - 54	45008	10437	58.3	23.2	105	2440	59.0	5.4	106	4680	56.4	10.4	101	3316	60.8	7.4
35 - 49	19985	4926	27.5	24.6	112	1237	29.9	6.2	121	2297	27.7	11.5	112	1393	25.5	7.0
50 OR OLDER	32647	7753	43.3	23.7	107	1659	40.1	5.1	99	3825	46.1	11.7	114	2269	41.6	7.0
GRADUATED COLLEGE	11155	3075	17.2	27.6	125	*430	10.4	3.9	75	1494	18.0	13.4	131	1152	21.1	10.3
ATTENDED COLLEGE	13682	3545	19.8	25.9	117	831	20.1	6.1	119	1409	17.0	10.3	101	1305	23.9	9.5
GRADUATED HIGH SCHOOL	33880	7043	39.4	20.8	94	1867	45.1	5.5	108	3464	41.8	10.2	100	1711	31.4	5.1
DID NOT GRADUATE HIGH SCHOOL	22270	4229	23.6	19.0	86	1011	24.4	4.5	89	1931	23.3	8.7	85	1287	23.6	5.8
EMPLOYED	40306	9236	51.6	22.9	104	1955	47.2	4.9	95	4311	52.0	10.7	104	2970	54.4	7.4
EMPLOYED FULL-TIME	32850	7339	41.0	22.3	101	1539	37.2	4.7	92	3361	40.5	10.2	100	2439	44.7	7.4
EMPLOYED PART-TIME	7456	1897	10.6	25.4	115	*416	10.1	5.6	109	950	11.4	12.7	124	*531	9.7	7.1
NOT EMPLOYED	40680	8656	48.4	21.3	96	2184	52.8	5.4	105	3987	48.1	9.8	96	2485	45.6	6.1
PROFESSIONAL/MANAGER	10392	3064	17.1	29.5	133	*516	12.5	5.0	97	1454	17.5	14.0	137	1095	20.1	10.5
TECH/CLERICAL/SALES	17574	3821	21.4	21.7	98	838	20.2	4.8	93	1755	21.2	10.0	97	1229	22.5	7.0
PRECISION/CRAFT	985	**156	0.9	15.8	72	**8	0.2	0.8	16	**97	1.2	9.8	96	**52	1.0	5.3
OTHER EMPLOYED	11354	2194	12.3	19.3	87	594	14.4	5.2	102	1006	12.1	8.9	86	595	10.9	5.2
SINGLE	9863	1664	9.3	16.9	76	*317	7.7	3.2	63	840	10.1	8.5	83	507	9.3	5.1
MARRIED	51375	12279	68.6	23.9	108	2893	69.9	5.6	110	5715	68.9	11.1	109	3672	67.3	7.1
DIVORCED/SEPARATED/WIDOWED	19748	3948	22.1	20.0	90	930	22.5	4.7	92	1742	21.0	8.8	86	1276	23.4	6.5
PARENTS	32590	6878	38.4	21.1	96	1839	44.4	5.6	110	2953	35.6	9.1	88	2086	38.2	6.4
WHITE	70416	16112	90.1	22.9	104	3754	90.7	5.3	104	7546	90.9	10.7	105	4813	88.2	6.8
BLACK	8778	1465	8.2	16.7	76	*326	7.9	3.7	73	595	7.2	6.8	66	544	10.0	6.2
OTHER	1791	**314	1.8	17.5	79	**59	1.4	3.3	64	**157	1.9	8.8	86	**98	1.8	5.5
NORTHEAST-CENSUS	17786	3935	22.0	22.1	100	793	19.2	4.5	87	1655	19.9	9.3	91	1487	27.3	8.4
NORTH CENTRAL	20741	4520	25.3	21.8	99	1193	28.8	5.8	113	1907	23.0	9.2	90	1420	26.0	6.8
SOUTH	27775	5195	29.0	18.7	85	1250	30.2	4.5	88	2384	28.7	8.6	84	1561	28.6	5.6
WEST	14683	4243	23.7	28.9	131	903	21.8	6.1	120	2352	28.3	16.0	156	988	18.1	6.7
NORTHEAST-MKTG.	17961	4195	23.4	23.4	106	835	20.2	4.6	91	1788	21.5	10.0	97	1572	28.8	8.8
EAST CENTRAL	11885	2134	11.9	18.0	81	585	14.1	4.9	96	943	11.4	7.9	77	606	11.1	5.1
WEST CENTRAL	14090	3500	19.6	24.8	112	918	22.2	6.5	127	1517	18.3	10.8	105	1066	19.5	7.6
SOUTH	24081	4395	24.6	18.3	83	1066	25.8	4.4	87	2007	24.2	8.3	81	1323	24.3	5.5
PACIFIC	12969	3667	20.5	28.3	128	736	17.8	5.7	111	2042	24.6	15.7	154	889	16.3	6.9
COUNTY SIZE A	32439	7712	43.1	23.8	108	1532	37.0	4.7	92	3635	43.8	11.2	109	2544	46.6	7.8
COUNTY SIZE B	24915	5326	29.8	21.4	97	1263	30.5	5.1	99	2526	30.4	10.1	99	1538	28.2	6.2
COUNTY SIZE C	12930	2920	16.3	22.6	102	838	20.2	6.5	127	1218	14.7	9.4	92	863	15.8	6.7
COUNTY SIZE D	10703	1934	10.8	18.1	82	*506	12.2	4.7	93	918	11.1	8.6	84	*510	9.3	4.8
METRO CENTRAL CITY	24518	5954	33.3	24.3	110	1190	28.8	4.9	95	3116	37.6	12.7	124	1647	30.2	6.7
METRO SUBURBAN	35919	8112	45.3	22.6	102	1877	45.3	5.2	102	3509	42.3	9.8	95	2725	50.0	7.6
NON METRO	20549	3826	21.4	18.6	84	1072	25.9	5.2	102	1672	20.2	8.1	79	1083	19.9	5.3
TOP 5 ADI'S	18341	4583	25.6	25.0	113	869	21.0	4.7	93	2277	27.4	12.4	121	1437	26.3	7.8
TOP 10 ADI'S	25378	6282	35.1	24.8	112	1256	30.3	4.9	97	2952	35.6	11.6	114	2074	38.0	8.2
TOP 20 ADI'S	36488	8648	48.3	23.7	107	1695	41.0	4.6	91	3977	47.9	10.9	106	2977	54.6	8.2
HSHLD INC. $50,000 OR MORE	6612	2166	12.1	32.8	148	*359	8.7	5.4	106	1099	13.2	16.6	162	708	13.0	10.7
$40,000 OR MORE	12659	3766	21.0	29.7	135	598	14.4	4.7	92	1812	21.8	14.3	140	1356	24.9	10.7
$30,000 OR MORE	24698	7058	39.4	28.6	129	1409	34.0	5.7	112	3255	39.2	13.2	129	2394	43.9	9.7
$25,000 OR MORE	32077	8830	49.4	27.5	125	1807	43.7	5.6	110	4032	48.6	12.6	123	2991	54.8	9.3
$20,000 - $24,999	9144	2072	11.6	22.7	103	*562	13.6	6.1	120	1126	13.6	12.3	120	*384	7.0	4.2
$15,000 - $19,999	8728	1780	9.9	20.4	92	*454	11.0	5.2	102	770	9.3	8.8	86	*557	10.2	6.4
$10,000 - $14,999	12562	2194	12.3	17.5	79	580	14.0	4.6	90	924	11.1	7.4	72	690	12.6	5.5
UNDER $10,000	18475	3015	16.9	16.3	74	737	17.8	4.0	78	1445	17.4	7.8	76	833	15.3	4.5
HOUSEHOLD OF 1 PERSON	11987	2219	12.4	18.5	84	414	10.0	3.5	68	1086	13.1	9.1	88	719	13.2	6.0
2 PEOPLE	26577	6307	35.3	23.7	107	1339	32.4	5.0	99	3032	36.5	11.4	111	1936	35.5	7.3
3 OR 4 PEOPLE	30617	6875	38.4	22.5	102	1514	36.6	4.9	97	3179	38.3	10.4	101	2182	40.0	7.1
5 OR MORE PEOPLE	11804	2490	13.9	21.1	95	872	21.1	7.4	145	1000	12.1	8.5	83	*618	11.3	5.2
NO CHILD IN HSHLD	46165	10514	58.8	22.8	103	2216	53.5	4.8	94	5094	61.4	11.0	108	3203	58.7	6.9
CHILD(REN) UNDER 2 YRS	5325	1046	5.8	19.6	89	**302	7.3	5.7	111	*432	5.2	8.1	79	*312	5.7	5.9
2 - 5 YEARS	14221	2921	16.3	20.5	93	707	17.1	5.0	97	1230	14.8	8.6	84	984	18.0	6.9
6 - 11 YEARS	15117	3184	17.8	21.1	95	812	19.6	5.4	105	1437	17.3	9.5	93	935	17.1	6.2
12 - 17 YEARS	16611	3669	20.5	22.1	100	1076	26.0	6.5	127	1528	18.4	9.2	90	1065	19.5	6.4
RESIDENCE OWNED	55884	13740	76.8	24.6	111	3071	74.2	5.5	108	6408	77.2	11.5	112	4260	78.1	7.6
VALUE: $50,000 OR MORE	31744	9302	52.0	29.3	133	1849	44.7	5.8	114	4532	54.6	14.3	139	2920	53.5	9.2
VALUE: UNDER $50,000	24140	4438	24.8	18.4	83	1222	29.5	5.1	99	1876	22.6	7.8	76	1340	24.6	5.6

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DECAFFEINATED GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0323
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	17891	100.0	22.1	100	4139	100.0	5.1	100	8297	100.0	10.2	100	5455	100.0	6.7	100
MAGAZINES	QUINTILE 1	15799	4297	24.0	27.2	123	925	22.3	5.9	115	1975	23.8	12.5	122	1398	25.6	8.8	131
	QUINTILE 2	17259	3923	21.9	22.7	103	1014	24.5	5.9	115	1761	21.2	10.2	100	1149	21.1	6.7	99
	QUINTILE 3	13545	2958	16.5	21.8	99	808	19.5	6.0	117	1316	15.9	9.7	95	835	15.3	6.2	92
	QUINTILE 4	15133	2894	16.2	19.1	87	593	14.3	3.9	77	1305	15.7	8.6	84	996	18.3	6.6	98
	QUINTILE 5	19250	3818	21.3	19.8	90	800	19.3	4.2	81	1940	23.4	10.1	98	1078	19.8	5.6	83
NEWSPAPERS	QUINTILE 1	12413	3136	17.5	25.3	114	729	17.6	5.9	115	1373	16.5	11.1	108	1034	19.0	8.3	124
	QUINTILE 2	24116	5791	32.4	24.0	109	1378	33.3	5.7	112	2720	32.8	11.3	110	1693	31.0	7.0	104
	QUINTILE 3	11261	2679	15.0	23.8	108	638	15.4	5.7	111	1181	14.2	10.5	102	860	15.8	7.6	113
	QUINTILE 4	20255	3957	22.1	19.5	88	881	21.3	4.3	85	1883	22.7	9.3	91	1193	21.9	5.9	87
	QUINTILE 5	12940	2329	13.0	18.0	81	*512	12.4	4.0	77	1141	13.8	8.8	86	676	12.4	5.2	78
OUTDOOR	QUINTILE 1	14852	3634	20.3	24.5	111	642	15.5	4.3	85	1576	19.0	10.6	104	1415	25.9	9.5	141
	QUINTILE 2	15725	3582	20.0	22.8	103	941	22.7	6.0	117	1599	19.3	10.2	99	1043	19.1	6.6	98
	QUINTILE 3	16330	3355	18.8	20.5	93	784	18.9	4.8	94	1778	21.4	10.9	106	793	14.5	4.9	72
	QUINTILE 4	16744	3615	20.2	21.6	98	903	21.8	5.4	106	1502	18.1	9.0	88	1210	22.2	7.2	107
	QUINTILE 5	17334	3706	20.7	21.4	97	869	21.0	5.0	98	1843	22.2	10.6	104	994	18.2	5.7	85
RADIO-DRIVE TIME	QUINTILE 1	15911	3700	20.7	23.3	105	1056	25.5	6.6	130	1502	18.1	9.4	92	1142	20.9	7.2	107
	QUINTILE 2	14837	3338	18.7	22.5	102	762	18.4	5.1	100	1580	19.0	10.6	104	997	18.3	6.7	100
	QUINTILE 3	15339	3537	19.8	23.1	104	796	19.2	5.2	102	1669	20.1	10.9	106	1072	19.7	7.0	104
	QUINTILE 4	16723	3546	19.8	21.2	96	839	20.3	5.0	98	1681	20.3	10.1	98	1026	18.8	6.1	91
	QUINTILE 5	18176	3771	21.1	20.7	94	687	16.6	3.8	74	1865	22.5	10.3	100	1219	22.3	6.7	100
RADIO-MID-DAY	TERCILE 1	21020	4634	25.9	22.0	100	1216	29.4	5.8	113	2003	24.1	9.5	93	1415	25.9	6.7	100
	TERCILE 2	21610	5151	28.8	23.8	108	1199	29.0	5.5	109	2433	29.3	11.3	110	1520	27.9	7.0	104
	TERCILE 3	38355	8106	45.3	21.1	96	1724	41.7	4.5	88	3862	46.5	10.1	98	2520	46.2	6.6	98
RADIO-TOTAL	QUINTILE 1	15988	3527	19.7	22.1	100	1042	25.2	6.5	128	1472	17.7	9.2	90	1013	18.6	6.3	94
	QUINTILE 2	15626	3295	18.4	21.1	95	720	17.4	4.6	90	1559	18.8	10.0	97	1017	18.6	6.5	97
	QUINTILE 3	16723	4008	22.4	24.0	108	912	22.0	5.5	107	1791	21.6	10.7	105	1306	23.9	7.8	116
	QUINTILE 4	16342	3830	21.4	23.4	106	957	23.1	5.9	115	1809	21.8	11.1	108	1064	19.5	6.5	97
	QUINTILE 5	16306	3231	18.1	19.8	90	509	12.3	3.1	61	1666	20.1	10.2	100	1056	19.4	6.5	96
TV-PRIME TIME	QUINTILE 1	15953	3502	19.6	22.0	99	812	19.6	5.1	100	1567	18.9	9.8	96	1124	20.6	7.0	105
	QUINTILE 2	16137	3965	22.2	24.6	111	958	23.1	5.9	116	1836	22.1	11.4	111	1171	21.5	7.3	108
	QUINTILE 3	16420	3610	20.2	22.0	100	825	19.9	5.0	98	1686	20.3	10.3	100	1099	20.1	6.7	99
	QUINTILE 4	16687	3317	18.5	19.9	90	824	19.9	4.9	97	1595	19.2	9.6	93	898	16.5	5.4	80
	QUINTILE 5	15789	3497	19.5	22.1	100	720	17.4	4.6	89	1614	19.5	10.2	100	1163	21.3	7.4	109
TV-DAYTIME	TERCILE 1	27736	5765	32.2	20.8	94	1450	35.0	5.2	102	2635	31.8	9.5	93	1681	30.8	6.1	90
	TERCILE 2	26489	5941	33.2	22.4	102	1425	34.4	5.4	105	2769	33.4	10.5	102	1747	32.0	6.6	98
	TERCILE 3	26761	6185	34.6	23.1	105	1264	30.5	4.7	92	2894	34.9	10.8	106	2027	37.2	7.6	112
TV-TOTAL	QUINTILE 1	16345	3454	19.3	21.1	96	961	23.2	5.9	115	1513	18.2	9.3	90	980	18.0	6.0	89
	QUINTILE 2	16447	3869	21.6	23.5	106	960	23.2	5.8	114	1761	21.2	10.7	105	1148	21.0	7.0	104
	QUINTILE 3	15980	3624	20.3	22.7	103	732	17.7	4.6	90	1738	20.9	10.9	106	1154	21.2	7.2	107
	QUINTILE 4	15887	3398	19.0	21.4	97	645	15.6	4.1	79	1686	20.3	10.6	104	1067	19.6	6.7	100
	QUINTILE 5	16326	3547	19.8	21.7	98	842	20.3	5.2	101	1599	19.3	9.8	96	1106	20.3	6.8	101
MAGAZINES-NEWSPAPERS: DUAL		20721	5199	29.1	25.1	114	1288	31.1	6.2	122	2281	27.5	11.0	107	1629	29.9	7.9	117
MAGAZINE IMPERATIVE		19186	4128	23.1	21.5	97	984	23.8	5.1	100	1910	23.0	10.0	97	1234	22.6	6.4	95
NEWSPAPER IMPERATIVE		21899	5012	28.0	22.9	104	1169	28.2	5.3	104	2321	28.0	10.6	103	1521	27.9	6.9	103
MAGAZINES-OUTDOOR: DUAL		15451	3870	21.6	25.0	113	917	22.2	5.9	116	1676	20.2	10.8	106	1277	23.4	8.3	123
MAGAZINE IMPERATIVE		25953	6216	34.7	24.0	108	1545	37.3	6.0	116	2884	34.8	11.1	108	1787	32.8	6.9	102
OUTDOOR IMPERATIVE		24400	4894	27.4	20.1	91	966	23.3	4.0	77	2346	28.3	9.6	94	1582	29.0	6.5	96
MAGAZINES-RADIO: DUAL		18049	4536	25.4	25.1	114	1067	25.8	5.9	116	2071	25.0	11.5	112	1398	25.6	7.7	115
MAGAZINE IMPERATIVE		23571	5560	31.1	23.6	107	1270	30.7	5.4	105	2558	30.8	10.9	106	1731	31.7	7.3	109
RADIO IMPERATIVE		23278	4432	24.8	19.0	86	1128	27.3	4.8	95	1954	23.6	8.4	82	1350	24.7	5.8	86
MAGAZINES-TELEVISION: DUAL		15459	3842	21.5	24.9	112	1061	25.6	6.9	134	1720	20.7	11.1	109	1062	19.5	6.9	102
MAGAZINE IMPERATIVE		25829	6118	34.2	23.7	107	1336	32.3	5.2	101	2845	34.3	11.0	108	1937	35.5	7.5	111
TELEVISION IMPERATIVE		26039	5196	29.0	20.0	90	1227	29.6	4.7	92	2372	28.6	9.1	89	1597	29.3	6.1	91
NEWSPAPERS-OUTDOOR: DUAL		16605	3969	22.2	23.9	108	867	20.9	5.2	102	1754	21.1	10.6	103	1348	24.7	8.1	121
NEWSPAPER IMPERATIVE		26834	6540	36.6	24.4	110	1623	39.2	6.0	118	3045	36.7	11.3	111	1871	34.3	7.0	104
OUTDOOR IMPERATIVE		23346	4818	26.9	20.6	93	1028	24.8	4.4	86	2309	27.8	9.9	97	1482	27.2	6.3	94
NEWSPAPERS-RADIO: DUAL		17133	4228	23.6	24.7	112	1188	28.7	6.9	136	1781	21.5	10.4	101	1258	23.1	7.3	109
NEWSPAPER IMPERATIVE		25892	6183	34.6	23.9	108	1286	31.1	5.0	97	2916	35.1	11.3	110	1981	36.3	7.7	114
RADIO IMPERATIVE		23167	4509	25.2	19.5	88	1100	26.6	4.7	93	2021	24.4	8.7	85	1388	25.4	6.0	89
NEWSPAPERS-TELEVISION: DUAL		17159	4307	24.1	25.1	114	1071	25.9	6.2	122	1955	23.6	11.4	111	1281	23.5	7.5	111
NEWSPAPER IMPERATIVE		26214	6314	35.3	24.1	109	1390	33.6	5.3	104	2941	35.4	11.2	110	1983	36.4	7.6	112
TELEVISION IMPERATIVE		23412	4664	26.1	19.9	90	1174	28.4	5.0	98	2102	25.3	9.0	88	1388	25.4	5.9	88
OUTDOOR-RADIO: DUAL		15303	3387	18.9	22.1	100	956	23.1	6.2	122	1424	17.2	9.3	91	1007	18.5	6.6	98
OUTDOOR IMPERATIVE		24901	5762	32.2	23.1	105	1122	27.1	4.5	88	2750	33.1	11.0	108	1889	34.6	7.6	113
RADIO IMPERATIVE		26492	5776	32.3	21.8	99	1415	34.2	5.3	105	2651	32.0	10.0	98	1710	31.3	6.5	96
OUTDOOR-TELEVISION: DUAL		14794	3487	19.5	23.6	107	913	22.1	6.2	121	1547	18.6	10.5	102	1027	18.8	6.9	103
OUTDOOR IMPERATIVE		25437	5813	32.5	22.9	103	1082	26.1	4.3	83	2723	32.8	10.7	104	2009	36.8	7.9	117
TELEVISION IMPERATIVE		27877	5941	33.2	21.3	96	1502	36.3	5.4	105	2750	33.1	9.9	96	1690	31.0	6.1	90
RADIO-TELEVISION: DUAL		15996	3669	20.5	22.9	104	1094	26.4	6.8	134	1630	19.6	10.2	99	945	17.3	5.9	88
RADIO IMPERATIVE		25478	5469	30.6	21.5	97	1099	26.6	4.3	84	2505	30.2	9.8	96	1866	34.2	7.3	109
TELEVISION IMPERATIVE		26573	5952	33.3	22.4	101	1309	31.6	4.9	96	2734	33.0	10.3	100	1909	35.0	7.2	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	17891	100.0	22.1	100	4139	100.0	5.1	100	8297	100.0	10.2	100	5455	100.0	6.7
ATLANTIC MONTHLY	415	**64	0.4	15.4	70	**11	0.3	2.7	52	**26	0.3	6.3	61	**26	0.5	6.3
BARRON'S	453	**137	0.8	30.2	137	**38	0.9	8.4	164	**76	0.9	16.8	164	**24	0.4	5.3
BETTER HOMES & GARDENS	16256	4117	23.0	25.3	115	960	23.2	5.9	116	1871	22.6	11.5	112	1285	23.6	7.9
BON APPETIT	2535	813	4.5	32.1	145	**158	3.8	6.2	122	355	4.3	14.0	137	300	5.5	11.8
BUSINESS WEEK	1278	334	1.9	26.1	118	**36	0.9	2.8	55	*151	1.8	11.8	115	*147	2.7	11.5
CAR AND DRIVER	378	**64	0.4	16.9	77	**6	0.1	1.6	31	**1	0.0	0.3	3	**57	1.0	15.1
CBS MAGAZINE NETWORK (GROSS)	1498	453	2.5	30.2	137	**99	2.4	6.6	129	*200	2.4	13.4	130	**155	2.8	10.3
CHANGING TIMES	1505	387	2.2	25.7	116	**62	1.5	4.1	81	*178	2.1	11.8	115	*147	2.7	9.8
COLONIAL HOMES	1231	302	1.7	24.5	111	**60	1.4	4.9	95	*104	1.3	8.4	82	**138	2.5	11.2
CONDE NAST MAG. PKG. (GROSS)	14146	3212	18.0	22.7	103	730	17.6	5.2	101	1281	15.4	9.1	88	1202	22.0	8.5
CONSUMERS DIGEST	1323	266	1.5	20.1	91	**44	1.1	3.3	65	*114	1.4	8.6	84	**108	2.0	8.2
COSMOPOLITAN	7102	1473	8.2	20.7	94	390	9.4	5.5	107	587	7.1	8.3	81	496	9.1	7.0
COUNTRY LIVING	2481	600	3.4	24.2	109	*165	4.0	6.7	130	*240	2.9	9.7	94	*196	3.6	7.9
CUISINE	1472	361	2.0	24.5	111	**43	1.0	2.9	57	*210	2.5	14.3	139	**109	2.0	7.4
CYCLE WORLD	425	**175	1.0	41.2	186	**84	2.0	19.8	387	**87	1.0	20.5	200	**4	0.1	0.9
DCI:CREATIVE IDEAS FOR LIV	2510	623	3.5	24.8	112	*137	3.3	5.5	107	302	3.6	12.0	117	*184	3.4	7.3
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1622	9.1	24.2	110	354	8.6	5.3	103	825	9.9	12.3	120	444	8.1	6.6
DISCOVER	894	*152	0.8	17.0	77	**52	1.3	5.8	114	**58	0.7	6.5	63	**42	0.8	4.7
EBONY	3507	471	2.6	13.4	61	*123	3.0	3.5	69	218	2.6	6.2	61	*129	2.4	3.7
ESQUIRE	1083	*192	1.1	17.7	80	**48	1.2	4.4	87	*125	1.5	11.5	113	**20	0.4	1.8
ESSENCE	1830	198	1.1	10.8	49	**56	1.4	3.1	60	*79	1.0	4.3	42	**64	1.2	3.5
FAMILY CIRCLE	15930	3955	22.1	24.8	112	1000	24.2	6.3	123	1678	20.2	10.5	103	1278	23.4	8.0
THE FAMILY HANDYMAN	1126	276	1.5	24.5	111	**43	1.0	3.8	75	*167	2.0	14.8	145	**67	1.2	6.0
FAMILY WEEKLY	11468	2868	16.0	25.0	113	750	18.1	6.5	128	1347	16.2	11.7	115	771	14.1	6.7
FIELD & STREAM	2234	529	3.0	23.7	107	**163	3.9	7.3	143	*250	3.0	11.2	109	**116	2.1	5.2
FOOD & WINE	579	*191	1.1	33.0	149	**36	0.9	6.2	122	**85	1.0	14.7	143	**70	1.3	12.1
FORBES	728	*278	1.6	38.2	173	**34	0.8	4.7	91	**185	2.2	25.4	248	**59	1.1	8.1
FORTUNE	906	*233	1.3	25.7	116	**39	0.9	4.3	84	**112	1.3	12.4	121	**82	1.5	9.1
GENTLEMEN'S QUARTERLY	791	*180	1.0	22.8	103	**51	1.2	6.4	126	**27	0.3	3.4	33	**102	1.9	12.9
GLAMOUR	5265	1126	6.3	21.4	97	304	7.3	5.8	113	424	5.1	8.1	79	398	7.3	7.6
GOLF DIGEST	636	*222	1.2	34.9	158	**33	0.8	5.2	102	**119	1.4	18.7	183	**71	1.3	11.2
GOLF DIGEST/TENNIS (GROSS)	1186	379	2.1	32.0	145	**52	1.3	4.4	86	*199	2.4	16.8	164	**129	2.4	10.9
GOLF MAGAZINE	441	*184	1.0	41.7	189	**31	0.7	7.0	138	**70	0.8	15.9	155	**83	1.5	18.8
GOLF MAGAZINE/SKI (GROSS)	922	*284	1.6	30.8	139	**38	0.9	4.1	81	**128	1.5	13.9	136	**119	2.2	12.9
GOOD HOUSEKEEPING	16487	4094	22.9	24.8	112	1134	27.4	6.9	135	1841	22.2	11.2	109	1119	20.5	6.8
HARPER'S BAZAAR	2423	629	3.5	26.0	118	**103	2.5	4.3	83	338	4.1	13.9	136	*189	3.5	7.8
HEALTH	1994	452	2.5	22.7	103	**77	1.9	3.9	76	*277	3.3	13.9	136	**97	1.8	4.9
HEARST MAG CORP. BUY (GROSS)	44101	10902	60.9	24.7	112	2790	67.4	6.3	124	4847	58.4	11.0	107	3266	59.9	7.4
HEARST MAN POWER (GROSS)	1993	496	2.8	24.9	113	**78	1.9	3.9	77	*204	2.5	10.2	100	*214	3.9	10.7
HEARST WOMAN POWER (GROSS)	31274	7606	42.5	24.3	110	2165	52.3	6.9	135	3251	39.2	10.4	101	2190	40.1	7.0
HOUSE BEAUTIFUL	3623	1062	5.9	29.3	133	*169	4.1	4.7	91	628	7.6	17.3	169	266	4.9	7.3
INC.	283	**84	0.5	29.7	134	**14	0.3	4.9	97	**46	0.6	16.3	159	**23	0.4	8.1
JET	2928	449	2.5	15.3	69	*154	3.7	5.3	103	211	2.5	7.2	70	**83	1.5	2.8
LADIES' HOME JOURNAL	11918	2857	16.0	24.0	109	820	19.8	6.9	135	1265	15.2	10.6	104	771	14.1	6.5
LHJ FAMILY GRP COMBO(GROSS)	16764	4059	22.7	24.2	110	1066	25.8	6.4	124	1934	23.3	11.5	113	1060	19.4	6.3
LIFE	4254	1070	6.0	25.2	114	*236	5.7	5.5	109	524	6.3	12.3	120	310	5.7	7.3
L.A. TIMES HOME MAGAZINE	1145	423	2.4	36.9	167	**20	0.5	1.7	34	*239	2.9	20.9	204	**164	3.0	14.3
MADEMOISELLE	2884	717	4.0	24.9	113	*155	3.7	5.4	105	314	3.8	10.9	106	*248	4.5	8.6
MC CALL'S	13460	3469	19.4	25.8	117	870	21.0	6.5	126	1646	19.8	12.2	119	953	17.5	7.1
MC CALL'S/WRK MOTHER (GROSS)	14606	3717	20.8	25.4	115	935	22.6	6.4	125	1712	20.6	11.7	114	1069	19.6	7.3
MECHANIX ILLUSTRATED	772	*141	0.8	18.3	83	**27	0.7	3.5	68	**67	0.8	8.7	85	**47	0.9	6.1
METROPOLITAN HOME	967	323	1.8	33.4	151	**41	1.0	4.2	83	*159	1.9	16.4	160	**123	2.3	12.7
MONEY	1588	547	3.1	34.4	156	**47	1.1	3.0	58	*219	2.6	13.8	135	*282	5.2	17.8
MOTHER EARTH NEWS	1002	*254	1.4	25.3	115	**14	0.3	1.4	27	**114	1.4	11.4	111	**125	2.3	12.5
MS.	825	*172	1.0	20.8	94	**54	1.3	6.5	128	**81	1.0	9.8	96	**37	0.7	4.5
NATIONAL ENQUIRER	10336	1980	11.1	19.2	87	497	12.0	4.8	94	954	11.5	9.2	90	529	9.7	5.1
NATIONAL GEOGRAPHIC	9597	2782	15.5	29.0	131	495	12.0	5.2	101	1243	15.0	13.0	126	1044	19.1	10.9
NATIONAL SUNDAY MAGAZINE PKG	49558	11871	66.4	24.0	108	2771	66.9	5.6	109	5411	65.2	10.9	107	3690	67.6	7.4
NATURAL HISTORY	573	*179	1.0	31.2	141	**56	1.4	9.8	191	**72	0.9	12.6	123	**50	0.9	8.7
NEW WOMAN	1699	411	2.3	24.2	110	**116	2.8	6.8	134	*166	2.0	9.8	95	**128	2.3	7.5
NEW YORK INCLUDING CUE	443	**91	0.5	20.5	93	**13	0.3	2.9	57	**58	0.7	13.1	128	**20	0.4	4.5
THE NEW YORKER	1270	329	1.8	25.9	117	**49	1.2	3.9	75	*122	1.5	9.6	94	*158	2.9	12.4
NEWSWEEK	6277	1618	9.0	25.8	117	303	7.3	4.8	94	720	8.7	11.5	112	595	10.9	9.5
THE N.Y. TIMES DAILY EDITION	1205	367	2.1	30.5	138	**60	1.4	5.0	97	*149	1.8	12.4	121	*159	2.9	13.2
THE N.Y. TIMES MAGAZINE	2081	613	3.4	29.5	133	**71	1.7	3.4	67	*252	3.0	12.1	118	*290	5.3	13.9
OMNI	788	*226	1.3	28.7	130	**48	1.2	6.1	119	**82	1.0	10.4	102	**96	1.8	12.2
ON CABLE	1158	*280	1.6	24.2	109	**95	2.3	8.2	161	**92	1.1	7.9	78	**93	1.7	8.0
1001 HOME IDEAS	2852	751	4.2	26.3	119	**168	4.1	5.9	115	391	4.7	13.7	134	*191	3.5	6.7
ORGANIC GARDENING	1658	495	2.8	29.9	135	**179	4.3	10.8	211	*239	2.9	14.4	141	**77	1.4	4.6
OUTDOOR LIFE	896	*173	1.0	19.3	87	**27	0.7	3.0	59	**90	1.1	10.0	98	**56	1.0	6.3
PARADE MAGAZINE	24275	5716	31.9	23.5	107	1416	34.2	5.8	114	2507	30.2	10.3	101	1793	32.9	7.4

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DECAFFEINATED GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0325
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	17891	100.0	22.1	100	4139	100.0	5.1	100	8297	100.0	10.2	100	5455	100.0	6.7	100
PARENTS	3845	1041	5.8	27.1	123	*275	6.6	7.2	140	321	3.9	8.3	81	445	8.2	11.6	172
PENTHOUSE	831	**99	0.6	11.9	54	**39	0.9	4.7	92	**51	0.6	6.1	60	**8	0.1	1.0	14
PEOPLE	11645	2726	15.2	23.4	106	577	13.9	5.0	97	1281	15.4	11.0	107	868	15.9	7.5	111
PLAYBOY	2006	453	2.5	22.6	102	**120	2.9	6.0	117	*214	2.6	10.7	104	**119	2.2	5.9	88
POPULAR HOT RODDING	297	**20	0.1	6.7	30	**9	0.2	3.0	59	**4	0.0	1.3	13	**6	0.1	2.0	30
POPULAR MECHANICS	1018	*304	1.7	29.9	135	**41	1.0	4.0	79	**135	1.6	13.3	129	**128	2.3	12.6	187
POPULAR SCIENCE	878	*226	1.3	25.7	117	**66	1.6	7.5	147	**91	1.1	10.4	101	**69	1.3	7.9	117
PREVENTION	3913	1051	5.9	26.9	122	*148	3.6	3.8	74	553	6.7	14.1	138	350	6.4	8.9	133
PSYCHOLOGY TODAY	1710	497	2.8	29.1	132	**132	3.2	7.7	151	*146	1.8	8.5	83	*218	4.0	12.7	189
READER'S DIGEST	22204	5323	29.8	24.0	109	1247	30.1	5.6	110	2425	29.2	10.9	107	1651	30.3	7.4	110
REDBOOK	7684	2039	11.4	26.5	120	640	15.5	8.3	163	824	9.9	10.7	105	575	10.5	7.5	111
ROAD & TRACK	410	**105	0.6	25.6	116	**7	0.2	1.7	33	**39	0.5	9.5	93	**58	1.1	14.1	210
ROLLING STONE	969	*168	0.9	17.3	78	**94	2.3	9.7	190	**50	0.6	5.2	50	**24	0.4	2.5	37
RUNNER'S WORLD	298	**35	0.2	11.7	53	**0	0.0	0.0	0	**24	0.3	8.1	79	**11	0.2	3.7	55
SATURDAY EVENING POST	1169	216	1.2	18.5	84	**38	0.9	3.3	64	*124	1.5	10.6	104	**54	1.0	4.6	69
SCIENCE 84	587	*171	1.0	29.1	132	**5	0.1	0.9	17	**104	1.3	17.7	173	**62	1.1	10.6	157
SCIENCE DIGEST	482	**88	0.5	18.3	83	**11	0.3	2.3	45	**41	0.5	8.5	83	**36	0.7	7.5	111
SCIENTIFIC AMERICAN	594	*159	0.9	26.8	121	**54	1.3	9.1	178	**52	0.6	8.8	85	**54	1.0	9.1	135
SELF	2089	424	2.4	20.3	92	**65	1.6	3.1	61	*164	2.0	7.9	77	*194	3.6	9.3	138
SEVENTEEN	2411	598	3.3	24.8	112	**106	2.6	4.4	86	*226	2.7	9.4	91	*267	4.9	11.1	164
SKI	480	**100	0.6	20.8	94	**7	0.2	1.5	29	**58	0.7	12.1	118	**36	0.7	7.5	111
SMITHSONIAN	2760	853	4.8	30.9	140	*103	2.5	3.7	73	416	5.0	15.1	147	334	6.1	12.1	180
SOAP OPERA DIGEST	3013	521	2.9	17.3	78	**111	2.7	3.7	72	266	3.2	8.8	86	**144	2.6	4.8	71
SOUTHERN LIVING	4184	1000	5.6	23.9	108	*217	5.2	5.2	101	523	6.3	12.5	122	*260	4.8	6.2	92
SPORT	559	**99	0.6	17.7	80	**26	0.6	4.7	91	**58	0.7	10.4	101	**15	0.3	2.7	40
THE SPORTING NEWS	436	**112	0.6	25.7	116	**51	1.2	11.7	229	**23	0.3	5.3	51	**38	0.7	8.7	129
SPORTS AFIELD	493	**104	0.6	21.1	95	**26	0.6	5.3	103	**29	0.3	5.9	57	**50	0.9	10.1	151
SPORTS ILLUSTRATED	2758	697	3.9	25.3	114	*212	5.1	7.7	150	*279	3.4	10.1	99	*205	3.8	7.4	110
STAR	7456	1284	7.2	17.2	78	308	7.4	4.1	81	547	6.6	7.3	72	428	7.8	5.7	85
SUNDAY	24936	6152	34.4	24.7	112	1456	35.2	5.8	114	2784	33.6	11.2	109	1912	35.1	7.7	114
SUNSET	2124	732	4.1	34.5	156	**83	2.0	3.9	76	537	6.5	25.3	247	**112	2.1	5.3	78
TV GUIDE	21661	4833	27.0	22.3	101	1306	31.6	6.0	118	2279	27.5	10.5	103	1247	22.9	5.8	85
TENNIS	550	**157	0.9	28.5	129	**19	0.5	3.5	68	**80	1.0	14.5	142	**58	1.1	10.5	157
TIME	8880	2037	11.4	22.9	104	383	9.3	4.3	84	916	11.0	10.3	101	738	13.5	8.3	123
TOWN & COUNTRY	917	*207	1.2	22.6	102	**51	1.2	5.6	109	**83	1.0	9.1	88	**73	1.3	8.0	118
TRAVEL & LEISURE	972	266	1.5	27.4	124	**50	1.2	5.1	101	**122	1.5	12.6	123	**94	1.7	9.7	144
TRUE STORY	3356	599	3.3	17.8	81	*209	5.0	6.2	122	*244	2.9	7.3	71	*146	2.7	4.4	65
U.S.NEWS & WORLD REPORT	3410	874	4.9	25.6	116	*152	3.7	4.5	87	386	4.7	11.3	110	336	6.2	9.9	146
USA TODAY	1759	358	2.0	20.4	92	**61	1.5	3.5	68	*165	2.0	9.4	92	*132	2.4	7.5	111
US	1873	302	1.7	16.1	73	**82	2.0	4.4	86	*152	1.8	8.1	79	**68	1.2	3.6	54
VOGUE	3909	946	5.3	24.2	110	*206	5.0	5.3	103	378	4.6	9.7	94	361	6.6	9.2	137
WALL STREET JOURNAL	1886	617	3.4	32.7	148	**152	3.7	8.1	158	*223	2.7	11.8	115	*242	4.4	12.8	190
WEIGHT WATCHERS	2120	495	2.8	23.3	106	**102	2.5	4.8	94	241	2.9	11.4	111	*152	2.8	7.2	106
WOMAN'S DAY	14172	3449	19.3	24.3	110	709	17.1	5.0	98	1512	18.2	10.7	104	1228	22.5	8.7	129
WORKING MOTHER	1146	248	1.4	21.6	98	**65	1.6	5.7	111	**66	0.8	5.8	56	**116	2.1	10.1	150
WORKING WOMAN	1322	384	2.1	29.0	131	**94	2.3	7.1	139	*183	2.2	13.8	135	**107	2.0	8.1	120
WORLD TENNIS	*163	**50	0.3	30.7	139	**0	0.0	0.0	0	**33	0.4	20.2	198	**17	0.3	10.4	155
ZIFF-DAVIS MAG NETWK (GROSS)	2532	613	3.4	24.2	110	**162	3.9	6.4	125	*245	3.0	9.7	94	*206	3.8	8.1	121
BLAIR INSERTS	43657	10438	58.3	23.9	108	2285	55.2	5.2	102	4766	57.4	10.9	107	3388	62.1	7.8	115
DAILY NEWSPAPERS																	
READ ANY	51633	12199	68.2	23.6	107	2945	71.2	5.7	112	5611	67.6	10.9	106	3643	66.8	7.1	105
READ ONE	43463	10030	56.1	23.1	104	2436	58.9	5.6	110	4646	56.0	10.7	104	2947	54.0	6.8	101
READ TWO OR MORE	8170	2170	12.1	26.6	120	509	12.3	6.2	122	965	11.6	11.8	115	696	12.8	8.5	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12475	69.7	23.7	107	2856	69.0	5.4	106	5677	68.4	10.8	105	3942	72.3	7.5	111
READ ONE	46126	10659	59.6	23.1	105	2432	58.8	5.3	103	4885	58.9	10.6	103	3343	61.3	7.2	108
READ TWO OR MORE	6552	1816	10.2	27.7	125	424	10.2	6.5	127	792	9.5	12.1	118	600	11.0	9.2	136
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.16				24.50				27.63				31.67			
30 DAY REACH	71455	15915	89.0	22.3	101	3702	89.4	5.2	101	7250	87.4	10.1	99	4963	91.0	6.9	103
50 SHWG - 30 DAY AV FREQ	14.56	14.85				12.96				14.63				16.57			
30 DAY REACH	67742	15130	84.6	22.3	101	3509	84.8	5.2	101	6866	82.8	10.1	99	4755	87.2	7.0	104
25 SHWG - 30 DAY AV FREQ	7.94	8.08				7.16				7.85				9.09			
30 DAY REACH	62117	13880	77.6	22.3	101	3161	76.4	5.1	100	6390	77.0	10.3	100	4329	79.4	7.0	103
CABLE TV: HOME WIRED	32077	7907	44.2	24.7	112	1845	44.6	5.8	113	3784	45.6	11.8	115	2278	41.8	7.1	105
HOME NOT WIRED	48909	9984	55.8	20.4	92	2294	55.4	4.7	92	4513	54.4	9.2	90	3178	58.3	6.5	96
HAVE PAY CABLE	15935	4243	23.7	26.6	121	1173	28.3	7.4	144	1804	21.7	11.3	111	1267	23.2	8.0	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DECAFFEINATED GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	17891	100.0	22.1	100	4139	100.0	5.1	100	8297	100.0	10.2	100	5455	100.0	6.7
RADIO AVG. DAILY (M-F) CUME																
6:00 AM - 10:00 AM	43921	9931	55.5	22.6	102	2530	61.1	5.8	113	4365	52.6	9.9	97	3036	55.7	6.9
10:00 AM - 3:00 PM	30659	7120	39.8	23.2	105	1781	43.0	5.8	114	3206	38.6	10.5	102	2134	39.1	7.0
3:00 PM - 7:00 PM	31045	6974	39.0	22.5	102	1652	39.9	5.3	104	3161	38.1	10.2	99	2162	39.6	7.0
7:00 PM - MIDNIGHT	15767	3269	18.3	20.7	94	779	18.8	4.9	97	1355	16.3	8.6	84	1136	20.8	7.2
MIDNIGHT - 6:00 AM	9120	1938	10.8	21.3	96	476	11.5	5.2	102	791	9.5	8.7	85	670	12.3	7.3
6:00 AM - MIDNIGHT	58527	13158	73.5	22.5	102	3188	77.0	5.4	107	5973	72.0	10.2	100	3997	73.3	6.8
ENTIRE DAY	59311	13334	74.5	22.5	102	3246	78.4	5.5	107	6020	72.6	10.1	99	4068	74.6	6.9
AVG DAILY M-F CUME: 6AM-MDNT																
FORMATS: ADULT CONTEMPORARY	16172	3804	21.3	23.5	106	874	21.1	5.4	106	1774	21.4	11.0	107	1156	21.2	7.1
ALL NEWS	2256	471	2.6	20.9	95	*132	3.2	5.9	114	*232	2.8	10.3	100	*107	2.0	4.7
AOR/PROGRESSIVE	3874	857	4.8	22.1	100	**155	3.7	4.0	78	417	5.0	10.8	105	285	5.2	7.4
BEAUTIFUL MUSIC	5660	1306	7.3	23.1	104	294	7.1	5.2	102	578	7.0	10.2	100	434	8.0	7.7
BLACK	2204	367	2.1	16.7	75	**118	2.9	5.4	105	*146	1.8	6.6	65	**103	1.9	4.7
CLASSICAL	1418	390	2.2	27.5	124	**22	0.5	1.6	30	*198	2.4	14.0	136	*170	3.1	12.0
CHR/ROCK	9538	1989	11.1	20.9	94	510	12.3	5.3	105	868	10.5	9.1	89	611	11.2	6.4
COUNTRY	12648	2954	16.5	23.4	106	830	20.1	6.6	128	1278	15.4	10.1	99	845	15.5	6.7
GOLDEN OLDIES	1191	*213	1.2	17.9	81	**55	1.3	4.6	90	**76	0.9	6.4	62	**82	1.5	6.9
MOR/NOSTALGIA	4757	1215	6.8	25.5	116	*301	7.3	6.3	124	630	7.6	13.2	129	284	5.2	6.0
NEWS/TALK	3863	1012	5.7	26.2	119	*224	5.4	5.8	113	409	4.9	10.6	103	379	6.9	9.8
RELIGIOUS	3084	584	3.3	18.9	86	*138	3.3	4.5	88	297	3.6	9.6	94	*150	2.7	4.9
SOFT ROCK	521	**90	0.5	17.3	78	**29	0.7	5.6	109	**35	0.4	6.7	66	**26	0.5	5.0
URBAN CONTEMPORARY	1585	289	1.6	18.2	83	**81	2.0	5.1	100	*150	1.8	9.5	92	**59	1.1	3.7
WIRED NETWORKS:																
ABC CONTEMPORARY	3261	611	3.4	18.7	85	*158	3.8	4.8	95	290	3.5	8.9	87	*162	3.0	5.0
ABC DIRECTION	2316	569	3.2	24.6	111	*169	4.1	7.3	143	301	3.6	13.0	127	*99	1.8	4.3
ABC ENTERTAINMENT	4834	1002	5.6	20.7	94	*258	6.2	5.3	104	439	5.3	9.1	89	305	5.6	6.3
ABC FM	2202	426	2.4	19.3	88	**82	2.0	3.7	73	*222	2.7	10.1	98	**122	2.2	5.5
ABC INFORMATION	5425	1528	8.5	28.2	127	360	8.7	6.6	130	699	8.4	12.9	126	469	8.6	8.6
ABC ROCK	1677	396	2.2	23.6	107	**100	2.4	6.0	117	*170	2.0	10.1	99	**126	2.3	7.5
CBS	4430	955	5.3	21.6	98	*252	6.1	5.7	111	428	5.2	9.7	94	275	5.0	6.2
MUTUAL	4992	1093	6.1	21.9	99	*253	6.1	5.1	99	571	6.9	11.4	112	269	4.9	5.4
NBC	4679	1074	6.0	23.0	104	*322	7.8	6.9	135	536	6.5	11.5	112	*216	4.0	4.6
RADIORADIO	1994	371	2.1	18.6	84	**92	2.2	4.6	90	*187	2.3	9.4	92	**92	1.7	4.6
RKO ONE	2298	447	2.5	19.5	88	**150	3.6	6.5	128	*168	2.0	7.3	71	*130	2.4	5.7
RKO TWO	3311	667	3.7	20.1	91	**132	3.2	4.0	78	321	3.9	9.7	95	*214	3.9	6.5
THE SOURCE	2114	481	2.7	22.8	103	**77	1.9	3.6	71	*267	3.2	12.6	123	**137	2.5	6.5
NON-WIRED : BLAIR	8654	2066	11.5	23.9	108	452	10.9	5.2	102	946	11.4	10.9	107	667	12.2	7.7
INTERNET	12025	2624	14.7	21.8	99	673	16.3	5.6	110	1180	14.2	9.8	96	772	14.2	6.4
KATZ RADIO GROUP	15359	3568	19.9	23.2	105	783	18.9	5.1	100	1719	20.7	11.2	109	1066	19.5	6.9
SUPERNET	10628	2403	13.4	22.6	102	562	13.6	5.3	103	1099	13.2	10.3	101	741	13.6	7.0
TELEVISION AVG. HALF HOUR																
WKDAY 7:00 AM - 9:00 AM	8659	1953	10.9	22.6	102	483	11.7	5.6	109	841	10.1	9.7	95	628	11.5	7.3
WKDAY 9:00 AM - 1:00 PM	12163	2466	13.8	20.3	92	591	14.3	4.9	95	1105	13.3	9.1	89	770	14.1	6.3
WKDAY 1:00 PM - 4:30 PM	16150	3294	18.4	20.4	92	884	21.4	5.5	107	1450	17.5	9.0	88	960	17.6	5.9
WKDAY 4:30 PM - 7:30 PM	22463	4914	27.5	21.9	99	1177	28.4	5.2	103	2259	27.2	10.1	98	1477	27.1	6.6
WKDAY 7:30 PM - 8:00 PM	31795	6905	38.6	21.7	98	1631	39.4	5.1	100	3167	38.2	10.0	97	2107	38.6	6.6
WKDAY 11:00 PM - 11:30 PM	23977	5404	30.2	22.5	102	1407	34.0	5.9	115	2391	28.8	10.0	97	1606	29.4	6.7
WKDAY 11:30 PM - 1:00 AM	7703	1812	10.1	23.5	106	489	11.8	6.3	124	777	9.4	10.1	98	547	10.0	7.1
M-SAT 8-11 PM+SUN 7-11 PM	33800	7605	42.5	22.5	102	1793	43.3	5.3	104	3499	42.2	10.4	101	2313	42.4	6.8
WKDY DAYTIME NTWK 7AM-4:30PM																
ALL MY CHILDREN A	6538	1375	7.7	21.0	95	372	9.0	5.7	111	598	7.2	9.1	89	405	7.4	6.2
ANOTHER WORLD N	4620	966	5.4	20.9	95	320	7.7	6.9	136	362	4.4	7.8	76	284	5.2	6.1
AS THE WORLD TURNS C	5614	1018	5.7	18.1	82	241	5.8	4.3	84	568	6.8	10.1	99	209	3.8	3.7
CAPITOL C	3396	632	3.5	18.6	84	156	3.8	4.6	90	332	4.0	9.8	95	145	2.7	4.3
CBS MORN. NEWS 1 C	1446	337	1.9	23.3	105	*85	2.1	5.9	115	162	2.0	11.2	109	*90	1.6	6.2
CBS MORN. NEWS 2 C	1207	250	1.4	20.7	94	*63	1.5	5.2	102	126	1.5	10.4	102	*62	1.1	5.1
DAYS OF OUR LIVES N	5877	1300	7.3	22.1	100	386	9.3	6.6	129	449	5.4	7.6	75	464	8.5	7.9
FACTS OF LIFE - DAYTIME N	2290	446	2.5	19.5	88	*75	1.8	3.3	64	192	2.3	8.4	82	179	3.3	7.8
FAMILY FEUD A	3023	561	3.1	18.6	84	156	3.8	5.2	101	259	3.1	8.6	84	145	2.7	4.8
GENERAL HOSPITAL A	6097	1305	7.3	21.4	97	324	7.8	5.3	104	596	7.2	9.8	95	385	7.1	6.3
GOOD MORNING, AMERICA-730 A	3515	887	5.0	25.2	114	209	5.0	5.9	116	361	4.4	10.3	100	317	5.8	9.0
GOOD MORNING, AMERICA-830 A	2818	752	4.2	26.7	121	146	3.5	5.2	101	331	4.0	11.7	115	275	5.0	9.8
GUIDING LIGHT C	5339	1029	5.8	19.3	87	285	6.9	5.3	104	484	5.8	9.1	88	260	4.8	4.9
ONE LIFE TO LIVE A	4478	996	5.6	22.2	101	245	5.9	5.5	107	431	5.2	9.6	94	320	5.9	7.1
PRESS YOUR LUCK C	2244	362	2.0	16.1	73	*92	2.2	4.1	80	147	1.8	6.6	64	123	2.3	5.5
PRICE IS RIGHT 1 C	4348	749	4.2	17.2	78	174	4.2	4.0	78	343	4.1	7.9	77	233	4.3	5.4
PRICE IS RIGHT 2 C	5014	827	4.6	16.5	75	201	4.9	4.0	78	355	4.3	7.1	69	271	5.0	5.4
RYAN'S HOPE A	3150	685	3.8	21.7	98	159	3.8	5.0	99	273	3.3	8.7	85	253	4.6	8.0
SALE OF THE CENTURY N	2695	522	2.9	19.4	88	*83	2.0	3.1	60	242	2.9	9.0	88	197	3.6	7.3
SEARCH FOR TOMORROW N	2319	426	2.4	18.4	83	**91	2.2	3.9	77	206	2.5	8.9	87	*129	2.4	5.6
TODAY SHOW 1 N	2693	584	3.3	21.7	98	*126	3.0	4.7	92	274	3.3	10.2	99	184	3.4	6.8
TODAY SHOW 2 N	2498	459	2.6	18.4	83	*95	2.3	3.8	74	205	2.5	8.2	80	160	2.9	6.4
$25,000 PYRAMID C	2753	524	2.9	19.0	86	121	2.9	4.4	86	246	3.0	8.9	87	156	2.9	5.7
WHEEL OF FORTUNE N	4388	848	4.7	19.3	87	226	5.5	5.2	101	354	4.3	8.1	79	268	4.9	6.1
YOUNG AND THE RESTLESS C	5695	979	5.5	17.2	78	341	8.2	6.0	117	407	4.9	7.1	70	231	4.2	4.1
WEEKEND DAYTIME NTWK PRE 6PM																
ABC WIDE WORLD-SPORTS SAT A	1760	465	2.6	26.4	120	*91	2.2	5.2	101	261	3.1	14.8	145	*113	2.1	6.4
NBA PLAYOFF GAME -1 C	1136	255	1.4	22.4	102	**51	1.2	4.5	88	*132	1.6	11.6	113	*72	1.3	6.3
NBC MAJOR LEAGUE PRE-GAME N	953	*206	1.2	21.6	98	**66	1.6	6.9	136	**40	0.5	4.2	41	**100	1.8	10.5
SPORTSWORLD - SUN N	1233	276	1.5	22.4	101	*100	2.4	8.1	159	*127	1.5	10.3	101	**49	0.9	4.0
SUNDAY MORNING C	1611	455	2.5	28.2	128	**116	2.8	7.2	141	220	2.7	13.7	133	*119	2.2	7.4

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DECAFFEINATED GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0327
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	17891	100.0	22.1	100	4139	100.0	5.1	100	8297	100.0	10.2	100	5455	100.0	6.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5757	32.2	22.1	100	1324	32.0	5.1	99	2732	32.9	10.5	102	1701	31.2	6.5	97
NETWORK AFFILIATES - LATE		20261	4665	26.1	23.0	104	1205	29.1	5.9	116	2080	25.1	10.3	100	1380	25.3	6.8	101
INDEPENDENTS - LATE		2076	577	3.2	27.8	126	131	3.2	6.3	123	244	2.9	11.8	115	201	3.7	9.7	144
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2082	11.6	19.9	90	481	11.6	4.6	90	860	10.4	8.2	80	741	13.6	7.1	105
ABC MONDAY NIGHT MOVIE	A	6412	1555	8.7	24.3	110	368	8.9	5.7	112	732	8.8	11.4	111	456	8.4	7.1	106
ABC SUNDAY NIGHT MOVIE	A	12407	2805	15.7	22.6	102	614	14.8	4.9	97	1310	15.8	10.6	103	882	16.2	7.1	106
ABC WORLD NEWS TONIGHT	A	6176	1269	7.1	20.5	93	246	5.9	4.0	78	593	7.1	9.6	94	430	7.9	7.0	103
AFTERMASH	C	5863	1281	7.2	21.8	99	*233	5.6	4.0	78	714	8.6	12.2	119	*333	6.1	5.7	84
ALICE	C	9594	1941	10.8	20.2	92	435	10.5	4.5	89	931	11.2	9.7	95	575	10.5	6.0	89
AMERICAN PARADE	C	6622	1524	8.5	23.0	104	404	9.8	6.1	119	735	8.9	11.1	108	384	7.0	5.8	86
BENSON	A	10886	2358	13.2	21.7	98	445	10.8	4.1	80	1173	14.1	10.8	105	739	13.5	6.8	101
BLUE THUNDER	A	5036	1058	5.9	21.0	95	293	7.1	5.8	114	487	5.9	9.7	94	278	5.1	5.5	82
CAGNEY & LACEY	C	9965	2095	11.7	21.0	95	387	9.4	3.9	76	944	11.4	9.5	92	763	14.0	7.7	114
CBS EVENING NEWS-DEAN	C	3491	855	4.8	24.5	111	*234	5.7	6.7	131	380	4.6	10.9	106	*242	4.4	6.9	103
CBS EVENING NEWS-RATHER	C	7123	1722	9.6	24.2	109	435	10.5	6.1	119	862	10.4	12.1	118	425	7.8	6.0	89
CBS SAT. NEWS-SCHIEFFER	C	3621	955	5.3	26.4	119	240	5.8	6.6	130	394	4.7	10.9	106	320	5.9	8.8	131
CBS SATURDAY NIGHT MOVIE	C	5436	1112	6.2	20.5	93	252	6.1	4.6	91	484	5.8	8.9	87	376	6.9	6.9	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	1234	6.9	20.2	92	188	4.5	3.1	60	655	7.9	10.7	105	391	7.2	6.4	95
CHEERS	N	8889	2065	11.5	23.2	105	407	9.8	4.6	90	1023	12.3	11.5	112	635	11.6	7.1	106
DALLAS	C	22109	5170	28.9	23.4	106	1169	28.2	5.3	103	2440	29.4	11.0	108	1561	28.6	7.1	105
DIFF'RENT STROKES	N	6940	1370	7.7	19.7	89	327	7.9	4.7	92	601	7.2	8.7	85	443	8.1	6.4	95
DOUBLE TROUBLE	N	7223	1644	9.2	22.8	103	500	12.1	6.9	135	832	10.0	11.5	112	312	5.7	4.3	64
DUCK FACTORY	N	5595	1322	7.4	23.6	107	296	7.2	5.3	104	651	7.8	11.6	114	374	6.9	6.7	99
DUKES OF HAZZARD	C	5768	1238	6.9	21.5	97	321	7.8	5.6	109	587	7.1	10.2	99	330	6.0	5.7	85
DYNASTY	A	20053	4232	23.7	21.1	96	959	23.2	4.8	94	1882	22.7	9.4	92	1392	25.5	6.9	103
FACTS OF LIFE	N	8087	1890	10.6	23.4	106	539	13.0	6.7	130	955	11.5	11.8	115	396	7.3	4.9	73
FALCON CREST	C	20046	4518	25.3	22.5	102	1105	26.7	5.5	108	2131	25.7	10.6	104	1282	23.5	6.4	95
FALL GUY	A	9084	1799	10.1	19.8	90	459	11.1	5.1	99	755	9.1	8.3	81	585	10.7	6.4	96
FAMILY TIES	N	7964	1568	8.8	19.7	89	398	9.6	5.0	98	712	8.6	8.9	87	459	8.4	5.8	86
FANTASY ISLAND	A	7687	1794	10.0	23.3	106	515	12.4	6.7	131	748	9.0	9.7	95	531	9.7	6.9	103
FOULUPS,BLEEPS & BLUNDERS	A	8861	1888	10.6	21.3	96	491	11.9	5.5	108	811	9.8	9.2	89	586	10.7	6.6	98
FOUR SEASONS	C	5095	1162	6.5	22.8	103	*133	3.2	2.6	51	715	8.6	14.0	137	*314	5.8	6.2	91
GIMME A BREAK	N	8838	1720	9.6	19.5	88	444	10.7	5.0	98	730	8.8	8.3	81	546	10.0	6.2	92
HART TO HART	A	8978	1981	11.1	22.1	100	548	13.2	6.1	119	798	9.6	8.9	87	636	11.7	7.1	105
HILL STREET BLUES	N	8590	1948	10.9	22.7	103	359	8.7	4.2	82	943	11.4	11.0	107	646	11.8	7.5	112
HOTEL	A	14085	2994	16.7	21.3	96	623	15.1	4.4	87	1262	15.2	9.0	87	1109	20.3	7.9	117
JEFFERSONS	C	9360	1842	10.3	19.7	89	453	10.9	4.8	95	877	10.6	9.4	91	512	9.4	5.5	81
JENNIFER SLEPT HERE	N	5841	1248	7.0	21.4	97	371	9.0	6.4	124	469	5.7	8.0	78	408	7.5	7.0	104
KATE & ALLIE	C	9206	1949	10.9	21.2	96	360	8.7	3.9	77	887	10.7	9.6	94	702	12.9	7.6	113
KNIGHT RIDER	N	7076	1418	7.9	20.0	91	366	8.8	5.2	101	584	7.0	8.3	81	468	8.6	6.6	98
LOVE BOAT	A	12219	2772	15.5	22.7	103	649	15.7	5.3	104	1166	14.1	9.5	93	957	17.5	7.8	116
MAGNUM PI	C	11199	2303	12.9	20.6	93	485	11.7	4.3	85	1118	13.5	10.0	97	699	12.8	6.2	93
MAMA'S FAMILY	N	6057	1431	8.0	23.6	107	394	9.5	6.5	127	721	8.7	11.9	116	317	5.8	5.2	78
MASTER, THE	N	3598	842	4.7	23.4	106	231	5.6	6.4	126	395	4.8	11.0	107	*216	4.0	6.0	89
MATT HOUSTON	A	6344	1448	8.1	22.8	103	377	9.1	5.9	116	610	7.4	9.6	94	462	8.5	7.3	108
NBC MONDAY NIGHT MOVIE	N	11994	2533	14.2	21.1	96	640	15.5	5.3	104	1177	14.2	9.8	96	716	13.1	6.0	89
NBC NIGHTLY NEWS	N	5132	1173	6.6	22.9	103	245	5.9	4.8	93	569	6.9	11.1	108	359	6.6	7.0	104
NBC NIGHTLY NEWS-SAT	N	3375	737	4.1	21.8	99	*238	5.8	7.1	138	246	3.0	7.3	71	*254	4.7	7.5	112
NBC NIGHTLY NEWS-SUN	N	3130	826	4.6	26.4	119	*232	5.6	7.4	145	330	4.0	10.5	103	*264	4.8	8.4	125
NBC SUNDAY NIGHT MOVIE	N	8284	1674	9.4	20.2	91	471	11.4	5.7	111	722	8.7	8.7	85	481	8.8	5.8	86
NEWHART	C	9240	2004	11.2	21.7	98	425	10.3	4.6	90	911	11.0	9.9	96	668	12.2	7.2	107
ONE DAY AT A TIME	C	7288	1572	8.8	21.6	98	413	10.0	5.7	111	712	8.6	9.8	95	448	8.2	6.1	91
PEOPLE ARE FUNNY	N	4855	1159	6.5	23.9	108	*320	7.7	6.6	129	618	7.4	12.7	124	*220	4.0	4.5	67
REAL PEOPLE	N	8869	2064	11.5	23.3	105	508	12.3	5.7	112	998	12.0	11.3	110	557	10.2	6.3	93
REMINGTON STEELE	N	7743	1330	7.4	17.2	78	259	6.3	3.3	65	622	7.5	8.0	78	449	8.2	5.8	86
RIPLEY'S BELIEVE IT - NOT	A	5345	1286	7.2	24.1	109	389	9.4	7.3	142	542	6.5	10.1	99	355	6.5	6.6	99
RIPTIDE	N	6988	1422	7.9	20.3	92	285	6.9	4.1	80	659	7.9	9.4	92	478	8.8	6.8	102
SCARECROW & MRS. KING	C	10002	2095	11.7	20.9	95	462	11.2	4.6	90	924	11.1	9.2	90	709	13.0	7.1	105
SIMON & SIMON	C	10638	2223	12.4	20.9	95	530	12.8	5.0	97	1004	12.1	9.4	92	689	12.6	6.5	96
60 MINUTES	C	13293	3072	17.2	23.1	105	616	14.9	4.6	91	1531	18.5	11.5	112	925	17.0	7.0	103
ST. ELSEWHERE	N	7017	1700	9.5	24.2	110	429	10.4	6.1	120	769	9.3	11.0	107	501	9.2	7.1	106
THREE'S COMPANY	A	10917	2471	13.8	22.6	102	651	15.7	6.0	117	1135	13.7	10.4	101	685	12.6	6.3	93
T.J. HOOKER	A	9204	2119	11.8	23.0	104	493	11.9	5.4	105	938	11.3	10.2	99	688	12.6	7.5	111
TONIGHT SHOW	N	2372	542	3.0	22.8	103	177	4.3	7.5	146	207	2.5	8.7	85	159	2.9	6.7	100
TRAPPER JOHN, M.D.	C	9846	1945	10.9	19.8	89	423	10.2	4.3	84	896	10.8	9.1	89	627	11.5	6.4	95
TV BLOOPERS & PRAC. JOKES	N	9105	2037	11.4	22.4	101	541	13.1	5.9	116	988	11.9	10.9	106	508	9.3	5.6	83
20/20	A	9387	2258	12.6	24.1	109	568	13.7	6.1	118	1061	12.8	11.3	110	629	11.5	6.7	99
WEBSTER	A	11067	2330	13.0	21.1	95	432	10.4	3.9	76	1151	13.9	10.4	102	747	13.7	6.7	100
WORLD NEWS - SUN	A	3062	801	4.5	26.2	118	*165	4.0	5.4	105	450	5.4	14.7	143	*187	3.4	6.1	91
YELLOW ROSE	N	4978	1140	6.4	22.9	104	*223	5.4	4.5	88	618	7.4	12.4	121	299	5.5	6.0	89
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1965	11.0	22.1	100	*471	11.4	5.3	104	1019	12.3	11.5	112	*474	8.7	5.3	79
BASKETBALL - COLLEGE GAMES		4080	1082	6.0	26.5	120	**194	4.7	4.8	93	*515	6.2	12.6	123	*374	6.9	9.2	136
BASKETBALL - PRO GAMES		3607	817	4.6	22.7	103	**193	4.7	5.4	105	*408	4.9	11.3	110	**217	4.0	6.0	89
BOWLING		3883	1127	6.3	29.0	131	*288	7.0	7.4	145	666	8.0	17.2	167	**173	3.2	4.5	66
BOXING		3928	885	4.9	22.5	102	**243	5.9	6.2	121	*401	4.8	10.2	100	**242	4.4	6.2	91
FOOTBALL - COLLEGE GAMES		6366	1726	9.6	27.1	123	*364	8.8	5.7	112	920	11.1	14.5	141	*442	8.1	6.9	103
FOOTBALL - PRO GAMES		11300	2809	15.7	24.9	113	658	15.9	5.8	114	1363	16.4	12.1	118	788	14.4	7.0	104
GOLF		3378	951	5.3	28.2	127	**208	5.0	6.2	120	557	6.7	16.5	161	**187	3.4	5.5	82
POST-SEASON COLL. FOOTBALL		4906	1260	7.0	25.7	116	*431	10.4	8.8	172	*484	5.8	9.9	96	*345	6.3	7.0	104
POST-SEASON PRO FOOTBALL		6120	1632	9.1	26.7	121	*291	7.0	4.8	93	753	9.1	12.3	120	588	10.8	9.6	143
TENNIS		3033	934	5.2	30.8	139	**144	3.5	4.7	93	*496	6.0	16.4	160	*294	5.4	9.7	144
WRESTLING - PROFESSIONAL		3344	762	4.3	22.8	103	*287	6.9	8.6	168	*325	3.9	9.7	95	**151	2.8	4.5	67

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED (REGULAR) GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TEN OR MORE A '000	HEAVY USERS TEN OR MORE B % DOWN	HEAVY USERS TEN OR MORE C % ACROSS	HEAVY USERS TEN OR MORE D INDX	MEDIUM USERS THREE - NINE A '000	MEDIUM USERS THREE - NINE B % DOWN	MEDIUM USERS THREE - NINE C % ACROSS	MEDIUM USERS THREE - NINE D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	41952	100.0	51.8	100	10668	100.0	13.2	100	17897	100.0	22.1	100	13386	100.0	16.5
18 - 24	9282	3652	8.7	39.3	76	670	6.3	7.2	55	1471	8.2	15.8	72	1511	11.3	16.3
25 - 34	19072	9799	23.4	51.4	99	2161	20.3	11.3	86	4129	23.1	21.6	98	3509	26.2	18.4
35 - 44	14591	8136	19.4	55.8	108	2459	23.1	16.9	128	3261	18.2	22.3	101	2416	18.0	16.6
45 - 54	11345	6250	14.9	55.1	106	2010	18.8	17.7	134	2535	14.2	22.3	101	1704	12.7	15.0
55 - 64	11635	6723	16.0	57.8	112	1688	15.8	14.5	110	3238	18.1	27.8	126	1797	13.4	15.4
65 OR OLDER	15061	7392	17.6	49.1	95	1680	15.7	11.2	85	3263	18.2	21.7	98	2449	18.3	16.3
18 - 34	28354	13451	32.1	47.4	92	2831	26.5	10.0	76	5600	31.3	19.8	89	5020	37.5	17.7
18 - 49	48339	24482	58.4	50.6	98	6213	58.2	12.9	98	10018	56.0	20.7	94	8251	61.6	17.1
25 - 54	45008	24184	57.6	53.7	104	6630	62.1	14.7	112	9925	55.5	22.1	100	7629	57.0	17.0
35 - 49	19985	11031	26.3	55.2	107	3382	31.7	16.9	128	4418	24.7	22.1	100	3231	24.1	16.2
50 OR OLDER	32647	17470	41.6	53.5	103	4456	41.8	13.6	104	7879	44.0	24.1	109	5135	38.4	15.7
GRADUATED COLLEGE	11155	6175	14.7	55.4	107	947	8.9	8.5	64	2645	14.8	23.7	107	2583	19.3	23.2
ATTENDED COLLEGE	13682	7581	18.1	55.4	107	1828	17.1	13.4	101	3128	17.5	22.9	103	2625	19.6	19.2
GRADUATED HIGH SCHOOL	33880	17940	42.8	53.0	102	4796	45.0	14.2	107	7861	43.9	23.2	105	5283	39.5	15.6
DID NOT GRADUATE HIGH SCHOOL	22270	10255	24.4	46.0	89	3097	29.0	13.9	106	4263	23.8	19.1	87	2896	21.6	13.0
EMPLOYED	40306	21486	51.2	53.3	103	4689	44.0	11.6	88	9261	51.7	23.0	104	7537	56.3	18.7
EMPLOYED FULL-TIME	32850	17503	41.7	53.3	103	3922	36.8	11.9	91	7766	43.4	23.6	107	5815	43.4	17.7
EMPLOYED PART-TIME	7456	3984	9.5	53.4	103	766	7.2	10.3	78	1495	8.4	20.1	91	1722	12.9	23.1
NOT EMPLOYED	40680	20465	48.8	50.3	97	5980	56.1	14.7	112	8636	48.3	21.2	96	5850	43.7	14.4
PROFESSIONAL/MANAGER	10392	5804	13.8	55.9	108	1257	11.8	12.1	92	2461	13.8	23.7	107	2086	15.6	20.1
TECH/CLERICAL/SALES	17574	9859	23.5	56.1	108	2042	19.1	11.6	88	4242	23.7	24.1	109	3576	26.7	20.3
PRECISION/CRAFT	985	*533	1.3	54.1	104	**82	0.8	8.3	63	**292	1.6	29.6	134	**159	1.2	16.1
OTHER EMPLOYED	11354	5290	12.6	46.6	90	1308	12.3	11.5	87	2266	12.7	20.0	90	1716	12.8	15.1
SINGLE	9863	4186	10.0	42.4	82	764	7.2	7.7	59	1525	8.5	15.5	70	1896	14.2	19.2
MARRIED	51375	28341	67.6	55.2	106	7737	72.5	15.1	114	12439	69.5	24.2	110	8165	61.0	15.9
DIVORCED/SEPARATED/WIDOWED	19748	9425	22.5	47.7	92	2168	20.3	11.0	83	3933	22.0	19.9	90	3325	24.8	16.8
PARENTS	32590	16501	39.3	50.6	98	4659	43.7	14.3	109	6821	38.1	20.9	95	5021	37.5	15.4
WHITE	70416	38689	92.2	54.9	106	9912	92.9	14.1	107	16467	92.0	23.4	106	12311	92.0	17.5
BLACK	8778	2560	6.1	29.2	56	548	5.1	6.2	47	1106	6.2	12.6	57	907	6.8	10.3
OTHER	1791	*702	1.7	39.2	76	**209	2.0	11.7	89	**325	1.8	18.1	82	**169	1.3	9.4
NORTHEAST-CENSUS	17786	9854	23.5	55.4	107	2199	20.6	12.4	94	3517	19.7	19.8	89	4137	30.9	23.3
NORTH CENTRAL	20741	11657	27.8	56.2	108	3268	30.6	15.8	120	5197	29.0	25.1	113	3192	23.8	15.4
SOUTH	27775	12866	30.7	46.3	89	3176	29.8	11.4	87	5882	32.9	21.2	96	3809	28.5	13.7
WEST	14683	7575	18.1	51.6	100	2026	19.0	13.8	105	3301	18.4	22.5	102	2248	16.8	15.3
NORTHEAST-MKTG.	17961	9655	23.0	53.8	104	2045	19.2	11.4	86	3526	19.7	19.6	89	4084	30.5	22.7
EAST CENTRAL	11885	5831	13.9	49.1	95	1795	16.8	15.1	115	2526	14.1	21.3	96	1510	11.3	12.7
WEST CENTRAL	14090	8674	20.7	61.6	119	2427	22.8	17.2	131	3872	21.6	27.5	124	2376	17.7	16.9
SOUTH	24081	11341	27.0	47.1	91	2830	26.5	11.8	89	5160	28.8	21.4	97	3351	25.0	13.9
PACIFIC	12969	6451	15.4	49.7	96	1572	14.7	12.1	92	2813	15.7	21.7	98	2066	15.4	15.9
COUNTY SIZE A	32439	16593	39.6	51.2	99	4154	38.9	12.8	97	6876	38.4	21.2	96	5563	41.6	17.1
COUNTY SIZE B	24915	13070	31.2	52.5	101	3293	30.9	13.2	100	5399	30.2	21.7	98	4378	32.7	17.6
COUNTY SIZE C	12930	7029	16.8	54.4	105	1799	16.9	13.9	106	3322	18.6	25.7	116	1908	14.3	14.8
COUNTY SIZE D	10703	5260	12.5	49.1	95	1422	13.3	13.3	101	2300	12.9	21.5	97	1537	11.5	14.4
METRO CENTRAL CITY	24518	11757	28.0	48.0	93	2636	24.7	10.8	82	4804	26.8	19.6	89	4316	32.2	17.6
METRO SUBURBAN	35919	19653	46.8	54.7	106	5151	48.3	14.3	109	8381	46.8	23.3	106	6121	45.7	17.0
NON METRO	20549	10542	25.1	51.3	99	2881	27.0	14.0	106	4712	26.3	22.9	104	2950	22.0	14.4
TOP 5 ADI'S	18341	9421	22.5	51.4	99	1846	17.3	10.1	76	3986	22.3	21.7	98	3588	26.8	19.6
TOP 10 ADI'S	25378	13034	31.1	51.4	99	2748	25.8	10.8	82	5613	31.4	22.1	100	4673	34.9	18.4
TOP 20 ADI'S	36488	19113	45.6	52.4	101	4488	42.1	12.3	93	8065	45.1	22.1	100	6560	49.0	18.0
HSHLD INC. $50,000 OR MORE	6612	4298	10.2	65.0	125	1020	9.6	15.4	117	1903	10.6	28.8	130	1376	10.3	20.8
$40,000 OR MORE	12659	7711	18.4	60.9	118	1832	17.2	14.5	110	3347	18.7	26.4	120	2531	18.9	20.0
$30,000 OR MORE	24698	14905	35.5	60.3	117	3587	33.6	14.5	110	6599	36.9	26.7	121	4719	35.3	19.1
$25,000 OR MORE	32077	19236	45.9	60.0	116	4746	44.5	14.8	112	8345	46.6	26.0	118	6145	45.9	19.2
$20,000 - $24,999	9144	4673	11.1	51.1	99	1365	12.8	14.9	113	1810	10.1	19.8	90	1498	11.2	16.4
$15,000 - $19,999	8728	4264	10.2	48.9	94	1152	10.8	13.2	100	1822	10.2	20.9	94	1291	9.6	14.8
$10,000 - $14,999	12562	6264	14.9	49.9	96	1523	14.3	12.1	92	2756	15.4	21.9	99	1985	14.8	15.8
UNDER $10,000	18475	7514	17.9	40.7	79	1882	17.6	10.2	77	3164	17.7	17.1	77	2468	18.4	13.4
HOUSEHOLD OF 1 PERSON	11987	5480	13.1	45.7	88	953	8.9	8.0	60	2310	12.9	19.3	87	2216	16.6	18.5
2 PEOPLE	26577	14066	33.5	52.9	102	3010	28.2	11.3	86	6355	35.5	23.9	108	4701	35.1	17.7
3 OR 4 PEOPLE	30617	16437	39.2	53.7	104	4593	43.1	15.0	114	6856	38.3	22.4	101	4987	37.3	16.3
5 OR MORE PEOPLE	11804	5970	14.2	50.6	98	2112	19.8	17.9	136	2376	13.3	20.1	91	1482	11.1	12.6
NO CHILD IN HSHLD	46165	24401	58.2	52.9	102	5717	53.6	12.4	94	10641	59.5	23.0	104	8044	60.1	17.4
CHILD(REN) UNDER 2 YRS	5325	2169	5.2	40.7	79	*638	6.0	12.0	91	775	4.3	14.6	66	756	5.6	14.2
2 - 5 YEARS	14221	6891	16.4	48.5	94	1853	17.4	13.0	99	2756	15.4	19.4	88	2281	17.0	16.0
6 - 11 YEARS	15117	7794	18.6	51.6	100	2205	20.7	14.6	111	3202	17.9	21.2	96	2387	17.8	15.8
12 - 17 YEARS	16611	8764	20.9	52.8	102	2842	26.6	17.1	130	3547	19.8	21.4	97	2375	17.7	14.3
RESIDENCE OWNED	55884	30750	73.3	55.0	106	8459	79.3	15.1	115	13080	73.1	23.4	106	9211	68.8	16.5
VALUE: $50,000 OR MORE	31744	18586	44.3	58.5	113	4714	44.2	14.9	113	8027	44.9	25.3	114	5846	43.7	18.4
VALUE: UNDER $50,000	24140	12164	29.0	50.4	97	3746	35.1	15.5	118	5053	28.2	20.9	95	3366	25.1	13.9

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAFFEINATED (REGULAR) GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0329
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TEN OR MORE A '000	HEAVY USERS TEN OR MORE B % DOWN	HEAVY USERS TEN OR MORE C % ACROSS	HEAVY USERS TEN OR MORE D INDX	MEDIUM USERS THREE - NINE A '000	MEDIUM USERS THREE - NINE B % DOWN	MEDIUM USERS THREE - NINE C % ACROSS	MEDIUM USERS THREE - NINE D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	41952	100.0	51.8	100	10668	100.0	13.2	100	17897	100.0	22.1	100	13386	100.0	16.5	100
MAGAZINES	QUINTILE 1	15799	9105	21.7	57.6	111	2286	21.4	14.5	110	4007	22.4	25.4	115	2812	21.0	17.8	108
	QUINTILE 2	17259	9611	22.9	55.7	108	2293	21.5	13.3	101	4221	23.6	24.5	111	3097	23.1	17.9	109
	QUINTILE 3	13545	6930	16.5	51.2	99	1853	17.4	13.7	104	2605	14.6	19.2	87	2472	18.5	18.3	110
	QUINTILE 4	15133	7511	17.9	49.6	96	2031	19.0	13.4	102	3204	17.9	21.2	96	2276	17.0	15.0	91
	QUINTILE 5	19250	8796	21.0	45.7	88	2205	20.7	11.5	87	3861	21.6	20.1	91	2729	20.4	14.2	86
NEWSPAPERS	QUINTILE 1	12413	7026	16.7	56.6	109	1821	17.1	14.7	111	3114	17.4	25.1	114	2092	15.6	16.9	102
	QUINTILE 2	24116	13274	31.6	55.0	106	3067	28.7	12.7	97	5837	32.6	24.2	110	4370	32.6	18.1	110
	QUINTILE 3	11261	5927	14.1	52.6	102	1486	13.9	13.2	100	2514	14.0	22.3	101	1927	14.4	17.1	104
	QUINTILE 4	20255	10102	24.1	49.9	96	2723	25.5	13.4	102	4106	22.9	20.3	92	3273	24.5	16.2	98
	QUINTILE 5	12940	5623	13.4	43.5	84	1571	14.7	12.1	92	2327	13.0	18.0	81	1725	12.9	13.3	81
OUTDOOR	QUINTILE 1	14852	7995	19.1	53.8	104	1931	18.1	13.0	99	3485	19.5	23.5	106	2579	19.3	17.4	105
	QUINTILE 2	15725	8422	20.1	53.6	103	2063	19.3	13.1	100	3562	19.9	22.7	103	2797	20.9	17.8	108
	QUINTILE 3	16330	8309	19.8	50.9	98	2166	20.3	13.3	101	3571	20.0	21.9	99	2573	19.2	15.8	95
	QUINTILE 4	16744	8671	20.7	51.8	100	2300	21.6	13.7	104	3557	19.9	21.2	96	2815	21.0	16.8	102
	QUINTILE 5	17334	8554	20.4	49.3	95	2209	20.7	12.7	97	3723	20.8	21.5	97	2622	19.6	15.1	92
RADIO-DRIVE TIME	QUINTILE 1	15911	8523	20.3	53.6	103	2237	21.0	14.1	107	3561	19.9	22.4	101	2724	20.3	17.1	104
	QUINTILE 2	14837	8097	19.3	54.6	105	2079	19.5	14.0	106	3315	18.5	22.3	101	2704	20.2	18.2	110
	QUINTILE 3	15339	8020	19.1	52.3	101	2001	18.8	13.0	99	3288	18.4	21.4	97	2732	20.4	17.8	108
	QUINTILE 4	16723	8189	19.5	49.0	95	1973	18.5	11.8	90	3564	19.9	21.3	96	2653	19.8	15.9	96
	QUINTILE 5	18176	9123	21.7	50.2	97	2379	22.3	13.1	99	4170	23.3	22.9	104	2574	19.2	14.2	86
RADIO-MID-DAY	TERCILE 1	21020	11173	26.6	53.2	103	2794	26.2	13.3	101	4729	26.4	22.5	102	3650	27.3	17.4	105
	TERCILE 2	21610	11250	26.8	52.1	100	2913	27.3	13.5	102	4940	27.6	22.9	103	3397	25.4	15.7	95
	TERCILE 3	38355	19529	46.6	50.9	98	4961	46.5	12.9	98	8228	46.0	21.5	97	6340	47.4	16.5	100
RADIO-TOTAL	QUINTILE 1	15988	8460	20.2	52.9	102	2238	21.0	14.0	106	3422	19.1	21.4	97	2800	20.9	17.5	106
	QUINTILE 2	15626	8298	19.8	53.1	103	2003	18.8	12.8	97	3534	19.7	22.6	102	2761	20.6	17.7	107
	QUINTILE 3	16723	9258	22.1	55.4	107	2378	22.3	14.2	108	4018	22.5	24.0	109	2862	21.4	17.1	104
	QUINTILE 4	16342	8117	19.3	49.7	96	1968	18.4	12.0	91	3440	19.2	21.1	95	2709	20.2	16.6	100
	QUINTILE 5	16306	7818	18.6	47.9	93	2082	19.5	12.8	97	3483	19.5	21.4	97	2253	16.8	13.8	84
TV-PRIME TIME	QUINTILE 1	15953	8428	20.1	52.8	102	2299	21.6	14.4	109	3628	20.3	22.7	103	2502	18.7	15.7	95
	QUINTILE 2	16137	8681	20.7	53.8	104	1959	18.4	12.1	92	3807	21.3	23.6	107	2915	21.8	18.1	109
	QUINTILE 3	16420	8404	20.0	51.2	99	1911	17.9	11.6	88	3661	20.5	22.3	101	2833	21.2	17.3	104
	QUINTILE 4	16687	8215	19.6	49.2	95	2229	20.9	13.4	101	3487	19.5	20.9	95	2499	18.7	15.0	91
	QUINTILE 5	15789	8224	19.6	52.1	101	2271	21.3	14.4	109	3315	18.5	21.0	95	2638	19.7	16.7	101
TV-DAYTIME	TERCILE 1	27736	13725	32.7	49.5	96	3774	35.4	13.6	103	5675	31.7	20.5	93	4276	31.9	15.4	93
	TERCILE 2	26489	13969	33.3	52.7	102	3238	30.4	12.2	93	6234	34.8	23.5	106	4497	33.6	17.0	103
	TERCILE 3	26761	14258	34.0	53.3	103	3656	34.3	13.7	104	5989	33.5	22.4	101	4613	34.5	17.2	104
TV-TOTAL	QUINTILE 1	16345	8063	19.2	49.3	95	2245	21.0	13.7	104	3176	17.7	19.4	88	2643	19.7	16.2	98
	QUINTILE 2	16447	8801	21.0	53.5	103	2315	21.7	14.1	107	3907	21.8	23.8	107	2579	19.3	15.7	95
	QUINTILE 3	15980	8585	20.5	53.7	104	1891	17.7	11.8	90	3839	21.5	24.0	109	2855	21.3	17.9	108
	QUINTILE 4	15887	7868	18.8	49.5	96	1899	17.8	12.0	91	3395	19.0	21.4	97	2574	19.2	16.2	98
	QUINTILE 5	16326	8636	20.6	52.9	102	2319	21.7	14.2	108	3581	20.0	21.9	99	2736	20.4	16.8	101
MAGAZINES-NEWSPAPERS: DUAL		20721	11748	28.0	56.7	109	2814	26.4	13.6	103	5223	29.2	25.2	114	3712	27.7	17.9	108
MAGAZINE IMPERATIVE		19186	10149	24.2	52.9	102	2528	23.7	13.2	100	4301	24.0	22.4	101	3320	24.8	17.3	105
NEWSPAPER IMPERATIVE		21899	11478	27.4	52.4	101	2946	27.6	13.5	102	4915	27.5	22.4	102	3617	27.0	16.5	100
MAGAZINES-OUTDOOR: DUAL		15451	8755	20.9	56.7	109	2211	20.7	14.3	109	3835	21.4	24.8	112	2710	20.2	17.5	106
MAGAZINE IMPERATIVE		25953	14188	33.8	54.7	106	3570	33.5	13.8	104	5910	33.0	22.8	103	4708	35.2	18.1	110
OUTDOOR IMPERATIVE		24400	12022	28.7	49.3	95	2955	27.7	12.1	92	5045	28.2	20.7	94	4022	30.0	16.5	100
MAGAZINES-RADIO: DUAL		18049	10014	23.9	55.5	107	2569	24.1	14.2	108	4318	24.1	23.9	108	3128	23.4	17.3	105
MAGAZINE IMPERATIVE		23571	13019	31.0	55.2	107	3164	29.7	13.4	102	5767	32.2	24.5	111	4088	30.5	17.3	105
RADIO IMPERATIVE		23278	11706	27.9	50.3	97	2977	27.9	12.8	97	4842	27.1	20.8	94	3888	29.0	16.7	101
MAGAZINES-TELEVISION: DUAL		15459	8544	20.4	55.3	107	2079	19.5	13.4	102	3632	20.3	23.5	106	2834	21.2	18.3	111
MAGAZINE IMPERATIVE		25829	14330	34.2	55.5	107	3434	32.2	13.3	101	6134	34.3	23.7	107	4763	35.6	18.4	112
TELEVISION IMPERATIVE		26039	12732	30.3	48.9	94	3445	32.3	13.2	100	5397	30.2	20.7	94	3890	29.1	14.9	90
NEWSPAPERS-OUTDOOR: DUAL		16605	9292	22.1	56.0	108	2185	20.5	13.2	100	4274	23.9	25.7	116	2833	21.2	17.1	103
NEWSPAPER IMPERATIVE		26834	14531	34.6	54.2	105	3608	33.8	13.4	102	6301	35.2	23.5	106	4622	34.5	17.2	104
OUTDOOR IMPERATIVE		23346	11418	27.2	48.9	94	2994	28.1	12.8	97	4615	25.8	19.8	89	3809	28.5	16.3	99
NEWSPAPERS-RADIO: DUAL		17133	9934	23.7	58.0	112	2535	23.8	14.8	112	4170	23.3	24.3	110	3229	24.1	18.8	114
NEWSPAPER IMPERATIVE		25892	13836	33.0	53.4	103	3337	31.3	12.9	98	6203	34.7	24.0	108	4296	32.1	16.6	100
RADIO IMPERATIVE		23167	11356	27.1	49.0	95	2973	27.9	12.8	97	4735	26.5	20.4	92	3647	27.2	15.7	95
NEWSPAPERS-TELEVISION: DUAL		17159	9703	23.1	56.5	109	2530	23.7	14.7	112	4110	23.0	24.0	108	3063	22.9	17.9	108
NEWSPAPER IMPERATIVE		26214	14238	33.9	54.3	105	3226	30.2	12.3	93	6412	35.8	24.5	111	4600	34.4	17.5	106
TELEVISION IMPERATIVE		23412	10998	26.2	47.0	91	2833	26.6	12.1	92	4599	25.7	19.6	89	3566	26.6	15.2	92
OUTDOOR-RADIO: DUAL		15303	8443	20.1	55.2	107	2244	21.0	14.7	111	3538	19.8	23.1	105	2661	19.9	17.4	105
OUTDOOR IMPERATIVE		24901	12927	30.8	51.9	100	3147	29.5	12.6	96	5623	31.4	22.6	102	4157	31.1	16.7	101
RADIO IMPERATIVE		26492	13884	33.1	52.4	101	3540	33.2	13.4	101	5903	33.0	22.3	101	4441	33.2	16.8	101
OUTDOOR-TELEVISION: DUAL		14794	7865	18.7	53.2	103	2111	19.8	14.3	108	3428	19.2	23.2	105	2327	17.4	15.7	95
OUTDOOR IMPERATIVE		25437	13548	32.3	53.3	103	3067	28.7	12.1	92	5916	33.1	23.3	105	4565	34.1	17.9	109
TELEVISION IMPERATIVE		27877	14170	33.8	50.8	98	3789	35.5	13.6	103	5840	32.6	20.9	95	4540	33.9	16.3	99
RADIO-TELEVISION: DUAL		15996	8691	20.7	54.3	105	2003	18.8	12.5	95	3690	20.6	23.1	104	2999	22.4	18.7	113
RADIO IMPERATIVE		25478	13478	32.1	52.9	102	3341	31.3	13.1	100	5837	32.6	22.9	104	4299	32.1	16.9	102
TELEVISION IMPERATIVE		26573	13348	31.8	50.2	97	3526	33.1	13.3	101	5726	32.0	21.5	98	4097	30.6	15.4	93

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CAFFEINATED (REGULAR) GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0330
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TEN OR MORE A '000	HEAVY USERS TEN OR MORE B % DOWN	HEAVY USERS TEN OR MORE C % ACROSS	HEAVY USERS TEN OR MORE D INDX	MEDIUM USERS THREE - NINE A '000	MEDIUM USERS THREE - NINE B % DOWN	MEDIUM USERS THREE - NINE C % ACROSS	MEDIUM USERS THREE - NINE D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	41952	100.0	51.8	100	10668	100.0	13.2	100	17897	100.0	22.1	100	13386	100.0	16.5	100
ATLANTIC MONTHLY	415	*202	0.5	48.7	94	**24	0.2	5.8	44	**79	0.4	19.0	86	*99	0.7	23.9	144
BARRON'S	453	*269	0.6	59.4	115	**22	0.2	4.9	37	*165	0.9	36.4	165	**82	0.6	18.1	110
BETTER HOMES & GARDENS	16256	9383	22.4	57.7	111	2461	23.1	15.1	115	3995	22.3	24.6	111	2926	21.9	18.0	109
BON APPETIT	2535	1525	3.6	60.2	116	*236	2.2	9.3	71	746	4.2	29.4	133	543	4.1	21.4	130
BUSINESS WEEK	1278	638	1.5	49.9	96	**147	1.4	11.5	87	*226	1.3	17.7	80	264	2.0	20.7	125
CAR AND DRIVER	378	*175	0.4	46.3	89	**30	0.3	7.9	60	**90	0.5	23.8	108	**55	0.4	14.6	88
CBS MAGAZINE NETWORK (GROSS)	1498	821	2.0	54.8	106	*247	2.3	16.5	125	310	1.7	20.7	94	264	2.0	17.6	107
CHANGING TIMES	1505	868	2.1	57.7	111	*183	1.7	12.2	92	418	2.3	27.8	126	267	2.0	17.7	107
COLONIAL HOMES	1231	642	1.5	52.2	101	*120	1.1	9.7	74	257	1.4	20.9	94	*265	2.0	21.5	130
CONDE NAST MAG. PKG. (GROSS)	14146	7457	17.8	52.7	102	1696	15.9	12.0	91	3300	18.4	23.3	106	2461	18.4	17.4	105
CONSUMERS DIGEST	1323	747	1.8	56.5	109	*202	1.9	15.3	116	405	2.3	30.6	139	*139	1.0	10.5	64
COSMOPOLITAN	7102	3656	8.7	51.5	99	803	7.5	11.3	86	1532	8.6	21.6	98	1321	9.9	18.6	113
COUNTRY LIVING	2481	1576	3.8	63.5	123	420	3.9	16.9	129	674	3.8	27.2	123	482	3.6	19.4	118
CUISINE	1472	871	2.1	59.2	114	*234	2.2	15.9	121	390	2.2	26.5	120	247	1.8	16.8	102
CYCLE WORLD	425	*258	0.6	60.7	117	**95	0.9	22.4	170	**119	0.7	28.0	127	**45	0.3	10.6	64
DCI:CREATIVE IDEAS FOR LIV	2510	1319	3.1	52.5	101	410	3.8	16.3	124	626	3.5	24.9	113	283	2.1	11.3	68
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3661	8.7	54.7	106	905	8.5	13.5	103	1809	10.1	27.0	122	946	7.1	14.1	85
DISCOVER	894	504	1.2	56.4	109	**95	0.9	10.6	81	*190	1.1	21.3	96	*219	1.6	24.5	148
EBONY	3507	1110	2.6	31.7	61	230	2.2	6.6	50	447	2.5	12.7	58	434	3.2	12.4	75
ESQUIRE	1083	456	1.1	42.1	81	**62	0.6	5.7	43	*228	1.3	21.1	95	*166	1.2	15.3	93
ESSENCE	1830	502	1.2	27.4	53	*117	1.1	6.4	49	*209	1.2	11.4	52	176	1.3	9.6	58
FAMILY CIRCLE	15930	9246	22.0	58.0	112	2380	22.3	14.9	113	3853	21.5	24.2	109	3014	22.5	18.9	114
THE FAMILY HANDYMAN	1126	703	1.7	62.4	121	*244	2.3	21.7	165	270	1.5	24.0	109	*189	1.4	16.8	102
FAMILY WEEKLY	11468	6167	14.7	53.8	104	1578	14.8	13.8	104	2864	16.0	25.0	113	1725	12.9	15.0	91
FIELD & STREAM	2234	1150	2.7	51.5	99	*311	2.9	13.9	106	597	3.3	26.7	121	*242	1.8	10.8	66
FOOD & WINE	579	312	0.7	53.9	104	**64	0.6	11.1	84	*130	0.7	22.5	102	*118	0.9	20.4	123
FORBES	728	470	1.1	64.6	125	**93	0.9	12.8	97	*213	1.2	29.3	132	*163	1.2	22.4	135
FORTUNE	906	510	1.2	56.3	109	**63	0.6	7.0	53	*224	1.3	24.7	112	*222	1.7	24.5	148
GENTLEMEN'S QUARTERLY	791	354	0.8	44.8	86	**36	0.3	4.6	35	*153	0.9	19.3	88	*165	1.2	20.9	126
GLAMOUR	5265	2702	6.4	51.3	99	592	5.5	11.2	85	1258	7.0	23.9	108	852	6.4	16.2	98
GOLF DIGEST	636	409	1.0	64.3	124	**43	0.4	6.8	51	*226	1.3	35.5	161	**140	1.0	22.0	133
GOLF DIGEST/TENNIS (GROSS)	1186	696	1.7	58.7	113	**112	1.0	9.4	72	378	2.1	31.9	144	*206	1.5	17.4	105
GOLF MAGAZINE	441	*317	0.8	71.9	139	**61	0.6	13.8	105	**90	0.5	20.4	92	**167	1.2	37.9	229
GOLF MAGAZINE/SKI (GROSS)	922	453	1.1	49.1	95	**69	0.6	7.5	57	*165	0.9	17.9	81	*220	1.6	23.9	144
GOOD HOUSEKEEPING	16487	9259	22.1	56.2	108	2418	22.7	14.7	111	4057	22.7	24.6	111	2784	20.8	16.9	102
HARPER'S BAZAAR	2423	1404	3.3	57.9	112	*331	3.1	13.7	104	528	3.0	21.8	99	545	4.1	22.5	136
HEALTH	1994	1049	2.5	52.6	102	*333	3.1	16.7	127	421	2.4	21.1	96	296	2.2	14.8	90
HEARST MAG CORP. BUY (GROSS)	44101	24838	59.2	56.3	109	6165	57.8	14.0	106	10727	59.9	24.3	110	7946	59.4	18.0	109
HEARST MAN POWER (GROSS)	1993	1203	2.9	60.4	117	305	2.9	15.3	116	567	3.2	28.4	129	330	2.5	16.6	100
HEARST WOMAN POWER (GROSS)	31274	17392	41.5	55.6	107	4376	41.0	14.0	106	7557	42.2	24.2	109	5459	40.8	17.5	106
HOUSE BEAUTIFUL	3623	2043	4.9	56.4	109	474	4.4	13.1	99	887	5.0	24.5	111	682	5.1	18.8	114
INC.	283	*175	0.4	61.8	119	**66	0.6	23.3	177	**79	0.4	27.9	126	**30	0.2	10.6	64
JET	2928	808	1.9	27.6	53	*176	1.6	6.0	46	344	1.9	11.7	53	288	2.2	9.8	60
LADIES' HOME JOURNAL	11918	6861	16.4	57.6	111	1786	16.7	15.0	114	3080	17.2	25.8	117	1996	14.9	16.7	101
LHJ FAMILY GRP COMBO(GROSS)	16764	9495	22.6	56.6	109	2609	24.5	15.6	118	4208	23.5	25.1	114	2678	20.0	16.0	97
LIFE	4254	2287	5.5	53.8	104	469	4.4	11.0	84	1031	5.8	24.2	110	787	5.9	18.5	112
L.A. TIMES HOME MAGAZINE	1145	628	1.5	54.8	106	*133	1.2	11.6	88	*300	1.7	26.2	119	*195	1.5	17.0	103
MADEMOISELLE	2884	1551	3.7	53.8	104	346	3.2	12.0	91	658	3.7	22.8	103	547	4.1	19.0	115
MC CALL'S	13460	7772	18.5	57.7	111	2031	19.0	15.1	115	3519	19.7	26.1	118	2222	16.6	16.5	100
MC CALL'S/WRK MOTHER (GROSS)	14606	8395	20.0	57.5	111	2158	20.2	14.8	112	3736	20.9	25.6	116	2501	18.7	17.1	104
MECHANIX ILLUSTRATED	772	409	1.0	53.0	102	**162	1.5	21.0	159	**137	0.8	17.7	80	**110	0.8	14.2	86
METROPOLITAN HOME	967	591	1.4	61.1	118	**117	1.1	12.1	92	262	1.5	27.1	123	213	1.6	22.0	133
MONEY	1588	865	2.1	54.5	105	*214	2.0	13.5	102	357	2.0	22.5	102	295	2.2	18.6	112
MOTHER EARTH NEWS	1002	651	1.6	65.0	125	*124	1.2	12.4	94	333	1.9	33.2	150	*194	1.4	19.4	117
MS.	825	449	1.1	54.4	105	**96	0.9	11.6	88	*216	1.2	26.2	118	*138	1.0	16.7	101
NATIONAL ENQUIRER	10336	5276	12.6	51.0	99	1613	15.1	15.6	118	2281	12.7	22.1	100	1382	10.3	13.4	81
NATIONAL GEOGRAPHIC	9597	5568	13.3	58.0	112	1014	9.5	10.6	80	2508	14.0	26.1	118	2046	15.3	21.3	129
NATIONAL SUNDAY MAGAZINE PKG	49558	27077	64.5	54.6	105	6516	61.1	13.1	100	11859	66.3	23.9	108	8702	65.0	17.6	106
NATURAL HISTORY	573	319	0.8	55.7	107	**84	0.8	14.7	111	**102	0.6	17.8	81	*133	1.0	23.2	140
NEW WOMAN	1699	950	2.3	55.9	108	*136	1.3	8.0	61	429	2.4	25.3	114	385	2.9	22.7	137
NEW YORK INCLUDING CUE	443	251	0.6	56.7	109	**52	0.5	11.7	89	*79	0.4	17.8	81	*120	0.9	27.1	164
THE NEW YORKER	1270	793	1.9	62.4	121	**111	1.0	8.7	66	329	1.8	25.9	117	354	2.6	27.9	169
NEWSWEEK	6277	3731	8.9	59.4	115	827	7.8	13.2	100	1554	8.7	24.8	112	1350	10.1	21.5	130
THE N.Y. TIMES DAILY EDITION	1205	709	1.7	58.8	114	**97	0.9	8.0	61	256	1.4	21.2	96	356	2.7	29.5	179
THE N.Y. TIMES MAGAZINE	2081	1177	2.8	56.6	109	*204	1.9	9.8	74	462	2.6	22.2	100	511	3.8	24.6	149
OMNI	788	404	1.0	51.3	99	**73	0.7	9.3	70	*124	0.7	15.7	71	*207	1.5	26.3	159
ON CABLE	1158	663	1.6	57.3	111	**174	1.6	15.0	114	*300	1.7	25.9	117	*188	1.4	16.2	98
1001 HOME IDEAS	2852	1585	3.8	55.6	107	491	4.6	17.2	131	708	4.0	24.8	112	387	2.9	13.6	82
ORGANIC GARDENING	1658	1068	2.5	64.4	124	*309	2.9	18.6	141	502	2.8	30.3	137	257	1.9	15.5	94
OUTDOOR LIFE	896	540	1.3	60.3	116	**124	1.2	13.8	105	316	1.8	35.3	160	**100	0.7	11.2	68
PARADE MAGAZINE	24275	13356	31.8	55.0	106	3196	30.0	13.2	100	5866	32.8	24.2	109	4293	32.1	17.7	107

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CAFFEINATED (REGULAR) GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0331
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TEN OR MORE A '000	HEAVY USERS TEN OR MORE B % DOWN	HEAVY USERS TEN OR MORE C % ACROSS	HEAVY USERS TEN OR MORE D INDX	MEDIUM USERS THREE - NINE A '000	MEDIUM USERS THREE - NINE B % DOWN	MEDIUM USERS THREE - NINE C % ACROSS	MEDIUM USERS THREE - NINE D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80736	41952	100.0	51.8	100	10668	100.0	13.2	100	17897	100.0	22.1	100	13386	100.0	16.5	100
PARENTS	3845	2139	5.1	55.6	107	481	4.5	12.5	95	787	4.4	20.5	93	872	6.5	22.7	137
PENTHOUSE	831	311	0.7	37.4	72	**54	0.5	6.5	49	**130	0.7	15.6	71	**127	0.9	15.3	92
PEOPLE	11645	6208	14.8	53.3	103	1633	15.3	14.0	106	2555	14.3	21.9	99	2020	15.1	17.3	105
PLAYBOY	2006	1070	2.6	53.3	103	*267	2.5	13.3	101	365	2.0	18.2	82	438	3.3	21.8	132
POPULAR HOT RODDING	297	*143	0.3	48.1	93	**37	0.3	12.5	95	**62	0.3	20.9	94	**43	0.3	14.5	88
POPULAR MECHANICS	1018	676	1.6	66.4	128	**185	1.7	18.2	138	*316	1.8	31.0	140	*175	1.3	17.2	104
POPULAR SCIENCE	878	454	1.1	51.7	100	**123	1.2	14.0	106	*223	1.2	25.4	115	**108	0.8	12.3	74
PREVENTION	3913	2217	5.3	56.7	109	496	4.6	12.7	96	1027	5.7	26.2	119	694	5.2	17.7	107
PSYCHOLOGY TODAY	1710	997	2.4	58.3	113	*247	2.3	14.4	110	376	2.1	22.0	99	374	2.8	21.9	132
READER'S DIGEST	22204	12659	30.2	57.0	110	3428	32.1	15.4	117	5529	30.9	24.9	113	3702	27.7	16.7	101
REDBOOK	7684	4477	10.7	58.3	112	1155	10.8	15.0	114	1968	11.0	25.6	116	1354	10.1	17.6	107
ROAD & TRACK	410	*240	0.6	58.5	113	**54	0.5	13.2	100	**60	0.3	14.6	66	**125	0.9	30.5	184
ROLLING STONE	969	594	1.4	61.3	118	*148	1.4	15.3	116	*206	1.2	21.3	96	*241	1.8	24.9	150
RUNNER'S WORLD	298	*136	0.3	45.6	88	**19	0.2	6.4	48	**48	0.3	16.1	73	**70	0.5	23.5	142
SATURDAY EVENING POST	1169	657	1.6	56.2	108	*125	1.2	10.7	81	323	1.8	27.6	125	*209	1.6	17.9	108
SCIENCE 84	587	312	0.7	53.2	103	**34	0.3	5.8	44	*164	0.9	27.9	126	**114	0.9	19.4	117
SCIENCE DIGEST	482	267	0.6	55.4	107	**47	0.4	9.8	74	**129	0.7	26.8	121	**91	0.7	18.9	114
SCIENTIFIC AMERICAN	594	375	0.9	63.1	122	**60	0.6	10.1	77	**97	0.5	16.3	74	*218	1.6	36.7	222
SELF	2089	1129	2.7	54.0	104	*244	2.3	11.7	89	481	2.7	23.0	104	404	3.0	19.3	117
SEVENTEEN	2411	1234	2.9	51.2	99	*363	3.4	15.1	114	491	2.7	20.4	92	380	2.8	15.8	95
SKI	480	*136	0.3	28.3	55	**8	0.1	1.7	13	**76	0.4	15.8	72	**53	0.4	11.0	67
SMITHSONIAN	2760	1468	3.5	53.2	103	297	2.8	10.8	82	651	3.6	23.6	107	521	3.9	18.9	114
SOAP OPERA DIGEST	3013	1333	3.2	44.2	85	454	4.3	15.1	114	563	3.1	18.7	85	316	2.4	10.5	63
SOUTHERN LIVING	4184	2342	5.6	56.0	108	495	4.6	11.8	90	1183	6.6	28.3	128	664	5.0	15.9	96
SPORT	559	*259	0.6	46.3	89	**63	0.6	11.3	86	**109	0.6	19.5	88	**87	0.6	15.6	94
THE SPORTING NEWS	436	*284	0.7	65.1	126	**124	1.2	28.4	216	**104	0.6	23.9	108	**56	0.4	12.8	78
SPORTS AFIELD	493	260	0.6	52.7	102	**74	0.7	15.0	114	*122	0.7	24.7	112	**64	0.5	13.0	79
SPORTS ILLUSTRATED	2758	1605	3.8	58.2	112	355	3.3	12.9	98	719	4.0	26.1	118	531	4.0	19.3	116
STAR	7456	3726	8.9	50.0	96	1094	10.3	14.7	111	1653	9.2	22.2	100	980	7.3	13.1	80
SUNDAY	24936	13871	33.1	55.6	107	3439	32.2	13.8	105	5911	33.0	23.7	107	4521	33.8	18.1	110
SUNSET	2124	1116	2.7	52.5	101	*234	2.2	11.0	84	565	3.2	26.6	120	317	2.4	14.9	90
TV GUIDE	21661	10953	26.1	50.6	98	3068	28.8	14.2	108	4815	26.9	22.2	101	3070	22.9	14.2	86
TENNIS	550	*287	0.7	52.2	101	**70	0.7	12.7	97	**152	0.8	27.6	125	**66	0.5	12.0	73
TIME	8880	4930	11.8	55.5	107	1024	9.6	11.5	88	2291	12.8	25.8	117	1615	12.1	18.2	110
TOWN & COUNTRY	917	481	1.1	52.5	101	**96	0.9	10.5	79	*234	1.3	25.5	115	*152	1.1	16.6	100
TRAVEL & LEISURE	972	506	1.2	52.1	100	**78	0.7	8.0	61	254	1.4	26.1	118	*175	1.3	18.0	109
TRUE STORY	3356	1724	4.1	51.4	99	630	5.9	18.8	143	708	4.0	21.1	95	386	2.9	11.5	70
U.S.NEWS & WORLD REPORT	3410	1803	4.3	52.9	102	398	3.7	11.7	89	779	4.4	22.8	103	626	4.7	18.4	111
USA TODAY	1759	911	2.2	51.8	100	*214	2.0	12.2	92	402	2.2	22.9	103	295	2.2	16.8	101
US	1873	917	2.2	49.0	95	*233	2.2	12.4	94	465	2.6	24.8	112	*220	1.6	11.7	71
VOGUE	3909	2074	4.9	53.1	102	514	4.8	13.1	100	903	5.0	23.1	105	657	4.9	16.8	102
WALL STREET JOURNAL	1886	1208	2.9	64.1	124	*308	2.9	16.3	124	462	2.6	24.5	111	438	3.3	23.2	141
WEIGHT WATCHERS	2120	1110	2.6	52.4	101	307	2.9	14.5	110	500	2.8	23.6	107	302	2.3	14.2	86
WOMAN'S DAY	14172	8041	19.2	56.7	110	1878	17.6	13.3	101	3623	20.2	25.6	116	2541	19.0	17.9	108
WORKING MOTHER	1146	623	1.5	54.4	105	**128	1.2	11.2	85	*217	1.2	18.9	86	*278	2.1	24.3	147
WORKING WOMAN	1322	761	1.8	57.6	111	*168	1.6	12.7	96	294	1.6	22.2	101	299	2.2	22.6	137
WORLD TENNIS	*163	**84	0.2	51.5	99	**33	0.3	20.1	154	**33	0.2	20.2	92	**19	0.1	11.7	71
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1353	3.2	53.4	103	262	2.5	10.3	79	646	3.6	25.5	115	445	3.3	17.6	106
BLAIR INSERTS	43657	23749	56.6	54.4	105	5565	52.2	12.7	97	10326	57.7	23.7	107	7857	58.7	18.0	109
DAILY NEWSPAPERS																	
READ ANY	51633	27974	66.7	54.2	105	6960	65.2	13.5	102	12183	68.1	23.6	107	8831	66.0	17.1	103
READ ONE	43463	23326	55.6	53.7	104	5715	53.6	13.1	100	10191	56.9	23.4	106	7420	55.4	17.1	103
READ TWO OR MORE	8170	4648	11.1	56.9	110	1245	11.7	15.2	116	1992	11.1	24.4	110	1411	10.5	17.3	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	28504	67.9	54.1	104	6868	64.4	13.0	99	12407	69.3	23.6	107	9229	68.9	17.5	106
READ ONE	46126	24579	58.6	53.3	103	5752	53.9	12.5	95	10698	59.8	23.2	105	8129	60.7	17.6	107
READ TWO OR MORE	6552	3925	9.4	59.9	116	1116	10.5	17.0	129	1709	9.5	26.1	118	1100	8.2	16.8	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.05				25.92				28.61				29.00			
30 DAY REACH	71455	37192	88.7	52.0	100	9473	88.8	13.3	101	15822	88.4	22.1	100	11897	88.9	16.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.72				13.60				14.98				15.28			
30 DAY REACH	67742	35487	84.6	52.4	101	9047	84.8	13.4	101	15127	84.5	22.3	101	11313	84.5	16.7	101
25 SHWG - 30 DAY AV FREQ	7.94	7.99				7.38				8.21				8.20			
30 DAY REACH	62117	32673	77.9	52.6	102	8355	78.3	13.5	102	13796	77.1	22.2	101	10522	78.6	16.9	102
CABLE TV: HOME WIRED	32077	17790	42.4	55.5	107	4853	45.5	15.1	115	7546	42.2	23.5	106	5391	40.3	16.8	102
HOME NOT WIRED	48909	24162	57.6	49.4	95	5816	54.5	11.9	90	10351	57.8	21.2	96	7995	59.7	16.3	99
HAVE PAY CABLE	15935	9130	21.8	57.3	111	2584	24.2	16.2	123	3808	21.3	23.9	108	2738	20.5	17.2	104

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CAFFEINATED (REGULAR) GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0332
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TEN OR MORE A '000	HEAVY USERS TEN OR MORE B % DOWN	HEAVY USERS TEN OR MORE C % ACROSS	HEAVY USERS TEN OR MORE D INDX	MEDIUM USERS THREE - NINE A '000	MEDIUM USERS THREE - NINE B % DOWN	MEDIUM USERS THREE - NINE C % ACROSS	MEDIUM USERS THREE - NINE D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	41952	100.0	51.8	100	10668	100.0	13.2	100	17897	100.0	22.1	100	13386	100.0	16.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23572	56.2	53.7	104	5859	54.9	13.3	101	9914	55.4	22.6	102	7798	58.3	17.8	107
10:00 AM - 3:00 PM	30659	16324	38.9	53.2	103	4084	38.3	13.3	101	7240	40.5	23.6	107	5000	37.4	16.3	99
3:00 PM - 7:00 PM	31045	16256	38.7	52.4	101	3928	36.8	12.7	96	6761	37.8	21.8	99	5567	41.6	17.9	108
7:00 PM - MIDNIGHT	15767	8016	19.1	50.8	98	2141	20.1	13.6	103	3394	19.0	21.5	97	2481	18.5	15.7	95
MIDNIGHT - 6:00 AM	9120	5029	12.0	55.1	106	1261	11.8	13.8	105	2071	11.6	22.7	103	1696	12.7	18.6	113
6:00 AM - MIDNIGHT	58527	31121	74.2	53.2	103	7814	73.2	13.4	101	13250	74.0	22.6	102	10057	75.1	17.2	104
ENTIRE DAY	59311	31487	75.1	53.1	102	7876	73.8	13.3	101	13430	75.0	22.6	102	10181	76.1	17.2	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8937	21.3	55.3	107	2341	21.9	14.5	110	3696	20.7	22.9	103	2900	21.7	17.9	108
ALL NEWS	2256	1210	2.9	53.6	104	*226	2.1	10.0	76	506	2.8	22.4	101	478	3.6	21.2	128
AOR/PROGRESSIVE	3874	1996	4.8	51.5	99	306	2.9	7.9	60	959	5.4	24.8	112	730	5.5	18.8	114
BEAUTIFUL MUSIC	5660	3265	7.8	57.7	111	807	7.6	14.3	108	1420	7.9	25.1	114	1038	7.8	18.3	111
BLACK	2204	796	1.9	36.1	70	*188	1.8	8.5	65	313	1.7	14.2	64	296	2.2	13.4	81
CLASSICAL	1418	797	1.9	56.2	109	**163	1.5	11.5	87	304	1.7	21.4	97	331	2.5	23.3	141
CHR/ROCK	9538	4846	11.6	50.8	98	1074	10.1	11.3	85	1978	11.1	20.7	94	1794	13.4	18.8	114
COUNTRY	12648	7165	17.1	56.6	109	2049	19.2	16.2	123	3185	17.8	25.2	114	1931	14.4	15.3	92
GOLDEN OLDIES	1191	560	1.3	47.0	91	**141	1.3	11.8	90	*287	1.6	24.1	109	*133	1.0	11.2	68
MOR/NOSTALGIA	4757	2656	6.3	55.8	108	758	7.1	15.9	121	923	5.2	19.4	88	976	7.3	20.5	124
NEWS/TALK	3863	2128	5.1	55.1	106	478	4.5	12.4	94	815	4.6	21.1	95	835	6.2	21.6	131
RELIGIOUS	3084	1389	3.3	45.0	87	397	3.7	12.9	98	604	3.4	19.6	89	388	2.9	12.6	76
SOFT ROCK	521	262	0.6	50.3	97	**99	0.9	19.0	144	**60	0.3	11.5	52	**103	0.8	19.8	120
URBAN CONTEMPORARY	1585	675	1.6	42.6	82	**95	0.9	6.0	46	362	2.0	22.8	103	*218	1.6	13.8	83
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1611	3.8	49.4	95	428	4.0	13.1	100	662	3.7	20.3	92	521	3.9	16.0	97
ABC DIRECTION	2316	1216	2.9	52.5	101	383	3.6	16.5	126	454	2.5	19.6	89	379	2.8	16.4	99
ABC ENTERTAINMENT	4834	2819	6.7	58.3	113	704	6.6	14.6	111	1310	7.3	27.1	123	804	6.0	16.6	101
ABC FM	2202	1090	2.6	49.5	96	*241	2.3	10.9	83	513	2.9	23.3	105	336	2.5	15.3	92
ABC INFORMATION	5425	3138	7.5	57.8	112	780	7.3	14.4	109	1230	6.9	22.7	103	1128	8.4	20.8	126
ABC ROCK	1677	867	2.1	51.7	100	**115	1.1	6.9	52	406	2.3	24.2	110	346	2.6	20.6	125
CBS	4430	2530	6.0	57.1	110	621	5.8	14.0	106	1053	5.9	23.8	108	855	6.4	19.3	117
MUTUAL	4992	2794	6.7	56.0	108	858	8.0	17.2	130	1096	6.1	22.0	99	840	6.3	16.8	102
NBC	4679	2645	6.3	56.5	109	709	6.6	15.2	115	1059	5.9	22.6	102	878	6.6	18.8	114
RADIORADIO	1994	1122	2.7	56.3	109	283	2.7	14.2	108	506	2.8	25.4	115	333	2.5	16.7	101
RKO ONE	2298	1114	2.7	48.5	94	*287	2.7	12.5	95	450	2.5	19.6	89	377	2.8	16.4	99
RKO TWO	3311	1762	4.2	53.2	103	482	4.5	14.6	111	733	4.1	22.1	100	547	4.1	16.5	100
THE SOURCE	2114	1055	2.5	49.9	96	*183	1.7	8.7	66	484	2.7	22.9	104	388	2.9	18.4	111
NON-WIRED : BLAIR	8654	4644	11.1	53.7	104	1141	10.7	13.2	100	1981	11.1	22.9	104	1521	11.4	17.6	106
INTERNET	12025	6415	15.3	53.3	103	1608	15.1	13.4	102	2658	14.9	22.1	100	2149	16.1	17.9	108
KATZ RADIO GROUP	15359	8552	20.4	55.7	107	2080	19.5	13.5	103	3650	20.4	23.8	108	2822	21.1	18.4	111
SUPERNET	10628	5624	13.4	52.9	102	1439	13.5	13.5	103	2414	13.5	22.7	103	1771	13.2	16.7	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4328	10.3	50.0	96	1112	10.4	12.8	97	1839	10.3	21.2	96	1377	10.3	15.9	96
WKDAY 9:00 AM - 1:00 PM	12163	6034	14.4	49.6	96	1597	15.0	13.1	100	2577	14.4	21.2	96	1860	13.9	15.3	93
WKDAY 1:00 PM - 4:30 PM	16150	7959	19.0	49.3	95	2128	19.9	13.2	100	3322	18.6	20.6	93	2509	18.7	15.5	94
WKDAY 4:30 PM - 7:30 PM	22463	11205	26.7	49.9	96	2868	26.9	12.8	97	4707	26.3	21.0	95	3630	27.1	16.2	98
WKDAY 7:30 PM - 8:00 PM	31795	16358	39.0	51.4	99	4180	39.2	13.1	100	6902	38.6	21.7	98	5276	39.4	16.6	100
WKDAY 11:00 PM - 11:30 PM	23977	13005	31.0	54.2	105	3512	32.9	14.6	111	5501	30.7	22.9	104	3992	29.8	16.6	101
WKDAY 11:30 PM - 1:00 AM	7703	4331	10.3	56.2	109	1294	12.1	16.8	128	1727	9.6	22.4	101	1310	9.8	17.0	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	17717	42.2	52.4	101	4450	41.7	13.2	100	7611	42.5	22.5	102	5657	42.3	16.7	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3453	8.2	52.8	102	825	7.7	12.6	96	1527	8.5	23.4	106	1100	8.2	16.8	102
ANOTHER WORLD N	4620	2188	5.2	47.4	91	505	4.7	10.9	83	1058	5.9	22.9	104	625	4.7	13.5	82
AS THE WORLD TURNS C	5614	2830	6.7	50.4	97	786	7.4	14.0	106	1190	6.6	21.2	96	853	6.4	15.2	92
CAPITOL C	3396	1623	3.9	47.8	92	452	4.2	13.3	101	615	3.4	18.1	82	556	4.2	16.4	99
CBS MORN. NEWS 1 C	1446	711	1.7	49.2	95	201	1.9	13.9	106	282	1.6	19.5	88	227	1.7	15.7	95
CBS MORN. NEWS 2 C	1207	549	1.3	45.5	88	131	1.2	10.9	82	236	1.3	19.6	88	182	1.4	15.1	91
DAYS OF OUR LIVES N	5877	2878	6.9	49.0	95	732	6.9	12.5	95	1252	7.0	21.3	96	895	6.7	15.2	92
FACTS OF LIFE - DAYTIME N	2290	1110	2.6	48.5	94	239	2.2	10.4	79	524	2.9	22.9	104	346	2.6	15.1	91
FAMILY FEUD A	3023	1491	3.6	49.3	95	372	3.5	12.3	93	666	3.7	22.0	100	453	3.4	15.0	91
GENERAL HOSPITAL A	6097	2956	7.0	48.5	94	861	8.1	14.1	107	1169	6.5	19.2	87	926	6.9	15.2	92
GOOD MORNING, AMERICA-730 A	3515	1885	4.5	53.6	104	465	4.4	13.2	100	863	4.8	24.6	111	557	4.2	15.8	96
GOOD MORNING, AMERICA-830 A	2818	1508	3.6	53.5	103	404	3.8	14.3	109	604	3.4	21.4	97	501	3.7	17.8	108
GUIDING LIGHT C	5339	2591	6.2	48.5	94	716	6.7	13.4	102	987	5.5	18.5	84	888	6.6	16.6	101
ONE LIFE TO LIVE A	4478	2239	5.3	50.0	97	607	5.7	13.6	103	917	5.1	20.5	93	715	5.3	16.0	97
PRESS YOUR LUCK C	2244	1117	2.7	49.8	96	294	2.8	13.1	99	428	2.4	19.1	86	395	3.0	17.6	106
PRICE IS RIGHT 1 C	4348	2203	5.3	50.7	98	636	6.0	14.6	111	905	5.1	20.8	94	662	4.9	15.2	92
PRICE IS RIGHT 2 C	5014	2544	6.1	50.7	98	775	7.3	15.5	117	1013	5.7	20.2	91	756	5.6	15.1	91
RYAN'S HOPE A	3150	1675	4.0	53.2	103	366	3.4	11.6	88	670	3.7	21.3	96	639	4.8	20.3	123
SALE OF THE CENTURY N	2695	1323	3.2	49.1	95	320	3.0	11.9	90	641	3.6	23.8	108	362	2.7	13.4	81
SEARCH FOR TOMORROW N	2319	1029	2.5	44.4	86	158	1.5	6.8	52	504	2.8	21.7	98	368	2.7	15.9	96
TODAY SHOW 1 N	2693	1374	3.3	51.0	98	367	3.4	13.6	103	552	3.1	20.5	93	455	3.4	16.9	102
TODAY SHOW 2 N	2498	1155	2.8	46.2	89	247	2.3	9.9	75	537	3.0	21.5	97	372	2.8	14.9	90
$25,000 PYRAMID C	2753	1382	3.3	50.2	97	352	3.3	12.8	97	544	3.0	19.8	89	485	3.6	17.6	107
WHEEL OF FORTUNE N	4388	2144	5.1	48.9	94	634	5.9	14.4	110	936	5.2	21.3	97	575	4.3	13.1	79
YOUNG AND THE RESTLESS C	5695	2651	6.3	46.5	90	791	7.4	13.9	105	1065	6.0	18.7	85	795	5.9	14.0	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	848	2.0	48.2	93	249	2.3	14.1	107	344	1.9	19.5	88	255	1.9	14.5	88
NBA PLAYOFF GAME -1 C	1136	552	1.3	48.6	94	*145	1.4	12.8	97	231	1.3	20.3	92	176	1.3	15.5	94
NBC MAJOR LEAGUE PRE-GAME N	953	450	1.1	47.2	91	**95	0.9	10.0	76	*214	1.2	22.5	102	*140	1.0	14.7	89
SPORTSWORLD - SUN N	1233	647	1.5	52.5	101	248	2.3	20.1	153	231	1.3	18.7	85	168	1.3	13.6	82
SUNDAY MORNING C	1611	739	1.8	45.9	89	*156	1.5	9.7	74	300	1.7	18.6	84	283	2.1	17.6	106

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CAFFEINATED (REGULAR) GROUND COFFEE: USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0333
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TEN OR MORE A '000	HEAVY USERS TEN OR MORE B % DOWN	HEAVY USERS TEN OR MORE C % ACROSS	HEAVY USERS TEN OR MORE D INDX	MEDIUM USERS THREE - NINE A '000	MEDIUM USERS THREE - NINE B % DOWN	MEDIUM USERS THREE - NINE C % ACROSS	MEDIUM USERS THREE - NINE D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	41952	100.0	51.8	100	10668	100.0	13.2	100	17897	100.0	22.1	100	13386	100.0	16.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	13208	31.5	50.7	98	3470	32.5	13.3	101	5583	31.2	21.4	97	4154	31.0	15.9	96
NETWORK AFFILIATES - LATE		20261	10971	26.2	54.1	105	2929	27.5	14.5	110	4680	26.1	23.1	105	3363	25.1	16.6	100
INDEPENDENTS - LATE		2076	1124	2.7	54.1	105	255	2.4	12.3	93	429	2.4	20.7	94	440	3.3	21.2	128
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5363	12.8	51.3	99	1279	12.0	12.2	93	2384	13.3	22.8	103	1701	12.7	16.3	98
ABC MONDAY NIGHT MOVIE	A	6412	3293	7.8	51.4	99	729	6.8	11.4	86	1434	8.0	22.4	101	1129	8.4	17.6	107
ABC SUNDAY NIGHT MOVIE	A	12407	6221	14.8	50.1	97	1468	13.8	11.8	90	2606	14.6	21.0	95	2147	16.0	17.3	105
ABC WORLD NEWS TONIGHT	A	6176	3012	7.2	48.8	94	888	8.3	14.4	109	1242	6.9	20.1	91	882	6.6	14.3	86
AFTERMASH	C	5863	2949	7.0	50.3	97	771	7.2	13.2	100	1318	7.4	22.5	102	860	6.4	14.7	89
ALICE	C	9594	4858	11.6	50.6	98	1148	10.8	12.0	91	2083	11.6	21.7	98	1627	12.2	17.0	103
AMERICAN PARADE	C	6622	3391	8.1	51.2	99	1016	9.5	15.3	116	1398	7.8	21.1	96	976	7.3	14.7	89
BENSON	A	10886	5639	13.4	51.8	100	1374	12.9	12.6	96	2448	13.7	22.5	102	1818	13.6	16.7	101
BLUE THUNDER	A	5036	2700	6.4	53.6	103	726	6.8	14.4	109	1054	5.9	20.9	95	920	6.9	18.3	111
CAGNEY & LACEY	C	9965	5527	13.2	55.5	107	1304	12.2	13.1	99	2437	13.6	24.5	111	1787	13.3	17.9	108
CBS EVENING NEWS-DEAN	C	3491	1766	4.2	50.6	98	535	5.0	15.3	116	618	3.5	17.7	80	613	4.6	17.6	106
CBS EVENING NEWS-RATHER	C	7123	3805	9.1	53.4	103	947	8.9	13.3	101	1600	8.9	22.5	102	1258	9.4	17.7	107
CBS SAT. NEWS-SCHIEFFER	C	3621	1800	4.3	49.7	96	362	3.4	10.0	76	804	4.5	22.2	100	634	4.7	17.5	106
CBS SATURDAY NIGHT MOVIE	C	5436	2812	6.7	51.7	100	662	6.2	12.2	92	1288	7.2	23.7	107	862	6.4	15.9	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	3107	7.4	50.9	98	748	7.0	12.3	93	1363	7.6	22.3	101	996	7.4	16.3	99
CHEERS	N	8889	5048	12.0	56.8	110	1437	13.5	16.2	123	1880	10.5	21.1	96	1731	12.9	19.5	118
DALLAS	C	22109	11537	27.5	52.2	101	2771	26.0	12.5	95	5297	29.6	24.0	108	3469	25.9	15.7	95
DIFF'RENT STROKES	N	6940	3434	8.2	49.5	96	935	8.8	13.5	102	1406	7.9	20.3	92	1093	8.2	15.7	95
DOUBLE TROUBLE	N	7223	3764	9.0	52.1	101	838	7.9	11.6	88	1776	9.9	24.6	111	1150	8.6	15.9	96
DUCK FACTORY	N	5595	3166	7.5	56.6	109	922	8.6	16.5	125	1070	6.0	19.1	87	1174	8.8	21.0	127
DUKES OF HAZZARD	C	5768	2958	7.1	51.3	99	804	7.5	13.9	106	1254	7.0	21.7	98	900	6.7	15.6	94
DYNASTY	A	20053	10105	24.1	50.4	97	2619	24.6	13.1	99	4381	24.5	21.8	99	3105	23.2	15.5	94
FACTS OF LIFE	N	8087	4055	9.7	50.1	97	957	9.0	11.8	90	1940	10.8	24.0	109	1158	8.7	14.3	87
FALCON CREST	C	20046	10453	24.9	52.1	101	2772	26.0	13.8	105	4588	25.6	22.9	104	3093	23.1	15.4	93
FALL GUY	A	9084	4670	11.1	51.4	99	1004	9.4	11.1	84	2161	12.1	23.8	108	1505	11.2	16.6	100
FAMILY TIES	N	7964	4167	9.9	52.3	101	1094	10.3	13.7	104	1769	9.9	22.2	101	1303	9.7	16.4	99
FANTASY ISLAND	A	7687	3954	9.4	51.4	99	988	9.3	12.9	98	1528	8.5	19.9	90	1438	10.7	18.7	113
FOULUPS,BLEEPS & BLUNDERS	A	8861	4341	10.3	49.0	95	1139	10.7	12.9	98	1881	10.5	21.2	96	1321	9.9	14.9	90
FOUR SEASONS	C	5095	2528	6.0	49.6	96	684	6.4	13.4	102	1109	6.2	21.8	98	734	5.5	14.4	87
GIMME A BREAK	N	8838	4407	10.5	49.9	96	1249	11.7	14.1	107	1887	10.5	21.4	97	1271	9.5	14.4	87
HART TO HART	A	8978	4790	11.4	53.4	103	1345	12.6	15.0	114	1792	10.0	20.0	90	1653	12.3	18.4	111
HILL STREET BLUES	N	8590	4800	11.4	55.9	108	1109	10.4	12.9	98	2068	11.6	24.1	109	1623	12.1	18.9	114
HOTEL	A	14085	7379	17.6	52.4	101	2090	19.6	14.8	113	2955	16.5	21.0	95	2333	17.4	16.6	100
JEFFERSONS	C	9360	4626	11.0	49.4	95	1270	11.9	13.6	103	1877	10.5	20.1	91	1480	11.1	15.8	96
JENNIFER SLEPT HERE	N	5841	2929	7.0	50.1	97	792	7.4	13.6	103	1175	6.6	20.1	91	962	7.2	16.5	100
KATE & ALLIE	C	9206	4894	11.7	53.2	103	1208	11.3	13.1	100	1973	11.0	21.4	97	1713	12.8	18.6	113
KNIGHT RIDER	N	7076	3598	8.6	50.8	98	718	6.7	10.1	77	1675	9.4	23.7	107	1206	9.0	17.0	103
LOVE BOAT	A	12219	6359	15.2	52.0	100	1659	15.6	13.6	103	2660	14.9	21.8	99	2040	15.2	16.7	101
MAGNUM PI	C	11199	5669	13.5	50.6	98	1488	13.9	13.3	101	2507	14.0	22.4	101	1674	12.5	14.9	90
MAMA'S FAMILY	N	6057	3230	7.7	53.3	103	878	8.2	14.5	110	1371	7.7	22.6	102	981	7.3	16.2	98
MASTER, THE	N	3598	1789	4.3	49.7	96	449	4.2	12.5	95	775	4.3	21.5	97	566	4.2	15.7	95
MATT HOUSTON	A	6344	3533	8.4	55.7	108	872	8.2	13.7	104	1519	8.5	23.9	108	1142	8.5	18.0	109
NBC MONDAY NIGHT MOVIE	N	11994	6206	14.8	51.7	100	1460	13.7	12.2	92	2795	15.6	23.3	105	1951	14.6	16.3	98
NBC NIGHTLY NEWS	N	5132	2600	6.2	50.7	98	599	5.6	11.7	89	1137	6.4	22.2	100	864	6.5	16.8	102
NBC NIGHTLY NEWS-SAT	N	3375	1751	4.2	51.9	100	513	4.8	15.2	115	704	3.9	20.9	94	534	4.0	15.8	96
NBC NIGHTLY NEWS-SUN	N	3130	1620	3.9	51.8	100	449	4.2	14.3	109	596	3.3	19.0	86	575	4.3	18.4	111
NBC SUNDAY NIGHT MOVIE	N	8284	4373	10.4	52.8	102	1058	9.9	12.8	97	1920	10.7	23.2	105	1395	10.4	16.8	102
NEWHART	C	9240	5022	12.0	54.4	105	1098	10.3	11.9	90	2175	12.2	23.5	107	1749	13.1	18.9	115
ONE DAY AT A TIME	C	7288	3583	8.5	49.2	95	887	8.3	12.2	92	1409	7.9	19.3	87	1287	9.6	17.7	107
PEOPLE ARE FUNNY	N	4855	2645	6.3	54.5	105	765	7.2	15.8	120	1151	6.4	23.7	107	729	5.4	15.0	91
REAL PEOPLE	N	8869	4496	10.7	50.7	98	1182	11.1	13.3	101	1954	10.9	22.0	100	1359	10.2	15.3	93
REMINGTON STEELE	N	7743	3839	9.2	49.6	96	882	8.3	11.4	86	1810	10.1	23.4	106	1147	8.6	14.8	90
RIPLEY'S BELIEVE IT - NOT	A	5345	2898	6.9	54.2	105	615	5.8	11.5	87	1224	6.8	22.9	104	1059	7.9	19.8	120
RIPTIDE	N	6988	3589	8.6	51.4	99	768	7.2	11.0	83	1709	9.5	24.5	111	1112	8.3	15.9	96
SCARECROW & MRS. KING	C	10002	5064	12.1	50.6	98	1222	11.5	12.2	93	2368	13.2	23.7	107	1475	11.0	14.7	89
SIMON & SIMON	C	10638	5502	13.1	51.7	100	1401	13.1	13.2	100	2496	13.9	23.5	106	1605	12.0	15.1	91
60 MINUTES	C	13293	6770	16.1	50.9	98	1826	17.1	13.7	104	2807	15.7	21.1	96	2137	16.0	16.1	97
ST. ELSEWHERE	N	7017	3814	9.1	54.4	105	946	8.9	13.5	102	1730	9.7	24.7	112	1138	8.5	16.2	98
THREE'S COMPANY	A	10917	5628	13.4	51.6	100	1468	13.8	13.4	102	2491	13.9	22.8	103	1669	12.5	15.3	92
T.J. HOOKER	A	9204	4743	11.3	51.5	99	1111	10.4	12.1	92	2102	11.7	22.8	103	1530	11.4	16.6	101
TONIGHT SHOW	N	2372	1375	3.3	58.0	112	363	3.4	15.3	116	628	3.5	26.5	120	385	2.9	16.2	98
TRAPPER JOHN, M.D.	C	9846	5075	12.1	51.5	100	1412	13.2	14.3	109	2044	11.4	20.8	94	1618	12.1	16.4	99
TV BLOOPERS & PRAC. JOKES	N	9105	4903	11.7	53.8	104	1228	11.5	13.5	102	2043	11.4	22.4	102	1632	12.2	17.9	108
20/20	A	9387	5181	12.3	55.2	107	1479	13.9	15.8	120	2185	12.2	23.3	105	1517	11.3	16.2	98
WEBSTER	A	11067	5790	13.8	52.3	101	1326	12.4	12.0	91	2544	14.2	23.0	104	1920	14.3	17.3	105
WORLD NEWS - SUN	A	3062	1628	3.9	53.2	103	313	2.9	10.2	78	828	4.6	27.0	122	487	3.6	15.9	96
YELLOW ROSE	N	4978	2610	6.2	52.4	101	652	6.1	13.1	99	1241	6.9	24.9	113	716	5.3	14.4	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5349	12.8	60.3	116	1328	12.4	15.0	114	2509	14.0	28.3	128	1513	11.3	17.0	103
BASKETBALL - COLLEGE GAMES		4080	2292	5.5	56.2	108	*483	4.5	11.8	90	1108	6.2	27.2	123	700	5.2	17.2	104
BASKETBALL - PRO GAMES		3607	2045	4.9	56.7	109	*429	4.0	11.9	90	1040	5.8	28.8	130	577	4.3	16.0	97
BOWLING		3883	2335	5.6	60.1	116	698	6.5	18.0	136	1107	6.2	28.5	129	530	4.0	13.6	83
BOXING		3928	2045	4.9	52.1	101	*614	5.8	15.6	119	948	5.3	24.1	109	*483	3.6	12.3	74
FOOTBALL - COLLEGE GAMES		6366	3984	9.5	62.6	121	844	7.9	13.3	101	1907	10.7	30.0	136	1232	9.2	19.4	117
FOOTBALL - PRO GAMES		11300	6610	15.8	58.5	113	1623	15.2	14.4	109	2987	16.7	26.4	120	2000	14.9	17.7	107
GOLF		3378	2259	5.4	66.9	129	*435	4.1	12.9	98	1258	7.0	37.2	169	566	4.2	16.8	101
POST-SEASON COLL. FOOTBALL		4906	2792	6.7	56.9	110	727	6.8	14.8	112	1273	7.1	25.9	117	792	5.9	16.1	98
POST-SEASON PRO FOOTBALL		6120	3614	8.6	59.1	114	686	6.4	11.2	85	1905	10.6	31.1	141	1023	7.6	16.7	101
TENNIS		3033	1804	4.3	59.5	115	*483	4.5	15.9	121	814	4.5	26.8	121	507	3.8	16.7	101
WRESTLING - PROFESSIONAL		3344	1745	4.2	52.2	101	714	6.7	21.4	162	642	3.6	19.2	87	*390	2.9	11.7	71

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	FOLGERS ADC A '000	FOLGERS ADC B % DOWN	FOLGERS ADC C % ACROSS	FOLGERS ADC D INDX	FOLGERS FLAKED A '000	FOLGERS FLAKED B % DOWN	FOLGERS FLAKED C % ACROSS	FOLGERS FLAKED D INDX	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	5213	100.0	6.4	100	4056	100.0	5.0	100	3303	100.0	4.1	100	14377	100.0	17.8	100
18 - 24	9282	**319	6.1	3.4	53	*353	8.7	3.8	76	*385	11.7	4.1	102	1320	9.2	14.2	80
25 - 34	19072	989	19.0	5.2	81	1357	33.5	7.1	142	901	27.3	4.7	116	3171	22.1	16.6	94
35 - 44	14591	960	18.4	6.6	102	786	19.4	5.4	108	585	17.7	4.0	98	2681	18.6	18.4	104
45 - 54	11345	1080	20.7	9.5	148	*433	10.7	3.8	76	*316	9.6	2.8	68	2056	14.3	18.1	102
55 - 64	11635	1005	19.3	8.6	134	*546	13.5	4.7	94	*491	14.9	4.2	103	2297	16.0	19.7	111
65 OR OLDER	15061	861	16.5	5.7	89	582	14.3	3.9	77	625	18.9	4.1	102	2852	19.8	18.9	107
18 - 34	28354	1308	25.1	4.6	72	1710	42.2	6.0	120	1286	38.9	4.5	111	4491	31.2	15.8	89
18 - 49	48339	2790	53.5	5.8	90	2696	66.5	5.6	111	2045	61.9	4.2	104	8305	57.8	17.2	97
25 - 54	45008	3028	58.1	6.7	105	2576	63.5	5.7	114	1802	54.6	4.0	98	7909	55.0	17.6	99
35 - 49	19985	1482	28.4	7.4	115	987	24.3	4.9	99	759	23.0	3.8	93	3814	26.5	19.1	108
50 OR OLDER	32647	2423	46.5	7.4	115	1360	33.5	4.2	83	1258	38.1	3.9	94	6073	42.2	18.6	105
GRADUATED COLLEGE	11155	1028	19.7	9.2	143	*446	11.0	4.0	80	*374	11.3	3.4	82	1743	12.1	15.6	88
ATTENDED COLLEGE	13682	1105	21.2	8.1	125	822	20.3	6.0	120	605	18.3	4.4	108	2717	18.9	19.9	112
GRADUATED HIGH SCHOOL	33880	2129	40.8	6.3	98	1903	46.9	5.6	112	1527	46.2	4.5	111	6249	43.5	18.4	104
DID NOT GRADUATE HIGH SCHOOL	22270	952	18.3	4.3	66	885	21.8	4.0	79	797	24.1	3.6	88	3668	25.5	16.5	93
EMPLOYED	40306	2632	50.5	6.5	101	2187	53.9	5.4	108	1451	43.9	3.6	88	6940	48.3	17.2	97
EMPLOYED FULL-TIME	32850	1993	38.2	6.1	94	1787	44.1	5.4	109	1207	36.5	3.7	90	5632	39.2	17.1	97
EMPLOYED PART-TIME	7456	639	12.3	8.6	133	*401	9.9	5.4	107	*244	7.4	3.3	80	1308	9.1	17.5	99
NOT EMPLOYED	40680	2581	49.5	6.3	99	1869	46.1	4.6	92	1852	56.1	4.6	112	7437	51.7	18.3	103
PROFESSIONAL/MANAGER	10392	876	16.8	8.4	131	*430	10.6	4.1	83	*237	7.2	2.3	56	1646	11.4	15.8	89
TECH/CLERICAL/SALES	17574	1044	20.0	5.9	92	1118	27.6	6.4	127	807	24.4	4.6	113	3177	22.1	18.1	102
PRECISION/CRAFT	985	**106	2.0	10.8	167	**53	1.3	5.4	107	**19	0.6	1.9	47	**150	1.0	15.2	86
OTHER EMPLOYED	11354	606	11.6	5.3	83	586	14.4	5.2	103	*388	11.7	3.4	84	1968	13.7	17.3	98
SINGLE	9863	*381	7.3	3.9	60	*320	7.9	3.2	65	*246	7.4	2.5	61	1165	8.1	11.8	67
MARRIED	51375	4042	77.5	7.9	122	3079	75.9	6.0	120	2305	69.8	4.5	110	9809	68.2	19.1	108
DIVORCED/SEPARATED/WIDOWED	19748	790	15.2	4.0	62	657	16.2	3.3	66	752	22.8	3.8	93	3403	23.7	17.2	97
PARENTS	32590	1908	36.6	5.9	91	1971	48.6	6.0	121	1619	49.0	5.0	122	5602	39.0	17.2	97
WHITE	70416	4818	92.4	6.8	106	3808	93.9	5.4	108	2995	90.7	4.3	104	13231	92.0	18.8	106
BLACK	8778	*344	6.6	3.9	61	**204	5.0	2.3	46	*255	7.7	2.9	71	808	5.6	9.2	52
OTHER	1791	**52	1.0	2.9	45	**45	1.1	2.5	50	**53	1.6	3.0	73	**339	2.4	18.9	107
NORTHEAST-CENSUS	17786	1120	21.5	6.3	98	1011	24.9	5.7	113	701	21.2	3.9	97	1943	13.5	10.9	62
NORTH CENTRAL	20741	1983	38.0	9.6	149	1380	34.0	6.7	133	981	29.7	4.7	116	4898	34.1	23.6	133
SOUTH	27775	1253	24.0	4.5	70	1066	26.3	3.8	77	933	28.2	3.4	82	4134	28.8	14.9	84
WEST	14683	857	16.4	5.8	91	*599	14.8	4.1	81	688	20.8	4.7	115	3402	23.7	23.2	131
NORTHEAST-MKTG.	17961	1134	21.8	6.3	98	980	24.2	5.5	109	727	22.0	4.0	99	1826	12.7	10.2	57
EAST CENTRAL	11885	805	15.4	6.8	105	751	18.5	6.3	126	582	17.6	4.9	120	1314	9.1	11.1	62
WEST CENTRAL	14090	1486	28.5	10.5	164	904	22.3	6.4	128	638	19.3	4.5	111	4421	30.8	31.4	177
SOUTH	24081	1068	20.5	4.4	69	906	22.3	3.8	75	770	23.3	3.2	78	3975	27.6	16.5	93
PACIFIC	12969	720	13.8	5.6	86	*516	12.7	4.0	79	*587	17.8	4.5	111	2842	19.8	21.9	123
COUNTY SIZE A	32439	2252	43.2	6.9	108	1501	37.0	4.6	92	1036	31.4	3.2	78	4652	32.4	14.3	81
COUNTY SIZE B	24915	1663	31.9	6.7	104	1456	35.9	5.8	117	1059	32.1	4.3	104	4619	32.1	18.5	104
COUNTY SIZE C	12930	703	13.5	5.4	84	512	12.6	4.0	79	597	18.1	4.6	113	2572	17.9	19.9	112
COUNTY SIZE D	10703	596	11.4	5.6	87	*588	14.5	5.5	110	611	18.5	5.7	140	2534	17.6	23.7	133
METRO CENTRAL CITY	24518	1671	32.1	6.8	106	1129	27.8	4.6	92	756	22.9	3.1	76	3875	27.0	15.8	89
METRO SUBURBAN	35919	2560	49.1	7.1	111	2003	49.4	5.6	111	1561	47.3	4.3	107	5844	40.6	16.3	92
NON METRO	20549	982	18.8	4.8	74	925	22.8	4.5	90	986	29.9	4.8	118	4658	32.4	22.7	128
TOP 5 ADI'S	18341	1228	23.6	6.7	104	780	19.2	4.3	85	552	16.7	3.0	74	2292	15.9	12.5	70
TOP 10 ADI'S	25378	1703	32.7	6.7	104	1034	25.5	4.1	81	771	23.3	3.0	74	3619	25.2	14.3	80
TOP 20 ADI'S	36488	2340	44.9	6.4	100	1554	38.3	4.3	85	1161	35.1	3.2	78	5702	39.7	15.6	88
HSHLD INC. $50,000 OR MORE	6612	789	15.1	11.9	185	*542	13.4	8.2	164	**258	7.8	3.9	96	1312	9.1	19.8	112
$40,000 OR MORE	12659	1353	26.0	10.7	166	845	20.8	6.7	133	*538	16.3	4.2	104	2431	16.9	19.2	108
$30,000 OR MORE	24698	2333	44.8	9.4	147	1608	39.6	6.5	130	894	27.1	3.6	89	5006	34.8	20.3	114
$25,000 OR MORE	32077	2922	56.1	9.1	142	1955	48.2	6.1	122	1178	35.7	3.7	90	6512	45.3	20.3	114
$20,000 - $24,999	9144	622	11.9	6.8	106	*485	12.0	5.3	106	*437	13.2	4.8	117	1467	10.2	16.0	90
$15,000 - $19,999	8728	*463	8.9	5.3	82	*300	7.4	3.4	69	*464	14.0	5.3	130	1385	9.6	15.9	89
$10,000 - $14,999	12562	565	10.8	4.5	70	689	17.0	5.5	110	584	17.7	4.6	114	2143	14.9	17.1	96
UNDER $10,000	18475	642	12.3	3.5	54	627	15.5	3.4	68	639	19.3	3.5	85	2870	20.0	15.5	88
HOUSEHOLD OF 1 PERSON	11987	542	10.4	4.5	70	439	10.8	3.7	73	412	12.5	3.4	84	1909	13.3	15.9	90
2 PEOPLE	26577	1899	36.4	7.1	111	1136	28.0	4.3	85	981	29.7	3.7	91	5105	35.5	19.2	108
3 OR 4 PEOPLE	30617	2100	40.3	6.9	107	1766	43.5	5.8	115	1399	42.4	4.6	112	5082	35.3	16.6	94
5 OR MORE PEOPLE	11804	673	12.9	5.7	89	*715	17.6	6.1	121	*511	15.5	4.3	106	2282	15.9	19.3	109
NO CHILD IN HSHLD	46165	3210	61.6	7.0	108	2012	49.6	4.4	87	1588	48.1	3.4	84	8392	58.4	18.2	102
CHILD(REN) UNDER 2 YRS	5325	**234	4.5	4.4	68	*384	9.5	7.2	144	*291	8.8	5.5	134	910	6.3	17.1	96
2 - 5 YEARS	14221	841	16.1	5.9	92	918	22.6	6.5	129	734	22.2	5.2	127	2436	16.9	17.1	96
6 - 11 YEARS	15117	816	15.7	5.4	84	966	23.8	6.4	128	780	23.6	5.2	127	2497	17.4	16.5	93
12 - 17 YEARS	16611	983	18.9	5.9	92	890	21.9	5.4	107	755	22.9	4.5	111	2875	20.0	17.3	97
RESIDENCE OWNED	55884	4333	83.1	7.8	120	3052	75.2	5.5	109	2331	70.6	4.2	102	10630	73.9	19.0	107
VALUE: $50,000 OR MORE	31744	3178	61.0	10.0	156	1893	46.7	6.0	119	1347	40.8	4.2	104	6010	41.8	18.9	107
VALUE: UNDER $50,000	24140	1155	22.2	4.8	74	1159	28.6	4.8	96	984	29.8	4.1	100	4619	32.1	19.1	108

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0335
P-18

		TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	FOLGERS ADC A '000	FOLGERS ADC B % DOWN	FOLGERS ADC C % ACROSS	FOLGERS ADC D INDX	FOLGERS FLAKED A '000	FOLGERS FLAKED B % DOWN	FOLGERS FLAKED C % ACROSS	FOLGERS FLAKED D INDX	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX
TOTAL FEMALE HOMEMAKERS		80986	5213	100.0	6.4	100	4056	100.0	5.0	100	3303	100.0	4.1	100	14377	100.0	17.8	100
MAGAZINES	QUINTILE 1	15799	1217	23.3	7.7	120	1075	26.5	6.8	136	735	22.3	4.7	114	3144	21.9	19.9	112
	QUINTILE 2	17259	1173	22.5	6.8	106	921	22.7	5.3	107	671	20.3	3.9	95	3101	21.6	18.0	101
	QUINTILE 3	13545	939	18.0	6.9	108	575	14.2	4.2	85	650	19.7	4.8	118	2249	15.6	16.6	94
	QUINTILE 4	15133	885	17.0	5.8	91	704	17.4	4.7	93	545	16.5	3.6	88	2647	18.4	17.5	99
	QUINTILE 5	19250	1000	19.2	5.2	81	782	19.3	4.1	81	701	21.2	3.6	89	3236	22.5	16.8	95
NEWSPAPERS	QUINTILE 1	12413	998	19.1	8.0	125	704	17.4	5.7	113	640	19.4	5.2	126	1999	13.9	16.1	91
	QUINTILE 2	24116	1785	34.2	7.4	115	1312	32.3	5.4	109	991	30.0	4.1	101	4378	30.5	18.2	102
	QUINTILE 3	11261	744	14.3	6.6	103	635	15.7	5.6	113	*393	11.9	3.5	86	2087	14.5	18.5	104
	QUINTILE 4	20255	1037	19.9	5.1	80	1023	25.2	5.1	101	833	25.2	4.1	101	3704	25.8	18.3	103
	QUINTILE 5	12940	650	12.5	5.0	78	*382	9.4	3.0	59	*446	13.5	3.4	85	2210	15.4	17.1	96
OUTDOOR	QUINTILE 1	14852	961	18.4	6.5	101	891	22.0	6.0	120	510	15.4	3.4	84	2617	18.2	17.6	99
	QUINTILE 2	15725	1009	19.4	6.4	100	875	21.6	5.6	111	656	19.9	4.2	102	2802	19.5	17.8	100
	QUINTILE 3	16330	1182	22.7	7.2	112	739	18.2	4.5	90	685	20.7	4.2	103	2895	20.1	17.7	100
	QUINTILE 4	16744	1057	20.3	6.3	98	837	20.6	5.0	100	790	23.9	4.7	116	2959	20.6	17.7	100
	QUINTILE 5	17334	1005	19.3	5.8	90	715	17.6	4.1	82	661	20.0	3.8	93	3104	21.6	17.9	101
RADIO-DRIVE TIME	QUINTILE 1	15911	1104	21.2	6.9	108	786	19.4	4.9	99	685	20.7	4.3	106	3088	21.5	19.4	109
	QUINTILE 2	14837	1111	21.3	7.5	116	666	16.4	4.5	90	666	20.2	4.5	110	2825	19.6	19.0	107
	QUINTILE 3	15339	1076	20.6	7.0	109	895	22.1	5.8	117	633	19.2	4.1	101	2420	16.8	15.8	89
	QUINTILE 4	16723	948	18.2	5.7	88	856	21.1	5.1	102	640	19.4	3.8	94	2760	19.2	16.5	93
	QUINTILE 5	18176	974	18.7	5.4	83	853	21.0	4.7	94	679	20.6	3.7	92	3284	22.8	18.1	102
RADIO-MID-DAY	TERCILE 1	21020	1358	26.1	6.5	100	1191	29.4	5.7	113	823	24.9	3.9	96	3916	27.2	18.6	105
	TERCILE 2	21610	1516	29.1	7.0	109	1206	29.7	5.6	111	848	25.7	3.9	96	4044	28.1	18.7	105
	TERCILE 3	38355	2339	44.9	6.1	95	1659	40.9	4.3	86	1632	49.4	4.3	104	6417	44.6	16.7	94
RADIO-TOTAL	QUINTILE 1	15988	1023	19.6	6.4	99	801	19.7	5.0	100	650	19.7	4.1	100	3168	22.0	19.8	112
	QUINTILE 2	15626	1058	20.3	6.8	105	638	15.7	4.1	82	723	21.9	4.6	113	2591	18.0	16.6	93
	QUINTILE 3	16723	1275	24.5	7.6	118	1088	26.8	6.5	130	783	23.7	4.7	115	3152	21.9	18.8	106
	QUINTILE 4	16342	1019	19.5	6.2	97	771	19.0	4.7	94	470	14.2	2.9	71	2625	18.3	16.1	90
	QUINTILE 5	16306	838	16.1	5.1	80	758	18.7	4.6	93	677	20.5	4.2	102	2842	19.8	17.4	98
TV-PRIME TIME	QUINTILE 1	15953	1006	19.3	6.3	98	732	18.0	4.6	92	662	20.0	4.1	102	2845	19.8	17.8	100
	QUINTILE 2	16137	1151	22.1	7.1	111	859	21.2	5.3	106	695	21.0	4.3	106	2874	20.0	17.8	100
	QUINTILE 3	16420	1102	21.1	6.7	104	860	21.2	5.2	105	699	21.2	4.3	104	2597	18.1	15.8	89
	QUINTILE 4	16687	1008	19.3	6.0	94	845	20.8	5.1	101	664	20.1	4.0	98	2956	20.6	17.7	100
	QUINTILE 5	15789	947	18.2	6.0	93	760	18.7	4.8	96	583	17.7	3.7	91	3105	21.6	19.7	111
TV-DAYTIME	TERCILE 1	27736	1530	29.3	5.5	86	1259	31.0	4.5	91	1195	36.2	4.3	106	5081	35.3	18.3	103
	TERCILE 2	26489	1900	36.4	7.2	111	1581	39.0	6.0	119	992	30.0	3.7	92	4791	33.3	18.1	102
	TERCILE 3	26761	1783	34.2	6.7	104	1217	30.0	4.5	91	1116	33.8	4.2	102	4505	31.3	16.8	95
TV-TOTAL	QUINTILE 1	16345	946	18.1	5.8	90	780	19.2	4.8	95	717	21.7	4.4	108	2861	19.9	17.5	99
	QUINTILE 2	16447	1006	19.3	6.1	95	844	20.8	5.1	102	698	21.1	4.2	104	2782	19.4	16.9	95
	QUINTILE 3	15980	1144	21.9	7.2	111	799	19.7	5.0	100	536	16.2	3.4	82	2971	20.7	18.6	105
	QUINTILE 4	15887	1135	21.8	7.1	111	747	18.4	4.7	94	642	19.4	4.0	99	2603	18.1	16.4	92
	QUINTILE 5	16326	982	18.8	6.0	93	887	21.9	5.4	108	709	21.5	4.3	106	3161	22.0	19.4	109
MAGAZINES-NEWSPAPERS: DUAL		20721	1538	29.5	7.4	115	1344	33.1	6.5	130	897	27.2	4.3	106	3822	26.6	18.4	104
MAGAZINE IMPERATIVE		19186	1138	21.8	5.9	92	963	23.7	5.0	100	847	25.6	4.4	108	3492	24.3	18.2	103
NEWSPAPER IMPERATIVE		21899	1510	29.0	6.9	107	980	24.2	4.5	89	986	29.9	4.5	110	3689	25.7	16.8	95
MAGAZINES-OUTDOOR: DUAL		15451	1171	22.5	7.6	118	1029	25.4	6.7	133	632	19.1	4.1	100	3029	21.1	19.6	110
MAGAZINE IMPERATIVE		25953	1831	35.1	7.1	110	1286	31.7	5.0	99	1195	36.2	4.6	113	4724	32.9	18.2	103
OUTDOOR IMPERATIVE		24400	1383	26.5	5.7	88	1094	27.0	4.5	90	894	27.1	3.7	90	4065	28.3	16.7	94
MAGAZINES-RADIO: DUAL		18049	1324	25.4	7.3	114	933	23.0	5.2	103	835	25.3	4.6	113	3692	25.7	20.5	115
MAGAZINE IMPERATIVE		23571	1641	31.5	7.0	108	1369	33.8	5.8	116	1010	30.6	4.3	105	4158	28.9	17.6	99
RADIO IMPERATIVE		23278	1451	27.8	6.2	97	1010	24.9	4.3	87	964	29.2	4.1	102	3863	26.9	16.6	93
MAGAZINES-TELEVISION: DUAL		15459	1029	19.7	6.7	103	860	21.2	5.6	111	723	21.9	4.7	115	2932	20.4	19.0	107
MAGAZINE IMPERATIVE		25829	1974	37.9	7.6	119	1487	36.7	5.8	115	1100	33.3	4.3	104	4752	33.1	18.4	104
TELEVISION IMPERATIVE		26039	1448	27.8	5.6	86	1113	27.4	4.3	85	1006	30.5	3.9	95	4341	30.2	16.7	94
NEWSPAPERS-OUTDOOR: DUAL		16605	1241	23.8	7.5	116	1134	28.0	6.8	136	624	18.9	3.8	92	2901	20.2	17.5	98
NEWSPAPER IMPERATIVE		26834	2059	39.5	7.7	119	1244	30.7	4.6	93	1281	38.8	4.8	117	4737	32.9	17.7	99
OUTDOOR IMPERATIVE		23346	1230	23.6	5.3	82	1021	25.2	4.4	87	896	27.1	3.8	94	4119	28.6	17.6	99
NEWSPAPERS-RADIO: DUAL		17133	1343	25.8	7.8	122	1080	26.6	6.3	126	844	25.6	4.9	121	3172	22.1	18.5	104
NEWSPAPER IMPERATIVE		25892	1801	34.5	7.0	108	1397	34.4	5.4	108	1017	30.8	3.9	96	4336	30.2	16.7	94
RADIO IMPERATIVE		23167	1331	25.5	5.7	89	926	22.8	4.0	80	850	25.7	3.7	90	4306	30.0	18.6	105
NEWSPAPERS-TELEVISION: DUAL		17159	1135	21.8	6.6	103	927	22.9	5.4	108	826	25.0	4.8	118	3020	21.0	17.6	99
NEWSPAPER IMPERATIVE		26214	2140	41.1	8.2	127	1477	36.4	5.6	113	1039	31.5	4.0	97	4613	32.1	17.6	99
TELEVISION IMPERATIVE		23412	1229	23.6	5.2	82	1005	24.8	4.3	86	849	25.7	3.6	89	4048	28.2	17.3	97
OUTDOOR-RADIO: DUAL		15303	924	17.7	6.0	94	800	19.7	5.2	104	596	18.0	3.9	95	2972	20.7	19.4	109
OUTDOOR IMPERATIVE		24901	1703	32.7	6.8	106	1447	35.7	5.8	116	940	28.5	3.8	93	4212	29.3	16.9	95
RADIO IMPERATIVE		26492	1946	37.3	7.3	114	1191	29.4	4.5	90	1248	37.8	4.7	116	4792	33.3	18.1	102
OUTDOOR-TELEVISION: DUAL		14794	1130	21.7	7.6	119	899	22.2	6.1	121	494	15.0	3.3	82	2592	18.0	17.5	99
OUTDOOR IMPERATIVE		25437	1682	32.3	6.6	103	1339	33.0	5.3	105	1106	33.5	4.3	107	4470	31.1	17.6	99
TELEVISION IMPERATIVE		27877	1549	29.7	5.6	86	1210	29.8	4.3	87	1248	37.8	4.5	110	4904	34.1	17.6	99
RADIO-TELEVISION: DUAL		15996	1026	19.7	6.4	100	745	18.4	4.7	93	872	26.4	5.5	134	2811	19.6	17.6	99
RADIO IMPERATIVE		25478	1911	36.7	7.5	117	1301	32.1	5.1	102	994	30.1	3.9	96	4849	33.7	19.0	107
TELEVISION IMPERATIVE		26573	1576	30.2	5.9	92	1382	34.1	5.2	104	861	26.1	3.2	79	4550	31.6	17.1	96

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	FOLGERS ADC A '000	FOLGERS ADC B % DOWN	FOLGERS ADC C % ACROSS	FOLGERS ADC D INDX	FOLGERS FLAKED A '000	FOLGERS FLAKED B % DOWN	FOLGERS FLAKED C % ACROSS	FOLGERS FLAKED D INDX	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	5213	100.0	6.4	100	4056	100.0	5.0	100	3303	100.0	4.1	100	14377	100.0	17.8	100
ATLANTIC MONTHLY	415	**38	0.7	9.2	142	**20	0.5	4.8	96	**6	0.2	1.4	35	**40	0.3	9.6	54
BARRON'S	453	**31	0.6	6.8	106	**66	1.6	14.6	291	**8	0.2	1.8	43	**25	0.2	5.5	31
BETTER HOMES & GARDENS	16256	1331	25.5	8.2	127	953	23.5	5.9	117	692	21.0	4.3	104	3379	23.5	20.8	117
BON APPETIT	2535	*240	4.6	9.5	147	*151	3.7	6.0	119	**94	2.8	3.7	91	431	3.0	17.0	96
BUSINESS WEEK	1278	**134	2.6	10.5	163	**44	1.1	3.4	69	**28	0.8	2.2	54	*186	1.3	14.6	82
CAR AND DRIVER	378	**12	0.2	3.2	49	**13	0.3	3.4	69	**6	0.2	1.6	39	**27	0.2	7.1	40
CBS MAGAZINE NETWORK (GROSS)	1498	**114	2.2	7.6	118	**48	1.2	3.2	64	**23	0.7	1.5	38	*252	1.8	16.8	95
CHANGING TIMES	1505	*138	2.6	9.2	142	**92	2.3	6.1	122	**39	1.2	2.6	64	254	1.8	16.9	95
COLONIAL HOMES	1231	*94	1.8	7.6	119	**87	2.1	7.1	141	**69	2.1	5.6	137	*170	1.2	13.8	78
CONDE NAST MAG. PKG. (GROSS)	14146	828	15.9	5.9	91	717	17.7	5.1	101	521	15.8	3.7	90	2366	16.5	16.7	94
CONSUMERS DIGEST	1323	**52	1.0	3.9	61	**113	2.8	8.5	171	**52	1.6	3.9	96	225	1.6	17.0	96
COSMOPOLITAN	7102	298	5.7	4.2	65	407	10.0	5.7	114	287	8.7	4.0	99	1165	8.1	16.4	92
COUNTRY LIVING	2481	*204	3.9	8.2	128	*141	3.5	5.7	113	*118	3.6	4.8	117	550	3.8	22.2	125
CUISINE	1472	**86	1.6	5.8	91	**52	1.3	3.5	71	**94	2.8	6.4	157	*228	1.6	15.5	87
CYCLE WORLD	425	**62	1.2	14.6	227	**2	0.0	0.5	9	**20	0.6	4.7	115	**66	0.5	15.5	87
DCI:CREATIVE IDEAS FOR LIV	2510	*205	3.9	8.2	127	*256	6.3	10.2	204	**90	2.7	3.6	88	457	3.2	18.2	103
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	497	9.5	7.4	115	455	11.2	6.8	136	254	7.7	3.8	93	1235	8.6	18.4	104
DISCOVER	894	**25	0.5	2.8	43	**40	1.0	4.5	89	**25	0.8	2.8	69	*143	1.0	16.0	90
EBONY	3507	**82	1.6	2.3	36	**75	1.8	2.1	43	*130	3.9	3.7	91	384	2.7	10.9	62
ESQUIRE	1083	**30	0.6	2.8	43	**49	1.2	4.5	90	**12	0.4	1.1	27	*153	1.1	14.1	80
ESSENCE	1830	**41	0.8	2.2	35	**40	1.0	2.2	44	**70	2.1	3.8	94	*172	1.2	9.4	53
FAMILY CIRCLE	15930	1254	24.1	7.9	122	964	23.8	6.1	121	757	22.9	4.8	117	3030	21.1	19.0	107
THE FAMILY HANDYMAN	1126	**111	2.1	9.9	153	**119	2.9	10.6	211	**55	1.7	4.9	120	319	2.2	28.3	160
FAMILY WEEKLY	11468	871	16.7	7.6	118	536	13.2	4.7	93	642	19.4	5.6	137	2299	16.0	20.0	113
FIELD & STREAM	2234	*220	4.2	9.8	153	*159	3.9	7.1	142	**62	1.9	2.8	68	418	2.9	18.7	105
FOOD & WINE	579	**34	0.7	5.9	91	**32	0.8	5.5	110	**15	0.5	2.6	64	**53	0.4	9.2	52
FORBES	728	**71	1.4	9.8	152	**72	1.8	9.9	197	**5	0.2	0.7	17	**136	0.9	18.7	105
FORTUNE	906	**77	1.5	8.5	132	**71	1.8	7.8	156	**13	0.4	1.4	35	*141	1.0	15.6	88
GENTLEMEN'S QUARTERLY	791	**4	0.1	0.5	8	**20	0.5	2.5	50	**14	0.4	1.8	43	**116	0.8	14.7	83
GLAMOUR	5265	289	5.5	5.5	85	*277	6.8	5.3	105	216	6.5	4.1	101	794	5.5	15.1	85
GOLF DIGEST	636	**46	0.9	7.2	112	**44	1.1	6.9	138	**9	0.3	1.4	35	*191	1.3	30.0	169
GOLF DIGEST/TENNIS (GROSS)	1186	**109	2.1	9.2	143	**57	1.4	4.8	96	**28	0.8	2.4	58	*303	2.1	25.5	144
GOLF MAGAZINE	441	**25	0.5	5.7	88	**32	0.8	7.3	145	**5	0.2	1.1	28	**111	0.8	25.2	142
GOLF MAGAZINE/SKI (GROSS)	922	**40	0.8	4.3	67	**34	0.8	3.7	74	**22	0.7	2.4	59	*138	1.0	15.0	84
GOOD HOUSEKEEPING	16487	1316	25.2	8.0	124	1130	27.9	6.9	137	705	21.3	4.3	105	3302	23.0	20.0	113
HARPER'S BAZAAR	2423	*107	2.1	4.4	69	**148	3.6	6.1	122	**60	1.8	2.5	61	340	2.4	14.0	79
HEALTH	1994	*141	2.7	7.1	110	*182	4.5	9.1	182	**60	1.8	3.0	74	271	1.9	13.6	77
HEARST MAG CORP. BUY (GROSS)	44101	3096	59.4	7.0	109	2613	64.4	5.9	118	1824	55.2	4.1	101	8491	59.1	19.3	108
HEARST MAN POWER (GROSS)	1993	*154	3.0	7.7	120	**92	2.3	4.6	92	**99	3.0	5.0	122	385	2.7	19.3	109
HEARST WOMAN POWER (GROSS)	31274	2162	41.5	6.9	107	1933	47.7	6.2	123	1321	40.0	4.2	104	6102	42.4	19.5	110
HOUSE BEAUTIFUL	3623	314	6.0	8.7	135	*169	4.2	4.7	93	*143	4.3	3.9	97	738	5.1	20.4	115
INC.	283	**12	0.2	4.2	66	**36	0.9	12.7	254	**7	0.2	2.5	61	**70	0.5	24.7	139
JET	2928	**69	1.3	2.4	37	**78	1.9	2.7	53	**93	2.8	3.2	78	294	2.0	10.0	57
LADIES' HOME JOURNAL	11918	730	14.0	6.1	95	764	18.8	6.4	128	588	17.8	4.9	121	2364	16.4	19.8	112
LHJ FAMILY GRP COMBO(GROSS)	16764	1125	21.6	6.7	104	1132	27.9	6.8	135	803	24.3	4.8	117	3214	22.4	19.2	108
LIFE	4254	*190	3.6	4.5	69	*296	7.3	7.0	139	*195	5.9	4.6	112	716	5.0	16.8	95
L.A. TIMES HOME MAGAZINE	1145	**31	0.6	2.7	42	**75	1.8	6.6	131	**61	1.8	5.3	131	*207	1.4	18.1	102
MADEMOISELLE	2884	*237	4.5	8.2	128	*212	5.2	7.4	147	**97	2.9	3.4	82	419	2.9	14.5	82
MC CALL'S	13460	1150	22.1	8.5	133	850	21.0	6.3	126	550	16.7	4.1	100	3100	21.6	23.0	130
MC CALL'S/WRK MOTHER (GROSS)	14606	1242	23.8	8.5	132	926	22.8	6.3	127	616	18.6	4.2	103	3320	23.1	22.7	128
MECHANIX ILLUSTRATED	772	**34	0.7	4.4	68	**64	1.6	8.3	166	**66	2.0	8.5	210	**122	0.8	15.8	89
METROPOLITAN HOME	967	**97	1.9	10.0	156	**73	1.8	7.5	151	**32	1.0	3.3	81	*168	1.2	17.4	98
MONEY	1588	*211	4.0	13.3	206	**99	2.4	6.2	124	**47	1.4	3.0	73	*170	1.2	10.7	60
MOTHER EARTH NEWS	1002	**97	1.9	9.7	150	**97	2.4	9.7	193	**21	0.6	2.1	51	*186	1.3	18.6	105
MS.	825	**39	0.7	4.7	73	**45	1.1	5.5	109	**50	1.5	6.1	149	*187	1.3	22.7	128
NATIONAL ENQUIRER	10336	508	9.7	4.9	76	519	12.8	5.0	100	571	17.3	5.5	135	2013	14.0	19.5	110
NATIONAL GEOGRAPHIC	9597	1000	19.2	10.4	162	456	11.2	4.8	95	334	10.1	3.5	85	1895	13.2	19.7	111
NATIONAL SUNDAY MAGAZINE PKG	49558	3475	66.7	7.0	109	2631	64.9	5.3	106	2162	65.5	4.4	107	8657	60.2	17.5	98
NATURAL HISTORY	573	**105	2.0	18.3	285	**14	0.3	2.4	49	**6	0.2	1.0	26	**75	0.5	13.1	74
NEW WOMAN	1699	**90	1.7	5.3	82	**91	2.2	5.4	107	**53	1.6	3.1	76	365	2.5	21.5	121
NEW YORK INCLUDING CUE	443	**17	0.3	3.8	60	**14	0.3	3.2	63	**25	0.8	5.6	138	**36	0.3	8.1	46
THE NEW YORKER	1270	**91	1.7	7.2	111	**49	1.2	3.9	77	**27	0.8	2.1	52	*126	0.9	9.9	56
NEWSWEEK	6277	505	9.7	8.0	125	320	7.9	5.1	102	213	6.4	3.4	83	1028	7.2	16.4	92
THE N.Y. TIMES DAILY EDITION	1205	**112	2.1	9.3	144	**67	1.7	5.6	111	**47	1.4	3.9	96	*110	0.8	9.1	51
THE N.Y. TIMES MAGAZINE	2081	*186	3.6	8.9	139	**109	2.7	5.2	105	**79	2.4	3.8	93	*199	1.4	9.6	54
OMNI	788	**39	0.7	4.9	77	**37	0.9	4.7	94	**66	2.0	8.4	205	*156	1.1	19.8	112
ON CABLE	1158	**64	1.2	5.5	86	**177	4.4	15.3	305	**54	1.6	4.7	114	*224	1.6	19.3	109
1001 HOME IDEAS	2852	*254	4.9	8.9	138	**185	4.6	6.5	130	*156	4.7	5.5	134	579	4.0	20.3	114
ORGANIC GARDENING	1658	**79	1.5	4.8	74	**132	3.3	8.0	159	**129	3.9	7.8	191	434	3.0	26.2	147
OUTDOOR LIFE	896	**44	0.8	4.9	76	**85	2.1	9.5	189	**13	0.4	1.5	36	*187	1.3	20.9	118
PARADE MAGAZINE	24275	1677	32.2	6.9	107	1330	32.8	5.5	109	1002	30.3	4.1	101	3995	27.8	16.5	93

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	FOLGERS ADC A '000	FOLGERS ADC B % DOWN	FOLGERS ADC C % ACROSS	FOLGERS ADC D INDX	FOLGERS FLAKED A '000	FOLGERS FLAKED B % DOWN	FOLGERS FLAKED C % ACROSS	FOLGERS FLAKED D INDX	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	5213	100.0	6.4	100	4056	100.0	5.0	100	3303	100.0	4.1	100	14377	100.0	17.8	100
PARENTS	3845	359	6.9	9.3	145	308	7.6	8.0	160	*244	7.4	6.3	156	760	5.3	19.8	111
PENTHOUSE	831	**21	0.4	2.5	39	**13	0.3	1.6	31	**6	0.2	0.7	18	**92	0.6	11.1	62
PEOPLE	11645	763	14.6	6.6	102	673	16.6	5.8	115	480	14.5	4.1	101	2034	14.1	17.5	98
PLAYBOY	2006	**99	1.9	4.9	77	**66	1.6	3.3	66	**82	2.5	4.1	100	268	1.9	13.4	75
POPULAR HOT RODDING	297	**0	0.0	0.0	0	**13	0.3	4.4	87	**9	0.3	3.0	74	**35	0.2	11.8	66
POPULAR MECHANICS	1018	**79	1.5	7.8	121	**49	1.2	4.8	96	**53	1.6	5.2	128	*233	1.6	22.9	129
POPULAR SCIENCE	878	**68	1.3	7.7	120	**32	0.8	3.6	73	**12	0.4	1.4	34	*203	1.4	23.1	130
PREVENTION	3913	373	7.2	9.5	148	*168	4.1	4.3	86	*137	4.1	3.5	86	661	4.6	16.9	95
PSYCHOLOGY TODAY	1710	**63	1.2	3.7	57	**136	3.4	8.0	159	**83	2.5	4.9	119	*295	2.1	17.3	97
READER'S DIGEST	22204	1702	32.6	7.7	119	1341	33.1	6.0	121	998	30.2	4.5	110	4468	31.1	20.1	113
REDBOOK	7684	548	10.5	7.1	111	397	9.8	5.2	103	330	10.0	4.3	105	1636	11.4	21.3	120
ROAD & TRACK	410	**22	0.4	5.4	83	**15	0.4	3.7	73	**0	0.0	0.0	0	**99	0.7	24.1	136
ROLLING STONE	969	**31	0.6	3.2	50	**84	2.1	8.7	173	**50	1.5	5.2	127	*184	1.3	19.0	107
RUNNER'S WORLD	298	**9	0.2	3.0	47	**0	0.0	0.0	0	**4	0.1	1.3	33	**18	0.1	6.0	34
SATURDAY EVENING POST	1169	**52	1.0	4.4	69	**46	1.1	3.9	79	**50	1.5	4.3	105	260	1.8	22.2	125
SCIENCE 84	587	**9	0.2	1.5	24	**2	0.0	0.3	7	**15	0.5	2.6	63	**90	0.6	15.3	86
SCIENCE DIGEST	482	**34	0.7	7.1	110	**23	0.6	4.8	95	**22	0.7	4.6	112	**77	0.5	16.0	90
SCIENTIFIC AMERICAN	594	**26	0.5	4.4	68	**19	0.5	3.2	64	**17	0.5	2.9	70	**112	0.8	18.9	106
SELF	2089	**102	2.0	4.9	76	**99	2.4	4.7	95	**112	3.4	5.4	131	393	2.7	18.8	106
SEVENTEEN	2411	*190	3.6	7.9	122	**130	3.2	5.4	108	**53	1.6	2.2	54	338	2.4	14.0	79
SKI	480	**15	0.3	3.1	49	**3	0.1	0.6	12	**16	0.5	3.3	82	**28	0.2	5.8	33
SMITHSONIAN	2760	254	4.9	9.2	143	*174	4.3	6.3	126	**48	1.5	1.7	43	370	2.6	13.4	76
SOAP OPERA DIGEST	3013	**119	2.3	3.9	61	**149	3.7	4.9	99	**125	3.8	4.1	102	400	2.8	13.3	75
SOUTHERN LIVING	4184	292	5.6	7.0	108	*199	4.9	4.8	95	*164	5.0	3.9	96	778	5.4	18.6	105
SPORT	559	**41	0.8	7.3	114	**16	0.4	2.9	57	**9	0.3	1.6	39	**92	0.6	16.5	93
THE SPORTING NEWS	436	**26	0.5	6.0	93	**18	0.4	4.1	82	**11	0.3	2.5	62	**64	0.4	14.7	83
SPORTS AFIELD	493	**40	0.8	8.1	126	**20	0.5	4.1	81	**24	0.7	4.9	119	**75	0.5	15.2	86
SPORTS ILLUSTRATED	2758	*205	3.9	7.4	115	**92	2.3	3.3	67	**95	2.9	3.4	84	557	3.9	20.2	114
STAR	7456	309	5.9	4.1	64	441	10.9	5.9	118	402	12.2	5.4	132	1201	8.4	16.1	91
SUNDAY	24936	1974	37.9	7.9	123	1354	33.4	5.4	108	1016	30.8	4.1	100	4059	28.2	16.3	92
SUNSET	2124	*154	3.0	7.3	113	**124	3.1	5.8	117	**107	3.2	5.0	124	364	2.5	17.1	97
TV GUIDE	21661	1409	27.0	6.5	101	1179	29.1	5.4	109	891	27.0	4.1	101	3718	25.9	17.2	97
TENNIS	5508	**64	1.2	11.6	181	**13	0.3	2.4	47	**19	0.6	3.5	85	**112	0.8	20.4	115
TIME	8880	524	10.1	5.9	92	502	12.4	5.7	113	262	7.9	3.0	72	1483	10.3	16.7	94
TOWN & COUNTRY	917	**61	1.2	6.7	103	**39	1.0	4.3	85	**11	0.3	1.2	29	*187	1.3	20.4	115
TRAVEL & LEISURE	972	**61	1.2	6.3	97	**33	0.8	3.4	68	**25	0.8	2.6	63	*154	1.1	15.8	89
TRUE STORY	3356	*176	3.4	5.2	81	*158	3.9	4.7	94	*250	7.6	7.4	183	620	4.3	18.5	104
U.S.NEWS & WORLD REPORT	3410	315	6.0	9.2	144	**79	1.9	2.3	46	*108	3.3	3.2	78	666	4.6	19.5	110
USA TODAY	1759	*133	2.6	7.6	117	**120	3.0	6.8	136	**37	1.1	2.1	52	286	2.0	16.3	92
US	1873	**70	1.3	3.7	58	*141	3.5	7.5	150	**70	2.1	3.7	92	269	1.9	14.4	81
VOGUE	3909	*200	3.8	5.1	79	*130	3.2	3.3	66	**95	2.9	2.4	60	760	5.3	19.4	110
WALL STREET JOURNAL	1886	*238	4.6	12.6	196	**107	2.6	5.7	113	**68	2.1	3.6	88	377	2.6	20.0	113
WEIGHT WATCHERS	2120	*182	3.5	8.6	133	**55	1.4	2.6	52	**138	4.2	6.5	160	386	2.7	18.2	103
WOMAN'S DAY	14172	1182	22.7	8.3	130	872	21.5	6.2	123	719	21.8	5.1	124	2648	18.4	18.7	105
WORKING MOTHER	1146	**92	1.8	8.0	125	**76	1.9	6.6	132	**66	2.0	5.8	141	*220	1.5	19.2	108
WORKING WOMAN	1322	**70	1.3	5.3	82	**135	3.3	10.2	204	**68	2.1	5.1	126	*181	1.3	13.7	77
WORLD TENNIS	*163	**4	0.1	2.5	38	**9	0.2	5.5	110	**1	0.0	0.6	15	**22	0.2	13.5	76
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**123	2.4	4.9	75	**116	2.9	4.6	91	**80	2.4	3.2	77	377	2.6	14.9	84
BLAIR INSERTS	43657	3144	60.3	7.2	112	2353	58.0	5.4	108	1887	57.1	4.3	106	7260	50.5	16.6	94
DAILY NEWSPAPERS																	
READ ANY	51633	3697	70.9	7.2	111	2932	72.3	5.7	113	2195	66.5	4.3	104	9173	63.8	17.8	100
READ ONE	43463	3029	58.1	7.0	108	2522	62.2	5.8	116	1814	54.9	4.2	102	7783	54.1	17.9	101
READ TWO OR MORE	8170	668	12.8	8.2	127	410	10.1	5.0	100	381	11.5	4.7	114	1391	9.7	17.0	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3711	71.2	7.0	109	2800	69.0	5.3	106	2271	68.8	4.3	106	9235	64.2	17.5	99
READ ONE	46126	3110	59.7	6.7	105	2423	59.7	5.3	105	2006	60.7	4.3	107	8115	56.4	17.6	99
READ TWO OR MORE	6552	600	11.5	9.2	142	377	9.3	5.8	115	*265	8.0	4.0	99	1119	7.8	17.1	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.22				28.55				25.70				26.36			
30 DAY REACH	71455	4692	90.0	6.6	102	3663	90.3	5.1	102	2889	87.5	4.0	99	12710	88.4	17.8	100
50 SHWG - 30 DAY AV FREQ	14.56	13.35				14.82				13.47				13.91			
30 DAY REACH	67742	4455	85.5	6.6	102	3528	87.0	5.2	104	2749	83.2	4.1	99	12075	84.0	17.8	100
25 SHWG - 30 DAY AV FREQ	7.94	7.08				7.95				7.25				7.54			
30 DAY REACH	62117	4143	79.5	6.7	104	3260	80.4	5.2	105	2540	76.9	4.1	100	11130	77.4	17.9	101
CABLE TV: HOME WIRED	32077	2417	46.4	7.5	117	1902	46.9	5.9	118	1603	48.5	5.0	123	6656	46.3	20.8	117
HOME NOT WIRED	48909	2796	53.6	5.7	89	2154	53.1	4.4	88	1700	51.5	3.5	85	7721	53.7	15.8	89
HAVE PAY CABLE	15935	1215	23.3	7.6	118	1129	27.8	7.1	141	874	26.5	5.5	134	3067	21.3	19.2	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0338
P-18

	TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	FOLGERS ADC A '000	FOLGERS ADC B % DOWN	FOLGERS ADC C % ACROSS	FOLGERS ADC D INDX	FOLGERS FLAKED A '000	FOLGERS FLAKED B % DOWN	FOLGERS FLAKED C % ACROSS	FOLGERS FLAKED D INDX	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	5213	100.0	6.4	100	4056	100.0	5.0	100	3303	100.0	4.1	100	14377	100.0	17.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3109	59.6	7.1	110	2246	55.4	5.1	102	1870	56.6	4.3	104	7937	55.2	18.1	102
10:00 AM - 3:00 PM	30659	2140	41.1	7.0	108	1704	42.0	5.6	111	1258	38.1	4.1	101	5899	41.0	19.2	108
3:00 PM - 7:00 PM	31045	2111	40.5	6.8	106	1579	38.9	5.1	102	1324	40.1	4.3	105	5565	38.7	17.9	101
7:00 PM - MIDNIGHT	15767	916	17.6	5.8	90	735	18.1	4.7	93	706	21.4	4.5	110	2778	19.3	17.6	99
MIDNIGHT - 6:00 AM	9120	576	11.0	6.3	98	390	9.6	4.3	85	405	12.3	4.4	109	1691	11.8	18.5	104
6:00 AM - MIDNIGHT	58527	3982	76.4	6.8	106	3042	75.0	5.2	104	2407	72.9	4.1	101	10459	72.7	17.9	101
ENTIRE DAY	59311	4054	77.8	6.8	106	3106	76.6	5.2	105	2436	73.8	4.1	101	10563	73.5	17.8	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1420	27.2	8.8	136	1011	24.9	6.3	125	742	22.5	4.6	112	3228	22.5	20.0	112
ALL NEWS	2256	*142	2.7	6.3	98	*117	2.9	5.2	104	**96	2.9	4.3	104	332	2.3	14.7	83
AOR/PROGRESSIVE	3874	*235	4.5	6.1	94	*176	4.3	4.5	91	*210	6.4	5.4	133	536	3.7	13.8	78
BEAUTIFUL MUSIC	5660	342	6.6	6.0	94	283	7.0	5.0	100	*196	5.9	3.5	85	998	6.9	17.6	99
BLACK	2204	**70	1.3	3.2	49	**49	1.2	2.2	44	**96	2.9	4.4	107	*238	1.7	10.8	61
CLASSICAL	1418	*144	2.8	10.2	158	**40	1.0	2.8	56	**36	1.1	2.5	62	*206	1.4	14.5	82
CHR/ROCK	9538	539	10.3	5.7	88	600	14.8	6.3	126	303	9.2	3.2	78	1369	9.5	14.4	81
COUNTRY	12648	742	14.2	5.9	91	691	17.0	5.5	109	568	17.2	4.5	110	2819	19.6	22.3	126
GOLDEN OLDIES	1191	**73	1.4	6.1	95	**57	1.4	4.8	96	**28	0.8	2.4	58	*178	1.2	14.9	84
MOR/NOSTALGIA	4757	365	7.0	7.7	119	*274	6.8	5.8	115	*189	5.7	4.0	97	1023	7.1	21.5	121
NEWS/TALK	3863	300	5.8	7.8	121	*201	5.0	5.2	104	*233	7.1	6.0	148	635	4.4	16.4	93
RELIGIOUS	3084	*188	3.6	6.1	95	**125	3.1	4.1	81	**96	2.9	3.1	76	499	3.5	16.2	91
SOFT ROCK	521	**45	0.9	8.6	134	**33	0.8	6.3	126	**10	0.3	1.9	47	**52	0.4	10.0	56
URBAN CONTEMPORARY	1585	**49	0.9	3.1	48	**50	1.2	3.2	63	**48	1.5	3.0	74	*143	1.0	9.0	51
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*177	3.4	5.4	84	*241	5.9	7.4	148	**93	2.8	2.9	70	438	3.0	13.4	76
ABC DIRECTION	2316	*205	3.9	8.9	138	*127	3.1	5.5	109	**98	3.0	4.2	104	459	3.2	19.8	112
ABC ENTERTAINMENT	4834	282	5.4	5.8	91	373	9.2	7.7	154	*145	4.4	3.0	74	850	5.9	17.6	99
ABC FM	2202	**138	2.6	6.3	97	**132	3.3	6.0	120	*135	4.1	6.1	150	349	2.4	15.8	89
ABC INFORMATION	5425	533	10.2	9.8	153	*220	5.4	4.1	81	*214	6.5	3.9	97	1259	8.8	23.2	131
ABC ROCK	1677	**110	2.1	6.6	102	**65	1.6	3.9	77	**99	3.0	5.9	145	*235	1.6	14.0	79
CBS	4430	360	6.9	8.1	126	*213	5.3	4.8	96	*224	6.8	5.1	124	1002	7.0	22.6	127
MUTUAL	4992	329	6.3	6.6	102	*245	6.0	4.9	98	*234	7.1	4.7	115	977	6.8	19.6	110
NBC	4679	308	5.9	6.6	102	*301	7.4	6.4	128	*245	7.4	5.2	128	891	6.2	19.0	107
RADIORADIO	1994	**114	2.2	5.7	89	**134	3.3	6.7	134	**139	4.2	7.0	171	280	1.9	14.0	79
RKO ONE	2298	**115	2.2	5.0	78	**73	1.8	3.2	63	**61	1.8	2.7	65	336	2.3	14.6	82
RKO TWO	3311	*216	4.1	6.5	101	*159	3.9	4.8	96	*96	2.9	2.9	71	418	2.9	12.6	71
THE SOURCE	2114	**149	2.9	7.0	109	*135	3.3	6.4	128	**94	2.8	4.4	109	*239	1.7	11.3	64
NON-WIRED : BLAIR	8654	573	11.0	6.6	103	496	12.2	5.7	114	444	13.4	5.1	126	1582	11.0	18.3	103
INTERNET	12025	798	15.3	6.6	103	674	16.6	5.6	112	432	13.1	3.6	88	2242	15.6	18.6	105
KATZ RADIO GROUP	15359	1100	21.1	7.2	111	979	24.1	6.4	127	555	16.8	3.6	89	2571	17.9	16.7	94
SUPERNET	10628	702	13.5	6.6	103	489	12.1	4.6	92	549	16.6	5.2	127	1979	13.8	18.6	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	501	9.6	5.8	90	431	10.6	5.0	99	379	11.5	4.4	107	1564	10.9	18.1	102
WKDAY 9:00 AM - 1:00 PM	12163	687	13.2	5.6	88	619	15.3	5.1	102	511	15.5	4.2	103	2192	15.2	18.0	102
WKDAY 1:00 PM - 4:30 PM	16150	920	17.6	5.7	88	748	18.4	4.6	92	678	20.5	4.2	103	2848	19.8	17.6	99
WKDAY 4:30 PM - 7:30 PM	22463	1305	25.0	5.8	90	1090	26.9	4.9	97	891	27.0	4.0	97	3561	24.8	15.9	89
WKDAY 7:30 PM - 8:00 PM	31795	1865	35.8	5.9	91	1521	37.5	4.8	96	1194	36.1	3.8	92	5381	37.4	16.9	95
WKDAY 11:00 PM - 11:30 PM	23977	1598	30.7	6.7	104	1258	31.0	5.2	105	1000	30.3	4.2	102	4799	33.4	20.0	113
WKDAY 11:30 PM - 1:00 AM	7703	551	10.6	7.2	111	400	9.9	5.2	104	444	13.4	5.8	141	1559	10.8	20.2	114
M-SAT 8-11 PM+SUN 7-11 PM	33800	2192	42.0	6.5	101	1709	42.1	5.1	101	1430	43.3	4.2	104	5896	41.0	17.4	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	336	6.4	5.1	80	383	9.4	5.9	117	276	8.4	4.2	104	1295	9.0	19.8	112
ANOTHER WORLD N	4620	281	5.4	6.1	94	199	4.9	4.3	86	167	5.1	3.6	89	631	4.4	13.7	77
AS THE WORLD TURNS C	5614	277	5.3	4.9	77	188	4.6	3.3	67	261	7.9	4.6	114	1095	7.6	19.5	110
CAPITOL C	3396	144	2.8	4.2	66	*131	3.2	3.9	77	176	5.3	5.2	127	594	4.1	17.5	99
CBS MORN. NEWS 1 C	1446	*68	1.3	4.7	73	*92	2.3	6.4	127	*55	1.7	3.8	93	328	2.3	22.7	128
CBS MORN. NEWS 2 C	1207	*51	1.0	4.2	66	*71	1.8	5.9	117	*59	1.8	4.9	120	216	1.5	17.9	101
DAYS OF OUR LIVES N	5877	394	7.6	6.7	104	262	6.5	4.5	89	169	5.1	2.9	71	985	6.9	16.8	94
FACTS OF LIFE - DAYTIME N	2290	*161	3.1	7.0	109	*136	3.4	5.9	119	*69	2.1	3.0	74	341	2.4	14.9	84
FAMILY FEUD A	3023	115	2.2	3.8	59	155	3.8	5.1	102	142	4.3	4.7	115	653	4.5	21.6	122
GENERAL HOSPITAL A	6097	340	6.5	5.6	87	343	8.5	5.6	112	278	8.4	4.6	112	1220	8.5	20.0	113
GOOD MORNING, AMERICA-730 A	3515	290	5.6	8.3	128	250	6.2	7.1	142	142	4.3	4.0	99	733	5.1	20.9	117
GOOD MORNING, AMERICA-830 A	2818	228	4.4	8.1	126	145	3.6	5.1	103	89	2.7	3.2	77	583	4.1	20.7	117
GUIDING LIGHT C	5339	281	5.4	5.3	82	187	4.6	3.5	70	236	7.1	4.4	108	874	6.1	16.4	92
ONE LIFE TO LIVE A	4478	253	4.9	5.6	88	215	5.3	4.8	96	208	6.3	4.6	114	939	6.5	21.0	118
PRESS YOUR LUCK C	2244	111	2.1	4.9	77	135	3.3	6.0	120	135	4.1	6.0	148	414	2.9	18.4	104
PRICE IS RIGHT 1 C	4348	180	3.5	4.1	64	214	5.3	4.9	98	189	5.7	4.3	107	863	6.0	19.8	112
PRICE IS RIGHT 2 C	5014	199	3.8	4.0	62	252	6.2	5.0	100	212	6.4	4.2	104	954	6.6	19.0	107
RYAN'S HOPE A	3150	199	3.8	6.3	98	216	5.3	6.9	137	*128	3.9	4.1	100	560	3.9	17.8	100
SALE OF THE CENTURY N	2695	*166	3.2	6.2	96	117	2.9	4.3	87	*70	2.1	2.6	64	366	2.5	13.6	77
SEARCH FOR TOMORROW N	2319	*110	2.1	4.7	74	*109	2.7	4.7	94	*78	2.4	3.4	82	340	2.4	14.7	83
TODAY SHOW 1 N	2693	123	2.4	4.6	71	*97	2.4	3.6	72	*90	2.7	3.3	82	433	3.0	16.1	91
TODAY SHOW 2 N	2498	132	2.5	5.3	82	*103	2.5	4.1	82	*78	2.4	3.1	77	416	2.9	16.7	94
$25,000 PYRAMID C	2753	162	3.1	5.9	91	157	3.9	5.7	114	*159	4.8	5.8	142	496	3.4	18.0	101
WHEEL OF FORTUNE N	4388	212	4.1	4.8	75	228	5.6	5.2	104	143	4.3	3.3	80	873	6.1	19.9	112
YOUNG AND THE RESTLESS C	5695	242	4.6	4.2	66	226	5.6	4.0	79	232	7.0	4.1	100	884	6.1	15.5	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*152	2.9	8.6	134	*89	2.2	5.1	101	**29	0.9	1.6	40	301	2.1	17.1	96
NBA PLAYOFF GAME -1 C	1136	**72	1.4	6.3	98	**66	1.6	5.8	116	**29	0.9	2.6	63	170	1.2	15.0	84
NBC MAJOR LEAGUE PRE-GAME N	953	**75	1.4	7.9	122	**46	1.1	4.8	96	**47	1.4	4.9	121	**108	0.8	11.3	64
SPORTSWORLD - SUN N	1233	*87	1.7	7.1	110	**67	1.7	5.4	108	**82	2.5	6.7	163	283	2.0	23.0	129
SUNDAY MORNING C	1611	**102	2.0	6.3	98	**55	1.4	3.4	68	**60	1.8	3.7	91	265	1.8	16.4	93

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	BRIM A '000	BRIM B % DOWN	BRIM C % ACROSS	BRIM D INDX	FOLGERS ADC A '000	FOLGERS ADC B % DOWN	FOLGERS ADC C % ACROSS	FOLGERS ADC D INDX	FOLGERS FLAKED A '000	FOLGERS FLAKED B % DOWN	FOLGERS FLAKED C % ACROSS	FOLGERS FLAKED D INDX	FOLGERS A '000	FOLGERS B % DOWN	FOLGERS C % ACROSS	FOLGERS D INDX
TOTAL FEMALE HOMEMAKERS		80986	5213	100.0	6.4	100	4056	100.0	5.0	100	3303	100.0	4.1	100	14377	100.0	17.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1573	30.2	6.0	94	1218	30.0	4.7	93	945	28.6	3.6	89	4456	31.0	17.1	96
NETWORK AFFILIATES - LATE		20261	1422	27.3	7.0	109	1033	25.5	5.1	102	777	23.5	3.8	94	4079	28.4	20.1	113
INDEPENDENTS - LATE		2076	78	1.5	3.8	58	109	2.7	5.3	105	84	2.5	4.0	99	275	1.9	13.2	75
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	567	10.9	5.4	84	465	11.5	4.4	89	427	12.9	4.1	100	1644	11.4	15.7	89
ABC MONDAY NIGHT MOVIE	A	6412	477	9.2	7.4	116	301	7.4	4.7	94	291	8.8	4.5	111	1127	7.8	17.6	99
ABC SUNDAY NIGHT MOVIE	A	12407	826	15.8	6.7	103	627	15.5	5.1	101	567	17.2	4.6	112	2008	14.0	16.2	91
ABC WORLD NEWS TONIGHT	A	6176	341	6.5	5.5	86	299	7.4	4.8	97	198	6.0	3.2	79	1094	7.6	17.7	100
AFTERMASH	C	5863	393	7.5	6.7	104	*266	6.6	4.5	91	*231	7.0	3.9	97	994	6.9	17.0	96
ALICE	C	9594	483	9.3	5.0	78	506	12.5	5.3	105	489	14.8	5.1	125	1460	10.2	15.2	86
AMERICAN PARADE	C	6622	427	8.2	6.4	100	360	8.9	5.4	109	243	7.4	3.7	90	1293	9.0	19.5	110
BENSON	A	10886	526	10.1	4.8	75	540	13.3	5.0	99	384	11.6	3.5	86	1910	13.3	17.5	99
BLUE THUNDER	A	5036	292	5.6	5.8	90	*204	5.0	4.1	81	*133	4.0	2.6	65	1021	7.1	20.3	114
CAGNEY & LACEY	C	9965	713	13.7	7.2	111	663	16.3	6.7	133	415	12.6	4.2	102	1825	12.7	18.3	103
CBS EVENING NEWS-DEAN	C	3491	240	4.6	6.9	107	*213	5.3	6.1	122	*188	5.7	5.4	132	498	3.5	14.3	80
CBS EVENING NEWS-RATHER	C	7123	514	9.9	7.2	112	347	8.6	4.9	97	308	9.3	4.3	106	1305	9.1	18.3	103
CBS SAT. NEWS-SCHIEFFER	C	3621	288	5.5	8.0	124	100	2.5	2.8	55	218	6.6	6.0	148	588	4.1	16.2	91
CBS SATURDAY NIGHT MOVIE	C	5436	375	7.2	6.9	107	320	7.9	5.9	118	251	7.6	4.6	113	873	6.1	16.1	90
CBS WEDNESDAY NIGHT MOVIE	C	6100	449	8.6	7.4	114	395	9.7	6.5	129	320	9.7	5.2	129	1157	8.0	19.0	107
CHEERS	N	8889	584	11.2	6.6	102	529	13.0	6.0	119	265	8.0	3.0	73	1582	11.0	17.8	100
DALLAS	C	22109	1451	27.8	6.6	102	1082	26.7	4.9	98	929	28.1	4.2	103	4394	30.6	19.9	112
DIFF'RENT STROKES	N	6940	422	8.1	6.1	94	*239	5.9	3.4	69	*231	7.0	3.3	82	1240	8.6	17.9	101
DOUBLE TROUBLE	N	7223	459	8.8	6.4	99	434	10.7	6.0	120	293	8.9	4.1	99	1209	8.4	16.7	94
DUCK FACTORY	N	5595	418	8.0	7.5	116	*220	5.4	3.9	79	*176	5.3	3.1	77	1051	7.3	18.8	106
DUKES OF HAZZARD	C	5768	294	5.6	5.1	79	260	6.4	4.5	90	258	7.8	4.5	110	1135	7.9	19.7	111
DYNASTY	A	20053	1180	22.6	5.9	91	927	22.9	4.6	92	790	23.9	3.9	97	3566	24.8	17.8	100
FACTS OF LIFE	N	8087	548	10.5	6.8	105	435	10.7	5.4	107	317	9.6	3.9	96	1213	8.4	15.0	84
FALCON CREST	C	20046	1297	24.9	6.5	101	1016	25.0	5.1	101	712	21.6	3.6	87	3899	27.1	19.5	110
FALL GUY	A	9084	439	8.4	4.8	75	401	9.9	4.4	88	364	11.0	4.0	98	1669	11.6	18.4	103
FAMILY TIES	N	7964	382	7.3	4.8	75	410	10.1	5.1	103	316	9.6	4.0	97	1337	9.3	16.8	95
FANTASY ISLAND	A	7687	436	8.4	5.7	88	397	9.8	5.2	103	346	10.5	4.5	110	1353	9.4	17.6	99
FOULUPS,BLEEPS & BLUNDERS	A	8861	570	10.9	6.4	100	380	9.4	4.3	86	434	13.1	4.9	120	1437	10.0	16.2	91
FOUR SEASONS	C	5095	*316	6.1	6.2	96	*203	5.0	4.0	80	*204	6.2	4.0	98	790	5.5	15.5	87
GIMME A BREAK	N	8838	376	7.2	4.3	66	384	9.5	4.3	87	352	10.7	4.0	98	1375	9.6	15.6	88
HART TO HART	A	8978	562	10.8	6.3	97	480	11.8	5.3	107	439	13.3	4.9	120	1796	12.5	20.0	113
HILL STREET BLUES	N	8590	599	11.5	7.0	108	519	12.8	6.0	121	380	11.5	4.4	108	1530	10.6	17.8	100
HOTEL	A	14085	735	14.1	5.2	81	762	18.8	5.4	108	729	22.1	5.2	127	2748	19.1	19.5	110
JEFFERSONS	C	9360	492	9.4	5.3	82	526	13.0	5.6	112	412	12.5	4.4	108	1586	11.0	16.9	95
JENNIFER SLEPT HERE	N	5841	432	8.3	7.4	115	*227	5.6	3.9	78	*235	7.1	4.0	99	951	6.6	16.3	92
KATE & ALLIE	C	9206	635	12.2	6.9	107	556	13.7	6.0	121	355	10.7	3.9	95	1604	11.2	17.4	98
KNIGHT RIDER	N	7076	333	6.4	4.7	73	326	8.0	4.6	92	317	9.6	4.5	110	1196	8.3	16.9	95
LOVE BOAT	A	12219	809	15.5	6.6	103	539	13.3	4.4	88	466	14.1	3.8	94	2227	15.5	18.2	103
MAGNUM PI	C	11199	722	13.8	6.4	100	524	12.9	4.7	93	496	15.0	4.4	109	1936	13.5	17.3	97
MAMA'S FAMILY	N	6057	371	7.1	6.1	95	*264	6.5	4.4	87	318	9.6	5.3	129	1198	8.3	19.8	111
MASTER, THE	N	3598	330	6.3	9.2	142	*141	3.5	3.9	78	*113	3.4	3.1	77	618	4.3	17.2	97
MATT HOUSTON	A	6344	428	8.2	6.7	105	299	7.4	4.7	94	314	9.5	4.9	121	1200	8.3	18.9	107
NBC MONDAY NIGHT MOVIE	N	11994	741	14.2	6.2	96	557	13.7	4.6	93	519	15.7	4.3	106	2076	14.4	17.3	98
NBC NIGHTLY NEWS	N	5132	311	6.0	6.1	94	220	5.4	4.3	86	246	7.4	4.8	118	815	5.7	15.9	89
NBC NIGHTLY NEWS-SAT	N	3375	*141	2.7	4.2	65	**106	2.6	3.1	63	*99	3.0	2.9	72	613	4.3	18.2	102
NBC NIGHTLY NEWS-SUN	N	3130	*278	5.3	8.9	138	*104	2.6	3.3	66	**97	2.9	3.1	76	523	3.6	16.7	94
NBC SUNDAY NIGHT MOVIE	N	8284	429	8.2	5.2	80	*310	7.6	3.7	75	*220	6.7	2.7	65	1431	10.0	17.3	97
NEWHART	C	9240	647	12.4	7.0	109	619	15.3	6.7	134	389	11.8	4.2	103	1719	12.0	18.6	105
ONE DAY AT A TIME	C	7288	506	9.7	6.9	108	353	8.7	4.8	97	349	10.6	4.8	117	1214	8.4	16.7	94
PEOPLE ARE FUNNY	N	4855	*306	5.9	6.3	98	*190	4.7	3.9	78	*257	7.8	5.3	130	1057	7.4	21.8	123
REAL PEOPLE	N	8869	632	12.1	7.1	111	424	10.5	4.8	95	315	9.5	3.6	87	1411	9.8	15.9	90
REMINGTON STEELE	N	7743	434	8.3	5.6	87	407	10.0	5.3	105	385	11.7	5.0	122	1163	8.1	15.0	85
RIPLEY'S BELIEVE IT - NOT	A	5345	425	8.2	8.0	124	*261	6.4	4.9	98	*200	6.1	3.7	92	1031	7.2	19.3	109
RIPTIDE	N	6988	419	8.0	6.0	93	388	9.6	5.6	111	305	9.2	4.4	107	1183	8.2	16.9	95
SCARECROW & MRS. KING	C	10002	631	12.1	6.3	98	508	12.5	5.1	101	411	12.4	4.1	101	1829	12.7	18.3	103
SIMON & SIMON	C	10638	706	13.5	6.6	103	432	10.7	4.1	81	430	13.0	4.0	99	1896	13.2	17.8	100
60 MINUTES	C	13293	903	17.3	6.8	106	654	16.1	4.9	98	518	15.7	3.9	96	2285	15.9	17.2	97
ST. ELSEWHERE	N	7017	470	9.0	6.7	104	472	11.6	6.7	134	230	7.0	3.3	80	1127	7.8	16.1	90
THREE'S COMPANY	A	10917	591	11.3	5.4	84	455	11.2	4.2	83	410	12.4	3.8	92	1928	13.4	17.7	99
T.J. HOOKER	A	9204	539	10.3	5.9	91	458	11.3	5.0	99	286	8.7	3.1	76	1618	11.3	17.6	99
TONIGHT SHOW	N	2372	172	3.3	7.3	113	139	3.4	5.9	117	112	3.4	4.7	116	509	3.5	21.5	121
TRAPPER JOHN, M.D.	C	9846	563	10.8	5.7	89	544	13.4	5.5	110	353	10.7	3.6	88	1758	12.2	17.9	101
TV BLOOPERS & PRAC. JOKES	N	9105	603	11.6	6.6	103	392	9.7	4.3	86	451	13.7	5.0	121	1592	11.1	17.5	98
20/20	A	9387	724	13.9	7.7	120	549	13.5	5.8	117	418	12.7	4.5	109	1855	12.9	19.8	111
WEBSTER	A	11067	534	10.2	4.8	75	554	13.7	5.0	100	423	12.8	3.8	94	1956	13.6	17.7	100
WORLD NEWS - SUN	A	3062	*221	4.2	7.2	112	*130	3.2	4.2	85	*112	3.4	3.7	90	482	3.4	15.7	89
YELLOW ROSE	N	4978	337	6.5	6.8	105	*177	4.4	3.6	71	259	7.8	5.2	128	980	6.8	19.7	111
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	489	9.4	5.5	86	586	14.4	6.6	132	*511	15.5	5.8	141	1745	12.1	19.7	111
BASKETBALL - COLLEGE GAMES		4080	*374	7.2	9.2	142	*359	8.9	8.8	176	**245	7.4	6.0	147	813	5.7	19.9	112
BASKETBALL - PRO GAMES		3607	**209	4.0	5.8	90	**175	4.3	4.9	97	**177	5.4	4.9	120	796	5.5	22.1	124
BOWLING		3883	*407	7.8	10.5	163	**173	4.3	4.5	89	**213	6.4	5.5	134	1076	7.5	27.7	156
BOXING		3928	**246	4.7	6.3	97	**179	4.4	4.6	91	**185	5.6	4.7	115	800	5.6	20.4	115
FOOTBALL - COLLEGE GAMES		6366	655	12.6	10.3	160	*483	11.9	7.6	151	*372	11.3	5.8	143	1319	9.2	20.7	117
FOOTBALL - PRO GAMES		11300	1045	20.0	9.2	144	611	15.1	5.4	108	516	15.6	4.6	112	2532	17.6	22.4	126
GOLF		3378	*314	6.0	9.3	144	**133	3.3	3.9	79	**96	2.9	2.8	70	938	6.5	27.8	156
POST-SEASON COLL. FOOTBALL		4906	*487	9.3	9.9	154	*297	7.3	6.1	121	**267	8.1	5.4	133	998	6.9	20.3	115
POST-SEASON PRO FOOTBALL		6120	*638	12.2	10.4	162	*391	9.6	6.4	128	*377	11.4	6.2	151	1304	9.1	21.3	120
TENNIS		3033	*336	6.4	11.1	172	**108	2.7	3.6	71	**113	3.4	3.7	91	688	4.8	22.7	128
WRESTLING - PROFESSIONAL		3344	**191	3.7	5.7	89	**123	3.0	3.7	73	**194	5.9	5.8	142	624	4.3	18.7	105

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	HILLS BROS. A '000	HILLS BROS. B % DOWN	HILLS BROS. C % ACROSS	HILLS BROS. D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	MAXWELL HOUSE ADC A '000	MAXWELL HOUSE ADC B % DOWN	MAXWELL HOUSE ADC C % ACROSS	MAXWELL HOUSE ADC D INDX	MAXWELL HOUSE MASTER BLEND A '000	MAXWELL HOUSE MASTER BLEND B % DOWN	MAXWELL HOUSE MASTER BLEND C % ACROSS	MAXWELL HOUSE MASTER BLEND D INDX
TOTAL FEMALE HOMEMAKERS	80986	5777	100.0	7.1	100	9324	100.0	11.5	100	7380	100.0	9.1	100	7374	100.0	9.1	100
18 - 24	9282	*326	5.6	3.5	49	663	7.1	7.1	62	573	7.8	6.2	68	*577	7.8	6.2	68
25 - 34	19072	1440	24.9	7.6	106	2046	21.9	10.7	93	1987	26.9	10.4	114	1838	24.9	9.6	106
35 - 44	14591	1168	20.2	8.0	112	1690	18.1	11.6	101	1425	19.3	9.8	107	1475	20.0	10.1	111
45 - 54	11345	842	14.6	7.4	104	1454	15.6	12.8	111	1149	15.6	10.1	111	1002	13.6	8.8	97
55 - 64	11635	1046	18.1	9.0	126	1743	18.7	15.0	130	1292	17.5	11.1	122	1139	15.4	9.8	108
65 OR OLDER	15061	955	16.5	6.3	89	1728	18.5	11.5	100	954	12.9	6.3	70	1342	18.2	8.9	98
18 - 34	28354	1766	30.6	6.2	87	2709	29.1	9.6	83	2560	34.7	9.0	99	2416	32.8	8.5	94
18 - 49	48339	3449	59.7	7.1	100	5106	54.8	10.6	92	4522	61.3	9.4	103	4321	58.6	8.9	98
25 - 54	45008	3450	59.7	7.7	107	5190	55.7	11.5	100	4561	61.8	10.1	111	4316	58.5	9.6	105
35 - 49	19985	1683	29.1	8.4	118	2397	25.7	12.0	104	1961	26.6	9.8	108	1905	25.8	9.5	105
50 OR OLDER	32647	2328	40.3	7.1	100	4218	45.2	12.9	112	2858	38.7	8.8	96	3053	41.4	9.4	103
GRADUATED COLLEGE	11155	930	16.1	8.3	117	1199	12.9	10.7	93	1110	15.0	10.0	109	987	13.4	8.8	97
ATTENDED COLLEGE	13682	1134	19.6	8.3	116	1579	16.9	11.5	100	1270	17.2	9.3	102	1475	20.0	10.8	118
GRADUATED HIGH SCHOOL	33880	2527	43.7	7.5	105	3932	42.2	11.6	101	3399	46.1	10.0	110	3111	42.2	9.2	101
DID NOT GRADUATE HIGH SCHOOL	22270	1186	20.5	5.3	75	2615	28.0	11.7	102	1601	21.7	7.2	79	1801	24.4	8.1	89
EMPLOYED	40306	2896	50.1	7.2	101	4299	46.1	10.7	93	3892	52.7	9.7	106	3729	50.6	9.3	102
EMPLOYED FULL-TIME	32850	2359	40.8	7.2	101	3640	39.0	11.1	96	3181	43.1	9.7	106	2876	39.0	8.8	96
EMPLOYED PART-TIME	7456	*538	9.3	7.2	101	660	7.1	8.9	77	711	9.6	9.5	105	853	11.6	11.4	126
NOT EMPLOYED	40680	2880	49.9	7.1	99	5025	53.9	12.4	107	3488	47.3	8.6	94	3645	49.4	9.0	98
PROFESSIONAL/MANAGER	10392	832	14.4	8.0	112	1072	11.5	10.3	90	1125	15.2	10.8	119	923	12.5	8.9	98
TECH/CLERICAL/SALES	17574	1498	25.9	8.5	119	2032	21.8	11.6	100	1795	24.3	10.2	112	1650	22.4	9.4	103
PRECISION/CRAFT	985	**40	0.7	4.1	57	**92	1.0	9.3	81	**103	1.4	10.5	115	**63	0.9	6.4	70
OTHER EMPLOYED	11354	528	9.1	4.7	65	1102	11.8	9.7	84	868	11.8	7.6	84	1093	14.8	9.6	106
SINGLE	9863	493	8.5	5.0	70	1023	11.0	10.4	90	607	8.2	6.2	68	763	10.3	7.7	85
MARRIED	51375	4133	71.5	8.0	113	6147	65.9	12.0	104	5302	71.8	10.3	113	5152	69.9	10.0	110
DIVORCED/SEPARATED/WIDOWED	19748	1152	19.9	5.8	82	2154	23.1	10.9	95	1471	19.9	7.4	82	1458	19.8	7.4	81
PARENTS	32590	2409	41.7	7.4	104	3177	34.1	9.7	85	3203	43.4	9.8	108	3040	41.2	9.3	102
WHITE	70416	5450	94.3	7.7	109	8285	88.9	11.8	102	6921	93.8	9.8	108	6856	93.0	9.7	107
BLACK	8778	*239	4.1	2.7	38	856	9.2	9.8	85	406	5.5	4.6	51	491	6.7	5.6	61
OTHER	1791	**88	1.5	4.9	69	**183	2.0	10.2	89	**53	0.7	3.0	32	**26	0.4	1.5	16
NORTHEAST-CENSUS	17786	1225	21.2	6.9	97	3006	32.2	16.9	147	2784	37.7	15.7	172	2160	29.3	12.1	133
NORTH CENTRAL	20741	2318	40.1	11.2	157	2393	25.7	11.5	100	2042	27.7	9.8	108	1736	23.5	8.4	92
SOUTH	27775	*487	8.4	1.8	25	3014	32.3	10.9	94	1807	24.5	6.5	71	2477	33.6	8.9	98
WEST	14683	1747	30.2	11.9	167	911	9.8	6.2	54	747	10.1	5.1	56	1000	13.6	6.8	75
NORTHEAST-MKTG.	17961	1011	17.5	5.6	79	2902	31.1	16.2	140	2419	32.8	13.5	148	2204	29.9	12.3	135
EAST CENTRAL	11885	946	16.4	8.0	112	1765	18.9	14.9	129	1759	23.8	14.8	162	1142	15.5	9.6	106
WEST CENTRAL	14090	1868	32.3	13.3	186	1454	15.6	10.3	90	1060	14.4	7.5	83	974	13.2	6.9	76
SOUTH	24081	*489	8.5	2.0	28	2492	26.7	10.3	90	1470	19.9	6.1	67	2124	28.8	8.8	97
PACIFIC	12969	1463	25.3	11.3	158	*711	7.6	5.5	48	*672	9.1	5.2	57	929	12.6	7.2	79
COUNTY SIZE A	32439	2761	47.8	8.5	119	3751	40.2	11.6	100	3099	42.0	9.6	105	2837	38.5	8.7	96
COUNTY SIZE B	24915	1628	28.2	6.5	92	3242	34.8	13.0	113	2352	31.9	9.4	104	2797	37.9	11.2	123
COUNTY SIZE C	12930	932	16.1	7.2	101	1428	15.3	11.0	96	1180	16.0	9.1	100	1188	16.1	9.2	101
COUNTY SIZE D	10703	*456	7.9	4.3	60	903	9.7	8.4	73	749	10.1	7.0	77	*552	7.5	5.2	57
METRO CENTRAL CITY	24518	1794	31.1	7.3	103	2708	29.0	11.0	96	1872	25.4	7.6	84	1928	26.1	7.9	86
METRO SUBURBAN	35919	2859	49.5	8.0	112	4442	47.6	12.4	107	3941	53.4	11.0	120	4069	55.2	11.3	124
NON METRO	20549	1124	19.5	5.5	77	2175	23.3	10.6	92	1568	21.2	7.6	84	1377	18.7	6.7	74
TOP 5 ADI'S	18341	1710	29.6	9.3	131	1994	21.4	10.9	94	1771	24.0	9.7	106	1719	23.3	9.4	103
TOP 10 ADI'S	25378	2221	38.4	8.8	123	2961	31.8	11.7	101	2367	32.1	9.3	102	2216	30.1	8.7	96
TOP 20 ADI'S	36488	3073	53.2	8.4	118	4244	45.5	11.6	101	3633	49.2	10.0	109	3113	42.2	8.5	94
HSHLD INC. $50,000 OR MORE	6612	*532	9.2	8.0	113	908	9.7	13.7	119	979	13.3	14.8	162	892	12.1	13.5	148
$40,000 OR MORE	12659	1044	18.1	8.2	116	1462	15.7	11.5	100	1423	19.3	11.2	123	1501	20.4	11.9	130
$30,000 OR MORE	24698	2281	39.5	9.2	129	3069	32.9	12.4	108	2632	35.7	10.7	117	2940	39.9	11.9	131
$25,000 OR MORE	32077	2945	51.0	9.2	129	3996	42.9	12.5	108	3367	45.6	10.5	115	3628	49.2	11.3	124
$20,000 - $24,999	9144	678	11.7	7.4	104	1177	12.6	12.9	112	905	12.3	9.9	109	641	8.7	7.0	77
$15,000 - $19,999	8728	554	9.6	6.3	89	837	9.0	9.6	83	763	10.3	8.7	96	641	8.7	7.3	81
$10,000 - $14,999	12562	752	13.0	6.0	84	1487	15.9	11.8	103	1281	17.4	10.2	112	1050	14.2	8.4	92
UNDER $10,000	18475	847	14.7	4.6	64	1827	19.6	9.9	86	1065	14.4	5.8	63	1415	19.2	7.7	84
HOUSEHOLD OF 1 PERSON	11987	710	12.3	5.9	83	1204	12.9	10.0	87	849	11.5	7.1	78	875	11.9	7.3	80
2 PEOPLE	26577	2012	34.8	7.6	106	3310	35.5	12.5	108	2366	32.1	8.9	98	2225	30.2	8.4	92
3 OR 4 PEOPLE	30617	2041	35.3	6.7	93	3448	37.0	11.3	98	2922	39.6	9.5	105	3181	43.1	10.4	114
5 OR MORE PEOPLE	11804	1014	17.6	8.6	120	1362	14.6	11.5	100	1243	16.8	10.5	116	1092	14.8	9.3	102
NO CHILD IN HSHLD	46165	3220	55.7	7.0	98	5845	62.7	12.7	110	4074	55.2	8.8	97	4195	56.9	9.1	100
CHILD(REN) UNDER 2 YRS	5325	*369	6.4	6.9	97	*550	5.9	10.3	90	*447	6.1	8.4	92	*499	6.8	9.4	103
2 - 5 YEARS	14221	1095	19.0	7.7	108	1551	16.6	10.9	95	1413	19.1	9.9	109	1210	16.4	8.5	93
6 - 11 YEARS	15117	1194	20.7	7.9	111	1688	18.1	11.2	97	1606	21.8	10.6	117	1294	17.5	8.6	94
12 - 17 YEARS	16611	1249	21.6	7.5	105	1534	16.5	9.2	80	1566	21.2	9.4	103	1522	20.6	9.2	101
RESIDENCE OWNED	55884	4468	77.3	8.0	112	6988	74.9	12.5	109	5605	75.9	10.0	110	5472	74.2	9.8	108
VALUE: $50,000 OR MORE	31744	3031	52.5	9.5	134	3868	41.5	12.2	106	3356	45.5	10.6	116	3431	46.5	10.8	119
VALUE: UNDER $50,000	24140	1437	24.9	6.0	83	3120	33.5	12.9	112	2249	30.5	9.3	102	2041	27.7	8.5	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0341
P-18

		TOTAL U.S. '000	HILLS BROS. A '000	HILLS BROS. B % DOWN	HILLS BROS. C % ACROSS	HILLS BROS. D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	MAXWELL HOUSE ADC A '000	MAXWELL HOUSE ADC B % DOWN	MAXWELL HOUSE ADC C % ACROSS	MAXWELL HOUSE ADC D INDX	MAXWELL HOUSE MASTER BLEND A '000	MAXWELL HOUSE MASTER BLEND B % DOWN	MAXWELL HOUSE MASTER BLEND C % ACROSS	MAXWELL HOUSE MASTER BLEND D INDX
TOTAL FEMALE HOMEMAKERS		80986	5777	100.0	7.1	100	9324	100.0	11.5	100	7380	100.0	9.1	100	7374	100.0	9.1	100
MAGAZINES	QUINTILE 1	15799	1401	24.3	8.9	124	2047	22.0	13.0	113	1822	24.7	11.5	127	1777	24.1	11.2	124
	QUINTILE 2	17259	1367	23.7	7.9	111	2104	22.6	12.2	106	1487	20.1	8.6	95	1951	26.5	11.3	124
	QUINTILE 3	13545	762	13.2	5.6	79	1459	15.6	10.8	94	1282	17.4	9.5	104	1064	14.4	7.9	86
	QUINTILE 4	15133	989	17.1	6.5	92	1585	17.0	10.5	91	1283	17.4	8.5	93	1164	15.8	7.7	84
	QUINTILE 5	19250	1258	21.8	6.5	92	2128	22.8	11.1	96	1507	20.4	7.8	86	1417	19.2	7.4	81
NEWSPAPERS	QUINTILE 1	12413	1175	20.3	9.5	133	1710	18.3	13.8	120	1495	20.3	12.0	132	1432	19.4	11.5	127
	QUINTILE 2	24116	1841	31.9	7.6	107	2893	31.0	12.0	104	2411	32.7	10.0	110	2244	30.4	9.3	102
	QUINTILE 3	11261	817	14.1	7.3	102	1213	13.0	10.8	94	961	13.0	8.5	94	947	12.8	8.4	92
	QUINTILE 4	20255	1253	21.7	6.2	87	2282	24.5	11.3	98	1746	23.7	8.6	95	1863	25.3	9.2	101
	QUINTILE 5	12940	692	12.0	5.3	75	1226	13.1	9.5	82	767	10.4	5.9	65	889	12.1	6.9	75
OUTDOOR	QUINTILE 1	14852	1431	24.8	9.6	135	1740	18.7	11.7	102	1602	21.7	10.8	118	1412	19.1	9.5	104
	QUINTILE 2	15725	912	15.8	5.8	81	1910	20.5	12.1	105	1591	21.6	10.1	111	1467	19.9	9.3	102
	QUINTILE 3	16330	1163	20.1	7.1	100	1682	18.0	10.3	89	1377	18.7	8.4	93	1516	20.6	9.3	102
	QUINTILE 4	16744	1273	22.0	7.6	107	2129	22.8	12.7	110	1463	19.8	8.7	96	1511	20.5	9.0	99
	QUINTILE 5	17334	998	17.3	5.8	81	1862	20.0	10.7	93	1347	18.3	7.8	85	1468	19.9	8.5	93
RADIO-DRIVE TIME	QUINTILE 1	15911	1314	22.7	8.3	116	1827	19.6	11.5	100	1482	20.1	9.3	102	1594	21.6	10.0	110
	QUINTILE 2	14837	963	16.7	6.5	91	1526	16.4	10.3	89	1435	19.4	9.7	106	1455	19.7	9.8	108
	QUINTILE 3	15339	1008	17.4	6.6	92	1602	17.2	10.4	91	1619	21.9	10.6	116	1489	20.2	9.7	107
	QUINTILE 4	16723	1101	19.1	6.6	92	2040	21.9	12.2	106	1333	18.1	8.0	87	1261	17.1	7.5	83
	QUINTILE 5	18176	1391	24.1	7.7	107	2329	25.0	12.8	111	1512	20.5	8.3	91	1575	21.4	8.7	95
RADIO-MID-DAY	TERCILE 1	21020	1573	27.2	7.5	105	2406	25.8	11.4	99	2125	28.8	10.1	111	2092	28.4	10.0	109
	TERCILE 2	21610	1683	29.1	7.8	109	2501	26.8	11.6	101	1859	25.2	8.6	94	2033	27.6	9.4	103
	TERCILE 3	38355	2521	43.6	6.6	92	4417	47.4	11.5	100	3397	46.0	8.9	97	3249	44.1	8.5	93
RADIO-TOTAL	QUINTILE 1	15988	1237	21.4	7.7	108	1818	19.5	11.4	99	1553	21.0	9.7	107	1542	20.9	9.6	106
	QUINTILE 2	15626	987	17.1	6.3	89	1517	16.3	9.7	84	1478	20.0	9.5	104	1552	21.0	9.9	109
	QUINTILE 3	16723	1270	22.0	7.6	106	1965	21.1	11.8	102	1722	23.3	10.3	113	1592	21.6	9.5	105
	QUINTILE 4	16342	1216	21.0	7.4	104	1899	20.4	11.6	101	1342	18.2	8.2	90	1408	19.1	8.6	95
	QUINTILE 5	16306	1066	18.5	6.5	92	2125	22.8	13.0	113	1285	17.4	7.9	86	1280	17.4	7.8	86
TV-PRIME TIME	QUINTILE 1	15953	1175	20.3	7.4	103	1904	20.4	11.9	104	1537	20.8	9.6	106	1648	22.3	10.3	113
	QUINTILE 2	16137	1379	23.9	8.5	120	1917	20.6	11.9	103	1508	20.4	9.3	103	1725	23.4	10.7	117
	QUINTILE 3	16420	1051	18.2	6.4	90	1823	19.6	11.1	96	1565	21.2	9.5	105	1307	17.7	8.0	87
	QUINTILE 4	16687	938	16.2	5.6	79	1759	18.9	10.5	92	1515	20.5	9.1	100	1389	18.8	8.3	91
	QUINTILE 5	15789	1234	21.4	7.8	110	1922	20.6	12.2	106	1255	17.0	7.9	87	1304	17.7	8.3	91
TV-DAYTIME	TERCILE 1	27736	1891	32.7	6.8	96	3070	32.9	11.1	96	2339	31.7	8.4	93	2180	29.6	7.9	86
	TERCILE 2	26489	1881	32.6	7.1	100	3359	36.0	12.7	110	2624	35.6	9.9	109	2630	35.7	9.9	109
	TERCILE 3	26761	2004	34.7	7.5	105	2895	31.0	10.8	94	2417	32.8	9.0	99	2564	34.8	9.6	105
TV-TOTAL	QUINTILE 1	16345	1126	19.5	6.9	97	1840	19.7	11.3	98	1359	18.4	8.3	91	1566	21.2	9.6	105
	QUINTILE 2	16447	1029	17.8	6.3	88	1851	19.9	11.3	98	1712	23.2	10.4	114	1592	21.6	9.7	106
	QUINTILE 3	15980	1387	24.0	8.7	122	2056	22.1	12.9	112	1513	20.5	9.5	104	1388	18.8	8.7	95
	QUINTILE 4	15887	948	16.4	6.0	84	1507	16.2	9.5	82	1411	19.1	8.9	97	1235	16.7	7.8	85
	QUINTILE 5	16326	1288	22.3	7.9	111	2070	22.2	12.7	110	1386	18.8	8.5	93	1593	21.6	9.8	107
MAGAZINES-NEWSPAPERS: DUAL		20721	1897	32.8	9.2	128	2840	30.5	13.7	119	2094	28.4	10.1	111	2456	33.3	11.9	130
MAGAZINE IMPERATIVE		19186	1171	20.3	6.1	86	1955	21.0	10.2	89	1668	22.6	8.7	95	1773	24.0	9.2	101
NEWSPAPER IMPERATIVE		21899	1559	27.0	7.1	100	2452	26.3	11.2	97	2190	29.7	10.0	110	1683	22.8	7.7	84
MAGAZINES-OUTDOOR: DUAL		15451	1361	23.6	8.8	123	1872	20.1	12.1	105	1787	24.2	11.6	127	1692	22.9	11.0	120
MAGAZINE IMPERATIVE		25953	1834	31.7	7.1	99	3141	33.7	12.1	105	2195	29.7	8.5	93	2667	36.2	10.3	113
OUTDOOR IMPERATIVE		24400	1543	26.7	6.3	89	2617	28.1	10.7	93	2190	29.7	9.0	98	1923	26.1	7.9	87
MAGAZINES-RADIO: DUAL		18049	1447	25.0	8.0	112	2083	22.3	11.5	100	1741	23.6	9.6	106	1929	26.2	10.7	117
MAGAZINE IMPERATIVE		23571	1813	31.4	7.7	108	3044	32.6	12.9	112	2288	31.0	9.7	107	2492	33.8	10.6	116
RADIO IMPERATIVE		23278	1464	25.3	6.3	88	2257	24.2	9.7	84	2177	29.5	9.4	103	1860	25.2	8.0	88
MAGAZINES-TELEVISION: DUAL		15459	1063	18.4	6.9	96	1927	20.7	12.5	108	1553	21.0	10.0	110	1786	24.2	11.6	127
MAGAZINE IMPERATIVE		25829	2117	36.6	8.2	115	3150	33.8	12.2	106	2551	34.6	9.9	108	2540	34.4	9.8	108
TELEVISION IMPERATIVE		26039	1672	28.9	6.4	90	2796	30.0	10.7	93	2324	31.5	8.9	98	2023	27.4	7.8	85
NEWSPAPERS-OUTDOOR: DUAL		16605	1500	26.0	9.0	127	1992	21.4	12.0	104	1875	25.4	11.3	124	1833	24.9	11.0	121
NEWSPAPER IMPERATIVE		26834	2044	35.4	7.6	107	3318	35.6	12.4	107	2545	34.5	9.5	104	2527	34.3	9.4	103
OUTDOOR IMPERATIVE		23346	1436	24.9	6.2	86	2469	26.5	10.6	92	1951	26.4	8.4	92	1937	26.3	8.3	91
NEWSPAPERS-RADIO: DUAL		17133	1498	25.9	8.7	123	2098	22.5	12.2	106	2023	27.4	11.8	130	1952	26.5	11.4	125
NEWSPAPER IMPERATIVE		25892	1992	34.5	7.7	108	3270	35.1	12.6	110	2488	33.7	9.6	105	2270	30.8	8.8	96
RADIO IMPERATIVE		23167	1358	23.5	5.9	82	2102	22.5	9.1	79	1901	25.8	8.2	90	1908	25.9	8.2	90
NEWSPAPERS-TELEVISION: DUAL		17159	1315	22.8	7.7	107	2086	22.4	12.2	106	1771	24.0	10.3	113	1698	23.0	9.9	109
NEWSPAPER IMPERATIVE		26214	2213	38.3	8.4	118	3182	34.1	12.1	105	2691	36.5	10.3	113	2493	33.8	9.5	104
TELEVISION IMPERATIVE		23412	1340	23.2	5.7	80	2507	26.9	10.7	93	1840	24.9	7.9	86	2055	27.9	8.8	96
OUTDOOR-RADIO: DUAL		15303	1101	19.1	7.2	101	1658	17.8	10.8	94	1744	23.6	11.4	125	1481	20.1	9.7	106
OUTDOOR IMPERATIVE		24901	1860	32.2	7.5	105	3068	32.9	12.3	107	2289	31.0	9.2	101	2302	31.2	9.2	102
RADIO IMPERATIVE		26492	1904	33.0	7.2	101	2887	31.0	10.9	95	2315	31.4	8.7	96	2513	34.1	9.5	104
OUTDOOR-TELEVISION: DUAL		14794	1098	19.0	7.4	104	1757	18.8	11.9	103	1653	22.4	11.2	123	1394	18.9	9.4	103
OUTDOOR IMPERATIVE		25437	1947	33.7	7.7	107	2938	31.5	11.6	100	2353	31.9	9.3	102	2400	32.5	9.4	104
TELEVISION IMPERATIVE		27877	1904	33.0	6.8	96	3230	34.6	11.6	101	2291	31.0	8.2	90	2622	35.6	9.4	103
RADIO-TELEVISION: DUAL		15996	1122	19.4	7.0	98	1845	19.8	11.5	100	1590	21.5	9.9	109	1541	20.9	9.6	106
RADIO IMPERATIVE		25478	1876	32.5	7.4	103	2668	28.6	10.5	91	2415	32.7	9.5	104	2377	32.2	9.3	102
TELEVISION IMPERATIVE		26573	1929	33.4	7.3	102	3207	34.4	12.1	105	2401	32.5	9.0	99	2404	32.6	9.0	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	HILLS BROS. A '000	HILLS BROS. B % DOWN	HILLS BROS. C % ACROSS	HILLS BROS. D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	MAXWELL HOUSE ADC A '000	MAXWELL HOUSE ADC B % DOWN	MAXWELL HOUSE ADC C % ACROSS	MAXWELL HOUSE ADC D INDX	MAXWELL HOUSE MASTER BLEND A '000	MAXWELL HOUSE MASTER BLEND B % DOWN	MAXWELL HOUSE MASTER BLEND C % ACROSS	MAXWELL HOUSE MASTER BLEND D INDX
TOTAL FEMALE HOMEMAKERS	80986	5777	100.0	7.1	100	9324	100.0	11.5	100	7380	100.0	9.1	100	7374	100.0	9.1	100
ATLANTIC MONTHLY	415	**40	0.7	9.6	135	**32	0.3	7.7	67	**32	0.4	7.7	85	**11	0.1	2.7	29
BARRON'S	453	**18	0.3	4.0	56	**31	0.3	6.8	59	**121	1.6	26.7	293	**75	1.0	16.6	182
BETTER HOMES & GARDENS	16256	1447	25.0	8.9	125	1960	21.0	12.1	105	1634	22.1	10.1	110	1868	25.3	11.5	126
BON APPETIT	2535	308	5.3	12.1	170	254	2.7	10.0	87	272	3.7	10.7	118	337	4.6	13.3	146
BUSINESS WEEK	1278	**57	1.0	4.5	63	*207	2.2	16.2	141	**98	1.3	7.7	84	**98	1.3	7.7	84
CAR AND DRIVER	378	**9	0.2	2.4	33	**74	0.8	19.6	170	**33	0.4	8.7	96	**56	0.8	14.8	163
CBS MAGAZINE NETWORK (GROSS)	1498	**117	2.0	7.8	109	*170	1.8	11.3	99	*235	3.2	15.7	172	**160	2.2	10.7	117
CHANGING TIMES	1505	*131	2.3	8.7	122	*192	2.1	12.8	111	*179	2.4	11.9	131	*155	2.1	10.3	113
COLONIAL HOMES	1231	**65	1.1	5.3	74	*135	1.4	11.0	95	*173	2.3	14.1	154	*154	2.1	12.5	137
CONDE NAST MAG. PKG. (GROSS)	14146	990	17.1	7.0	98	1450	15.6	10.3	89	1388	18.8	9.8	108	1341	18.2	9.5	104
CONSUMERS DIGEST	1323	*117	2.0	8.8	124	*223	2.4	16.9	146	**129	1.7	9.8	107	**98	1.3	7.4	81
COSMOPOLITAN	7102	443	7.7	6.2	87	714	7.7	10.1	87	666	9.0	9.4	103	669	9.1	9.4	103
COUNTRY LIVING	2481	*203	3.5	8.2	115	378	4.1	15.2	132	*247	3.3	10.0	109	280	3.8	11.3	124
CUISINE	1472	*187	3.2	12.7	178	*189	2.0	12.8	112	*130	1.8	8.8	97	*196	2.7	13.3	146
CYCLE WORLD	425	**52	0.9	12.2	172	**36	0.4	8.5	74	**76	1.0	17.9	196	**88	1.2	20.7	227
DCI:CREATIVE IDEAS FOR LIV	2510	*226	3.9	9.0	126	352	3.8	14.0	122	*317	4.3	12.6	139	*233	3.2	9.3	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	326	5.6	4.9	68	829	8.9	12.4	108	683	9.3	10.2	112	707	9.6	10.6	116
DISCOVER	894	**60	1.0	6.7	94	**122	1.3	13.6	119	**114	1.5	12.8	140	**88	1.2	9.8	108
EBONY	3507	*110	1.9	3.1	44	349	3.7	10.0	86	174	2.4	5.0	54	266	3.6	7.6	83
ESQUIRE	1083	**48	0.8	4.4	62	*135	1.4	12.5	108	**108	1.5	10.0	109	**111	1.5	10.2	113
ESSENCE	1830	**75	1.3	4.1	57	*138	1.5	7.5	65	**63	0.9	3.4	38	*142	1.9	7.8	85
FAMILY CIRCLE	15930	1476	25.5	9.3	130	2014	21.6	12.6	110	1932	26.2	12.1	133	1779	24.1	11.2	123
THE FAMILY HANDYMAN	1126	**166	2.9	14.7	207	*218	2.3	19.4	168	**110	1.5	9.8	107	**139	1.9	12.3	136
FAMILY WEEKLY	11468	923	16.0	8.0	113	1273	13.7	11.1	96	1191	16.1	10.4	114	843	11.4	7.4	81
FIELD & STREAM	2234	*177	3.1	7.9	111	*268	2.9	12.0	104	*243	3.3	10.9	119	*258	3.5	11.5	127
FOOD & WINE	579	**61	1.1	10.5	148	**91	1.0	15.7	137	**44	0.6	7.6	83	**50	0.7	8.6	95
FORBES	728	**40	0.7	5.5	77	**102	1.1	14.0	122	**106	1.4	14.6	160	**59	0.8	8.1	89
FORTUNE	906	**48	0.8	5.3	74	*147	1.6	16.2	141	**124	1.7	13.7	150	**125	1.7	13.8	152
GENTLEMEN'S QUARTERLY	791	**32	0.6	4.0	57	**38	0.4	4.8	42	**56	0.8	7.1	78	**89	1.2	11.3	124
GLAMOUR	5265	312	5.4	5.9	83	536	5.7	10.2	88	571	7.7	10.8	119	473	6.4	9.0	99
GOLF DIGEST	636	**44	0.8	6.9	97	**107	1.1	16.8	146	**67	0.9	10.5	116	**130	1.8	20.4	224
GOLF DIGEST/TENNIS (GROSS)	1186	**57	1.0	4.8	67	*173	1.9	14.6	127	**130	1.8	11.0	120	*191	2.6	16.1	177
GOLF MAGAZINE	441	**42	0.7	9.5	134	**68	0.7	15.4	134	**57	0.8	12.9	142	**84	1.1	19.0	209
GOLF MAGAZINE/SKI (GROSS)	922	**66	1.1	7.2	100	**107	1.1	11.6	101	**64	0.9	6.9	76	**106	1.4	11.5	126
GOOD HOUSEKEEPING	16487	1430	24.8	8.7	122	2094	22.5	12.7	110	1764	23.9	10.7	117	1777	24.1	10.8	118
HARPER'S BAZAAR	2423	*158	2.7	6.5	91	332	3.6	13.7	119	*225	3.0	9.3	102	324	4.4	13.4	147
HEALTH	1994	**148	2.6	7.4	104	*278	3.0	13.9	121	*207	2.8	10.4	114	*307	4.2	15.4	169
HEARST MAG CORP. BUY (GROSS)	44101	3452	59.8	7.8	110	5552	59.5	12.6	109	4475	60.6	10.1	111	4868	66.0	11.0	121
HEARST MAN POWER (GROSS)	1993	*147	2.5	7.4	103	*242	2.6	12.1	105	*181	2.5	9.1	100	*311	4.2	15.6	171
HEARST WOMAN POWER (GROSS)	31274	2475	42.8	7.9	111	3791	40.7	12.1	105	3243	43.9	10.4	114	3284	44.5	10.5	115
HOUSE BEAUTIFUL	3623	345	6.0	9.5	133	559	6.0	15.4	134	344	4.7	9.5	104	378	5.1	10.4	115
INC.	283	**10	0.2	3.5	50	**34	0.4	12.0	104	**38	0.5	13.4	147	**14	0.2	4.9	54
JET	2928	*107	1.9	3.7	51	*211	2.3	7.2	63	*142	1.9	4.8	53	*177	2.4	6.0	66
LADIES' HOME JOURNAL	11918	1069	18.5	9.0	126	1401	15.0	11.8	102	1459	19.8	12.2	134	1332	18.1	11.2	123
LHJ FAMILY GRP COMBO(GROSS)	16764	1478	25.6	8.8	124	2060	22.1	12.3	107	1926	26.1	11.5	126	2025	27.5	12.1	133
LIFE	4254	339	5.9	8.0	112	626	6.7	14.7	128	463	6.3	10.9	119	504	6.8	11.8	130
L.A. TIMES HOME MAGAZINE	1145	**105	1.8	9.2	129	**27	0.3	2.4	20	**64	0.9	5.6	61	**102	1.4	8.9	98
MADEMOISELLE	2884	*206	3.6	7.1	100	332	3.6	11.5	100	*312	4.2	10.8	119	287	3.9	10.0	109
MC CALL'S	13460	1143	19.8	8.5	119	1612	17.3	12.0	104	1411	19.1	10.5	115	1344	18.2	10.0	110
MC CALL'S/WRK MOTHER (GROSS)	14606	1228	21.3	8.4	118	1726	18.5	11.8	103	1507	20.4	10.3	113	1465	19.9	10.0	110
MECHANIX ILLUSTRATED	772	**79	1.4	10.2	143	**101	1.1	13.1	114	**106	1.4	13.7	151	**127	1.7	16.5	181
METROPOLITAN HOME	967	**86	1.5	8.9	125	*167	1.8	17.3	150	**93	1.3	9.6	106	*139	1.9	14.4	158
MONEY	1588	*105	1.8	6.6	93	*172	1.8	10.8	94	*187	2.5	11.8	129	*190	2.6	12.0	131
MOTHER EARTH NEWS	1002	**80	1.4	8.0	112	**90	1.0	9.0	78	**119	1.6	11.9	130	**81	1.1	8.1	89
MS.	825	**106	1.8	12.8	180	**124	1.3	15.0	131	**104	1.4	12.6	138	**97	1.3	11.8	129
NATIONAL ENQUIRER	10336	792	13.7	7.7	107	1147	12.3	11.1	96	1037	14.1	10.0	110	957	13.0	9.3	102
NATIONAL GEOGRAPHIC	9597	780	13.5	8.1	114	1011	10.8	10.5	92	875	11.9	9.1	100	1030	14.0	10.7	118
NATIONAL SUNDAY MAGAZINE PKG	49558	3958	68.5	8.0	112	6027	64.6	12.2	106	5129	69.5	10.3	114	4905	66.5	9.9	109
NATURAL HISTORY	573	**39	0.7	6.8	95	**52	0.6	9.1	79	**72	1.0	12.6	138	**87	1.2	15.2	167
NEW WOMAN	1699	*117	2.0	6.9	97	*228	2.4	13.4	117	*140	1.9	8.2	90	*137	1.9	8.1	89
NEW YORK INCLUDING CUE	443	**7	0.1	1.6	22	**47	0.5	10.6	92	**36	0.5	8.1	89	**63	0.9	14.2	156
THE NEW YORKER	1270	**63	1.1	5.0	70	*170	1.8	13.4	116	**105	1.4	8.3	91	*144	2.0	11.3	125
NEWSWEEK	6277	492	8.5	7.8	110	783	8.4	12.5	108	686	9.3	10.9	120	649	8.8	10.3	114
THE N.Y. TIMES DAILY EDITION	1205	**37	0.6	3.1	43	*143	1.5	11.9	103	*192	2.6	15.9	175	*206	2.8	17.1	188
THE N.Y. TIMES MAGAZINE	2081	**115	2.0	5.5	77	260	2.8	12.5	109	268	3.6	12.9	141	287	3.8	13.6	149
OMNI	788	**74	1.3	9.4	132	**114	1.2	14.5	126	**63	0.9	8.0	88	**104	1.4	13.2	145
ON CABLE	1158	**131	2.3	11.3	159	*169	1.8	14.6	127	**140	1.9	12.1	133	**125	1.7	10.8	119
1001 HOME IDEAS	2852	*261	4.5	9.2	128	382	4.1	13.4	116	*259	3.5	9.1	100	386	5.2	13.5	149
ORGANIC GARDENING	1658	*171	3.0	10.3	145	*250	2.7	15.1	131	*200	2.7	12.1	132	*218	3.0	13.1	144
OUTDOOR LIFE	896	**86	1.5	9.6	135	**121	1.3	13.5	117	**98	1.3	10.9	120	**35	0.5	3.9	43
PARADE MAGAZINE	24275	2003	34.7	8.3	116	3411	36.6	14.1	122	2538	34.4	10.5	115	2638	35.8	10.9	119

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0343
P-18

	TOTAL U.S. '000	HILLS BROS. A '000	HILLS BROS. B % DOWN	HILLS BROS. C % ACROSS	HILLS BROS. D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	MAXWELL HOUSE ADC A '000	MAXWELL HOUSE ADC B % DOWN	MAXWELL HOUSE ADC C % ACROSS	MAXWELL HOUSE ADC D INDX	MAXWELL HOUSE MASTER BLEND A '000	MAXWELL HOUSE MASTER BLEND B % DOWN	MAXWELL HOUSE MASTER BLEND C % ACROSS	MAXWELL HOUSE MASTER BLEND D INDX
TOTAL FEMALE HOMEMAKERS	80986	5777	100.0	7.1	100	9324	100.0	11.5	100	7380	100.0	9.1	100	7374	100.0	9.1	100
PARENTS	3845	347	6.0	9.0	127	472	5.1	12.3	107	442	6.0	11.5	126	415	5.6	10.8	119
PENTHOUSE	831	**50	0.9	6.0	84	**107	1.1	12.9	112	**61	0.8	7.3	81	**48	0.7	5.8	63
PEOPLE	11645	899	15.6	7.7	108	1344	14.4	11.5	100	1185	16.1	10.2	112	1195	16.2	10.3	113
PLAYBOY	2006	**139	2.4	6.9	97	*198	2.1	9.9	86	*211	2.9	10.5	115	*213	2.9	10.6	117
POPULAR HOT RODDING	297	**9	0.2	3.0	42	**23	0.2	7.7	67	**13	0.2	4.4	48	**28	0.4	9.4	104
POPULAR MECHANICS	1018	**83	1.4	8.2	114	**132	1.4	13.0	113	**105	1.4	10.3	113	**197	2.7	19.4	213
POPULAR SCIENCE	878	**62	1.1	7.1	99	**106	1.1	12.1	105	**81	1.1	9.2	101	**156	2.1	17.8	195
PREVENTION	3913	287	5.0	7.3	103	442	4.7	11.3	98	311	4.2	7.9	87	542	7.4	13.9	152
PSYCHOLOGY TODAY	1710	**120	2.1	7.0	98	*271	2.9	15.8	138	*203	2.8	11.9	130	*258	3.5	15.1	166
READER'S DIGEST	22204	1616	28.0	7.3	102	2686	28.8	12.1	105	1990	27.0	9.0	98	2314	31.4	10.4	114
REDBOOK	7684	602	10.4	7.8	110	983	10.5	12.8	111	814	11.0	10.6	116	838	11.4	10.9	120
ROAD & TRACK	410	**27	0.5	6.6	92	**41	0.4	10.0	87	**82	1.1	20.0	219	**22	0.3	5.4	59
ROLLING STONE	969	**98	1.7	10.1	142	*165	1.8	17.0	148	**137	1.9	14.1	155	**135	1.8	13.9	153
RUNNER'S WORLD	298	**22	0.4	7.4	103	**35	0.4	11.7	102	**13	0.2	4.4	48	**47	0.6	15.8	173
SATURDAY EVENING POST	1169	**89	1.5	7.6	107	*178	1.9	15.2	132	*139	1.9	11.9	130	**94	1.3	8.0	88
SCIENCE 84	587	**35	0.6	6.0	84	**67	0.7	11.4	99	**23	0.3	3.9	43	**71	1.0	12.1	133
SCIENCE DIGEST	482	**33	0.6	6.8	96	**54	0.6	11.2	97	**29	0.4	6.0	66	**61	0.8	12.7	139
SCIENTIFIC AMERICAN	594	**11	0.2	1.9	26	**69	0.7	11.6	101	**38	0.5	6.4	70	**46	0.6	7.7	85
SELF	2089	*177	3.1	8.5	119	*170	1.8	8.1	71	*217	2.9	10.4	114	*213	2.9	10.2	112
SEVENTEEN	2411	*138	2.4	5.7	80	*219	2.3	9.1	79	*177	2.4	7.3	81	*268	3.6	11.1	122
SKI	480	**24	0.4	5.0	70	**39	0.4	8.1	71	**6	0.1	1.3	14	**23	0.3	4.8	53
SMITHSONIAN	2760	*197	3.4	7.1	100	322	3.5	11.7	101	*257	3.5	9.3	102	305	4.1	11.1	121
SOAP OPERA DIGEST	3013	*258	4.5	8.6	120	340	3.6	11.3	98	*317	4.3	10.5	115	*254	3.4	8.4	93
SOUTHERN LIVING	4184	**100	1.7	2.4	34	477	5.1	11.4	99	365	4.9	8.7	96	473	6.4	11.3	124
SPORT	559	**28	0.5	5.0	70	**91	1.0	16.3	141	**51	0.7	9.1	100	**34	0.5	6.1	67
THE SPORTING NEWS	436	**31	0.5	7.1	100	**62	0.7	14.2	124	**22	0.3	5.0	55	**80	1.1	18.3	202
SPORTS AFIELD	493	**31	0.5	6.3	88	**56	0.6	11.4	99	**47	0.6	9.5	105	**53	0.7	10.8	118
SPORTS ILLUSTRATED	2758	*218	3.8	7.9	111	361	3.9	13.1	114	*253	3.4	9.2	101	358	4.9	13.0	143
STAR	7456	462	8.0	6.2	87	905	9.7	12.1	105	738	10.0	9.9	109	768	10.4	10.3	113
SUNDAY	24936	2192	37.9	8.8	123	3189	34.2	12.8	111	2930	39.7	11.8	129	2682	36.4	10.8	118
SUNSET	2124	*229	4.0	10.8	151	**120	1.3	5.6	49	**157	2.1	7.4	81	*193	2.6	9.1	100
TV GUIDE	21661	1474	25.5	6.8	95	2530	27.1	11.7	101	2260	30.6	10.4	114	1811	24.6	8.4	92
TENNIS	550	**12	0.2	2.2	31	**66	0.7	12.0	104	**64	0.9	11.6	128	**61	0.8	11.1	122
TIME	8880	770	13.3	8.7	122	1118	12.0	12.6	109	995	13.5	11.2	123	936	12.7	10.5	116
TOWN & COUNTRY	917	**44	0.8	4.8	67	**90	1.0	9.8	85	**42	0.6	4.6	50	**106	1.4	11.6	127
TRAVEL & LEISURE	972	**49	0.8	5.0	71	*113	1.2	11.6	101	**83	1.1	8.5	94	**115	1.6	11.8	130
TRUE STORY	3356	*195	3.4	5.8	81	381	4.1	11.4	99	297	4.0	8.8	97	281	3.8	8.4	92
U.S.NEWS & WORLD REPORT	3410	*236	4.1	6.9	97	487	5.2	14.3	124	295	4.0	8.7	95	345	4.7	10.1	111
USA TODAY	1759	*175	3.0	9.9	139	*186	2.0	10.6	92	*223	3.0	12.7	139	*174	2.4	9.9	109
US	1873	*116	2.0	6.2	87	*174	1.9	9.3	81	*284	3.8	15.2	166	*168	2.3	9.0	99
VOGUE	3909	294	5.1	7.5	105	411	4.4	10.5	91	288	3.9	7.4	81	368	5.0	9.4	103
WALL STREET JOURNAL	1886	*214	3.7	11.3	159	315	3.4	16.7	145	*194	2.6	10.3	113	*215	2.9	11.4	125
WEIGHT WATCHERS	2120	*173	3.0	8.2	114	*196	2.1	9.2	80	*168	2.3	7.9	87	*178	2.4	8.4	92
WOMAN'S DAY	14172	1139	19.7	8.0	113	1777	19.1	12.5	109	1662	22.5	11.7	129	1509	20.5	10.6	117
WORKING MOTHER	1146	**84	1.5	7.3	103	**114	1.2	9.9	86	**96	1.3	8.4	92	**121	1.6	10.6	116
WORKING WOMAN	1322	**126	2.2	9.5	134	**117	1.3	8.9	77	*226	3.1	17.1	188	*168	2.3	12.7	140
WORLD TENNIS	*163	**10	0.2	6.1	86	**37	0.4	22.7	197	**28	0.4	17.2	189	**11	0.1	6.7	74
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*177	3.1	7.0	98	291	3.1	11.5	100	*253	3.4	10.0	110	*274	3.7	10.8	119
BLAIR INSERTS	43657	3518	60.9	8.1	113	5484	58.8	12.6	109	4464	60.5	10.2	112	4429	60.1	10.1	111
DAILY NEWSPAPERS																	
READ ANY	51633	3937	68.1	7.6	107	6256	67.1	12.1	105	5162	69.9	10.0	110	5074	68.8	9.8	108
READ ONE	43463	3285	56.9	7.6	106	5187	55.6	11.9	104	4241	57.5	9.8	107	4125	55.9	9.5	104
READ TWO OR MORE	8170	652	11.3	8.0	112	1069	11.5	13.1	114	921	12.5	11.3	124	949	12.9	11.6	128
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4154	71.9	7.9	111	6425	68.9	12.2	106	5346	72.4	10.1	111	5125	69.5	9.7	107
READ ONE	46126	3419	59.2	7.4	104	5539	59.4	12.0	104	4457	60.4	9.7	106	4170	56.6	9.0	99
READ TWO OR MORE	6552	735	12.7	11.2	157	886	9.5	13.5	117	889	12.0	13.6	149	955	13.0	14.6	160
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.35				27.06				32.10				27.12			
30 DAY REACH	71455	5205	90.1	7.3	102	8330	89.3	11.7	101	6548	88.7	9.2	101	6523	88.5	9.1	100
50 SHWG - 30 DAY AV FREQ	14.56	15.45				14.13				16.65				14.22			
30 DAY REACH	67742	4937	85.5	7.3	102	7984	85.6	11.8	102	6326	85.7	9.3	102	6227	84.4	9.2	101
25 SHWG - 30 DAY AV FREQ	7.94	8.26				7.72				8.94				7.63			
30 DAY REACH	62117	4627	80.1	7.4	104	7297	78.3	11.7	102	5888	79.8	9.5	104	5795	78.6	9.3	102
CABLE TV: HOME WIRED	32077	2543	44.0	7.9	111	3825	41.0	11.9	104	3510	47.6	10.9	120	3187	43.2	9.9	109
HOME NOT WIRED	48909	3234	56.0	6.6	93	5499	59.0	11.2	98	3870	52.4	7.9	87	4187	56.8	8.6	94
HAVE PAY CABLE	15935	1425	24.7	8.9	125	1851	19.9	11.6	101	1755	23.8	11.0	121	1637	22.2	10.3	113

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0344
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	TOTAL U.S. '000	HILLS BROS. A '000	HILLS BROS. B % DOWN	HILLS BROS. C % ACROSS	HILLS BROS. D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	MAXWELL HOUSE ADC A '000	MAXWELL HOUSE ADC B % DOWN	MAXWELL HOUSE ADC C % ACROSS	MAXWELL HOUSE ADC D INDX	MAXWELL HOUSE MASTER BLEND A '000	MAXWELL HOUSE MASTER BLEND B % DOWN	MAXWELL HOUSE MASTER BLEND C % ACROSS	MAXWELL HOUSE MASTER BLEND D INDX
TOTAL FEMALE HOMEMAKERS	80986	5777	100.0	7.1	100	9324	100.0	11.5	100	7380	100.0	9.1	100	7374	100.0	9.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3289	56.9	7.5	105	4934	52.9	11.2	98	4258	57.7	9.7	106	4233	57.4	9.6	106
10:00 AM - 3:00 PM	30659	2369	41.0	7.7	108	3635	39.0	11.9	103	2923	39.6	9.5	105	3041	41.2	9.9	109
3:00 PM - 7:00 PM	31045	2170	37.6	7.0	98	3390	36.4	10.9	95	2922	39.6	9.4	103	2985	40.5	9.6	106
7:00 PM - MIDNIGHT	15767	1005	17.4	6.4	89	1644	17.6	10.4	91	1427	19.3	9.1	99	1535	20.8	9.7	107
MIDNIGHT - 6:00 AM	9120	615	10.6	6.7	95	1023	11.0	11.2	97	876	11.9	9.6	105	893	12.1	9.8	108
6:00 AM - MIDNIGHT	58527	4294	74.3	7.3	103	6561	70.4	11.2	97	5672	76.9	9.7	106	5626	76.3	9.6	106
ENTIRE DAY	59311	4317	74.7	7.3	102	6605	70.8	11.1	97	5732	77.7	9.7	106	5669	76.9	9.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1411	24.4	8.7	122	1861	20.0	11.5	100	1763	23.9	10.9	120	1557	21.1	9.6	106
ALL NEWS	2256	*153	2.6	6.8	95	260	2.8	11.5	100	307	4.2	13.6	149	*182	2.5	8.1	89
AOR/PROGRESSIVE	3874	*221	3.8	5.7	80	389	4.2	10.0	87	443	6.0	11.4	125	448	6.1	11.6	127
BEAUTIFUL MUSIC	5660	322	5.6	5.7	80	876	9.4	15.5	134	526	7.1	9.3	102	660	9.0	11.7	128
BLACK	2204	**85	1.5	3.9	54	*175	1.9	7.9	69	*121	1.6	5.5	60	*148	2.0	6.7	74
CLASSICAL	1418	*137	2.4	9.7	135	*158	1.7	11.1	97	*166	2.2	11.7	128	*132	1.8	9.3	102
CHR/ROCK	9538	688	11.9	7.2	101	908	9.7	9.5	83	925	12.5	9.7	106	885	12.0	9.3	102
COUNTRY	12648	936	16.2	7.4	104	1514	16.2	12.0	104	1302	17.6	10.3	113	1186	16.1	9.4	103
GOLDEN OLDIES	1191	**114	2.0	9.6	134	**115	1.2	9.7	84	**86	1.2	7.2	79	**93	1.3	7.8	86
MOR/NOSTALGIA	4757	406	7.0	8.5	120	638	6.8	13.4	116	403	5.5	8.5	93	585	7.9	12.3	135
NEWS/TALK	3863	358	6.2	9.3	130	413	4.4	10.7	93	396	5.4	10.3	112	371	5.0	9.6	105
RELIGIOUS	3084	*188	3.3	6.1	85	*314	3.4	10.2	88	*163	2.2	5.3	58	*343	4.7	11.1	122
SOFT ROCK	521	**53	0.9	10.2	143	**66	0.7	12.7	110	**39	0.5	7.5	82	**42	0.6	8.1	89
URBAN CONTEMPORARY	1585	**29	0.5	1.8	26	*157	1.7	9.9	86	*161	2.2	10.2	111	*110	1.5	6.9	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*254	4.4	7.8	109	320	3.4	9.8	85	332	4.5	10.2	112	*331	4.5	10.2	111
ABC DIRECTION	2316	*197	3.4	8.5	119	251	2.7	10.8	94	205	2.8	8.9	97	248	3.4	10.7	118
ABC ENTERTAINMENT	4834	320	5.5	6.6	93	643	6.9	13.3	116	728	9.9	15.1	165	421	5.7	8.7	96
ABC FM	2202	**130	2.3	5.9	83	*233	2.5	10.6	92	*234	3.2	10.6	117	*200	2.7	9.1	100
ABC INFORMATION	5425	460	8.0	8.5	119	741	7.9	13.7	119	450	6.1	8.3	91	490	6.6	9.0	99
ABC ROCK	1677	**104	1.8	6.2	87	*226	2.4	13.5	117	*203	2.8	12.1	133	*222	3.0	13.2	145
CBS	4430	355	6.1	8.0	112	487	5.2	11.0	95	457	6.2	10.3	113	440	6.0	9.9	109
MUTUAL	4992	511	8.8	10.2	144	780	8.4	15.6	136	541	7.3	10.8	119	552	7.5	11.1	121
NBC	4679	394	6.8	8.4	118	675	7.2	14.4	125	632	8.6	13.5	148	519	7.0	11.1	122
RADIORADIO	1994	*165	2.9	8.3	116	*185	2.0	9.3	81	*162	2.2	8.1	89	*213	2.9	10.7	117
RKO ONE	2298	**105	1.8	4.6	64	*182	2.0	7.9	69	*238	3.2	10.4	114	*170	2.3	7.4	81
RKO TWO	3311	*123	2.1	3.7	52	321	3.4	9.7	84	431	5.8	13.0	143	348	4.7	10.5	115
THE SOURCE	2114	*175	3.0	8.3	116	*177	1.9	8.4	73	*187	2.5	8.8	97	*197	2.7	9.3	102
NON-WIRED : BLAIR	8654	623	10.8	7.2	101	945	10.1	10.9	95	930	12.6	10.7	118	852	11.6	9.8	108
INTERNET	12025	941	16.3	7.8	110	1565	16.8	13.0	113	1098	14.9	9.1	100	1182	16.0	9.8	108
KATZ RADIO GROUP	15359	1236	21.4	8.0	113	1812	19.4	11.8	102	1687	22.9	11.0	121	1745	23.7	11.4	125
SUPERNET	10628	816	14.1	7.7	108	1238	13.3	11.6	101	1105	15.0	10.4	114	1123	15.2	10.6	116
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	574	9.9	6.6	93	1042	11.2	12.0	105	769	10.4	8.9	97	809	11.0	9.3	103
WKDAY 9:00 AM - 1:00 PM	12163	803	13.9	6.6	93	1379	14.8	11.3	98	1032	14.0	8.5	93	1021	13.8	8.4	92
WKDAY 1:00 PM - 4:30 PM	16150	1029	17.8	6.4	89	1746	18.7	10.8	94	1374	18.6	8.5	93	1377	18.7	8.5	94
WKDAY 4:30 PM - 7:30 PM	22463	1427	24.7	6.4	89	2527	27.1	11.2	98	1957	26.5	8.7	96	2065	28.0	9.2	101
WKDAY 7:30 PM - 8:00 PM	31795	2070	35.8	6.5	91	3738	40.1	11.8	102	2787	37.8	8.8	96	3037	41.2	9.6	105
WKDAY 11:00 PM - 11:30 PM	23977	1950	33.8	8.1	114	2925	31.4	12.2	106	2419	32.8	10.1	111	2326	31.5	9.7	107
WKDAY 11:30 PM - 1:00 AM	7703	640	11.1	8.3	116	916	9.8	11.9	103	789	10.7	10.2	112	768	10.4	10.0	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	2488	43.1	7.4	103	3947	42.3	11.7	101	3214	43.6	9.5	104	3285	44.5	9.7	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	639	11.1	9.8	137	706	7.6	10.8	94	602	8.2	9.2	101	478	6.5	7.3	80
ANOTHER WORLD N	4620	213	3.7	4.6	65	497	5.3	10.8	93	445	6.0	9.6	106	425	5.8	9.2	101
AS THE WORLD TURNS C	5614	256	4.4	4.6	64	639	6.9	11.4	99	417	5.7	7.4	82	384	5.2	6.8	75
CAPITOL C	3396	130	2.3	3.8	54	383	4.1	11.3	98	229	3.1	6.7	74	208	2.8	6.1	67
CBS MORN. NEWS 1 C	1446	*89	1.5	6.2	86	158	1.7	10.9	95	130	1.8	9.0	99	139	1.9	9.6	106
CBS MORN. NEWS 2 C	1207	*55	1.0	4.6	64	137	1.5	11.4	99	*78	1.1	6.5	71	117	1.6	9.7	106
DAYS OF OUR LIVES N	5877	326	5.6	5.5	78	626	6.7	10.7	93	552	7.5	9.4	103	585	7.9	10.0	109
FACTS OF LIFE - DAYTIME N	2290	121	2.1	5.3	74	219	2.3	9.6	83	230	3.1	10.0	110	190	2.6	8.3	91
FAMILY FEUD A	3023	203	3.5	6.7	94	288	3.1	9.5	83	234	3.2	7.7	85	176	2.4	5.8	64
GENERAL HOSPITAL A	6097	471	8.2	7.7	108	638	6.8	10.5	91	494	6.7	8.1	89	643	8.7	10.5	116
GOOD MORNING, AMERICA-730 A	3515	256	4.4	7.3	102	437	4.7	12.4	108	378	5.1	10.8	118	281	3.8	8.0	88
GOOD MORNING, AMERICA-830 A	2818	246	4.3	8.7	122	348	3.7	12.3	107	235	3.2	8.3	92	236	3.2	8.4	92
GUIDING LIGHT C	5339	325	5.6	6.1	85	612	6.6	11.5	100	406	5.5	7.6	83	346	4.7	6.5	71
ONE LIFE TO LIVE A	4478	298	5.2	6.7	93	444	4.8	9.9	86	365	4.9	8.2	89	431	5.8	9.6	106
PRESS YOUR LUCK C	2244	120	2.1	5.3	75	248	2.7	11.1	96	236	3.2	10.5	115	184	2.5	8.2	90
PRICE IS RIGHT 1 C	4348	261	4.5	6.0	84	583	6.3	13.4	116	368	5.0	8.5	93	403	5.5	9.3	102
PRICE IS RIGHT 2 C	5014	286	5.0	5.7	80	669	7.2	13.3	116	467	6.3	9.3	102	399	5.4	8.0	87
RYAN'S HOPE A	3150	266	4.6	8.4	118	411	4.4	13.0	113	356	4.8	11.3	124	273	3.7	8.7	95
SALE OF THE CENTURY N	2695	158	2.7	5.9	82	300	3.2	11.1	97	225	3.0	8.3	92	186	2.5	6.9	76
SEARCH FOR TOMORROW N	2319	*69	1.2	3.0	42	205	2.2	8.8	77	201	2.7	8.7	95	215	2.9	9.3	102
TODAY SHOW 1 N	2693	183	3.2	6.8	95	370	4.0	13.7	119	216	2.9	8.0	88	289	3.9	10.7	118
TODAY SHOW 2 N	2498	167	2.9	6.7	94	331	3.5	13.3	115	245	3.3	9.8	108	236	3.2	9.4	104
$25,000 PYRAMID C	2753	138	2.4	5.0	70	359	3.9	13.0	113	280	3.8	10.2	112	259	3.5	9.4	103
WHEEL OF FORTUNE N	4388	253	4.4	5.8	81	454	4.9	10.3	90	395	5.4	9.0	99	317	4.3	7.2	79
YOUNG AND THE RESTLESS C	5695	219	3.8	3.8	54	687	7.4	12.1	105	406	5.5	7.1	78	406	5.5	7.1	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*85	1.5	4.8	68	165	1.8	9.4	81	*146	2.0	8.3	91	*145	2.0	8.2	90
NBA PLAYOFF GAME -1 C	1136	**62	1.1	5.5	77	154	1.7	13.6	118	*87	1.2	7.7	84	*96	1.3	8.5	93
NBC MAJOR LEAGUE PRE-GAME N	953	**35	0.6	3.7	51	**80	0.9	8.4	73	**95	1.3	10.0	109	**83	1.1	8.7	96
SPORTSWORLD - SUN N	1233	**56	1.0	4.5	64	*119	1.3	9.7	84	*100	1.4	8.1	89	*94	1.3	7.6	84
SUNDAY MORNING C	1611	*142	2.5	8.8	124	238	2.6	14.8	128	*140	1.9	8.7	95	*142	1.9	8.8	97

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

0345
P-18

		TOTAL U.S. '000	HILLS BROS. A '000	HILLS BROS. B % DOWN	HILLS BROS. C % ACROSS	HILLS BROS. D INDX	MAXWELL HOUSE A '000	MAXWELL HOUSE B % DOWN	MAXWELL HOUSE C % ACROSS	MAXWELL HOUSE D INDX	MAXWELL HOUSE ADC A '000	MAXWELL HOUSE ADC B % DOWN	MAXWELL HOUSE ADC C % ACROSS	MAXWELL HOUSE ADC D INDX	MAXWELL HOUSE MASTER BLEND A '000	MAXWELL HOUSE MASTER BLEND B % DOWN	MAXWELL HOUSE MASTER BLEND C % ACROSS	MAXWELL HOUSE MASTER BLEND D INDX
TOTAL FEMALE HOMEMAKERS		80986	5777	100.0	7.1	100	9324	100.0	11.5	100	7380	100.0	9.1	100	7374	100.0	9.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1635	28.3	6.3	88	3089	33.1	11.9	103	2258	30.6	8.7	95	2469	33.5	9.5	104
NETWORK AFFILIATES - LATE		20261	1655	28.6	8.2	115	2489	26.7	12.3	107	2038	27.6	10.1	110	1938	26.3	9.6	105
INDEPENDENTS - LATE		2076	131	2.3	6.3	88	205	2.2	9.9	86	188	2.5	9.1	99	242	3.3	11.7	128
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	693	12.0	6.6	93	1342	14.4	12.8	112	1039	14.1	9.9	109	1037	14.1	9.9	109
ABC MONDAY NIGHT MOVIE	A	6412	554	9.6	8.6	121	709	7.6	11.1	96	649	8.8	10.1	111	584	7.9	9.1	100
ABC SUNDAY NIGHT MOVIE	A	12407	869	15.0	7.0	98	1254	13.4	10.1	88	1124	15.2	9.1	99	1189	16.1	9.6	105
ABC WORLD NEWS TONIGHT	A	6176	339	5.9	5.5	77	697	7.5	11.3	98	485	6.6	7.9	86	543	7.4	8.8	97
AFTERMASH	C	5863	441	7.6	7.5	105	636	6.8	10.8	94	449	6.1	7.7	84	441	6.0	7.5	83
ALICE	C	9594	517	8.9	5.4	76	980	10.5	10.2	89	913	12.4	9.5	104	983	13.3	10.2	113
AMERICAN PARADE	C	6622	549	9.5	8.3	116	849	9.1	12.8	111	552	7.5	8.3	91	633	8.6	9.6	105
BENSON	A	10886	752	13.0	6.9	97	1258	13.5	11.6	100	914	12.4	8.4	92	1160	15.7	10.7	117
BLUE THUNDER	A	5036	321	5.6	6.4	89	457	4.9	9.1	79	421	5.7	8.4	92	563	7.6	11.2	123
CAGNEY & LACEY	C	9965	812	14.1	8.1	114	1161	12.5	11.7	101	1155	15.7	11.6	127	1004	13.6	10.1	111
CBS EVENING NEWS-DEAN	C	3491	284	4.9	8.1	114	433	4.6	12.4	108	334	4.5	9.6	105	396	5.4	11.3	125
CBS EVENING NEWS-RATHER	C	7123	465	8.0	6.5	92	795	8.5	11.2	97	634	8.6	8.9	98	665	9.0	9.3	103
CBS SAT. NEWS-SCHIEFFER	C	3621	281	4.9	7.8	109	403	4.3	11.1	97	312	4.2	8.6	95	331	4.5	9.1	100
CBS SATURDAY NIGHT MOVIE	C	5436	361	6.2	6.6	93	605	6.5	11.1	97	528	7.2	9.7	107	516	7.0	9.5	104
CBS WEDNESDAY NIGHT MOVIE	C	6100	520	9.0	8.5	120	679	7.3	11.1	97	595	8.1	9.8	107	535	7.3	8.8	96
CHEERS	N	8889	834	14.4	9.4	132	1144	12.3	12.9	112	826	11.2	9.3	102	950	12.9	10.7	117
DALLAS	C	22109	1608	27.8	7.3	102	2645	28.4	12.0	104	1985	26.9	9.0	99	2137	29.0	9.7	106
DIFF'RENT STROKES	N	6940	352	6.1	5.1	71	670	7.2	9.7	84	530	7.2	7.6	84	561	7.6	8.1	89
DOUBLE TROUBLE	N	7223	590	10.2	8.2	115	732	7.9	10.1	88	644	8.7	8.9	98	716	9.7	9.9	109
DUCK FACTORY	N	5595	600	10.4	10.7	150	655	7.0	11.7	102	551	7.5	9.8	108	609	8.3	10.9	120
DUKES OF HAZZARD	C	5768	318	5.5	5.5	77	744	8.0	12.9	112	431	5.8	7.5	82	606	8.2	10.5	115
DYNASTY	A	20053	1473	25.5	7.3	103	2342	25.1	11.7	101	1713	23.2	8.5	94	1643	22.3	8.2	90
FACTS OF LIFE	N	8087	453	7.8	5.6	79	800	8.6	9.9	86	697	9.4	8.6	95	860	11.7	10.6	117
FALCON CREST	C	20046	1498	25.9	7.5	105	2338	25.1	11.7	101	1790	24.3	8.9	98	1974	26.8	9.8	108
FALL GUY	A	9084	501	8.7	5.5	77	970	10.4	10.7	93	704	9.5	7.7	85	861	11.7	9.5	104
FAMILY TIES	N	7964	635	11.0	8.0	112	1004	10.8	12.6	109	715	9.7	9.0	99	715	9.7	9.0	99
FANTASY ISLAND	A	7687	481	8.3	6.3	88	889	9.5	11.6	100	538	7.3	7.0	77	630	8.5	8.2	90
FOULUPS,BLEEPS & BLUNDERS	A	8861	458	7.9	5.2	72	873	9.4	9.9	86	574	7.8	6.5	71	678	9.2	7.7	84
FOUR SEASONS	C	5095	367	6.4	7.2	101	526	5.6	10.3	90	348	4.7	6.8	75	383	5.2	7.5	83
GIMME A BREAK	N	8838	551	9.5	6.2	87	1248	13.4	14.1	123	719	9.7	8.1	89	701	9.5	7.9	87
HART TO HART	A	8978	689	11.9	7.7	108	1046	11.2	11.7	101	862	11.7	9.6	105	837	11.4	9.3	102
HILL STREET BLUES	N	8590	717	12.4	8.3	117	921	9.9	10.7	93	1012	13.7	11.8	129	980	13.3	11.4	125
HOTEL	A	14085	1020	17.7	7.2	102	1713	18.4	12.2	106	1251	17.0	8.9	97	1315	17.8	9.3	103
JEFFERSONS	C	9360	573	9.9	6.1	86	999	10.7	10.7	93	767	10.4	8.2	90	828	11.2	8.8	97
JENNIFER SLEPT HERE	N	5841	334	5.8	5.7	80	576	6.2	9.9	86	513	7.0	8.8	96	659	8.9	11.3	124
KATE & ALLIE	C	9206	654	11.3	7.1	100	908	9.7	9.9	86	891	12.1	9.7	106	1040	14.1	11.3	124
KNIGHT RIDER	N	7076	510	8.8	7.2	101	863	9.3	12.2	106	657	8.9	9.3	102	709	9.6	10.0	110
LOVE BOAT	A	12219	741	12.8	6.1	85	1404	15.1	11.5	100	1000	13.6	8.2	90	1341	18.2	11.0	121
MAGNUM PI	C	11199	659	11.4	5.9	82	1258	13.5	11.2	98	977	13.2	8.7	96	1251	17.0	11.2	123
MAMA'S FAMILY	N	6057	519	9.0	8.6	120	724	7.8	12.0	104	636	8.6	10.5	115	597	8.1	9.9	108
MASTER, THE	N	3598	283	4.9	7.9	110	386	4.1	10.7	93	330	4.5	9.2	101	392	5.3	10.9	120
MATT HOUSTON	A	6344	433	7.5	6.8	96	842	9.0	13.3	115	631	8.6	9.9	109	658	8.9	10.4	114
NBC MONDAY NIGHT MOVIE	N	11994	922	16.0	7.7	108	1369	14.7	11.4	99	1142	15.5	9.5	104	987	13.4	8.2	90
NBC NIGHTLY NEWS	N	5132	357	6.2	7.0	98	705	7.6	13.7	119	556	7.5	10.8	119	522	7.1	10.2	112
NBC NIGHTLY NEWS-SAT	N	3375	*167	2.9	4.9	69	388	4.2	11.5	100	285	3.9	8.4	93	410	5.6	12.1	133
NBC NIGHTLY NEWS-SUN	N	3130	*165	2.9	5.3	74	342	3.7	10.9	95	306	4.1	9.8	107	393	5.3	12.6	138
NBC SUNDAY NIGHT MOVIE	N	8284	799	13.8	9.6	135	1140	12.2	13.8	120	970	13.1	11.7	128	794	10.8	9.6	105
NEWHART	C	9240	735	12.7	8.0	112	995	10.7	10.8	94	912	12.4	9.9	108	982	13.3	10.6	117
ONE DAY AT A TIME	C	7288	451	7.8	6.2	87	754	8.1	10.3	90	569	7.7	7.8	86	638	8.7	8.8	96
PEOPLE ARE FUNNY	N	4855	284	4.9	5.8	82	601	6.4	12.4	108	379	5.1	7.8	86	399	5.4	8.2	90
REAL PEOPLE	N	8869	532	9.2	6.0	84	1145	12.3	12.9	112	827	11.2	9.3	102	915	12.4	10.3	113
REMINGTON STEELE	N	7743	474	8.2	6.1	86	880	9.4	11.4	99	752	10.2	9.7	107	819	11.1	10.6	116
RIPLEY'S BELIEVE IT - NOT	A	5345	388	6.7	7.3	102	582	6.2	10.9	95	550	7.5	10.3	113	468	6.3	8.8	96
RIPTIDE	N	6988	534	9.2	7.6	107	783	8.4	11.2	97	758	10.3	10.8	119	679	9.2	9.7	107
SCARECROW & MRS. KING	C	10002	711	12.3	7.1	100	1137	12.2	11.4	99	895	12.1	8.9	98	959	13.0	9.6	105
SIMON & SIMON	C	10638	683	11.8	6.4	90	1185	12.7	11.1	97	956	13.0	9.0	99	970	13.2	9.1	100
60 MINUTES	C	13293	986	17.1	7.4	104	1487	15.9	11.2	97	1181	16.0	8.9	97	1293	17.5	9.7	107
ST. ELSEWHERE	N	7017	523	9.1	7.5	104	767	8.2	10.9	95	678	9.2	9.7	106	712	9.7	10.1	111
THREE'S COMPANY	A	10917	783	13.6	7.2	101	1123	12.0	10.3	89	805	10.9	7.4	81	981	13.3	9.0	99
T.J. HOOKER	A	9204	594	10.3	6.5	90	1216	13.0	13.2	115	788	10.7	8.6	94	957	13.0	10.4	114
TONIGHT SHOW	N	2372	223	3.9	9.4	132	314	3.4	13.2	115	275	3.7	11.6	127	257	3.5	10.8	119
TRAPPER JOHN, M.D.	C	9846	616	10.7	6.3	88	1158	12.4	11.8	102	850	11.5	8.6	95	890	12.1	9.0	99
TV BLOOPERS & PRAC. JOKES	N	9105	561	9.7	6.2	86	1009	10.8	11.1	96	904	12.2	9.9	109	854	11.6	9.4	103
20/20	A	9387	761	13.2	8.1	114	1213	13.0	12.9	112	951	12.9	10.1	111	730	9.9	7.8	85
WEBSTER	A	11067	740	12.8	6.7	94	1210	13.0	10.9	95	909	12.3	8.2	90	1173	15.9	10.6	116
WORLD NEWS - SUN	A	3062	*173	3.0	5.6	79	339	3.6	11.1	96	316	4.3	10.3	113	*296	4.0	9.7	106
YELLOW ROSE	N	4978	337	5.8	6.8	95	521	5.6	10.5	91	456	6.2	9.2	101	414	5.6	8.3	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	747	12.9	8.4	118	1106	11.9	12.5	108	1159	15.7	13.1	143	926	12.6	10.4	115
BASKETBALL - COLLEGE GAMES		4080	*331	5.7	8.1	114	*626	6.7	15.3	133	*472	6.4	11.6	127	*452	6.1	11.1	122
BASKETBALL - PRO GAMES		3607	*374	6.5	10.4	145	*515	5.5	14.3	124	*556	7.5	15.4	169	**249	3.4	6.9	76
BOWLING		3883	*483	8.4	12.4	174	628	6.7	16.2	140	*585	7.9	15.1	165	*299	4.1	7.7	85
BOXING		3928	**289	5.0	7.4	103	*630	6.8	16.0	139	*325	4.4	8.3	91	*370	5.0	9.4	103
FOOTBALL - COLLEGE GAMES		6366	560	9.7	8.8	123	1043	11.2	16.4	142	791	10.7	12.4	136	773	10.5	12.1	133
FOOTBALL - PRO GAMES		11300	1143	19.8	10.1	142	1428	15.3	12.6	110	1161	15.7	10.3	113	1006	13.6	8.9	98
GOLF		3378	*299	5.2	8.9	124	*468	5.0	13.9	120	*395	5.4	11.7	128	*430	5.8	12.7	140
POST-SEASON COLL. FOOTBALL		4906	*331	5.7	6.7	95	730	7.8	14.9	129	*588	8.0	12.0	132	*537	7.3	10.9	120
POST-SEASON PRO FOOTBALL		6120	708	12.3	11.6	162	787	8.4	12.9	112	657	8.9	10.7	118	*610	8.3	10.0	109
TENNIS		3033	**230	4.0	7.6	106	*372	4.0	12.3	107	*300	4.1	9.9	109	*311	4.2	10.3	113
WRESTLING - PROFESSIONAL		3344	**207	3.6	6.2	87	*428	4.6	12.8	111	*373	5.1	11.2	122	*419	5.7	12.5	138

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SANKA A '000	SANKA B % DOWN	SANKA C % ACROSS	SANKA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4878	100.0	6.0	100												
18 - 24	9282	**348	7.1	3.7	62												
25 - 34	19072	898	18.4	4.7	78												
35 - 44	14591	872	17.9	6.0	99												
45 - 54	11345	878	18.0	7.7	128												
55 - 64	11635	884	18.1	7.6	126												
65 OR OLDER	15061	999	20.5	6.6	110												
18 - 34	28354	1246	25.5	4.4	73												
18 - 49	48339	2541	52.1	5.3	87												
25 - 54	45008	2647	54.3	5.9	98												
35 - 49	19985	1295	26.5	6.5	108												
50 OR OLDER	32647	2337	47.9	7.2	119												
GRADUATED COLLEGE	11155	679	13.9	6.1	101												
ATTENDED COLLEGE	13682	948	19.4	6.9	115												
GRADUATED HIGH SCHOOL	33880	1974	40.5	5.8	97												
DID NOT GRADUATE HIGH SCHOOL	22270	1278	26.2	5.7	95												
EMPLOYED	40306	2488	51.0	6.2	102												
EMPLOYED FULL-TIME	32850	1983	40.7	6.0	100												
EMPLOYED PART-TIME	7456	*505	10.4	6.8	112												
NOT EMPLOYED	40680	2390	49.0	5.9	98												
PROFESSIONAL/MANAGER	10392	776	15.9	7.5	124												
TECH/CLERICAL/SALES	17574	1042	21.4	5.9	98												
PRECISION/CRAFT	985	**60	1.2	6.1	101												
OTHER EMPLOYED	11354	610	12.5	5.4	89												
SINGLE	9863	*393	8.1	4.0	66												
MARRIED	51375	3319	68.0	6.5	107												
DIVORCED/SEPARATED/WIDOWED	19748	1165	23.9	5.9	98												
PARENTS	32590	1682	34.5	5.2	86												
WHITE	70416	4413	90.5	6.3	104												
BLACK	8778	429	8.8	4.9	81												
OTHER	1791	**36	0.7	2.0	33												
NORTHEAST-CENSUS	17786	1230	25.2	6.9	115												
NORTH CENTRAL	20741	1560	32.0	7.5	125												
SOUTH	27775	1379	28.3	5.0	82												
WEST	14683	709	14.5	4.8	80												
NORTHEAST-MKTG.	17961	1185	24.3	6.6	110												
EAST CENTRAL	11885	771	15.8	6.5	108												
WEST CENTRAL	14090	1085	22.2	7.7	128												
SOUTH	24081	1243	25.5	5.2	86												
PACIFIC	12969	*594	12.2	4.6	76												
COUNTY SIZE A	32439	2088	42.8	6.4	107												
COUNTY SIZE B	24915	1445	29.6	5.8	96												
COUNTY SIZE C	12930	771	15.8	6.0	99												
COUNTY SIZE D	10703	574	11.8	5.4	89												
METRO CENTRAL CITY	24518	1463	30.0	6.0	99												
METRO SUBURBAN	35919	2290	46.9	6.4	106												
NON METRO	20549	1125	23.1	5.5	91												
TOP 5 ADI'S	18341	1232	25.3	6.7	112												
TOP 10 ADI'S	25378	1642	33.7	6.5	107												
TOP 20 ADI'S	36488	2316	47.5	6.3	105												
HSHLD INC. $50,000 OR MORE	6612	*485	9.9	7.3	122												
$40,000 OR MORE	12659	827	17.0	6.5	108												
$30,000 OR MORE	24698	1702	34.9	6.9	114												
$25,000 OR MORE	32077	2266	46.5	7.1	117												
$20,000 - $24,999	9144	750	15.4	8.2	136												
$15,000 - $19,999	8728	*435	8.9	5.0	83												
$10,000 - $14,999	12562	618	12.7	4.9	82												
UNDER $10,000	18475	810	16.6	4.4	73												
HOUSEHOLD OF 1 PERSON	11987	597	12.2	5.0	83												
2 PEOPLE	26577	1860	38.1	7.0	116												
3 OR 4 PEOPLE	30617	1808	37.1	5.9	98												
5 OR MORE PEOPLE	11804	*613	12.6	5.2	86												
NO CHILD IN HSHLD	46165	3069	62.9	6.6	110												
CHILD(REN) UNDER 2 YRS	5325	**217	4.4	4.1	68												
2 - 5 YEARS	14221	779	16.0	5.5	91												
6 - 11 YEARS	15117	681	14.0	4.5	75												
12 - 17 YEARS	16611	1003	20.6	6.0	100												
RESIDENCE OWNED	55884	3875	79.4	6.9	115												
VALUE: $50,000 OR MORE	31744	2378	48.7	7.5	124												
VALUE: UNDER $50,000	24140	1498	30.7	6.2	103												

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	SANKA A '000	SANKA B % DOWN	SANKA C % ACROSS	SANKA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4878	100.0	6.0	100												
MAGAZINES	QUINTILE 1	15799	1214	24.9	7.7	128												
	QUINTILE 2	17259	930	19.1	5.4	89												
	QUINTILE 3	13545	706	14.5	5.2	87												
	QUINTILE 4	15133	894	18.3	5.9	98												
	QUINTILE 5	19250	1135	23.3	5.9	98												
NEWSPAPERS	QUINTILE 1	12413	928	19.0	7.5	124												
	QUINTILE 2	24116	1470	30.1	6.1	101												
	QUINTILE 3	11261	703	14.4	6.2	104												
	QUINTILE 4	20255	1142	23.4	5.6	94												
	QUINTILE 5	12940	635	13.0	4.9	81												
OUTDOOR	QUINTILE 1	14852	1021	20.9	6.9	114												
	QUINTILE 2	15725	961	19.7	6.1	101												
	QUINTILE 3	16330	971	19.9	5.9	99												
	QUINTILE 4	16744	937	19.2	5.6	93												
	QUINTILE 5	17334	989	20.3	5.7	95												
RADIO-DRIVE TIME	QUINTILE 1	15911	1081	22.2	6.8	113												
	QUINTILE 2	14837	910	18.7	6.1	102												
	QUINTILE 3	15339	943	19.3	6.1	102												
	QUINTILE 4	16723	855	17.5	5.1	85												
	QUINTILE 5	18176	1088	22.3	6.0	99												
RADIO-MID-DAY	TERCILE 1	21020	1213	24.9	5.8	96												
	TERCILE 2	21610	1626	33.3	7.5	125												
	TERCILE 3	38355	2040	41.8	5.3	88												
RADIO-TOTAL	QUINTILE 1	15988	1062	21.8	6.6	110												
	QUINTILE 2	15626	915	18.8	5.9	97												
	QUINTILE 3	16723	862	17.7	5.2	86												
	QUINTILE 4	16342	1168	23.9	7.1	119												
	QUINTILE 5	16306	872	17.9	5.3	89												
TV-PRIME TIME	QUINTILE 1	15953	1002	20.5	6.3	104												
	QUINTILE 2	16137	950	19.5	5.9	98												
	QUINTILE 3	16420	1085	22.2	6.6	110												
	QUINTILE 4	16687	940	19.3	5.6	94												
	QUINTILE 5	15789	902	18.5	5.7	95												
TV-DAYTIME	TERCILE 1	27736	1636	33.5	5.9	98												
	TERCILE 2	26489	1623	33.3	6.1	102												
	TERCILE 3	26761	1619	33.2	6.0	100												
TV-TOTAL	QUINTILE 1	16345	990	20.3	6.1	101												
	QUINTILE 2	16447	880	18.0	5.4	89												
	QUINTILE 3	15980	1088	22.3	6.8	113												
	QUINTILE 4	15887	1008	20.7	6.3	105												
	QUINTILE 5	16326	912	18.7	5.6	93												
MAGAZINES-NEWSPAPERS: DUAL		20721	1415	29.0	6.8	113												
MAGAZINE IMPERATIVE		19186	1041	21.3	5.4	90												
NEWSPAPER IMPERATIVE		21899	1336	27.4	6.1	101												
MAGAZINES-OUTDOOR: DUAL		15451	1047	21.5	6.8	113												
MAGAZINE IMPERATIVE		25953	1543	31.6	5.9	99												
OUTDOOR IMPERATIVE		24400	1460	29.9	6.0	99												
MAGAZINES-RADIO: DUAL		18049	1218	25.0	6.7	112												
MAGAZINE IMPERATIVE		23571	1330	27.3	5.6	94												
RADIO IMPERATIVE		23278	1233	25.3	5.3	88												
MAGAZINES-TELEVISION: DUAL		15459	957	19.6	6.2	103												
MAGAZINE IMPERATIVE		25829	1630	33.4	6.3	105												
TELEVISION IMPERATIVE		26039	1458	29.9	5.6	93												
NEWSPAPERS-OUTDOOR: DUAL		16605	1021	20.9	6.1	102												
NEWSPAPER IMPERATIVE		26834	1769	36.3	6.6	109												
OUTDOOR IMPERATIVE		23346	1426	29.2	6.1	101												
NEWSPAPERS-RADIO: DUAL		17133	1126	23.1	6.6	109												
NEWSPAPER IMPERATIVE		25892	1593	32.7	6.2	102												
RADIO IMPERATIVE		23167	1259	25.8	5.4	90												
NEWSPAPERS-TELEVISION: DUAL		17159	1047	21.5	6.1	101												
NEWSPAPER IMPERATIVE		26214	1793	36.8	6.8	114												
TELEVISION IMPERATIVE		23412	1306	26.8	5.6	93												
OUTDOOR-RADIO: DUAL		15303	1013	20.8	6.6	110												
OUTDOOR IMPERATIVE		24901	1523	31.2	6.1	102												
RADIO IMPERATIVE		26492	1534	31.4	5.8	96												
OUTDOOR-TELEVISION: DUAL		14794	907	18.6	6.1	102												
OUTDOOR IMPERATIVE		25437	1725	35.4	6.8	113												
TELEVISION IMPERATIVE		27877	1601	32.8	5.7	95												
RADIO-TELEVISION: DUAL		15996	900	18.5	5.6	93												
RADIO IMPERATIVE		25478	1595	32.7	6.3	104												
TELEVISION IMPERATIVE		26573	1614	33.1	6.1	101												

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SANKA A '000	SANKA B % DOWN	SANKA C % ACROSS	SANKA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4878	100.0	6.0	100												
ATLANTIC MONTHLY	415	**23	0.5	5.5	92												
BARRON'S	453	**19	0.4	4.2	70												
BETTER HOMES & GARDENS	16256	1088	22.3	6.7	111												
BON APPETIT	2535	**147	3.0	5.8	96												
BUSINESS WEEK	1278	**38	0.8	3.0	49												
CAR AND DRIVER	378	**43	0.9	11.4	189												
CBS MAGAZINE NETWORK (GROSS)	1498	**50	1.0	3.3	55												
CHANGING TIMES	1505	**110	2.3	7.3	121												
COLONIAL HOMES	1231	**66	1.4	5.4	89												
CONDE NAST MAG. PKG. (GROSS)	14146	818	16.8	5.8	96												
CONSUMERS DIGEST	1323	**47	1.0	3.6	59												
COSMOPOLITAN	7102	466	9.6	6.6	109												
COUNTRY LIVING	2481	*146	3.0	5.9	98												
CUISINE	1472	**99	2.0	6.7	112												
CYCLE WORLD	425	**30	0.6	7.1	117												
DCI:CREATIVE IDEAS FOR LIV	2510	*171	3.5	6.8	113												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	561	11.5	8.4	139												
DISCOVER	894	**13	0.3	1.5	24												
EBONY	3507	*171	3.5	4.9	81												
ESQUIRE	1083	**55	1.1	5.1	84												
ESSENCE	1830	**66	1.4	3.6	60												
FAMILY CIRCLE	15930	1077	22.1	6.8	112												
THE FAMILY HANDYMAN	1126	**74	1.5	6.6	109												
FAMILY WEEKLY	11468	861	17.7	7.5	125												
FIELD & STREAM	2234	**136	2.8	6.1	101												
FOOD & WINE	579	**41	0.8	7.1	118												
FORBES	728	**37	0.8	5.1	84												
FORTUNE	906	**12	0.2	1.3	22												
GENTLEMEN'S QUARTERLY	791	**60	1.2	7.6	126												
GLAMOUR	5265	277	5.7	5.3	87												
GOLF DIGEST	636	**81	1.7	12.7	211												
GOLF DIGEST/TENNIS (GROSS)	1186	**104	2.1	8.8	146												
GOLF MAGAZINE	441	**63	1.3	14.3	237												
GOLF MAGAZINE/SKI (GROSS)	922	**91	1.9	9.9	164												
GOOD HOUSEKEEPING	16487	1322	27.1	8.0	133												
HARPER'S BAZAAR	2423	*163	3.3	6.7	112												
HEALTH	1994	*192	3.9	9.6	160												
HEARST MAG CORP. BUY (GROSS)	44101	3091	63.4	7.0	116												
HEARST MAN POWER (GROSS)	1993	**63	1.3	3.2	52												
HEARST WOMAN POWER (GROSS)	31274	2307	47.3	7.4	122												
HOUSE BEAUTIFUL	3623	289	5.9	8.0	132												
INC.	283	**8	0.2	2.8	47												
JET	2928	*167	3.4	5.7	95												
LADIES' HOME JOURNAL	11918	741	15.2	6.2	103												
LHJ FAMILY GRP COMBO(GROSS)	16764	1137	23.3	6.8	113												
LIFE	4254	*241	4.9	5.7	94												
L.A. TIMES HOME MAGAZINE	1145	**81	1.7	7.1	117												
MADEMOISELLE	2884	*215	4.4	7.5	124												
MC CALL'S	13460	1042	21.4	7.7	129												
MC CALL'S/WRK MOTHER (GROSS)	14606	1095	22.4	7.5	124												
MECHANIX ILLUSTRATED	772	**59	1.2	7.6	127												
METROPOLITAN HOME	967	**94	1.9	9.7	161												
MONEY	1588	**110	2.3	6.9	115												
MOTHER EARTH NEWS	1002	**44	0.9	4.4	73												
MS.	825	**33	0.7	4.0	66												
NATIONAL ENQUIRER	10336	542	11.1	5.2	87												
NATIONAL GEOGRAPHIC	9597	483	9.9	5.0	84												
NATIONAL SUNDAY MAGAZINE PKG	49558	3107	63.7	6.3	104												
NATURAL HISTORY	573	**19	0.4	3.3	55												
NEW WOMAN	1699	**107	2.2	6.3	105												
NEW YORK INCLUDING CUE	443	**9	0.2	2.0	34												
THE NEW YORKER	1270	**61	1.3	4.8	80												
NEWSWEEK	6277	337	6.9	5.4	89												
THE N.Y. TIMES DAILY EDITION	1205	**97	2.0	8.0	134												
THE N.Y. TIMES MAGAZINE	2081	*172	3.5	8.3	137												
OMNI	788	**27	0.6	3.4	57												
ON CABLE	1158	**69	1.4	6.0	99												
1001 HOME IDEAS	2852	*204	4.2	7.2	119												
ORGANIC GARDENING	1658	**111	2.3	6.7	111												
OUTDOOR LIFE	896	**62	1.3	6.9	115												
PARADE MAGAZINE	24275	1386	28.4	5.7	95												

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SANKA A '000	SANKA B % DOWN	SANKA C % ACROSS	SANKA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4878	100.0	6.0	100												
PARENTS	3845	*248	5.1	6.4	107												
PENTHOUSE	831	**26	0.5	3.1	52												
PEOPLE	11645	666	13.7	5.7	95												
PLAYBOY	2006	**148	3.0	7.4	122												
POPULAR HOT RODDING	297	**0	0.0	0.0	0												
POPULAR MECHANICS	1018	**38	0.8	3.7	62												
POPULAR SCIENCE	878	**66	1.4	7.5	125												
PREVENTION	3913	405	8.3	10.4	172												
PSYCHOLOGY TODAY	1710	*183	3.8	10.7	178												
READER'S DIGEST	22204	1506	30.9	6.8	113												
REDBOOK	7684	519	10.6	6.8	112												
ROAD & TRACK	410	**10	0.2	2.4	40												
ROLLING STONE	969	**45	0.9	4.6	77												
RUNNER'S WORLD	298	**2	0.0	0.7	11												
SATURDAY EVENING POST	1169	**72	1.5	6.2	102												
SCIENCE 84	587	**0	0.0	0.0	0												
SCIENCE DIGEST	482	**8	0.2	1.7	28												
SCIENTIFIC AMERICAN	594	**15	0.3	2.5	42												
SELF	2089	**80	1.6	3.8	64												
SEVENTEEN	2411	*181	3.7	7.5	125												
SKI	480	**29	0.6	6.0	100												
SMITHSONIAN	2760	*256	5.2	9.3	154												
SOAP OPERA DIGEST	3013	*201	4.1	6.7	111												
SOUTHERN LIVING	4184	390	8.0	9.3	155												
SPORT	559	**27	0.6	4.8	80												
THE SPORTING NEWS	436	**6	0.1	1.4	23												
SPORTS AFIELD	493	**17	0.3	3.4	57												
SPORTS ILLUSTRATED	2758	*205	4.2	7.4	123												
STAR	7456	362	7.4	4.9	81												
SUNDAY	24936	1588	32.6	6.4	106												
SUNSET	2124	**101	2.1	4.8	79												
TV GUIDE	21661	1322	27.1	6.1	101												
TENNIS	550	**23	0.5	4.2	69												
TIME	8880	595	12.2	6.7	111												
TOWN & COUNTRY	917	**57	1.2	6.2	103												
TRAVEL & LEISURE	972	**83	1.7	8.5	142												
TRUE STORY	3356	*131	2.7	3.9	65												
U.S.NEWS & WORLD REPORT	3410	*199	4.1	5.8	97												
USA TODAY	1759	**70	1.4	4.0	66												
US	1873	**81	1.7	4.3	72												
VOGUE	3909	*245	5.0	6.3	104												
WALL STREET JOURNAL	1886	*192	3.9	10.2	169												
WEIGHT WATCHERS	2120	*159	3.3	7.5	125												
WOMAN'S DAY	14172	878	18.0	6.2	103												
WORKING MOTHER	1146	**54	1.1	4.7	78												
WORKING WOMAN	1322	*130	2.7	9.8	163												
WORLD TENNIS	*163	**0	0.0	0.0	0												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*233	4.8	9.2	153												
BLAIR INSERTS	43657	2630	53.9	6.0	100												
DAILY NEWSPAPERS																	
READ ANY	51633	3357	68.8	6.5	108												
READ ONE	43463	2655	54.4	6.1	101												
READ TWO OR MORE	8170	702	14.4	8.6	143												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3271	67.1	6.2	103												
READ ONE	46126	2799	57.4	6.1	101												
READ TWO OR MORE	6552	472	9.7	7.2	120												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.68															
30 DAY REACH	71455	4368	89.5	6.1	101												
50 SHWG - 30 DAY AV FREQ	14.56	14.45															
30 DAY REACH	67742	4203	86.2	6.2	103												
25 SHWG - 30 DAY AV FREQ	7.94	8.01															
30 DAY REACH	62117	3789	77.7	6.1	101												
CABLE TV: HOME WIRED	32077	2309	47.3	7.2	120												
HOME NOT WIRED	48909	2569	52.7	5.3	87												
HAVE PAY CABLE	15935	1211	24.8	7.6	126												

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GROUND COFFEE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SANKA A '000	SANKA B % ACROSS DOWN	SANKA C % ACROSS %	SANKA D ACROSS INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D ACROSS INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D ACROSS INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D ACROSS INDX
TOTAL FEMALE HOMEMAKERS	80986	4878	100.0	6.0	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2752	56.4	6.3	104												
10:00 AM - 3:00 PM	30659	1954	40.1	6.4	106												
3:00 PM - 7:00 PM	31045	1905	39.1	6.1	102												
7:00 PM - MIDNIGHT	15767	1045	21.4	6.6	110												
MIDNIGHT - 6:00 AM	9120	530	10.9	5.8	96												
6:00 AM - MIDNIGHT	58527	3588	73.6	6.1	102												
ENTIRE DAY	59311	3664	75.1	6.2	103												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1058	21.7	6.5	109												
ALL NEWS	2256	**83	1.7	3.7	61												
AOR/PROGRESSIVE	3874	*248	5.1	6.4	106												
BEAUTIFUL MUSIC	5660	259	5.3	4.6	76												
BLACK	2204	**97	2.0	4.4	73												
CLASSICAL	1418	**83	1.7	5.9	97												
CHR/ROCK	9538	579	11.9	6.1	101												
COUNTRY	12648	868	17.8	6.9	114												
GOLDEN OLDIES	1191	**33	0.7	2.8	46												
MOR/NOSTALGIA	4757	396	8.1	8.3	138												
NEWS/TALK	3863	252	5.2	6.5	108												
RELIGIOUS	3084	**129	2.6	4.2	69												
SOFT ROCK	521	**24	0.5	4.6	76												
URBAN CONTEMPORARY	1585	**65	1.3	4.1	68												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*162	3.3	5.0	82												
ABC DIRECTION	2316	*149	3.1	6.4	107												
ABC ENTERTAINMENT	4834	266	5.5	5.5	91												
ABC FM	2202	**138	2.8	6.3	104												
ABC INFORMATION	5425	449	9.2	8.3	137												
ABC ROCK	1677	**134	2.7	8.0	133												
CBS	4430	198	4.1	4.5	74												
MUTUAL	4992	356	7.3	7.1	118												
NBC	4679	384	7.9	8.2	136												
RADIORADIO	1994	**73	1.5	3.7	61												
RKO ONE	2298	**185	3.8	8.1	134												
RKO TWO	3311	*147	3.0	4.4	74												
THE SOURCE	2114	*176	3.6	8.3	138												
NON-WIRED : BLAIR	8654	594	12.2	6.9	114												
INTERNET	12025	625	12.8	5.2	86												
KATZ RADIO GROUP	15359	964	19.8	6.3	104												
SUPERNET	10628	669	13.7	6.3	105												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	441	9.0	5.1	85												
WKDAY 9:00 AM - 1:00 PM	12163	649	13.3	5.3	89												
WKDAY 1:00 PM - 4:30 PM	16150	930	19.1	5.8	96												
WKDAY 4:30 PM - 7:30 PM	22463	1341	27.5	6.0	99												
WKDAY 7:30 PM - 8:00 PM	31795	1998	41.0	6.3	104												
WKDAY 11:00 PM - 11:30 PM	23977	1555	31.9	6.5	108												
WKDAY 11:30 PM - 1:00 AM	7703	475	9.7	6.2	102												
M-SAT 8-11 PM+SUN 7-11 PM	33800	2098	43.0	6.2	103												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	288	5.9	4.4	73												
ANOTHER WORLD N	4620	334	6.8	7.2	120												
AS THE WORLD TURNS C	5614	319	6.5	5.7	94												
CAPITOL C	3396	188	3.9	5.5	92												
CBS MORN. NEWS 1 C	1446	*87	1.8	6.0	100												
CBS MORN. NEWS 2 C	1207	*58	1.2	4.8	80												
DAYS OF OUR LIVES N	5877	461	9.5	7.8	130												
FACTS OF LIFE - DAYTIME N	2290	*106	2.2	4.6	77												
FAMILY FEUD A	3023	133	2.7	4.4	73												
GENERAL HOSPITAL A	6097	351	7.2	5.8	96												
GOOD MORNING, AMERICA-730 A	3515	186	3.8	5.3	88												
GOOD MORNING, AMERICA-830 A	2818	158	3.2	5.6	93												
GUIDING LIGHT C	5339	336	6.9	6.3	104												
ONE LIFE TO LIVE A	4478	261	5.4	5.8	97												
PRESS YOUR LUCK C	2244	*92	1.9	4.1	68												
PRICE IS RIGHT 1 C	4348	201	4.1	4.6	77												
PRICE IS RIGHT 2 C	5014	238	4.9	4.7	79												
RYAN'S HOPE A	3150	121	2.5	3.8	64												
SALE OF THE CENTURY N	2695	129	2.6	4.8	79												
SEARCH FOR TOMORROW N	2319	*100	2.1	4.3	72												
TODAY SHOW 1 N	2693	106	2.2	3.9	65												
TODAY SHOW 2 N	2498	126	2.6	5.0	84												
$25,000 PYRAMID C	2753	132	2.7	4.8	80												
WHEEL OF FORTUNE N	4388	269	5.5	6.1	102												
YOUNG AND THE RESTLESS C	5695	296	6.1	5.2	86												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*125	2.6	7.1	118												
NBA PLAYOFF GAME -1 C	1136	**80	1.6	7.0	117												
NBC MAJOR LEAGUE PRE-GAME N	953	**47	1.0	4.9	82												
SPORTSWORLD - SUN N	1233	**91	1.9	7.4	123												
SUNDAY MORNING C	1611	**85	1.7	5.3	88												

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(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	SANKA A '000	SANKA B % DOWN	SANKA C % ACROSS	SANKA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4878	100.0	6.0	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1670	34.2	6.4	106												
NETWORK AFFILIATES - LATE		20261	1334	27.3	6.6	109												
INDEPENDENTS - LATE		2076	189	3.9	9.1	151												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	661	13.6	6.3	105												
ABC MONDAY NIGHT MOVIE	A	6412	391	8.0	6.1	101												
ABC SUNDAY NIGHT MOVIE	A	12407	693	14.2	5.6	93												
ABC WORLD NEWS TONIGHT	A	6176	348	7.1	5.6	94												
AFTERMASH	C	5863	420	8.6	7.2	119												
ALICE	C	9594	664	13.6	6.9	115												
AMERICAN PARADE	C	6622	281	5.8	4.2	70												
BENSON	A	10886	574	11.8	5.3	88												
BLUE THUNDER	A	5036	245	5.0	4.9	81												
CAGNEY & LACEY	C	9965	566	11.6	5.7	94												
CBS EVENING NEWS-DEAN	C	3491	*269	5.5	7.7	128												
CBS EVENING NEWS-RATHER	C	7123	479	9.8	6.7	112												
CBS SAT. NEWS-SCHIEFFER	C	3621	221	4.5	6.1	101												
CBS SATURDAY NIGHT MOVIE	C	5436	313	6.4	5.8	96												
CBS WEDNESDAY NIGHT MOVIE	C	6100	232	4.8	3.8	63												
CHEERS	N	8889	450	9.2	5.1	84												
DALLAS	C	22109	1549	31.8	7.0	116												
DIFF'RENT STROKES	N	6940	373	7.6	5.4	89												
DOUBLE TROUBLE	N	7223	488	10.0	6.8	112												
DUCK FACTORY	N	5595	299	6.1	5.3	89												
DUKES OF HAZZARD	C	5768	385	7.9	6.7	111												
DYNASTY	A	20053	1149	23.6	5.7	95												
FACTS OF LIFE	N	8087	625	12.8	7.7	128												
FALCON CREST	C	20046	1415	29.0	7.1	117												
FALL GUY	A	9084	510	10.5	5.6	93												
FAMILY TIES	N	7964	476	9.8	6.0	99												
FANTASY ISLAND	A	7687	503	10.3	6.5	109												
FOULUPS,BLEEPS & BLUNDERS	A	8861	512	10.5	5.8	96												
FOUR SEASONS	C	5095	*343	7.0	6.7	112												
GIMME A BREAK	N	8838	513	10.5	5.8	96												
HART TO HART	A	8978	486	10.0	5.4	90												
HILL STREET BLUES	N	8590	410	8.4	4.8	79												
HOTEL	A	14085	798	16.4	5.7	94												
JEFFERSONS	C	9360	537	11.0	5.7	95												
JENNIFER SLEPT HERE	N	5841	338	6.9	5.8	96												
KATE & ALLIE	C	9206	520	10.7	5.6	94												
KNIGHT RIDER	N	7076	407	8.3	5.8	95												
LOVE BOAT	A	12219	628	12.9	5.1	85												
MAGNUM PI	C	11199	517	10.6	4.6	77												
MAMA'S FAMILY	N	6057	491	10.1	8.1	135												
MASTER, THE	N	3598	239	4.9	6.6	110												
MATT HOUSTON	A	6344	340	7.0	5.4	89												
NBC MONDAY NIGHT MOVIE	N	11994	695	14.2	5.8	96												
NBC NIGHTLY NEWS	N	5132	364	7.5	7.1	118												
NBC NIGHTLY NEWS-SAT	N	3375	*187	3.8	5.5	92												
NBC NIGHTLY NEWS-SUN	N	3130	*258	5.3	8.2	137												
NBC SUNDAY NIGHT MOVIE	N	8284	470	9.6	5.7	94												
NEWHART	C	9240	484	9.9	5.2	87												
ONE DAY AT A TIME	C	7288	395	8.1	5.4	90												
PEOPLE ARE FUNNY	N	4855	351	7.2	7.2	120												
REAL PEOPLE	N	8869	707	14.5	8.0	132												
REMINGTON STEELE	N	7743	372	7.6	4.8	80												
RIPLEY'S BELIEVE IT - NOT	A	5345	300	6.2	5.6	93												
RIPTIDE	N	6988	478	9.8	6.8	114												
SCARECROW & MRS. KING	C	10002	533	10.9	5.3	88												
SIMON & SIMON	C	10638	599	12.3	5.6	93												
60 MINUTES	C	13293	802	16.4	6.0	100												
ST. ELSEWHERE	N	7017	406	8.3	5.8	96												
THREE'S COMPANY	A	10917	691	14.2	6.3	105												
T.J. HOOKER	A	9204	445	9.1	4.8	80												
TONIGHT SHOW	N	2372	161	3.3	6.8	113												
TRAPPER JOHN, M.D.	C	9846	605	12.4	6.1	102												
TV BLOOPERS & PRAC. JOKES	N	9105	485	9.9	5.3	88												
20/20	A	9387	553	11.3	5.9	98												
WEBSTER	A	11067	620	12.7	5.6	93												
WORLD NEWS - SUN	A	3062	*214	4.4	7.0	116												
YELLOW ROSE	N	4978	361	7.4	7.3	120												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	510	10.5	5.7	95												
BASKETBALL - COLLEGE GAMES		4080	*282	5.8	6.9	115												
BASKETBALL - PRO GAMES		3607	**177	3.6	4.9	81												
BOWLING		3883	**233	4.8	6.0	100												
BOXING		3928	*306	6.3	7.8	129												
FOOTBALL - COLLEGE GAMES		6366	*421	8.6	6.6	110												
FOOTBALL - PRO GAMES		11300	702	14.4	6.2	103												
GOLF		3378	**216	4.4	6.4	106												
POST-SEASON COLL. FOOTBALL		4906	*277	5.7	5.6	94												
POST-SEASON PRO FOOTBALL		6120	*424	8.7	6.9	115												
TENNIS		3033	**144	3.0	4.7	79												
WRESTLING - PROFESSIONAL		3344	**182	3.7	5.4	90												

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LIQUID NUTRITIONAL SUPPLEMENTS — BASE = FEMALE HOMEMAKERS (80986) —

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS?	YES	5689	7.0	646
	NO	75297	93.0	8789

IF YES

	ALL		SOLE		PRIMARY		SECONDARY		
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
CARNATION INSTANT BREAKFAST	3161	3.9	2276	2.8	719	.9	166	.2	340
CARNATION SLENDER	816	1.0	228	.3	489	.6	99	.1	95
ENSURE	532	.7	318	.4	172	.2	42	.1	64
NUTRAMENT	407	.5	216	.3	123	.2	68	.1	56
SEGO	533	.7	133	.2	324	.4	77	.1	70
SUSTACAL	217	.3	94	.1	95	.1	28	*	20
OTHER BRANDS	1367	1.7	849	1.0	332	.4	186	.2	149
DO NOT KNOW	302	.4							23

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY CANS OF LIQUID NUTRITIONAL SUPPLEMENTS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
14 OR MORE	H	222	.3	29
11 - 13	H	77	.1	14
8 - 10	H	388	.5	42
7	H	519	.6	63
5 - 6	H	744	.9	81
3 - 4	H	900	1.1	99
1 - 2	L	1230	1.5	132
NONE	L	1609	2.0	186

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	USE CANNED LIQUID FOOD SUPPLEMENTS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5689	100.0	7.0	100	2850	100.0	3.5	100	2839	100.0	3.5	100
18 - 24	9282	686	12.1	7.4	105	*438	15.4	4.7	134	*248	8.7	2.7	76
25 - 34	19072	1521	26.7	8.0	114	691	24.2	3.6	103	830	29.2	4.4	124
35 - 44	14591	1352	23.8	9.3	132	567	19.9	3.9	110	785	27.7	5.4	153
45 - 54	11345	795	14.0	7.0	100	*329	11.5	2.9	82	*466	16.4	4.1	117
55 - 64	11635	521	9.2	4.5	64	*281	9.9	2.4	69	**240	8.5	2.1	59
65 OR OLDER	15061	814	14.3	5.4	77	544	19.1	3.6	103	*271	9.5	1.8	51
18 - 34	28354	2207	38.8	7.8	111	1129	39.6	4.0	113	1078	38.0	3.8	108
18 - 49	48339	3830	67.3	7.9	113	1818	63.8	3.8	107	2012	70.9	4.2	119
25 - 54	45008	3668	64.5	8.1	116	1587	55.7	3.5	100	2081	73.3	4.6	132
35 - 49	19985	1624	28.5	8.1	116	689	24.2	3.4	98	935	32.9	4.7	133
50 OR OLDER	32647	1858	32.7	5.7	81	1032	36.2	3.2	90	827	29.1	2.5	72
GRADUATED COLLEGE	11155	594	10.4	5.3	76	*281	9.9	2.5	72	*313	11.0	2.8	80
ATTENDED COLLEGE	13682	878	15.4	6.4	91	*443	15.5	3.2	92	*435	15.3	3.2	91
GRADUATED HIGH SCHOOL	33880	2702	47.5	8.0	114	1229	43.1	3.6	103	1473	51.9	4.3	124
DID NOT GRADUATE HIGH SCHOOL	22270	1515	26.6	6.8	97	897	31.5	4.0	114	618	21.8	2.8	79
EMPLOYED	40306	3038	53.4	7.5	107	1529	53.6	3.8	108	1509	53.2	3.7	107
EMPLOYED FULL-TIME	32850	2559	45.0	7.8	111	1333	46.8	4.1	115	1226	43.2	3.7	106
EMPLOYED PART-TIME	7456	*479	8.4	6.4	91	**196	6.9	2.6	75	*283	10.0	3.8	108
NOT EMPLOYED	40680	2651	46.6	6.5	93	1321	46.4	3.2	92	1330	46.8	3.3	93
PROFESSIONAL/MANAGER	10392	726	12.8	7.0	99	*387	13.6	3.7	106	*339	11.9	3.3	93
TECH/CLERICAL/SALES	17574	1384	24.3	7.9	112	649	22.8	3.7	105	735	25.9	4.2	119
PRECISION/CRAFT	985	**96	1.7	9.7	139	**36	1.3	3.7	104	**60	2.1	6.1	174
OTHER EMPLOYED	11354	833	14.6	7.3	104	*456	16.0	4.0	114	*377	13.3	3.3	95
SINGLE	9863	726	12.8	7.4	105	466	16.4	4.7	134	*260	9.2	2.6	75
MARRIED	51375	3383	59.5	6.6	94	1436	50.4	2.8	79	1947	68.6	3.8	108
DIVORCED/SEPARATED/WIDOWED	19748	1581	27.8	8.0	114	948	33.3	4.8	136	633	22.3	3.2	91
PARENTS	32590	2558	45.0	7.8	112	1048	36.8	3.2	91	1510	53.2	4.6	132
WHITE	70416	4756	83.6	6.8	96	2286	80.2	3.2	92	2471	87.0	3.5	100
BLACK	8778	809	14.2	9.2	131	525	18.4	6.0	170	*284	10.0	3.2	92
OTHER	1791	**124	2.2	6.9	99	**39	1.4	2.2	62	**84	3.0	4.7	134
NORTHEAST-CENSUS	17786	883	15.5	5.0	71	467	16.4	2.6	75	*416	14.7	2.3	67
NORTH CENTRAL	20741	1159	20.4	5.6	80	*408	14.3	2.0	56	751	26.5	3.6	103
SOUTH	27775	2560	45.0	9.2	131	1493	52.4	5.4	153	1067	37.6	3.8	110
WEST	14683	1087	19.1	7.4	105	*482	16.9	3.3	93	605	21.3	4.1	118
NORTHEAST-MKTG.	17961	1242	21.8	6.9	98	845	29.6	4.7	134	*397	14.0	2.2	63
EAST CENTRAL	11885	570	10.0	4.8	68	*208	7.3	1.8	50	*361	12.7	3.0	87
WEST CENTRAL	14090	904	15.9	6.4	91	*309	10.8	2.2	62	595	21.0	4.2	120
SOUTH	24081	2038	35.8	8.5	120	1065	37.4	4.4	126	973	34.3	4.0	115
PACIFIC	12969	936	16.5	7.2	103	*423	14.8	3.3	93	*513	18.1	4.0	113
COUNTY SIZE A	32439	2668	46.9	8.2	117	1362	47.8	4.2	119	1306	46.0	4.0	115
COUNTY SIZE B	24915	1592	28.0	6.4	91	754	26.5	3.0	86	838	29.5	3.4	96
COUNTY SIZE C	12930	877	15.4	6.8	97	*424	14.9	3.3	93	454	16.0	3.5	100
COUNTY SIZE D	10703	552	9.7	5.2	73	*310	10.9	2.9	82	*242	8.5	2.3	64
METRO CENTRAL CITY	24518	1788	31.4	7.3	104	817	28.7	3.3	95	972	34.2	4.0	113
METRO SUBURBAN	35919	2724	47.9	7.6	108	1431	50.2	4.0	113	1293	45.5	3.6	103
NON METRO	20549	1177	20.7	5.7	82	603	21.2	2.9	83	574	20.2	2.8	80
TOP 5 ADI'S	18341	1229	21.6	6.7	95	466	16.4	2.5	72	762	26.8	4.2	119
TOP 10 ADI'S	25378	2092	36.8	8.2	117	1033	36.2	4.1	116	1059	37.3	4.2	119
TOP 20 ADI'S	36488	3080	54.1	8.4	120	1607	56.4	4.4	125	1473	51.9	4.0	115
HSHLD INC. $50,000 OR MORE	6612	*609	10.7	9.2	131	**305	10.7	4.6	131	**304	10.7	4.6	131
$40,000 OR MORE	12659	977	17.2	7.7	110	*493	17.3	3.9	111	*484	17.0	3.8	109
$30,000 OR MORE	24698	1839	32.3	7.4	106	893	31.3	3.6	103	946	33.3	3.8	109
$25,000 OR MORE	32077	2234	39.3	7.0	99	1064	37.3	3.3	94	1170	41.2	3.6	104
$20,000 - $24,999	9144	646	11.4	7.1	101	*271	9.5	3.0	84	*375	13.2	4.1	117
$15,000 - $19,999	8728	600	10.5	6.9	98	**288	10.1	3.3	94	*312	11.0	3.6	102
$10,000 - $14,999	12562	1015	17.8	8.1	115	528	18.5	4.2	119	*486	17.1	3.9	110
UNDER $10,000	18475	1195	21.0	6.5	92	699	24.5	3.8	108	496	17.5	2.7	77
HOUSEHOLD OF 1 PERSON	11987	585	10.3	4.9	69	322	11.3	2.7	76	262	9.2	2.2	62
2 PEOPLE	26577	1851	32.5	7.0	99	1078	37.8	4.1	115	774	27.3	2.9	83
3 OR 4 PEOPLE	30617	2309	40.6	7.5	107	931	32.7	3.0	86	1379	48.6	4.5	128
5 OR MORE PEOPLE	11804	944	16.6	8.0	114	*519	18.2	4.4	125	*424	14.9	3.6	102
NO CHILD IN HSHLD	46165	2936	51.6	6.4	91	1702	59.7	3.7	105	1234	43.5	2.7	76
CHILD(REN) UNDER 2 YRS	5325	*308	5.4	5.8	82	**127	4.5	2.4	68	**181	6.4	3.4	97
2 - 5 YEARS	14221	1113	19.6	7.8	111	*620	21.8	4.4	124	*493	17.4	3.5	99
6 - 11 YEARS	15117	1197	21.0	7.9	113	*520	18.2	3.4	98	677	23.8	4.5	128
12 - 17 YEARS	16611	1316	23.1	7.9	113	*543	19.1	3.3	93	774	27.3	4.7	133
RESIDENCE OWNED	55884	3755	66.0	6.7	96	1771	62.1	3.2	90	1984	69.9	3.6	101
VALUE: $50,000 OR MORE	31744	2289	40.2	7.2	103	1094	38.4	3.4	98	1195	42.1	3.8	107
VALUE: UNDER $50,000	24140	1466	25.8	6.1	86	677	23.8	2.8	80	789	27.8	3.3	93

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	USE CANNED LIQUID FOOD SUPPLEMENTS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5689	100.0	7.0	100	2850	100.0	3.5	100	2839	100.0	3.5	100				
MAGAZINES	QUINTILE 1	15799	1173	20.6	7.4	106	601	21.1	3.8	108	572	20.1	3.6	103				
	QUINTILE 2	17259	1152	20.2	6.7	95	544	19.1	3.2	90	609	21.5	3.5	101				
	QUINTILE 3	13545	892	15.7	6.6	94	*469	16.5	3.5	98	*423	14.9	3.1	89				
	QUINTILE 4	15133	932	16.4	6.2	88	480	16.8	3.2	90	*452	15.9	3.0	85				
	QUINTILE 5	19250	1540	27.1	8.0	114	756	26.5	3.9	112	784	27.6	4.1	116				
NEWSPAPERS	QUINTILE 1	12413	771	13.6	6.2	88	*382	13.4	3.1	87	*388	13.7	3.1	89				
	QUINTILE 2	24116	1741	30.6	7.2	103	834	29.3	3.5	98	907	31.9	3.8	107				
	QUINTILE 3	11261	957	16.8	8.5	121	*564	19.8	5.0	142	*393	13.8	3.5	100				
	QUINTILE 4	20255	1178	20.7	5.8	83	584	20.5	2.9	82	594	20.9	2.9	84				
	QUINTILE 5	12940	1043	18.3	8.1	115	*485	17.0	3.7	107	*558	19.7	4.3	123				
OUTDOOR	QUINTILE 1	14852	1153	20.3	7.8	111	632	22.2	4.3	121	*521	18.4	3.5	100				
	QUINTILE 2	15725	1103	19.4	7.0	100	527	18.5	3.4	95	576	20.3	3.7	104				
	QUINTILE 3	16330	1283	22.6	7.9	112	711	24.9	4.4	124	571	20.1	3.5	100				
	QUINTILE 4	16744	975	17.1	5.8	83	*522	18.3	3.1	89	*452	15.9	2.7	77				
	QUINTILE 5	17334	1176	20.7	6.8	97	457	16.0	2.6	75	719	25.3	4.1	118				
RADIO-DRIVE TIME	QUINTILE 1	15911	1224	21.5	7.7	110	591	20.7	3.7	106	633	22.3	4.0	113				
	QUINTILE 2	14837	861	15.1	5.8	83	*449	15.8	3.0	86	*412	14.5	2.8	79				
	QUINTILE 3	15339	1182	20.8	7.7	110	553	19.4	3.6	102	629	22.2	4.1	117				
	QUINTILE 4	16723	1157	20.3	6.9	98	685	24.0	4.1	116	*471	16.6	2.8	80				
	QUINTILE 5	18176	1265	22.2	7.0	99	571	20.0	3.1	89	694	24.4	3.8	109				
RADIO-MID-DAY	TERCILE 1	21020	1605	28.2	7.6	109	673	23.6	3.2	91	932	32.8	4.4	126				
	TERCILE 2	21610	1481	26.0	6.9	98	802	28.1	3.7	105	679	23.9	3.1	90				
	TERCILE 3	38355	2603	45.8	6.8	97	1375	48.2	3.6	102	1228	43.3	3.2	91				
RADIO-TOTAL	QUINTILE 1	15988	1324	23.3	8.3	118	577	20.2	3.6	103	747	26.3	4.7	133				
	QUINTILE 2	15626	978	17.2	6.3	89	479	16.8	3.1	87	*499	17.6	3.2	91				
	QUINTILE 3	16723	1126	19.8	6.7	96	616	21.6	3.7	105	510	18.0	3.0	87				
	QUINTILE 4	16342	1303	22.9	8.0	114	686	24.1	4.2	119	*617	21.7	3.8	108				
	QUINTILE 5	16306	959	16.9	5.9	84	492	17.3	3.0	86	467	16.4	2.9	82				
TV-PRIME TIME	QUINTILE 1	15953	1166	20.5	7.3	104	593	20.8	3.7	106	*573	20.2	3.6	102				
	QUINTILE 2	16137	1225	21.5	7.6	108	693	24.3	4.3	122	*532	18.7	3.3	94				
	QUINTILE 3	16420	1046	18.4	6.4	91	*345	12.1	2.1	60	701	24.7	4.3	122				
	QUINTILE 4	16687	1182	20.8	7.1	101	610	21.4	3.7	104	572	20.1	3.4	98				
	QUINTILE 5	15789	1071	18.8	6.8	97	609	21.4	3.9	110	462	16.3	2.9	83				
TV-DAYTIME	TERCILE 1	27736	1975	34.7	7.1	101	971	34.1	3.5	99	1004	35.4	3.6	103				
	TERCILE 2	26489	2058	36.2	7.8	111	1098	38.5	4.1	118	960	33.8	3.6	103				
	TERCILE 3	26761	1656	29.1	6.2	88	781	27.4	2.9	83	876	30.9	3.3	93				
TV-TOTAL	QUINTILE 1	16345	1212	21.3	7.4	106	661	23.2	4.0	115	551	19.4	3.4	96				
	QUINTILE 2	16447	1245	21.9	7.6	108	559	19.6	3.4	97	686	24.2	4.2	119				
	QUINTILE 3	15980	979	17.2	6.1	87	*470	16.5	2.9	84	*509	17.9	3.2	91				
	QUINTILE 4	15887	1279	22.5	8.1	115	640	22.5	4.0	114	639	22.5	4.0	115				
	QUINTILE 5	16326	975	17.1	6.0	85	*520	18.2	3.2	91	*455	16.0	2.8	80				
MAGAZINES-NEWSPAPERS: DUAL		20721	1442	25.3	7.0	99	777	27.3	3.7	107	665	23.4	3.2	92				
MAGAZINE IMPERATIVE		19186	1344	23.6	7.0	100	671	23.5	3.5	99	673	23.7	3.5	100				
NEWSPAPER IMPERATIVE		21899	1614	28.4	7.4	105	768	26.9	3.5	100	845	29.8	3.9	110				
MAGAZINES-OUTDOOR: DUAL		15451	1088	19.1	7.0	100	533	18.7	3.4	98	555	19.5	3.6	102				
MAGAZINE IMPERATIVE		25953	1856	32.6	7.2	102	905	31.8	3.5	99	950	33.5	3.7	104				
OUTDOOR IMPERATIVE		24400	1819	32.0	7.5	106	959	33.6	3.9	112	861	30.3	3.5	101				
MAGAZINES-RADIO: DUAL		18049	1261	22.2	7.0	99	551	19.3	3.1	87	710	25.0	3.9	112				
MAGAZINE IMPERATIVE		23571	1656	29.1	7.0	100	872	30.6	3.7	105	785	27.7	3.3	95				
RADIO IMPERATIVE		23278	1645	28.9	7.1	101	850	29.8	3.7	104	795	28.0	3.4	97				
MAGAZINES-TELEVISION: DUAL		15459	1121	19.7	7.3	103	531	18.6	3.4	98	591	20.8	3.8	109				
MAGAZINE IMPERATIVE		25829	1700	29.9	6.6	94	876	30.7	3.4	96	824	29.0	3.2	91				
TELEVISION IMPERATIVE		26039	1870	32.9	7.2	102	930	32.6	3.6	101	940	33.1	3.6	103				
NEWSPAPERS-OUTDOOR: DUAL		16605	1140	20.0	6.9	98	*553	19.4	3.3	95	588	20.7	3.5	101				
NEWSPAPER IMPERATIVE		26834	1900	33.4	7.1	101	937	32.9	3.5	99	963	33.9	3.6	102				
OUTDOOR IMPERATIVE		23346	1867	32.8	8.0	114	1045	36.7	4.5	127	821	28.9	3.5	100				
NEWSPAPERS-RADIO: DUAL		17133	1075	18.9	6.3	89	487	17.1	2.8	81	588	20.7	3.4	98				
NEWSPAPER IMPERATIVE		25892	1922	33.8	7.4	106	1035	36.3	4.0	114	886	31.2	3.4	98				
RADIO IMPERATIVE		23167	1891	33.2	8.2	116	951	33.4	4.1	117	940	33.1	4.1	116				
NEWSPAPERS-TELEVISION: DUAL		17159	1282	22.5	7.5	106	570	20.0	3.3	94	712	25.1	4.1	118				
NEWSPAPER IMPERATIVE		26214	1736	30.5	6.6	94	928	32.6	3.5	101	809	28.5	3.1	88				
TELEVISION IMPERATIVE		23412	1713	30.1	7.3	104	900	31.6	3.8	109	813	28.6	3.5	99				
OUTDOOR-RADIO: DUAL		15303	1131	19.9	7.4	105	553	19.4	3.6	103	578	20.4	3.8	108				
OUTDOOR IMPERATIVE		24901	1805	31.7	7.2	103	978	34.3	3.9	112	827	29.1	3.3	95				
RADIO IMPERATIVE		26492	1878	33.0	7.1	101	839	29.4	3.2	90	1039	36.6	3.9	112				
OUTDOOR-TELEVISION: DUAL		14794	1172	20.6	7.9	113	605	21.2	4.1	116	567	20.0	3.8	109				
OUTDOOR IMPERATIVE		25437	1856	32.6	7.3	104	991	34.8	3.9	111	864	30.4	3.4	97				
TELEVISION IMPERATIVE		27877	1836	32.3	6.6	94	871	30.6	3.1	89	966	34.0	3.5	99				
RADIO-TELEVISION: DUAL		15996	1200	21.1	7.5	107	537	18.8	3.4	95	663	23.4	4.1	118				
RADIO IMPERATIVE		25478	1750	30.8	6.9	98	884	31.0	3.5	99	866	30.5	3.4	97				
TELEVISION IMPERATIVE		26573	1752	30.8	6.6	94	921	32.3	3.5	98	831	29.3	3.1	89				

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0356
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	TOTAL U.S. '000	USE CANNED LIQUID FOOD SUPPLEMENTS A '000	B % ACROSS DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % ACROSS DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % ACROSS DOWN	C % ACROSS	D INDX	A '000	B % ACROSS DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5689	100.0	7.0	100	2850	100.0	3.5	100	2839	100.0	3.5	100				
ATLANTIC MONTHLY	415	**3	0.1	0.7	10	**3	0.1	0.7	21	**0	0.0	0.0	0				
BARRON'S	453	**95	1.7	21.0	299	**21	0.7	4.6	132	**74	2.6	16.3	466				
BETTER HOMES & GARDENS	16256	1033	18.2	6.4	90	471	16.5	2.9	82	562	19.8	3.5	99				
BON APPETIT	2535	**110	1.9	4.3	62	**39	1.4	1.5	44	**71	2.5	2.8	80				
BUSINESS WEEK	1278	*141	2.5	11.0	157	**75	2.6	5.9	167	**66	2.3	5.2	147				
CAR AND DRIVER	378	**12	0.2	3.2	45	**8	0.3	2.1	60	**5	0.2	1.3	38				
CBS MAGAZINE NETWORK (GROSS)	1498	*219	3.8	14.6	208	**161	5.6	10.7	305	**59	2.1	3.9	112				
CHANGING TIMES	1505	**134	2.4	8.9	127	**34	1.2	2.3	64	**100	3.5	6.6	190				
COLONIAL HOMES	1231	**85	1.5	6.9	98	**20	0.7	1.6	46	**66	2.3	5.4	153				
CONDE NAST MAG. PKG. (GROSS)	14146	1009	17.7	7.1	102	489	17.2	3.5	98	520	18.3	3.7	105				
CONSUMERS DIGEST	1323	**185	3.3	14.0	199	**105	3.7	7.9	226	**80	2.8	6.0	172				
COSMOPOLITAN	7102	610	10.7	8.6	122	318	11.2	4.5	127	291	10.3	4.1	117				
COUNTRY LIVING	2481	*162	2.8	6.5	93	**75	2.6	3.0	86	**87	3.1	3.5	100				
CUISINE	1472	**67	1.2	4.6	65	**44	1.5	3.0	85	**23	0.8	1.6	45				
CYCLE WORLD	425	**41	0.7	9.6	137	**25	0.9	5.9	167	**16	0.6	3.8	107				
DCI:CREATIVE IDEAS FOR LIV	2510	*173	3.0	6.9	98	**124	4.4	4.9	140	**49	1.7	2.0	56				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	459	8.1	6.9	98	*297	10.4	4.4	126	*162	5.7	2.4	69				
DISCOVER	894	**113	2.0	12.6	180	**86	3.0	9.6	273	**27	1.0	3.0	86				
EBONY	3507	314	5.5	9.0	127	*203	7.1	5.8	164	*111	3.9	3.2	90				
ESQUIRE	1083	**106	1.9	9.8	139	**61	2.1	5.6	160	**45	1.6	4.2	119				
ESSENCE	1830	*142	2.5	7.8	110	**65	2.3	3.6	101	**77	2.7	4.2	120				
FAMILY CIRCLE	15930	1029	18.1	6.5	92	498	17.5	3.1	89	531	18.7	3.3	95				
THE FAMILY HANDYMAN	1126	**78	1.4	6.9	99	**48	1.7	4.3	121	**30	1.1	2.7	76				
FAMILY WEEKLY	11468	611	10.7	5.3	76	317	11.1	2.8	79	294	10.4	2.6	73				
FIELD & STREAM	2234	**135	2.4	6.0	86	**75	2.6	3.4	95	**60	2.1	2.7	77				
FOOD & WINE	579	**30	0.5	5.2	74	**17	0.6	2.9	83	**12	0.4	2.1	59				
FORBES	728	**100	1.8	13.7	196	**39	1.4	5.4	152	**61	2.1	8.4	239				
FORTUNE	906	**113	2.0	12.5	178	**39	1.4	4.3	122	**75	2.6	8.3	236				
GENTLEMEN'S QUARTERLY	791	**54	0.9	6.8	97	**29	1.0	3.7	104	**24	0.8	3.0	87				
GLAMOUR	5265	323	5.7	6.1	87	*151	5.3	2.9	81	*173	6.1	3.3	94				
GOLF DIGEST	636	**40	0.7	6.3	90	**21	0.7	3.3	94	**19	0.7	3.0	85				
GOLF DIGEST/TENNIS (GROSS)	1186	**79	1.4	6.7	95	**45	1.6	3.8	108	**34	1.2	2.9	82				
GOLF MAGAZINE	441	**19	0.3	4.3	61	**17	0.6	3.9	110	**2	0.1	0.5	13				
GOLF MAGAZINE/SKI (GROSS)	922	**53	0.9	5.7	82	**17	0.6	1.8	52	**36	1.3	3.9	111				
GOOD HOUSEKEEPING	16487	982	17.3	6.0	85	523	18.4	3.2	90	459	16.2	2.8	79				
HARPER'S BAZAAR	2423	*197	3.5	8.1	116	**65	2.3	2.7	76	**132	4.6	5.4	155				
HEALTH	1994	*227	4.0	11.4	162	**117	4.1	5.9	167	**110	3.9	5.5	157				
HEARST MAG CORP. BUY (GROSS)	44101	3074	54.0	7.0	99	1487	52.2	3.4	96	1587	55.9	3.6	103				
HEARST MAN POWER (GROSS)	1993	**117	2.1	5.9	84	**44	1.5	2.2	63	**73	2.6	3.7	104				
HEARST WOMAN POWER (GROSS)	31274	2212	38.9	7.1	101	1156	40.6	3.7	105	1056	37.2	3.4	96				
HOUSE BEAUTIFUL	3623	*253	4.4	7.0	99	**112	3.9	3.1	88	*141	5.0	3.9	111				
INC.	283	**68	1.2	24.0	342	**5	0.2	1.8	50	**64	2.3	22.6	645				
JET	2928	272	4.8	9.3	132	*179	6.3	6.1	174	*94	3.3	3.2	92				
LADIES' HOME JOURNAL	11918	857	15.1	7.2	102	391	13.7	3.3	93	466	16.4	3.9	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	1340	23.6	8.0	114	621	21.8	3.7	105	719	25.3	4.3	122				
LIFE	4254	308	5.4	7.2	103	*107	3.8	2.5	71	*200	7.0	4.7	134				
L.A. TIMES HOME MAGAZINE	1145	**147	2.6	12.8	183	**10	0.4	0.9	25	**137	4.8	12.0	341				
MADEMOISELLE	2884	*246	4.3	8.5	121	**93	3.3	3.2	92	*152	5.4	5.3	150				
MC CALL'S	13460	833	14.6	6.2	88	400	14.0	3.0	84	433	15.3	3.2	92				
MC CALL'S/WRK MOTHER (GROSS)	14606	940	16.5	6.4	92	448	15.7	3.1	87	492	17.3	3.4	96				
MECHANIX ILLUSTRATED	772	**61	1.1	7.9	112	**21	0.7	2.7	77	**40	1.4	5.2	148				
METROPOLITAN HOME	967	**57	1.0	5.9	84	**35	1.2	3.6	103	**22	0.8	2.3	65				
MONEY	1588	*177	3.1	11.1	159	**65	2.3	4.1	116	**112	3.9	7.1	201				
MOTHER EARTH NEWS	1002	**100	1.8	10.0	142	**61	2.1	6.1	173	**39	1.4	3.9	111				
MS.	825	**53	0.9	6.4	91	**22	0.8	2.7	76	**31	1.1	3.8	107				
NATIONAL ENQUIRER	10336	788	13.9	7.6	109	414	14.5	4.0	114	373	13.1	3.6	103				
NATIONAL GEOGRAPHIC	9597	569	10.0	5.9	84	271	9.5	2.8	80	298	10.5	3.1	89				
NATIONAL SUNDAY MAGAZINE PKG	49558	3402	59.8	6.9	98	1727	60.6	3.5	99	1676	59.0	3.4	96				
NATURAL HISTORY	573	**29	0.5	5.1	72	**18	0.6	3.1	89	**10	0.4	1.7	50				
NEW WOMAN	1699	**67	1.2	3.9	56	**46	1.6	2.7	77	**21	0.7	1.2	35				
NEW YORK INCLUDING CUE	443	**29	0.5	6.5	93	**19	0.7	4.3	122	**10	0.4	2.3	64				
THE NEW YORKER	1270	**81	1.4	6.4	91	**48	1.7	3.8	107	**33	1.2	2.6	74				
NEWSWEEK	6277	525	9.2	8.4	119	344	12.1	5.5	156	*181	6.4	2.9	82				
THE N.Y. TIMES DAILY EDITION	1205	**53	0.9	4.4	63	**33	1.2	2.7	78	**19	0.7	1.6	45				
THE N.Y. TIMES MAGAZINE	2081	**51	0.9	2.5	35	**34	1.2	1.6	46	**18	0.6	0.9	25				
OMNI	788	**61	1.1	7.7	110	**24	0.8	3.0	87	**37	1.3	4.7	134				
ON CABLE	1158	**67	1.2	5.8	82	**40	1.4	3.5	98	**27	1.0	2.3	67				
1001 HOME IDEAS	2852	*256	4.5	9.0	128	**113	4.0	4.0	113	**142	5.0	5.0	142				
ORGANIC GARDENING	1658	**117	2.1	7.1	100	**63	2.2	3.8	108	**53	1.9	3.2	91				
OUTDOOR LIFE	896	**64	1.1	7.1	102	**23	0.8	2.6	73	**42	1.5	4.7	134				
PARADE MAGAZINE	24275	1775	31.2	7.3	104	1037	36.4	4.3	121	738	26.0	3.0	87				

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0357
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	TOTAL U.S. '000	USE CANNED LIQUID FOOD SUPPLEMENTS A '000	B % ACROSS DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % ACROSS DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % ACROSS DOWN	C % ACROSS	D INDX	A '000	B % ACROSS DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5689	100.0	7.0	100	2850	100.0	3.5	100	2839	100.0	3.5	100				
PARENTS	3845	277	4.9	7.2	103	**143	5.0	3.7	106	*134	4.7	3.5	99				
PENTHOUSE	831	**114	2.0	13.7	195	**43	1.5	5.2	147	**71	2.5	8.5	244				
PEOPLE	11645	1027	18.1	8.8	126	539	18.9	4.6	132	488	17.2	4.2	120				
PLAYBOY	2006	**94	1.7	4.7	67	**35	1.2	1.7	50	**59	2.1	2.9	84				
POPULAR HOT RODDING	297	**42	0.7	14.1	201	**21	0.7	7.1	201	**21	0.7	7.1	202				
POPULAR MECHANICS	1018	**54	0.9	5.3	76	**10	0.4	1.0	28	**44	1.5	4.3	123				
POPULAR SCIENCE	878	**63	1.1	7.2	102	**38	1.3	4.3	123	**26	0.9	3.0	84				
PREVENTION	3913	240	4.2	6.1	87	*141	4.9	3.6	102	**100	3.5	2.6	73				
PSYCHOLOGY TODAY	1710	*134	2.4	7.8	112	**75	2.6	4.4	125	**59	2.1	3.5	98				
READER'S DIGEST	22204	1642	28.9	7.4	105	873	30.6	3.9	112	769	27.1	3.5	99				
REDBOOK	7684	621	10.9	8.1	115	315	11.1	4.1	116	306	10.8	4.0	114				
ROAD & TRACK	410	**32	0.6	7.8	111	**22	0.8	5.4	152	**10	0.4	2.4	70				
ROLLING STONE	969	**75	1.3	7.7	110	**23	0.8	2.4	67	**52	1.8	5.4	153				
RUNNER'S WORLD	298	**10	0.2	3.4	48	**0	0.0	0.0	0	**10	0.4	3.4	96				
SATURDAY EVENING POST	1169	**64	1.1	5.5	78	**36	1.3	3.1	88	**28	1.0	2.4	68				
SCIENCE 84	587	**39	0.7	6.6	95	**14	0.5	2.4	68	**25	0.9	4.3	121				
SCIENCE DIGEST	482	**29	0.5	6.0	86	**20	0.7	4.1	118	**9	0.3	1.9	53				
SCIENTIFIC AMERICAN	594	**41	0.7	6.9	98	**21	0.7	3.5	100	**21	0.7	3.5	101				
SELF	2089	*166	2.9	7.9	113	**99	3.5	4.7	135	**67	2.4	3.2	91				
SEVENTEEN	2411	*249	4.4	10.3	147	**141	4.9	5.8	166	**108	3.8	4.5	128				
SKI	480	**35	0.6	7.3	104	**0	0.0	0.0	0	**35	1.2	7.3	208				
SMITHSONIAN	2760	*230	4.0	8.3	119	**147	5.2	5.3	151	**83	2.9	3.0	86				
SOAP OPERA DIGEST	3013	*229	4.0	7.6	108	**98	3.4	3.3	92	**131	4.6	4.3	124				
SOUTHERN LIVING	4184	286	5.0	6.8	97	*173	6.1	4.1	117	**113	4.0	2.7	77				
SPORT	559	**41	0.7	7.3	104	**26	0.9	4.7	132	**15	0.5	2.7	77				
THE SPORTING NEWS	436	**22	0.4	5.0	72	**17	0.6	3.9	111	**5	0.2	1.1	33				
SPORTS AFIELD	493	**35	0.6	7.1	101	**14	0.5	2.8	81	**21	0.7	4.3	122				
SPORTS ILLUSTRATED	2758	*173	3.0	6.3	89	**69	2.4	2.5	71	**104	3.7	3.8	108				
STAR	7456	583	10.2	7.8	111	303	10.6	4.1	115	280	9.9	3.8	107				
SUNDAY	24936	1904	33.5	7.6	109	1031	36.2	4.1	117	873	30.8	3.5	100				
SUNSET	2124	*199	3.5	9.4	133	**69	2.4	3.2	92	*130	4.6	6.1	175				
TV GUIDE	21661	1464	25.7	6.8	96	617	21.6	2.8	81	847	29.8	3.9	112				
TENNIS	550	**39	0.7	7.1	101	**24	0.8	4.4	124	**15	0.5	2.7	78				
TIME	8880	762	13.4	8.6	122	397	13.9	4.5	127	365	12.9	4.1	117				
TOWN & COUNTRY	917	**16	0.3	1.7	25	**8	0.3	0.9	25	**8	0.3	0.9	25				
TRAVEL & LEISURE	972	**38	0.7	3.9	56	**30	1.1	3.1	88	**8	0.3	0.8	23				
TRUE STORY	3356	*280	4.9	8.3	119	**63	2.2	1.9	53	*217	7.6	6.5	184				
U.S.NEWS & WORLD REPORT	3410	*191	3.4	5.6	80	**123	4.3	3.6	102	**68	2.4	2.0	57				
USA TODAY	1759	*114	2.0	6.5	92	**82	2.9	4.7	132	**32	1.1	1.8	52				
US	1873	*162	2.8	8.6	123	**56	2.0	3.0	85	**106	3.7	5.7	161				
VOGUE	3909	274	4.8	7.0	100	**146	5.1	3.7	106	*128	4.5	3.3	93				
WALL STREET JOURNAL	1886	*140	2.5	7.4	106	**74	2.6	3.9	111	**65	2.3	3.4	98				
WEIGHT WATCHERS	2120	*132	2.3	6.2	89	**60	2.1	2.8	80	**73	2.6	3.4	98				
WOMAN'S DAY	14172	865	15.2	6.1	87	394	13.8	2.8	79	471	16.6	3.3	95				
WORKING MOTHER	1146	**107	1.9	9.3	133	**48	1.7	4.2	119	**59	2.1	5.1	147				
WORKING WOMAN	1322	**117	2.1	8.9	126	**42	1.5	3.2	90	**75	2.6	5.7	162				
WORLD TENNIS	*163	**23	0.4	14.1	201	**15	0.5	9.2	261	**8	0.3	4.9	140				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*208	3.7	8.2	117	**90	3.2	3.6	101	**118	4.2	4.7	133				
BLAIR INSERTS	43657	3076	54.1	7.0	100	1584	55.6	3.6	103	1492	52.6	3.4	97				
DAILY NEWSPAPERS																	
READ ANY	51633	3493	61.4	6.8	96	1779	62.4	3.4	98	1714	60.4	3.3	95				
READ ONE	43463	2989	52.5	6.9	98	1550	54.4	3.6	101	1439	50.7	3.3	94				
READ TWO OR MORE	8170	504	8.9	6.2	88	229	8.0	2.8	80	*275	9.7	3.4	96				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3733	65.6	7.1	101	1856	65.1	3.5	100	1877	66.1	3.6	102				
READ ONE	46126	3271	57.5	7.1	101	1632	57.3	3.5	101	1639	57.7	3.6	101				
READ TWO OR MORE	6552	463	8.1	7.1	101	*224	7.9	3.4	97	*238	8.4	3.6	104				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.05				31.60				28.41							
30 DAY REACH	71455	4982	87.6	7.0	99	2554	89.6	3.6	102	2428	85.5	3.4	97				
50 SHWG - 30 DAY AV FREQ	14.56	15.65				16.42				14.85							
30 DAY REACH	67742	4785	84.1	7.1	101	2460	86.3	3.6	103	2325	81.9	3.4	98				
25 SHWG - 30 DAY AV FREQ	7.94	8.42				8.57				8.24							
30 DAY REACH	62117	4461	78.4	7.2	102	2373	83.3	3.8	109	2087	73.5	3.4	96				
CABLE TV: HOME WIRED	32077	2304	40.5	7.2	102	900	31.6	2.8	80	1404	49.5	4.4	125				
HOME NOT WIRED	48909	3385	59.5	6.9	99	1950	68.4	4.0	113	1435	50.5	2.9	84				
HAVE PAY CABLE	15935	1245	21.9	7.8	111	*476	16.7	3.0	85	769	27.1	4.8	138				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0358
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	TOTAL U.S. '000	USE CANNED LIQUID FOOD SUPPLEMENTS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5689	100.0	7.0	100	2850	100.0	3.5	100	2839	100.0	3.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3003	52.8	6.8	97	1521	53.4	3.5	98	1482	52.2	3.4	96				
10:00 AM - 3:00 PM	30659	2208	38.8	7.2	103	1004	35.2	3.3	93	1204	42.4	3.9	112				
3:00 PM - 7:00 PM	31045	2140	37.6	6.9	98	1005	35.3	3.2	92	1135	40.0	3.7	104				
7:00 PM - MIDNIGHT	15767	1244	21.9	7.9	112	613	21.5	3.9	110	632	22.3	4.0	114				
MIDNIGHT - 6:00 AM	9120	577	10.1	6.3	90	309	10.8	3.4	96	268	9.4	2.9	84				
6:00 AM - MIDNIGHT	58527	4233	74.4	7.2	103	2078	72.9	3.6	101	2155	75.9	3.7	105				
ENTIRE DAY	59311	4306	75.7	7.3	103	2117	74.3	3.6	101	2189	77.1	3.7	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1012	17.8	6.3	89	474	16.6	2.9	83	538	19.0	3.3	95				
ALL NEWS	2256	*166	2.9	7.4	105	*109	3.8	4.8	137	**57	2.0	2.5	72				
AOR/PROGRESSIVE	3874	289	5.1	7.5	106	*143	5.0	3.7	105	**145	5.1	3.7	107				
BEAUTIFUL MUSIC	5660	408	7.2	7.2	103	*233	8.2	4.1	117	*175	6.2	3.1	88				
BLACK	2204	*197	3.5	8.9	127	*95	3.3	4.3	122	**102	3.6	4.6	132				
CLASSICAL	1418	**44	0.8	3.1	44	**17	0.6	1.2	34	**26	0.9	1.8	52				
CHR/ROCK	9538	744	13.1	7.8	111	*271	9.5	2.8	81	473	16.7	5.0	141				
COUNTRY	12648	901	15.8	7.1	101	431	15.1	3.4	97	470	16.6	3.7	106				
GOLDEN OLDIES	1191	**46	0.8	3.9	55	**24	0.8	2.0	57	**22	0.8	1.8	53				
MOR/NOSTALGIA	4757	401	7.0	8.4	120	*221	7.8	4.6	132	*181	6.4	3.8	109				
NEWS/TALK	3863	*195	3.4	5.0	72	*89	3.1	2.3	65	**106	3.7	2.7	78				
RELIGIOUS	3084	*173	3.0	5.6	80	**116	4.1	3.8	107	**57	2.0	1.8	53				
SOFT ROCK	521	**36	0.6	6.9	98	**10	0.4	1.9	55	**27	1.0	5.2	148				
URBAN CONTEMPORARY	1585	*192	3.4	12.1	172	**101	3.5	6.4	181	**91	3.2	5.7	164				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*175	3.1	5.4	76	**68	2.4	2.1	59	*108	3.8	3.3	94				
ABC DIRECTION	2316	*263	4.6	11.4	162	*97	3.4	4.2	119	**166	5.8	7.2	204				
ABC ENTERTAINMENT	4834	303	5.3	6.3	89	*126	4.4	2.6	74	*177	6.2	3.7	104				
ABC FM	2202	*182	3.2	8.3	118	**71	2.5	3.2	92	**111	3.9	5.0	144				
ABC INFORMATION	5425	359	6.3	6.6	94	*210	7.4	3.9	110	*149	5.2	2.7	78				
ABC ROCK	1677	**68	1.2	4.1	58	**36	1.3	2.1	61	**32	1.1	1.9	54				
CBS	4430	*172	3.0	3.9	55	*100	3.5	2.3	64	**72	2.5	1.6	46				
MUTUAL	4992	330	5.8	6.6	94	*217	7.6	4.3	124	*113	4.0	2.3	65				
NBC	4679	*294	5.2	6.3	89	*130	4.6	2.8	79	**164	5.8	3.5	100				
RADIORADIO	1994	*134	2.4	6.7	96	**34	1.2	1.7	48	**100	3.5	5.0	143				
RKO ONE	2298	*133	2.3	5.8	82	**60	2.1	2.6	74	**73	2.6	3.2	91				
RKO TWO	3311	*127	2.2	3.8	55	**52	1.8	1.6	45	**75	2.6	2.3	65				
THE SOURCE	2114	*153	2.7	7.2	103	**42	1.5	2.0	56	**111	3.9	5.3	150				
NON-WIRED : BLAIR	8654	623	11.0	7.2	102	*232	8.1	2.7	76	390	13.7	4.5	129				
INTERNET	12025	985	17.3	8.2	117	480	16.8	4.0	113	506	17.8	4.2	120				
KATZ RADIO GROUP	15359	1060	18.6	6.9	98	552	19.4	3.6	102	508	17.9	3.3	94				
SUPERNET	10628	747	13.1	7.0	100	409	14.4	3.8	109	338	11.9	3.2	91				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	624	11.0	7.2	103	347	12.2	4.0	114	276	9.7	3.2	91				
WKDAY 9:00 AM - 1:00 PM	12163	809	14.2	6.7	95	392	13.8	3.2	92	416	14.7	3.4	98				
WKDAY 1:00 PM - 4:30 PM	16150	1222	21.5	7.6	108	635	22.3	3.9	112	587	20.7	3.6	104				
WKDAY 4:30 PM - 7:30 PM	22463	1609	28.3	7.2	102	813	28.5	3.6	103	796	28.0	3.5	101				
WKDAY 7:30 PM - 8:00 PM	31795	2334	41.0	7.3	104	1168	41.0	3.7	104	1165	41.0	3.7	105				
WKDAY 11:00 PM - 11:30 PM	23977	1784	31.4	7.4	106	859	30.1	3.6	102	925	32.6	3.9	110				
WKDAY 11:30 PM - 1:00 AM	7703	677	11.9	8.8	125	328	11.5	4.3	121	348	12.3	4.5	129				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2446	43.0	7.2	103	1226	43.0	3.6	103	1221	43.0	3.6	103				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	537	9.4	8.2	117	302	10.6	4.6	131	235	8.3	3.6	103				
ANOTHER WORLD N	4620	318	5.6	6.9	98	*174	6.1	3.8	107	144	5.1	3.1	89				
AS THE WORLD TURNS C	5614	376	6.6	6.7	95	170	6.0	3.0	86	206	7.3	3.7	105				
CAPITOL C	3396	234	4.1	6.9	98	*107	3.8	3.2	90	127	4.5	3.7	107				
CBS MORN. NEWS 1 C	1446	124	2.2	8.6	122	*78	2.7	5.4	153	*46	1.6	3.2	91				
CBS MORN. NEWS 2 C	1207	*55	1.0	4.6	65	**34	1.2	2.8	80	**22	0.8	1.8	52				
DAYS OF OUR LIVES N	5877	408	7.2	6.9	99	198	6.9	3.4	96	210	7.4	3.6	102				
FACTS OF LIFE - DAYTIME N	2290	140	2.5	6.1	87	*67	2.4	2.9	83	*73	2.6	3.2	91				
FAMILY FEUD A	3023	217	3.8	7.2	102	130	4.6	4.3	122	*87	3.1	2.9	82				
GENERAL HOSPITAL A	6097	442	7.8	7.2	103	226	7.9	3.7	105	216	7.6	3.5	101				
GOOD MORNING, AMERICA-730 A	3515	260	4.6	7.4	105	*123	4.3	3.5	99	137	4.8	3.9	111				
GOOD MORNING, AMERICA-830 A	2818	185	3.3	6.6	93	*89	3.1	3.2	90	*97	3.4	3.4	98				
GUIDING LIGHT C	5339	475	8.3	8.9	127	256	9.0	4.8	136	220	7.7	4.1	118				
ONE LIFE TO LIVE A	4478	401	7.0	9.0	127	225	7.9	5.0	143	176	6.2	3.9	112				
PRESS YOUR LUCK C	2244	*77	1.4	3.4	49	*35	1.2	1.6	44	**41	1.4	1.8	52				
PRICE IS RIGHT 1 C	4348	205	3.6	4.7	67	*50	1.8	1.1	33	156	5.5	3.6	102				
PRICE IS RIGHT 2 C	5014	265	4.7	5.3	75	*49	1.7	1.0	28	216	7.6	4.3	123				
RYAN'S HOPE A	3150	253	4.4	8.0	114	182	6.4	5.8	164	*71	2.5	2.3	64				
SALE OF THE CENTURY N	2695	200	3.5	7.4	106	*121	4.2	4.5	128	*79	2.8	2.9	84				
SEARCH FOR TOMORROW N	2319	*108	1.9	4.7	66	**38	1.3	1.6	47	*71	2.5	3.1	87				
TODAY SHOW 1 N	2693	221	3.9	8.2	117	*150	5.3	5.6	158	*71	2.5	2.6	75				
TODAY SHOW 2 N	2498	126	2.2	5.0	72	*65	2.3	2.6	74	*62	2.2	2.5	71				
$25,000 PYRAMID C	2753	166	2.9	6.0	86	*101	3.5	3.7	104	*65	2.3	2.4	67				
WHEEL OF FORTUNE N	4388	306	5.4	7.0	99	167	5.9	3.8	108	139	4.9	3.2	90				
YOUNG AND THE RESTLESS C	5695	412	7.2	7.2	103	180	6.3	3.2	90	232	8.2	4.1	116				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	109	1.9	6.2	88	*53	1.9	3.0	86	*56	2.0	3.2	91				
NBA PLAYOFF GAME -1 C	1136	*45	0.8	4.0	56	**34	1.2	3.0	85	**11	0.4	1.0	28				
NBC MAJOR LEAGUE PRE-GAME N	953	**37	0.7	3.9	55	**18	0.6	1.9	54	**19	0.7	2.0	57				
SPORTSWORLD - SUN N	1233	*73	1.3	5.9	84	**56	2.0	4.5	129	**16	0.6	1.3	37				
SUNDAY MORNING C	1611	*97	1.7	6.0	86	**51	1.8	3.2	90	**46	1.6	2.9	81				

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0359
P-18

		TOTAL U.S. '000	USE CANNED LIQUID FOOD SUPPLEMENTS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5689	100.0	7.0	100	2850	100.0	3.5	100	2839	100.0	3.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1885	33.1	7.2	103	968	34.0	3.7	106	916	32.3	3.5	100				
NETWORK AFFILIATES - LATE		20261	1466	25.8	7.2	103	707	24.8	3.5	99	759	26.7	3.7	107				
INDEPENDENTS - LATE		2076	146	2.6	7.0	100	*78	2.7	3.8	107	*68	2.4	3.3	93				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	678	11.9	6.5	92	338	11.9	3.2	92	341	12.0	3.3	93				
ABC MONDAY NIGHT MOVIE	A	6412	366	6.4	5.7	81	*199	7.0	3.1	88	*167	5.9	2.6	74				
ABC SUNDAY NIGHT MOVIE	A	12407	873	15.3	7.0	100	485	17.0	3.9	111	387	13.6	3.1	89				
ABC WORLD NEWS TONIGHT	A	6176	405	7.1	6.6	93	171	6.0	2.8	79	235	8.3	3.8	109				
AFTERMASH	C	5863	449	7.9	7.7	109	*237	8.3	4.0	115	*212	7.5	3.6	103				
ALICE	C	9594	689	12.1	7.2	102	345	12.1	3.6	102	344	12.1	3.6	102				
AMERICAN PARADE	C	6622	567	10.0	8.6	122	333	11.7	5.0	143	*235	8.3	3.5	101				
BENSON	A	10886	902	15.9	8.3	118	511	17.9	4.7	133	392	13.8	3.6	103				
BLUE THUNDER	A	5036	415	7.3	8.2	117	*233	8.2	4.6	131	*182	6.4	3.6	103				
CAGNEY & LACEY	C	9965	599	10.5	6.0	86	291	10.2	2.9	83	308	10.8	3.1	88				
CBS EVENING NEWS-DEAN	C	3491	351	6.2	10.1	143	*192	6.7	5.5	156	**159	5.6	4.6	130				
CBS EVENING NEWS-RATHER	C	7123	472	8.3	6.6	94	241	8.5	3.4	96	231	8.1	3.2	93				
CBS SAT. NEWS-SCHIEFFER	C	3621	288	5.1	8.0	113	174	6.1	4.8	137	*115	4.1	3.2	91				
CBS SATURDAY NIGHT MOVIE	C	5436	379	6.7	7.0	99	188	6.6	3.5	98	191	6.7	3.5	100				
CBS WEDNESDAY NIGHT MOVIE	C	6100	341	6.0	5.6	80	185	6.5	3.0	86	156	5.5	2.6	73				
CHEERS	N	8889	669	11.8	7.5	107	285	10.0	3.2	91	384	13.5	4.3	123				
DALLAS	C	22109	1510	26.5	6.8	97	763	26.8	3.5	98	748	26.3	3.4	97				
DIFF'RENT STROKES	N	6940	469	8.2	6.8	96	*187	6.6	2.7	77	282	9.9	4.1	116				
DOUBLE TROUBLE	N	7223	632	11.1	8.7	125	241	8.5	3.3	95	390	13.7	5.4	154				
DUCK FACTORY	N	5595	397	7.0	7.1	101	*132	4.6	2.4	67	*266	9.4	4.8	136				
DUKES OF HAZZARD	C	5768	518	9.1	9.0	128	*252	8.8	4.4	124	266	9.4	4.6	132				
DYNASTY	A	20053	1702	29.9	8.5	121	983	34.5	4.9	139	720	25.4	3.6	102				
FACTS OF LIFE	N	8087	606	10.7	7.5	107	233	8.2	2.9	82	373	13.1	4.6	132				
FALCON CREST	C	20046	1520	26.7	7.6	108	813	28.5	4.1	115	707	24.9	3.5	101				
FALL GUY	A	9084	759	13.3	8.4	119	437	15.3	4.8	137	323	11.4	3.6	101				
FAMILY TIES	N	7964	645	11.3	8.1	115	254	8.9	3.2	91	391	13.8	4.9	140				
FANTASY ISLAND	A	7687	508	8.9	6.6	94	277	9.7	3.6	102	231	8.1	3.0	86				
FOULUPS,BLEEPS & BLUNDERS	A	8861	569	10.0	6.4	91	293	10.3	3.3	94	276	9.7	3.1	89				
FOUR SEASONS	C	5095	462	8.1	9.1	129	*226	7.9	4.4	126	*236	8.3	4.6	132				
GIMME A BREAK	N	8838	704	12.4	8.0	113	279	9.8	3.2	90	425	15.0	4.8	137				
HART TO HART	A	8978	501	8.8	5.6	79	311	10.9	3.5	98	191	6.7	2.1	61				
HILL STREET BLUES	N	8590	608	10.7	7.1	101	268	9.4	3.1	89	340	12.0	4.0	113				
HOTEL	A	14085	1037	18.2	7.4	105	556	19.5	3.9	112	481	16.9	3.4	97				
JEFFERSONS	C	9360	670	11.8	7.2	102	331	11.6	3.5	100	339	11.9	3.6	103				
JENNIFER SLEPT HERE	N	5841	410	7.2	7.0	100	*161	5.6	2.8	78	*249	8.8	4.3	122				
KATE & ALLIE	C	9206	679	11.9	7.4	105	251	8.8	2.7	77	428	15.1	4.6	133				
KNIGHT RIDER	N	7076	418	7.3	5.9	84	*174	6.1	2.5	70	*245	8.6	3.5	99				
LOVE BOAT	A	12219	867	15.2	7.1	101	439	15.4	3.6	102	428	15.1	3.5	100				
MAGNUM PI	C	11199	738	13.0	6.6	94	415	14.6	3.7	105	323	11.4	2.9	82				
MAMA'S FAMILY	N	6057	427	7.5	7.0	100	*206	7.2	3.4	97	*221	7.8	3.6	104				
MASTER, THE	N	3598	*186	3.3	5.2	74	**89	3.1	2.5	70	**97	3.4	2.7	77				
MATT HOUSTON	A	6344	388	6.8	6.1	87	252	8.8	4.0	113	*137	4.8	2.2	62				
NBC MONDAY NIGHT MOVIE	N	11994	794	14.0	6.6	94	405	14.2	3.4	96	389	13.7	3.2	93				
NBC NIGHTLY NEWS	N	5132	447	7.9	8.7	124	303	10.6	5.9	168	144	5.1	2.8	80				
NBC NIGHTLY NEWS-SAT	N	3375	*221	3.9	6.5	93	**141	4.9	4.2	119	**80	2.8	2.4	68				
NBC NIGHTLY NEWS-SUN	N	3130	*269	4.7	8.6	122	*152	5.3	4.9	138	**118	4.2	3.8	108				
NBC SUNDAY NIGHT MOVIE	N	8284	581	10.2	7.0	100	*232	8.1	2.8	80	*348	12.3	4.2	120				
NEWHART	C	9240	617	10.8	6.7	95	208	7.3	2.3	64	409	14.4	4.4	126				
ONE DAY AT A TIME	C	7288	415	7.3	5.7	81	269	9.4	3.7	105	*146	5.1	2.0	57				
PEOPLE ARE FUNNY	N	4855	368	6.5	7.6	108	**203	7.1	4.2	119	*165	5.8	3.4	97				
REAL PEOPLE	N	8869	679	11.9	7.7	109	263	9.2	3.0	84	416	14.7	4.7	134				
REMINGTON STEELE	N	7743	476	8.4	6.1	88	184	6.5	2.4	68	291	10.3	3.8	107				
RIPLEY'S BELIEVE IT - NOT	A	5345	390	6.9	7.3	104	*203	7.1	3.8	108	*187	6.6	3.5	100				
RIPTIDE	N	6988	461	8.1	6.6	94	*254	8.9	3.6	103	*207	7.3	3.0	85				
SCARECROW & MRS. KING	C	10002	639	11.2	6.4	91	344	12.1	3.4	98	295	10.4	2.9	84				
SIMON & SIMON	C	10638	693	12.2	6.5	93	440	15.4	4.1	118	253	8.9	2.4	68				
60 MINUTES	C	13293	992	17.4	7.5	106	565	19.8	4.3	121	427	15.0	3.2	92				
ST. ELSEWHERE	N	7017	543	9.5	7.7	110	*191	6.7	2.7	77	352	12.4	5.0	143				
THREE'S COMPANY	A	10917	825	14.5	7.6	108	398	14.0	3.6	104	426	15.0	3.9	111				
T.J. HOOKER	A	9204	763	13.4	8.3	118	493	17.3	5.4	152	270	9.5	2.9	84				
TONIGHT SHOW	N	2372	226	4.0	9.5	136	95	3.3	4.0	114	131	4.6	5.5	158				
TRAPPER JOHN, M.D.	C	9846	578	10.2	5.9	84	339	11.9	3.4	98	239	8.4	2.4	69				
TV BLOOPERS & PRAC. JOKES	N	9105	615	10.8	6.8	96	303	10.6	3.3	95	312	11.0	3.4	98				
20/20	A	9387	644	11.3	6.9	98	273	9.6	2.9	83	371	13.1	4.0	113				
WEBSTER	A	11067	892	15.7	8.1	115	501	17.6	4.5	129	391	13.8	3.5	101				
WORLD NEWS - SUN	A	3062	*246	4.3	8.0	114	**104	3.6	3.4	97	**142	5.0	4.6	132				
YELLOW ROSE	N	4978	412	7.2	8.3	118	*220	7.7	4.4	126	*192	6.8	3.9	110				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*526	9.2	5.9	84	*347	12.2	3.9	111	**178	6.3	2.0	57				
BASKETBALL - COLLEGE GAMES		4080	*242	4.3	5.9	84	**142	5.0	3.5	99	**101	3.6	2.5	71				
BASKETBALL - PRO GAMES		3607	*313	5.5	8.7	124	**149	5.2	4.1	117	**164	5.8	4.5	130				
BOWLING		3883	*388	6.8	10.0	142	**262	9.2	6.7	192	**126	4.4	3.2	93				
BOXING		3928	*236	4.1	6.0	86	**171	6.0	4.4	124	**65	2.3	1.7	47				
FOOTBALL - COLLEGE GAMES		6366	*536	9.4	8.4	120	*314	11.0	4.9	140	**222	7.8	3.5	99				
FOOTBALL - PRO GAMES		11300	783	13.8	6.9	99	*426	14.9	3.8	107	*358	12.6	3.2	90				
GOLF		3378	*309	5.4	9.1	130	**240	8.4	7.1	202	**69	2.4	2.0	58				
POST-SEASON COLL. FOOTBALL		4906	*248	4.4	5.1	72	**113	4.0	2.3	65	**135	4.8	2.8	78				
POST-SEASON PRO FOOTBALL		6120	*512	9.0	8.4	119	*327	11.5	5.3	152	**186	6.6	3.0	87				
TENNIS		3033	*244	4.3	8.0	115	**148	5.2	4.9	139	**96	3.4	3.2	90				
WRESTLING - PROFESSIONAL		3344	*309	5.4	9.2	132	**198	6.9	5.9	168	**111	3.9	3.3	95				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CARNATION INSTANT BREAKFAST A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3161	100.0	3.9	100												
18 - 24	9282	*461	14.6	5.0	127												
25 - 34	19072	886	28.0	4.6	119												
35 - 44	14591	673	21.3	4.6	118												
45 - 54	11345	*522	16.5	4.6	118												
55 - 64	11635	*274	8.7	2.4	60												
65 OR OLDER	15061	*346	10.9	2.3	59												
18 - 34	28354	1347	42.6	4.8	122												
18 - 49	48339	2193	69.4	4.5	116												
25 - 54	45008	2081	65.8	4.6	118												
35 - 49	19985	846	26.8	4.2	108												
50 OR OLDER	32647	968	30.6	3.0	76												
GRADUATED COLLEGE	11155	*302	9.6	2.7	69												
ATTENDED COLLEGE	13682	*529	16.7	3.9	99												
GRADUATED HIGH SCHOOL	33880	1531	48.4	4.5	116												
DID NOT GRADUATE HIGH SCHOOL	22270	799	25.3	3.6	92												
EMPLOYED	40306	1643	52.0	4.1	104												
EMPLOYED FULL-TIME	32850	1391	44.0	4.2	108												
EMPLOYED PART-TIME	7456	**252	8.0	3.4	87												
NOT EMPLOYED	40680	1518	48.0	3.7	96												
PROFESSIONAL/MANAGER	10392	*425	13.4	4.1	105												
TECH/CLERICAL/SALES	17574	707	22.4	4.0	103												
PRECISION/CRAFT	985	**7	0.2	0.7	18												
OTHER EMPLOYED	11354	*504	15.9	4.4	114												
SINGLE	9863	*341	10.8	3.5	89												
MARRIED	51375	2090	66.1	4.1	104												
DIVORCED/SEPARATED/WIDOWED	19748	730	23.1	3.7	95												
PARENTS	32590	1497	47.4	4.6	118												
WHITE	70416	2766	87.5	3.9	101												
BLACK	8778	*283	9.0	3.2	83												
OTHER	1791	**113	3.6	6.3	162												
NORTHEAST-CENSUS	17786	558	17.7	3.1	80												
NORTH CENTRAL	20741	728	23.0	3.5	90												
SOUTH	27775	1291	40.8	4.6	119												
WEST	14683	*585	18.5	4.0	102												
NORTHEAST-MKTG.	17961	539	17.1	3.0	77												
EAST CENTRAL	11885	*367	11.6	3.1	79												
WEST CENTRAL	14090	585	18.5	4.2	106												
SOUTH	24081	1175	37.2	4.9	125												
PACIFIC	12969	*495	15.7	3.8	98												
COUNTY SIZE A	32439	1332	42.1	4.1	105												
COUNTY SIZE B	24915	974	30.8	3.9	100												
COUNTY SIZE C	12930	567	17.9	4.4	112												
COUNTY SIZE D	10703	*288	9.1	2.7	69												
METRO CENTRAL CITY	24518	927	29.3	3.8	97												
METRO SUBURBAN	35919	1670	52.8	4.6	119												
NON METRO	20549	565	17.9	2.7	70												
TOP 5 ADI'S	18341	683	21.6	3.7	95												
TOP 10 ADI'S	25378	1047	33.1	4.1	106												
TOP 20 ADI'S	36488	1538	48.7	4.2	108												
HSHLD INC. $50,000 OR MORE	6612	**312	9.9	4.7	121												
$40,000 OR MORE	12659	*505	16.0	4.0	102												
$30,000 OR MORE	24698	924	29.2	3.7	96												
$25,000 OR MORE	32077	1128	35.7	3.5	90												
$20,000 - $24,999	9144	*453	14.3	5.0	127												
$15,000 - $19,999	8728	*324	10.2	3.7	95												
$10,000 - $14,999	12562	603	19.1	4.8	123												
UNDER $10,000	18475	653	20.7	3.5	91												
HOUSEHOLD OF 1 PERSON	11987	239	7.6	2.0	51												
2 PEOPLE	26577	1039	32.9	3.9	100												
3 OR 4 PEOPLE	30617	1359	43.0	4.4	114												
5 OR MORE PEOPLE	11804	*524	16.6	4.4	114												
NO CHILD IN HSHLD	46165	1573	49.8	3.4	87												
CHILD(REN) UNDER 2 YRS	5325	**215	6.8	4.0	103												
2 - 5 YEARS	14221	631	20.0	4.4	114												
6 - 11 YEARS	15117	653	20.7	4.3	111												
12 - 17 YEARS	16611	709	22.4	4.3	109												
RESIDENCE OWNED	55884	2085	66.0	3.7	96												
VALUE: $50,000 OR MORE	31744	1198	37.9	3.8	97												
VALUE: UNDER $50,000	24140	888	28.1	3.7	94												

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	CARNATION INSTANT BREAKFAST A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3161	100.0	3.9	100												
MAGAZINES	QUINTILE 1	15799	569	18.0	3.6	92												
	QUINTILE 2	17259	718	22.7	4.2	107												
	QUINTILE 3	13545	*530	16.8	3.9	100												
	QUINTILE 4	15133	493	15.6	3.3	83												
	QUINTILE 5	19250	851	26.9	4.4	113												
NEWSPAPERS	QUINTILE 1	12413	*391	12.4	3.1	81												
	QUINTILE 2	24116	903	28.6	3.7	96												
	QUINTILE 3	11261	581	18.4	5.2	132												
	QUINTILE 4	20255	715	22.6	3.5	90												
	QUINTILE 5	12940	*571	18.1	4.4	113												
OUTDOOR	QUINTILE 1	14852	604	19.1	4.1	104												
	QUINTILE 2	15725	641	20.3	4.1	104												
	QUINTILE 3	16330	692	21.9	4.2	109												
	QUINTILE 4	16744	590	18.7	3.5	90												
	QUINTILE 5	17334	634	20.1	3.7	94												
RADIO-DRIVE TIME	QUINTILE 1	15911	704	22.3	4.4	113												
	QUINTILE 2	14837	*470	14.9	3.2	81												
	QUINTILE 3	15339	588	18.6	3.8	98												
	QUINTILE 4	16723	655	20.7	3.9	100												
	QUINTILE 5	18176	743	23.5	4.1	105												
RADIO-MID-DAY	TERCILE 1	21020	934	29.5	4.4	114												
	TERCILE 2	21610	920	29.1	4.3	109												
	TERCILE 3	38355	1307	41.3	3.4	87												
RADIO-TOTAL	QUINTILE 1	15988	749	23.7	4.7	120												
	QUINTILE 2	15626	*615	19.5	3.9	101												
	QUINTILE 3	16723	599	18.9	3.6	92												
	QUINTILE 4	16342	693	21.9	4.2	109												
	QUINTILE 5	16306	504	15.9	3.1	79												
TV-PRIME TIME	QUINTILE 1	15953	590	18.7	3.7	95												
	QUINTILE 2	16137	684	21.6	4.2	109												
	QUINTILE 3	16420	635	20.1	3.9	99												
	QUINTILE 4	16687	616	19.5	3.7	95												
	QUINTILE 5	15789	637	20.2	4.0	103												
TV-DAYTIME	TERCILE 1	27736	1114	35.2	4.0	103												
	TERCILE 2	26489	1260	39.9	4.8	122												
	TERCILE 3	26761	787	24.9	2.9	75												
TV-TOTAL	QUINTILE 1	16345	694	22.0	4.2	109												
	QUINTILE 2	16447	704	22.3	4.3	110												
	QUINTILE 3	15980	545	17.2	3.4	87												
	QUINTILE 4	15887	715	22.6	4.5	115												
	QUINTILE 5	16326	*503	15.9	3.1	79												
MAGAZINES-NEWSPAPERS: DUAL		20721	668	21.1	3.2	83												
MAGAZINE IMPERATIVE		19186	876	27.7	4.6	117												
NEWSPAPER IMPERATIVE		21899	930	29.4	4.2	109												
MAGAZINES-OUTDOOR: DUAL		15451	648	20.5	4.2	107												
MAGAZINE IMPERATIVE		25953	985	31.2	3.8	97												
OUTDOOR IMPERATIVE		24400	988	31.3	4.0	104												
MAGAZINES-RADIO: DUAL		18049	764	24.2	4.2	108												
MAGAZINE IMPERATIVE		23571	865	27.4	3.7	94												
RADIO IMPERATIVE		23278	900	28.5	3.9	99												
MAGAZINES-TELEVISION: DUAL		15459	657	20.8	4.2	109												
MAGAZINE IMPERATIVE		25829	913	28.9	3.5	91												
TELEVISION IMPERATIVE		26039	1086	34.4	4.2	107												
NEWSPAPERS-OUTDOOR: DUAL		16605	588	18.6	3.5	91												
NEWSPAPER IMPERATIVE		26834	1041	32.9	3.9	99												
OUTDOOR IMPERATIVE		23346	1070	33.9	4.6	117												
NEWSPAPERS-RADIO: DUAL		17133	670	21.2	3.9	100												
NEWSPAPER IMPERATIVE		25892	924	29.2	3.6	91												
RADIO IMPERATIVE		23167	1096	34.7	4.7	121												
NEWSPAPERS-TELEVISION: DUAL		17159	704	22.3	4.1	105												
NEWSPAPER IMPERATIVE		26214	888	28.1	3.4	87												
TELEVISION IMPERATIVE		23412	1023	32.4	4.4	112												
OUTDOOR-RADIO: DUAL		15303	679	21.5	4.4	114												
OUTDOOR IMPERATIVE		24901	938	29.7	3.8	97												
RADIO IMPERATIVE		26492	1081	34.2	4.1	105												
OUTDOOR-TELEVISION: DUAL		14794	652	20.6	4.4	113												
OUTDOOR IMPERATIVE		25437	1026	32.5	4.0	103												
TELEVISION IMPERATIVE		27877	1063	33.6	3.8	98												
RADIO-TELEVISION: DUAL		15996	670	21.2	4.2	107												
RADIO IMPERATIVE		25478	1041	32.9	4.1	105												
TELEVISION IMPERATIVE		26573	982	31.1	3.7	95												

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	CARNATION INSTANT BREAKFAST A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3161	100.0	3.9	100												
ATLANTIC MONTHLY	415	**3	0.1	0.7	19												
BARRON'S	453	**71	2.2	15.7	402												
BETTER HOMES & GARDENS	16256	594	18.8	3.7	94												
BON APPETIT	2535	**53	1.7	2.1	54												
BUSINESS WEEK	1278	**53	1.7	4.1	106												
CAR AND DRIVER	378	**12	0.4	3.2	81												
CBS MAGAZINE NETWORK (GROSS)	1498	**140	4.4	9.3	239												
CHANGING TIMES	1505	**83	2.6	5.5	141												
COLONIAL HOMES	1231	**62	2.0	5.0	129												
CONDE NAST MAG. PKG. (GROSS)	14146	440	13.9	3.1	80												
CONSUMERS DIGEST	1323	**95	3.0	7.2	184												
COSMOPOLITAN	7102	*208	6.6	2.9	75												
COUNTRY LIVING	2481	**72	2.3	2.9	74												
CUISINE	1472	**32	1.0	2.2	56												
CYCLE WORLD	425	**34	1.1	8.0	205												
DCI:CREATIVE IDEAS FOR LIV	2510	**104	3.3	4.1	106												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*282	8.9	4.2	108												
DISCOVER	894	**27	0.9	3.0	77												
EBONY	3507	*140	4.4	4.0	102												
ESQUIRE	1083	**72	2.3	6.6	170												
ESSENCE	1830	**61	1.9	3.3	85												
FAMILY CIRCLE	15930	626	19.8	3.9	101												
THE FAMILY HANDYMAN	1126	**44	1.4	3.9	100												
FAMILY WEEKLY	11468	359	11.4	3.1	80												
FIELD & STREAM	2234	**119	3.8	5.3	136												
FOOD & WINE	579	**4	0.1	0.7	18												
FORBES	728	**58	1.8	8.0	204												
FORTUNE	906	**55	1.7	6.1	156												
GENTLEMEN'S QUARTERLY	791	**32	1.0	4.0	104												
GLAMOUR	5265	*161	5.1	3.1	78												
GOLF DIGEST	636	**27	0.9	4.2	109												
GOLF DIGEST/TENNIS (GROSS)	1186	**36	1.1	3.0	78												
GOLF MAGAZINE	441	**13	0.4	2.9	76												
GOLF MAGAZINE/SKI (GROSS)	922	**20	0.6	2.2	56												
GOOD HOUSEKEEPING	16487	520	16.5	3.2	81												
HARPER'S BAZAAR	2423	**94	3.0	3.9	99												
HEALTH	1994	**135	4.3	6.8	173												
HEARST MAG CORP. BUY (GROSS)	44101	1477	46.7	3.3	86												
HEARST MAN POWER (GROSS)	1993	**55	1.7	2.8	71												
HEARST WOMAN POWER (GROSS)	31274	1051	33.2	3.4	86												
HOUSE BEAUTIFUL	3623	**125	4.0	3.5	88												
INC.	283	**49	1.6	17.3	444												
JET	2928	*113	3.6	3.9	99												
LADIES' HOME JOURNAL	11918	532	16.8	4.5	114												
LHJ FAMILY GRP COMBO(GROSS)	16764	789	25.0	4.7	121												
LIFE	4254	*121	3.8	2.8	73												
L.A. TIMES HOME MAGAZINE	1145	**126	4.0	11.0	282												
MADEMOISELLE	2884	**107	3.4	3.7	95												
MC CALL'S	13460	477	15.1	3.5	91												
MC CALL'S/WRK MOTHER (GROSS)	14606	544	17.2	3.7	95												
MECHANIX ILLUSTRATED	772	**28	0.9	3.6	93												
METROPOLITAN HOME	967	**30	0.9	3.1	79												
MONEY	1588	**75	2.4	4.7	121												
MOTHER EARTH NEWS	1002	**64	2.0	6.4	164												
MS.	825	**31	1.0	3.8	96												
NATIONAL ENQUIRER	10336	339	10.7	3.3	84												
NATIONAL GEOGRAPHIC	9597	*277	8.8	2.9	74												
NATIONAL SUNDAY MAGAZINE PKG	49558	1844	58.3	3.7	95												
NATURAL HISTORY	573	**7	0.2	1.2	31												
NEW WOMAN	1699	**47	1.5	2.8	71												
NEW YORK INCLUDING CUE	443	**14	0.4	3.2	81												
THE NEW YORKER	1270	**29	0.9	2.3	59												
NEWSWEEK	6277	*232	7.3	3.7	95												
THE N.Y. TIMES DAILY EDITION	1205	**23	0.7	1.9	49												
THE N.Y. TIMES MAGAZINE	2081	**23	0.7	1.1	28												
OMNI	788	**36	1.1	4.6	117												
ON CABLE	1158	**43	1.4	3.7	95												
1001 HOME IDEAS	2852	**122	3.9	4.3	110												
ORGANIC GARDENING	1658	**56	1.8	3.4	87												
OUTDOOR LIFE	896	**42	1.3	4.7	120												
PARADE MAGAZINE	24275	794	25.1	3.3	84												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: BRANDS
(FEMALE HOMEMAKERS)

0363
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	TOTAL U.S. '000	CARNATION INSTANT BREAKFAST A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3161	100.0	3.9	100												
PARENTS	3845	*155	4.9	4.0	103												
PENTHOUSE	831	**63	2.0	7.6	194												
PEOPLE	11645	511	16.2	4.4	112												
PLAYBOY	2006	**48	1.5	2.4	61												
POPULAR HOT RODDING	297	**15	0.5	5.1	129												
POPULAR MECHANICS	1018	**24	0.8	2.4	60												
POPULAR SCIENCE	878	**12	0.4	1.4	35												
PREVENTION	3913	**134	4.2	3.4	88												
PSYCHOLOGY TODAY	1710	**66	2.1	3.9	99												
READER'S DIGEST	22204	933	29.5	4.2	108												
REDBOOK	7684	322	10.2	4.2	107												
ROAD & TRACK	410	**7	0.2	1.7	44												
ROLLING STONE	969	**29	0.9	3.0	77												
RUNNER'S WORLD	298	**8	0.3	2.7	69												
SATURDAY EVENING POST	1169	**23	0.7	2.0	50												
SCIENCE 84	587	**24	0.8	4.1	105												
SCIENCE DIGEST	482	**13	0.4	2.7	69												
SCIENTIFIC AMERICAN	594	**18	0.6	3.0	78												
SELF	2089	**77	2.4	3.7	94												
SEVENTEEN	2411	**109	3.4	4.5	116												
SKI	480	**7	0.2	1.5	37												
SMITHSONIAN	2760	**120	3.8	4.3	111												
SOAP OPERA DIGEST	3013	*185	5.9	6.1	157												
SOUTHERN LIVING	4184	**178	5.6	4.3	109												
SPORT	559	**15	0.5	2.7	69												
THE SPORTING NEWS	436	**22	0.7	5.0	129												
SPORTS AFIELD	493	**19	0.6	3.9	99												
SPORTS ILLUSTRATED	2758	**55	1.7	2.0	51												
STAR	7456	273	8.6	3.7	94												
SUNDAY	24936	971	30.7	3.9	100												
SUNSET	2124	**93	2.9	4.4	112												
TV GUIDE	21661	1012	32.0	4.7	120												
TENNIS	550	**9	0.3	1.6	42												
TIME	8880	373	11.8	4.2	108												
TOWN & COUNTRY	917	**3	0.1	0.3	8												
TRAVEL & LEISURE	972	**26	0.8	2.7	69												
TRUE STORY	3356	**172	5.4	5.1	131												
U.S.NEWS & WORLD REPORT	3410	**63	2.0	1.8	47												
USA TODAY	1759	**37	1.2	2.1	54												
US	1873	**58	1.8	3.1	79												
VOGUE	3909	**94	3.0	2.4	62												
WALL STREET JOURNAL	1886	**77	2.4	4.1	105												
WEIGHT WATCHERS	2120	**89	2.8	4.2	108												
WOMAN'S DAY	14172	605	19.1	4.3	109												
WORKING MOTHER	1146	**67	2.1	5.8	150												
WORKING WOMAN	1322	**87	2.8	6.6	169												
WORLD TENNIS	*163	**0	0.0	0.0	0												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*137	4.3	5.4	139												
BLAIR INSERTS	43657	1627	51.5	3.7	95												
DAILY NEWSPAPERS																	
READ ANY	51633	1895	59.9	3.7	94												
READ ONE	43463	1643	52.0	3.8	97												
READ TWO OR MORE	8170	252	8.0	3.1	79												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2080	65.8	3.9	101												
READ ONE	46126	1824	57.7	4.0	101												
READ TWO OR MORE	6552	*256	8.1	3.9	100												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.05															
30 DAY REACH	71455	2785	88.1	3.9	100												
50 SHWG - 30 DAY AV FREQ	14.56	14.91															
30 DAY REACH	67742	2717	86.0	4.0	103												
25 SHWG - 30 DAY AV FREQ	7.94	8.17															
30 DAY REACH	62117	2490	78.8	4.0	103												
CABLE TV: HOME WIRED	32077	1456	46.1	4.5	116												
HOME NOT WIRED	48909	1705	53.9	3.5	89												
HAVE PAY CABLE	15935	859	27.2	5.4	138												

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CANNED LIQUID NUTRITIONAL FOOD SUPPLEMENTS: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	CARNATION INSTANT BREAKFAST A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3161	100.0	3.9	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1612	51.0	3.7	94												
10:00 AM - 3:00 PM	30659	1308	41.4	4.3	109												
3:00 PM - 7:00 PM	31045	1247	39.4	4.0	103												
7:00 PM - MIDNIGHT	15767	723	22.9	4.6	117												
MIDNIGHT - 6:00 AM	9120	336	10.6	3.7	94												
6:00 AM - MIDNIGHT	58527	2423	76.7	4.1	106												
ENTIRE DAY	59311	2468	78.1	4.2	107												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	591	18.7	3.7	94												
ALL NEWS	2256	**60	1.9	2.7	68												
AOR/PROGRESSIVE	3874	*168	5.3	4.3	111												
BEAUTIFUL MUSIC	5660	*233	7.4	4.1	105												
BLACK	2204	**119	3.8	5.4	138												
CLASSICAL	1418	**14	0.4	1.0	25												
CHR/ROCK	9538	458	14.5	4.8	123												
COUNTRY	12648	478	15.1	3.8	97												
GOLDEN OLDIES	1191	**22	0.7	1.8	47												
MOR/NOSTALGIA	4757	*254	8.0	5.3	137												
NEWS/TALK	3863	**74	2.3	1.9	49												
RELIGIOUS	3084	**106	3.4	3.4	88												
SOFT ROCK	521	**32	1.0	6.1	157												
URBAN CONTEMPORARY	1585	**79	2.5	5.0	128												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**106	3.4	3.3	83												
ABC DIRECTION	2316	**171	5.4	7.4	189												
ABC ENTERTAINMENT	4834	*163	5.2	3.4	86												
ABC FM	2202	**121	3.8	5.5	141												
ABC INFORMATION	5425	*224	7.1	4.1	106												
ABC ROCK	1677	**38	1.2	2.3	58												
CBS	4430	**65	2.1	1.5	38												
MUTUAL	4992	*198	6.3	4.0	102												
NBC	4679	*211	6.7	4.5	116												
RADIORADIO	1994	**64	2.0	3.2	82												
RKO ONE	2298	**70	2.2	3.0	78												
RKO TWO	3311	**82	2.6	2.5	63												
THE SOURCE	2114	**89	2.8	4.2	108												
NON-WIRED : BLAIR	8654	305	9.6	3.5	90												
INTERNET	12025	565	17.9	4.7	120												
KATZ RADIO GROUP	15359	582	18.4	3.8	97												
SUPERNET	10628	504	15.9	4.7	121												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	372	11.8	4.3	110												
WKDAY 9:00 AM - 1:00 PM	12163	475	15.0	3.9	100												
WKDAY 1:00 PM - 4:30 PM	16150	683	21.6	4.2	108												
WKDAY 4:30 PM - 7:30 PM	22463	883	27.9	3.9	101												
WKDAY 7:30 PM - 8:00 PM	31795	1287	40.7	4.0	104												
WKDAY 11:00 PM - 11:30 PM	23977	1073	33.9	4.5	115												
WKDAY 11:30 PM - 1:00 AM	7703	441	14.0	5.7	147												
M-SAT 8-11 PM+SUN 7-11 PM	33800	1352	42.8	4.0	102												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	319	10.1	4.9	125												
ANOTHER WORLD N	4620	*158	5.0	3.4	88												
AS THE WORLD TURNS C	5614	208	6.6	3.7	95												
CAPITOL C	3396	153	4.8	4.5	115												
CBS MORN. NEWS 1 C	1446	**49	1.6	3.4	87												
CBS MORN. NEWS 2 C	1207	**30	0.9	2.5	64												
DAYS OF OUR LIVES N	5877	224	7.1	3.8	98												
FACTS OF LIFE - DAYTIME N	2290	*79	2.5	3.4	88												
FAMILY FEUD A	3023	120	3.8	4.0	102												
GENERAL HOSPITAL A	6097	276	8.7	4.5	116												
GOOD MORNING, AMERICA-730 A	3515	180	5.7	5.1	131												
GOOD MORNING, AMERICA-830 A	2818	112	3.5	4.0	102												
GUIDING LIGHT C	5339	273	8.6	5.1	131												
ONE LIFE TO LIVE A	4478	251	7.9	5.6	144												
PRESS YOUR LUCK C	2244	**39	1.2	1.7	45												
PRICE IS RIGHT 1 C	4348	130	4.1	3.0	77												
PRICE IS RIGHT 2 C	5014	165	5.2	3.3	84												
RYAN'S HOPE A	3150	124	3.9	3.9	101												
SALE OF THE CENTURY N	2695	*81	2.6	3.0	77												
SEARCH FOR TOMORROW N	2319	**50	1.6	2.2	55												
TODAY SHOW 1 N	2693	*124	3.9	4.6	118												
TODAY SHOW 2 N	2498	*65	2.1	2.6	67												
$25,000 PYRAMID C	2753	*64	2.0	2.3	60												
WHEEL OF FORTUNE N	4388	198	6.3	4.5	116												
YOUNG AND THE RESTLESS C	5695	261	8.3	4.6	117												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**52	1.6	3.0	76												
NBA PLAYOFF GAME -1 C	1136	**24	0.8	2.1	54												
NBC MAJOR LEAGUE PRE-GAME N	953	**28	0.9	2.9	75												
SPORTSWORLD - SUN N	1233	**34	1.1	2.8	71												
SUNDAY MORNING C	1611	**57	1.8	3.5	91												

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		TOTAL U.S. '000	CARNATION INSTANT BREAKFAST A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3161	100.0	3.9	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1029	32.6	3.9	101												
NETWORK AFFILIATES - LATE		20261	853	27.0	4.2	108												
INDEPENDENTS - LATE		2076	*81	2.6	3.9	100												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	401	12.7	3.8	98												
ABC MONDAY NIGHT MOVIE	A	6412	*188	5.9	2.9	75												
ABC SUNDAY NIGHT MOVIE	A	12407	500	15.8	4.0	103												
ABC WORLD NEWS TONIGHT	A	6176	284	9.0	4.6	118												
AFTERMASH	C	5863	*229	7.2	3.9	100												
ALICE	C	9594	334	10.6	3.5	89												
AMERICAN PARADE	C	6622	*273	8.6	4.1	106												
BENSON	A	10886	550	17.4	5.1	129												
BLUE THUNDER	A	5036	*258	8.2	5.1	131												
CAGNEY & LACEY	C	9965	377	11.9	3.8	97												
CBS EVENING NEWS-DEAN	C	3491	*165	5.2	4.7	121												
CBS EVENING NEWS-RATHER	C	7123	228	7.2	3.2	82												
CBS SAT. NEWS-SCHIEFFER	C	3621	*150	4.7	4.1	106												
CBS SATURDAY NIGHT MOVIE	C	5436	192	6.1	3.5	90												
CBS WEDNESDAY NIGHT MOVIE	C	6100	140	4.4	2.3	59												
CHEERS	N	5889	410	13.0	4.6	118												
DALLAS	C	22109	835	26.4	3.8	97												
DIFF'RENT STROKES	N	6940	289	9.1	4.2	107												
DOUBLE TROUBLE	N	7223	396	12.5	5.5	140												
DUCK FACTORY	N	5595	*241	7.6	4.3	110												
DUKES OF HAZZARD	C	5768	258	8.2	4.5	115												
DYNASTY	A	20053	925	29.3	4.6	118												
FACTS OF LIFE	N	8087	364	11.5	4.5	115												
FALCON CREST	C	20046	860	27.2	4.3	110												
FALL GUY	A	9084	441	14.0	4.9	124												
FAMILY TIES	N	7964	373	11.8	4.7	120												
FANTASY ISLAND	A	7687	339	10.7	4.4	113												
FOULUPS,BLEEPS & BLUNDERS	A	8861	314	9.9	3.5	91												
FOUR SEASONS	C	5095	*198	6.3	3.9	100												
GIMME A BREAK	N	8838	429	13.6	4.9	124												
HART TO HART	A	8978	303	9.6	3.4	86												
HILL STREET BLUES	N	8590	323	10.2	3.8	96												
HOTEL	A	14085	555	17.6	3.9	101												
JEFFERSONS	C	9360	334	10.6	3.6	91												
JENNIFER SLEPT HERE	N	5841	*273	8.6	4.7	120												
KATE & ALLIE	C	9206	447	14.1	4.9	124												
KNIGHT RIDER	N	7076	*178	5.6	2.5	64												
LOVE BOAT	A	12219	496	15.7	4.1	104												
MAGNUM PI	C	11199	349	11.0	3.1	80												
MAMA'S FAMILY	N	6057	*198	6.3	3.3	84												
MASTER, THE	N	3598	*104	3.3	2.9	74												
MATT HOUSTON	A	6344	*193	6.1	3.0	78												
NBC MONDAY NIGHT MOVIE	N	11994	414	13.1	3.5	88												
NBC NIGHTLY NEWS	N	5132	203	6.4	4.0	101												
NBC NIGHTLY NEWS-SAT	N	3375	**126	4.0	3.7	96												
NBC NIGHTLY NEWS-SUN	N	3130	**129	4.1	4.1	106												
NBC SUNDAY NIGHT MOVIE	N	8284	*307	9.7	3.7	95												
NEWHART	C	9240	424	13.4	4.6	118												
ONE DAY AT A TIME	C	7288	*241	7.6	3.3	85												
PEOPLE ARE FUNNY	N	4855	*176	5.6	3.6	93												
REAL PEOPLE	N	8869	365	11.5	4.1	105												
REMINGTON STEELE	N	7743	268	8.5	3.5	89												
RIPLEY'S BELIEVE IT - NOT	A	5345	*254	8.0	4.8	122												
RIPTIDE	N	6988	*258	8.2	3.7	95												
SCARECROW & MRS. KING	C	10002	360	11.4	3.6	92												
SIMON & SIMON	C	10638	352	11.1	3.3	85												
60 MINUTES	C	13293	489	15.5	3.7	94												
ST. ELSEWHERE	N	7017	*354	11.2	5.0	129												
THREE'S COMPANY	A	10917	513	16.2	4.7	120												
T.J. HOOKER	A	9204	382	12.1	4.2	106												
TONIGHT SHOW	N	2372	158	5.0	6.7	171												
TRAPPER JOHN, M.D.	C	9846	315	10.0	3.2	82												
TV BLOOPERS & PRAC. JOKES	N	9105	337	10.7	3.7	95												
20/20	A	9387	404	12.8	4.3	110												
WEBSTER	A	11067	502	15.9	4.5	116												
WORLD NEWS - SUN	A	3062	**127	4.0	4.1	106												
YELLOW ROSE	N	4978	*172	5.4	3.5	89												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	**210	6.6	2.4	61												
BASKETBALL - COLLEGE GAMES		4080	**103	3.3	2.5	65												
BASKETBALL - PRO GAMES		3607	**105	3.3	2.9	75												
BOWLING		3883	**220	7.0	5.7	145												
BOXING		3928	**121	3.8	3.1	79												
FOOTBALL - COLLEGE GAMES		6366	**210	6.6	3.3	85												
FOOTBALL - PRO GAMES		11300	*466	14.7	4.1	106												
GOLF		3378	**128	4.0	3.8	97												
POST-SEASON COLL. FOOTBALL		4906	**138	4.4	2.8	72												
POST-SEASON PRO FOOTBALL		6120	*285	9.0	4.7	119												
TENNIS		3033	**148	4.7	4.9	125												
WRESTLING - PROFESSIONAL		3344	**171	5.4	5.1	131												

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	'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?			
YES	42588	52.6	4759
NO	38398	47.4	4676

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
5B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BORDENS (EAGLE) SWEETENED CONDENSED MILK	17703	21.9	2878	3.6	10417	12.9	4407	5.4	1916
CARNATION EVAPORATED MILK	24901	30.7	9502	11.7	12419	15.3	2980	3.7	2754
PET EVAPORATED MILK	19143	23.6	5719	7.1	9788	12.1	3636	4.5	2117
OTHER BRANDS	8846	10.9	3879	4.8	2941	3.6	2026	2.5	960
DO NOT KNOW	3998	4.9							430

MILK (LIQUID IN BOTTLES & CARTONS)

	'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?			
YES	72515	89.5	8362
NO	8471	10.5	1073

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
REGULAR/WHOLE	48653	60.1	30851	38.1	14998	18.5	2804	3.5	5423
LOW FAT/SKIM	33101	40.9	19892	24.6	9546	11.8	3662	4.5	3897
BUTTER MILK	10495	13.0	839	1.0	5627	6.9	4030	5.0	1101
FLAVORED MILK	4487	5.5	273	.3	1258	1.6	2955	3.6	500
DO NOT KNOW	140	.2							24

		'000	%	UNWEIGHTED
4C. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	15478	19.1	1581
7 - 9	H	6172	7.6	672
4 - 6	M	18519	22.9	1930
3	M	9513	11.7	1071
2	L	11598	14.3	1467
1	L	7387	9.1	1076
LESS THAN 1	L	3464	4.3	516
NONE	L	385	.5	49

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USE CANNED MILK: BRANDS
(FEMALE HOMEMAKERS)

0368
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	BORDENS (EAGLE) SWEETENED CONDENSED A '000	B % DOWN	C % ACROSS	D INDX	CARNATION EVAPORATED A '000	B % DOWN	C % ACROSS	D INDX	PET EVAPORATED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42588	100.0	52.6	100	17703	100.0	21.9	100	24901	100.0	30.7	100	19143	100.0	23.6	100
18 - 24	9282	3652	8.6	39.3	75	1687	9.5	18.2	83	2092	8.4	22.5	73	1608	8.4	17.3	73
25 - 34	19072	9650	22.7	50.6	96	4779	27.0	25.1	115	5748	23.1	30.1	98	4353	22.7	22.8	97
35 - 44	14591	8406	19.7	57.6	110	3581	20.2	24.5	112	4831	19.4	33.1	108	3439	18.0	23.6	100
45 - 54	11345	6832	16.0	60.2	115	2590	14.6	22.8	104	3805	15.3	33.5	109	3023	15.8	26.6	113
55 - 64	11635	6590	15.5	56.6	108	2619	14.8	22.5	103	4098	16.5	35.2	115	2857	14.9	24.6	104
65 OR OLDER	15061	7458	17.5	49.5	94	2447	13.8	16.2	74	4328	17.4	28.7	93	3864	20.2	25.7	109
18 - 34	28354	13302	31.2	46.9	89	6466	36.5	22.8	104	7839	31.5	27.6	90	5960	31.1	21.0	89
18 - 49	48339	25202	59.2	52.1	99	11486	64.9	23.8	109	14766	59.3	30.5	99	10917	57.0	22.6	96
25 - 54	45008	24887	58.4	55.3	105	10950	61.9	24.3	111	14383	57.8	32.0	104	10815	56.5	24.0	102
35 - 49	19985	11900	27.9	59.5	113	5020	28.4	25.1	115	6927	27.8	34.7	113	4956	25.9	24.8	105
50 OR OLDER	32647	17386	40.8	53.3	101	6217	35.1	19.0	87	10135	40.7	31.0	101	8227	43.0	25.2	107
GRADUATED COLLEGE	11155	5811	13.6	52.1	99	3021	17.1	27.1	124	3215	12.9	28.8	94	2724	14.2	24.4	103
ATTENDED COLLEGE	13682	7323	17.2	53.5	102	3905	22.1	28.5	131	4297	17.3	31.4	102	3386	17.7	24.7	105
GRADUATED HIGH SCHOOL	33880	17551	41.2	51.8	99	7193	40.6	21.2	97	10403	41.8	30.7	100	7718	40.3	22.8	96
DID NOT GRADUATE HIGH SCHOOL	22270	11903	27.9	53.4	102	3584	20.2	16.1	74	6986	28.1	31.4	102	5315	27.8	23.9	101
EMPLOYED	40306	21104	49.6	52.4	100	9668	54.6	24.0	110	12349	49.6	30.6	100	9803	51.2	24.3	103
EMPLOYED FULL-TIME	32850	17063	40.1	51.9	99	7849	44.3	23.9	109	10077	40.5	30.7	100	7985	41.7	24.3	103
EMPLOYED PART-TIME	7456	4040	9.5	54.2	103	1819	10.3	24.4	112	2272	9.1	30.5	99	1819	9.5	24.4	103
NOT EMPLOYED	40680	21484	50.4	52.8	100	8035	45.4	19.8	90	12552	50.4	30.9	100	9340	48.8	23.0	97
PROFESSIONAL/MANAGER	10392	5504	12.9	53.0	101	2798	15.8	26.9	123	3175	12.8	30.6	99	2423	12.7	23.3	99
TECH/CLERICAL/SALES	17574	8997	21.1	51.2	97	4356	24.6	24.8	113	5279	21.2	30.0	98	4307	22.5	24.5	104
PRECISION/CRAFT	985	567	1.3	57.6	109	**230	1.3	23.4	107	*332	1.3	33.7	110	*267	1.4	27.1	115
OTHER EMPLOYED	11354	6035	14.2	53.2	101	2284	12.9	20.1	92	3562	14.3	31.4	102	2806	14.7	24.7	105
SINGLE	9863	3998	9.4	40.5	77	1773	10.0	18.0	82	2428	9.8	24.6	80	1668	8.7	16.9	72
MARRIED	51375	28368	66.6	55.2	105	12765	72.1	24.8	114	16433	66.0	32.0	104	12642	66.0	24.6	104
DIVORCED/SEPARATED/WIDOWED	19748	10222	24.0	51.8	98	3165	17.9	16.0	73	6040	24.3	30.6	99	4834	25.3	24.5	104
PARENTS	32590	18206	42.7	55.9	106	8081	45.6	24.8	113	10315	41.4	31.7	103	8027	41.9	24.6	104
WHITE	70416	36477	85.7	51.8	99	15963	90.2	22.7	104	21429	86.1	30.4	99	16118	84.2	22.9	97
BLACK	8778	5266	12.4	60.0	114	1316	7.4	15.0	69	2908	11.7	33.1	108	2553	13.3	29.1	123
OTHER	1791	*845	2.0	47.2	90	**424	2.4	23.7	108	*563	2.3	31.4	102	**473	2.5	26.4	112
NORTHEAST-CENSUS	17786	6768	15.9	38.1	72	2560	14.5	14.4	66	4433	17.8	24.9	81	2374	12.4	13.3	56
NORTH CENTRAL	20741	11198	26.3	54.0	103	5338	30.2	25.7	118	6670	26.8	32.2	105	4584	23.9	22.1	94
SOUTH	27775	17040	40.0	61.4	117	6668	37.7	24.0	110	9409	37.8	33.9	110	8527	44.5	30.7	130
WEST	14683	7582	17.8	51.6	98	3137	17.7	21.4	98	4389	17.6	29.9	97	3659	19.1	24.9	105
NORTHEAST-MKTG.	17961	6493	15.2	36.2	69	2442	13.8	13.6	62	4157	16.7	23.1	75	2259	11.8	12.6	53
EAST CENTRAL	11885	6588	15.5	55.4	105	2643	14.9	22.2	102	3606	14.5	30.3	99	2733	14.3	23.0	97
WEST CENTRAL	14090	7533	17.7	53.5	102	3740	21.1	26.5	121	4703	18.9	33.4	109	3187	16.6	22.6	96
SOUTH	24081	15426	36.2	64.1	122	6122	34.6	25.4	116	8555	34.4	35.5	116	7781	40.6	32.3	137
PACIFIC	12969	6548	15.4	50.5	96	2756	15.6	21.3	97	3876	15.6	29.9	97	3183	16.6	24.5	104
COUNTY SIZE A	32439	14646	34.4	45.1	86	6180	34.9	19.1	87	8182	32.9	25.2	82	6329	33.1	19.5	83
COUNTY SIZE B	24915	13409	31.5	53.8	102	5832	32.9	23.4	107	8457	34.0	33.9	110	5898	30.8	23.7	100
COUNTY SIZE C	12930	7863	18.5	60.8	116	2856	16.1	22.1	101	4381	17.6	33.9	110	3748	19.6	29.0	123
COUNTY SIZE D	10703	6669	15.7	62.3	118	2835	16.0	26.5	121	3881	15.6	36.3	118	3168	16.5	29.6	125
METRO CENTRAL CITY	24518	11575	27.2	47.2	90	4800	27.1	19.6	90	6915	27.8	28.2	92	5206	27.2	21.2	90
METRO SUBURBAN	35919	18388	43.2	51.2	97	7770	43.9	21.6	99	10908	43.8	30.4	99	7962	41.6	22.2	94
NON METRO	20549	12625	29.6	61.4	117	5133	29.0	25.0	114	7078	28.4	34.4	112	5976	31.2	29.1	123
TOP 5 ADI'S	18341	7262	17.1	39.6	75	2988	16.9	16.3	75	4402	17.7	24.0	78	2962	15.5	16.1	68
TOP 10 ADI'S	25378	10943	25.7	43.1	82	4711	26.6	18.6	85	6095	24.5	24.0	78	4674	24.4	18.4	78
TOP 20 ADI'S	36488	17050	40.0	46.7	89	7225	40.8	19.8	91	9923	39.8	27.2	88	6983	36.5	19.1	81
HSHLD INC. $50,000 OR MORE	6612	3868	9.1	58.5	111	2183	12.3	33.0	151	2236	9.0	33.8	110	1800	9.4	27.2	115
$40,000 OR MORE	12659	6901	16.2	54.5	104	3723	21.0	29.4	135	3991	16.0	31.5	103	3160	16.5	25.0	106
$30,000 OR MORE	24698	13489	31.7	54.6	104	6819	38.5	27.6	126	7884	31.7	31.9	104	6256	32.7	25.3	107
$25,000 OR MORE	32077	17787	41.8	55.5	105	9078	51.3	28.3	129	10465	42.0	32.6	106	8119	42.4	25.3	107
$20,000 - $24,999	9144	4566	10.7	49.9	95	1979	11.2	21.6	99	2799	11.2	30.6	100	1971	10.3	21.6	91
$15,000 - $19,999	8728	3996	9.4	45.8	87	1726	9.7	19.8	90	2487	10.0	28.5	93	1574	8.2	18.0	76
$10,000 - $14,999	12562	6583	15.5	52.4	100	2398	13.5	19.1	87	3924	15.8	31.2	102	3052	15.9	24.3	103
UNDER $10,000	18475	9655	22.7	52.3	99	2522	14.2	13.7	62	5226	21.0	28.3	92	4428	23.1	24.0	101
HOUSEHOLD OF 1 PERSON	11987	5486	12.9	45.8	87	1875	10.6	15.6	72	3222	12.9	26.9	87	2515	13.1	21.0	89
2 PEOPLE	26577	13229	31.1	49.8	95	5660	32.0	21.3	97	8023	32.2	30.2	98	6073	31.7	22.9	97
3 OR 4 PEOPLE	30617	16895	39.7	55.2	105	7418	41.9	24.2	111	9640	38.7	31.5	102	7662	40.0	25.0	106
5 OR MORE PEOPLE	11804	6977	16.4	59.1	112	2749	15.5	23.3	107	4016	16.1	34.0	111	2893	15.1	24.5	104
NO CHILD IN HSHLD	46165	23039	54.1	49.9	95	9230	52.1	20.0	91	13777	55.3	29.8	97	10497	54.8	22.7	96
CHILD(REN) UNDER 2 YRS	5325	2660	6.2	50.0	95	1315	7.4	24.7	113	1402	5.6	26.3	86	961	5.0	18.0	76
2 - 5 YEARS	14221	7525	17.7	52.9	101	3327	18.8	23.4	107	4481	18.0	31.5	102	3470	18.1	24.4	103
6 - 11 YEARS	15117	8808	20.7	58.3	111	3679	20.8	24.3	111	5305	21.3	35.1	114	3780	19.7	25.0	106
12 - 17 YEARS	16611	9834	23.1	59.2	113	4030	22.8	24.3	111	5319	21.4	32.0	104	4423	23.1	26.6	113
RESIDENCE OWNED	55884	31918	74.9	57.1	109	13862	78.3	24.8	113	18787	75.4	33.6	109	14862	77.6	26.6	113
VALUE: $50,000 OR MORE	31744	17661	41.5	55.6	106	8473	47.9	26.7	122	10303	41.4	32.5	106	8190	42.8	25.8	109
VALUE: UNDER $50,000	24140	14257	33.5	59.1	112	5389	30.4	22.3	102	8484	34.1	35.1	114	6672	34.9	27.6	117

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BORDENS (EAGLE) SWEETENED CONDENSED A '000	BORDENS (EAGLE) SWEETENED CONDENSED B % DOWN	BORDENS (EAGLE) SWEETENED CONDENSED C % ACROSS	BORDENS (EAGLE) SWEETENED CONDENSED D INDX	CARNATION EVAPORATED A '000	CARNATION EVAPORATED B % DOWN	CARNATION EVAPORATED C % ACROSS	CARNATION EVAPORATED D INDX	PET EVAPORATED A '000	PET EVAPORATED B % DOWN	PET EVAPORATED C % ACROSS	PET EVAPORATED D INDX
TOTAL FEMALE HOMEMAKERS		80986	42588	100.0	52.6	100	17703	100.0	21.9	100	24901	100.0	30.7	100	19143	100.0	23.6	100
MAGAZINES	QUINTILE 1	15799	8764	20.6	55.5	105	4275	24.1	27.1	124	5577	22.4	35.3	115	4041	21.1	25.6	108
	QUINTILE 2	17259	9109	21.4	52.8	100	4074	23.0	23.6	108	5163	20.7	29.9	97	4315	22.5	25.0	106
	QUINTILE 3	13545	7308	17.2	54.0	103	2986	16.9	22.0	101	4225	17.0	31.2	101	2968	15.5	21.9	93
	QUINTILE 4	15133	7785	18.3	51.4	98	3280	18.5	21.7	99	4338	17.4	28.7	93	3506	18.3	23.2	98
	QUINTILE 5	19250	9621	22.6	50.0	95	3088	17.4	16.0	73	5598	22.5	29.1	95	4313	22.5	22.4	95
NEWSPAPERS	QUINTILE 1	12413	6375	15.0	51.4	98	2732	15.4	22.0	101	3877	15.6	31.2	102	2896	15.1	23.3	99
	QUINTILE 2	24116	13267	31.2	55.0	105	6087	34.4	25.2	115	7629	30.6	31.6	103	6369	33.3	26.4	112
	QUINTILE 3	11261	5495	12.9	48.8	93	2155	12.2	19.1	88	3326	13.4	29.5	96	2538	13.3	22.5	95
	QUINTILE 4	20255	10750	25.2	53.1	101	4149	23.4	20.5	94	6340	25.5	31.3	102	4121	21.5	20.3	86
	QUINTILE 5	12940	6700	15.7	51.8	98	2580	14.6	19.9	91	3729	15.0	28.8	94	3219	16.8	24.9	105
OUTDOOR	QUINTILE 1	14852	7731	18.2	52.1	99	3616	20.4	24.3	111	4348	17.5	29.3	95	3704	19.3	24.9	106
	QUINTILE 2	15725	8330	19.6	53.0	101	3610	20.4	23.0	105	4732	19.0	30.1	98	3948	20.6	25.1	106
	QUINTILE 3	16330	8759	20.6	53.6	102	3243	18.3	19.9	91	5580	22.4	34.2	111	3800	19.9	23.3	98
	QUINTILE 4	16744	8787	20.6	52.5	100	3696	20.9	22.1	101	5147	20.7	30.7	100	3779	19.7	22.6	95
	QUINTILE 5	17334	8981	21.1	51.8	99	3538	20.0	20.4	93	5095	20.5	29.4	96	3913	20.4	22.6	96
RADIO-DRIVE TIME	QUINTILE 1	15911	9007	21.1	56.6	108	3987	22.5	25.1	115	5089	20.4	32.0	104	4305	22.5	27.1	114
	QUINTILE 2	14837	7737	18.2	52.1	99	3177	17.9	21.4	98	4721	19.0	31.8	103	3425	17.9	23.1	98
	QUINTILE 3	15339	8134	19.1	53.0	101	3049	17.2	19.9	91	4963	19.9	32.4	105	3519	18.4	22.9	97
	QUINTILE 4	16723	8231	19.3	49.2	94	3665	20.7	21.9	100	4516	18.1	27.0	88	3637	19.0	21.7	92
	QUINTILE 5	18176	9479	22.3	52.2	99	3826	21.6	21.0	96	5611	22.5	30.9	100	4258	22.2	23.4	99
RADIO-MID-DAY	TERCILE 1	21020	11070	26.0	52.7	100	4773	27.0	22.7	104	6236	25.0	29.7	96	5072	26.5	24.1	102
	TERCILE 2	21610	11944	28.0	55.3	105	4931	27.9	22.8	104	7139	28.7	33.0	107	5453	28.5	25.2	107
	TERCILE 3	38355	19573	46.0	51.0	97	7999	45.2	20.9	95	11526	46.3	30.1	98	8618	45.0	22.5	95
RADIO-TOTAL	QUINTILE 1	15988	8857	20.8	55.4	105	3838	21.7	24.0	110	5119	20.6	32.0	104	4107	21.5	25.7	109
	QUINTILE 2	15626	8130	19.1	52.0	99	3365	19.0	21.5	99	4668	18.7	29.9	97	3498	18.3	22.4	95
	QUINTILE 3	16723	8554	20.1	51.2	97	3478	19.6	20.8	95	5240	21.0	31.3	102	3850	20.1	23.0	97
	QUINTILE 4	16342	8720	20.5	53.4	101	3661	20.7	22.4	102	5168	20.8	31.6	103	3820	20.0	23.4	99
	QUINTILE 5	16306	8327	19.6	51.1	97	3361	19.0	20.6	94	4706	18.9	28.9	94	3869	20.2	23.7	100
TV-PRIME TIME	QUINTILE 1	15953	8509	20.0	53.3	101	3247	18.3	20.4	93	4970	20.0	31.2	101	3900	20.4	24.4	103
	QUINTILE 2	16137	8282	19.4	51.3	98	3654	20.6	22.6	104	4875	19.6	30.2	98	3888	20.3	24.1	102
	QUINTILE 3	16420	8848	20.8	53.9	102	3647	20.6	22.2	102	5144	20.7	31.3	102	3657	19.1	22.3	94
	QUINTILE 4	16687	8779	20.6	52.6	100	3793	21.4	22.7	104	5026	20.2	30.1	98	4178	21.8	25.0	106
	QUINTILE 5	15789	8169	19.2	51.7	98	3362	19.0	21.3	97	4886	19.6	30.9	101	3520	18.4	22.3	94
TV-DAYTIME	TERCILE 1	27736	15125	35.5	54.5	104	5525	31.2	19.9	91	8762	35.2	31.6	103	7033	36.7	25.4	107
	TERCILE 2	26489	13810	32.4	52.1	99	6198	35.0	23.4	107	8141	32.7	30.7	100	5982	31.2	22.6	96
	TERCILE 3	26761	13653	32.1	51.0	97	5980	33.8	22.3	102	7998	32.1	29.9	97	6128	32.0	22.9	97
TV-TOTAL	QUINTILE 1	16345	8858	20.8	54.2	103	3208	18.1	19.6	90	4968	20.0	30.4	99	4212	22.0	25.8	109
	QUINTILE 2	16447	9140	21.5	55.6	106	3791	21.4	23.0	105	5468	22.0	33.2	108	4326	22.6	26.3	111
	QUINTILE 3	15980	8108	19.0	50.7	96	3418	19.3	21.4	98	4779	19.2	29.9	97	3343	17.5	20.9	89
	QUINTILE 4	15887	8002	18.8	50.4	96	3416	19.3	21.5	98	4784	19.2	30.1	98	3323	17.4	20.9	88
	QUINTILE 5	16326	8480	19.9	51.9	99	3869	21.9	23.7	108	4903	19.7	30.0	98	3939	20.6	24.1	102
MAGAZINES-NEWSPAPERS: DUAL		20721	11208	26.3	54.1	103	5427	30.7	26.2	120	6611	26.5	31.9	104	5309	27.7	25.6	108
MAGAZINE IMPERATIVE		19186	10249	24.1	53.4	102	4312	24.4	22.5	103	6147	24.7	32.0	104	4459	23.3	23.2	98
NEWSPAPER IMPERATIVE		21899	11277	26.5	51.5	98	4409	24.9	20.1	92	6510	26.1	29.7	97	5179	27.1	23.6	100
MAGAZINES-OUTDOOR: DUAL		15451	8462	19.9	54.8	104	3916	22.1	25.3	116	5141	20.6	33.3	108	4079	21.3	26.4	112
MAGAZINE IMPERATIVE		25953	13975	32.8	53.8	102	6077	34.3	23.4	107	8258	33.2	31.8	103	6053	31.6	23.3	99
OUTDOOR IMPERATIVE		24400	12390	29.1	50.8	97	4884	27.6	20.0	92	6915	27.8	28.3	92	5667	29.6	23.2	98
MAGAZINES-RADIO: DUAL		18049	9958	23.4	55.2	105	4399	24.8	24.4	111	5929	23.8	32.8	107	4588	24.0	25.4	108
MAGAZINE IMPERATIVE		23571	12416	29.2	52.7	100	5747	32.5	24.4	112	7400	29.7	31.4	102	5521	28.8	23.4	99
RADIO IMPERATIVE		23278	12147	28.5	52.2	99	4693	26.5	20.2	92	7039	28.3	30.2	98	5222	27.3	22.4	95
MAGAZINES-TELEVISION: DUAL		15459	8708	20.4	56.3	107	3970	22.4	25.7	117	5246	21.1	33.9	110	4258	22.2	27.5	117
MAGAZINE IMPERATIVE		25829	13451	31.6	52.1	99	6203	35.0	24.0	110	8004	32.1	31.0	101	5822	30.4	22.5	95
TELEVISION IMPERATIVE		26039	13512	31.7	51.9	99	4694	26.5	18.0	82	7675	30.8	29.5	96	6056	31.6	23.3	98
NEWSPAPERS-OUTDOOR: DUAL		16605	8704	20.4	52.4	100	4158	23.5	25.0	115	5129	20.6	30.9	100	4150	21.7	25.0	106
NEWSPAPER IMPERATIVE		26834	14161	33.3	52.8	100	5987	33.8	22.3	102	8364	33.6	31.2	101	6490	33.9	24.2	102
OUTDOOR IMPERATIVE		23346	12184	28.6	52.2	99	4835	27.3	20.7	95	7169	28.8	30.7	100	5566	29.1	23.8	101
NEWSPAPERS-RADIO: DUAL		17133	9138	21.5	53.3	101	4177	23.6	24.4	112	5148	20.7	30.0	98	4299	22.5	25.1	106
NEWSPAPER IMPERATIVE		25892	13444	31.6	51.9	99	5841	33.0	22.6	103	8103	32.5	31.3	102	6293	32.9	24.3	103
RADIO IMPERATIVE		23167	12212	28.7	52.7	100	4761	26.9	20.6	94	7377	29.6	31.8	104	5143	26.9	22.2	94
NEWSPAPERS-TELEVISION: DUAL		17159	9415	22.1	54.9	104	4080	23.0	23.8	109	5644	22.7	32.9	107	4668	24.4	27.2	115
NEWSPAPER IMPERATIVE		26214	13433	31.5	51.2	97	6109	34.5	23.3	107	7834	31.5	29.9	97	6085	31.8	23.2	98
TELEVISION IMPERATIVE		23412	12377	29.1	52.9	101	4469	25.2	19.1	87	7026	28.2	30.0	98	5273	27.5	22.5	95
OUTDOOR-RADIO: DUAL		15303	8282	19.4	54.1	103	3557	20.1	23.2	106	4894	19.7	32.0	104	4062	21.2	26.5	112
OUTDOOR IMPERATIVE		24901	12852	30.2	51.6	98	5512	31.1	22.1	101	7481	30.0	30.0	98	5920	30.9	23.8	101
RADIO IMPERATIVE		26492	13967	32.8	52.7	100	5640	31.9	21.3	97	8129	32.6	30.7	100	5889	30.8	22.2	94
OUTDOOR-TELEVISION: DUAL		14794	8002	18.8	54.1	103	3264	18.4	22.1	101	4465	17.9	30.2	98	3974	20.8	26.9	114
OUTDOOR IMPERATIVE		25437	13085	30.7	51.4	98	6042	34.1	23.8	109	7787	31.3	30.6	100	5821	30.4	22.9	97
TELEVISION IMPERATIVE		27877	15049	35.3	54.0	103	5763	32.6	20.7	95	9001	36.1	32.3	105	6599	34.5	23.7	100
RADIO-TELEVISION: DUAL		15996	8694	20.4	54.4	103	3435	19.4	21.5	98	4885	19.6	30.5	99	3987	20.8	24.9	105
RADIO IMPERATIVE		25478	13210	31.0	51.8	99	5844	33.0	22.9	105	7838	31.5	30.8	100	5868	30.7	23.0	97
TELEVISION IMPERATIVE		26573	14115	33.1	53.1	101	5565	31.4	20.9	96	8353	33.5	31.4	102	6496	33.9	24.4	103

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USE CANNED MILK: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	BORDENS (EAGLE) SWEETENED CONDENSED A '000	B % DOWN	C % ACROSS	D INDX	CARNATION EVAPORATED A '000	B % DOWN	C % ACROSS	D INDX	PET EVAPORATED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42588	100.0	52.6	100	17703	100.0	21.9	100	24901	100.0	30.7	100	19143	100.0	23.6	100
ATLANTIC MONTHLY	415	*185	0.4	44.6	85	**85	0.5	20.5	94	*89	0.4	21.4	70	**66	0.3	15.9	67
BARRON'S	453	*241	0.6	53.2	101	**125	0.7	27.6	126	**90	0.4	19.9	65	**133	0.7	29.4	124
BETTER HOMES & GARDENS	16256	9545	22.4	58.7	112	4647	26.2	28.6	131	5828	23.4	35.9	117	4444	23.2	27.3	116
BON APPETIT	2535	1402	3.3	55.3	105	659	3.7	26.0	119	912	3.7	36.0	117	740	3.9	29.2	123
BUSINESS WEEK	1278	665	1.6	52.0	99	320	1.8	25.0	115	346	1.4	27.1	88	*332	1.7	26.0	110
CAR AND DRIVER	378	*197	0.5	52.1	99	**51	0.3	13.5	62	**107	0.4	28.3	92	**139	0.7	36.8	156
CBS MAGAZINE NETWORK (GROSS)	1498	909	2.1	60.7	115	342	1.9	22.8	104	513	2.1	34.2	111	295	1.5	19.7	83
CHANGING TIMES	1505	802	1.9	53.3	101	398	2.2	26.4	121	418	1.7	27.8	90	373	1.9	24.8	105
COLONIAL HOMES	1231	733	1.7	59.5	113	354	2.0	28.8	132	462	1.9	37.5	122	277	1.4	22.5	95
CONDE NAST MAG. PKG. (GROSS)	14146	7049	16.6	49.8	95	3871	21.9	27.4	125	4094	16.4	28.9	94	3217	16.8	22.7	96
CONSUMERS DIGEST	1323	674	1.6	50.9	97	292	1.6	22.1	101	408	1.6	30.8	100	313	1.6	23.7	100
COSMOPOLITAN	7102	3038	7.1	42.8	81	1482	8.4	20.9	95	1895	7.6	26.7	87	1287	6.7	18.1	77
COUNTRY LIVING	2481	1561	3.7	62.9	120	713	4.0	28.7	131	982	3.9	39.6	129	677	3.5	27.3	115
CUISINE	1472	760	1.8	51.6	98	356	2.0	24.2	111	545	2.2	37.0	120	360	1.9	24.5	103
CYCLE WORLD	425	*278	0.7	65.4	124	**144	0.8	33.9	155	**124	0.5	29.2	95	**64	0.3	15.1	64
DCI:CREATIVE IDEAS FOR LIV	2510	1631	3.8	65.0	124	815	4.6	32.5	149	974	3.9	38.8	126	868	4.5	34.6	146
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4332	10.2	64.7	123	2243	12.7	33.5	153	2481	10.0	37.1	121	2127	11.1	31.8	134
DISCOVER	894	421	1.0	47.1	90	*191	1.1	21.4	98	221	0.9	24.7	80	*197	1.0	22.0	93
EBONY	3507	2124	5.0	60.6	115	584	3.3	16.7	76	1165	4.7	33.2	108	920	4.8	26.2	111
ESQUIRE	1083	595	1.4	54.9	104	*261	1.5	24.1	110	257	1.0	23.7	77	354	1.8	32.7	138
ESSENCE	1830	1149	2.7	62.8	119	346	2.0	18.9	86	616	2.5	33.7	109	577	3.0	31.5	133
FAMILY CIRCLE	15930	9141	21.5	57.4	109	4540	25.6	28.5	130	5378	21.6	33.8	110	4239	22.1	26.6	113
THE FAMILY HANDYMAN	1126	726	1.7	64.5	123	369	2.1	32.8	150	358	1.4	31.8	103	379	2.0	33.7	142
FAMILY WEEKLY	11468	6650	15.6	58.0	110	2457	13.9	21.4	98	3955	15.9	34.5	112	3142	16.4	27.4	116
FIELD & STREAM	2234	1239	2.9	55.5	105	621	3.5	27.8	127	646	2.6	28.9	94	562	2.9	25.2	106
FOOD & WINE	579	262	0.6	45.3	86	**76	0.4	13.1	60	*133	0.5	23.0	75	*160	0.8	27.6	117
FORBES	728	414	1.0	56.9	108	*174	1.0	23.9	109	*270	1.1	37.1	121	*202	1.1	27.7	117
FORTUNE	906	551	1.3	60.8	116	*273	1.5	30.1	138	340	1.4	37.5	122	*270	1.4	29.8	126
GENTLEMEN'S QUARTERLY	791	360	0.8	45.5	87	*158	0.9	20.0	91	*248	1.0	31.4	102	*162	0.8	20.5	87
GLAMOUR	5265	2625	6.2	49.9	95	1427	8.1	27.1	124	1560	6.3	29.6	96	1239	6.5	23.5	100
GOLF DIGEST	636	325	0.8	51.1	97	*171	1.0	26.9	123	*229	0.9	36.0	117	*166	0.9	26.1	110
GOLF DIGEST/TENNIS (GROSS)	1186	691	1.6	58.3	111	357	2.0	30.1	138	435	1.7	36.7	119	387	2.0	32.6	138
GOLF MAGAZINE	441	*241	0.6	54.6	104	**145	0.8	32.9	150	*176	0.7	39.9	130	**108	0.6	24.5	104
GOLF MAGAZINE/SKI (GROSS)	922	448	1.1	48.6	92	*268	1.5	29.1	133	297	1.2	32.2	105	*186	1.0	20.2	85
GOOD HOUSEKEEPING	16487	9482	22.3	57.5	109	4549	25.7	27.6	126	5861	23.5	35.5	116	4344	22.7	26.3	111
HARPER'S BAZAAR	2423	1149	2.7	47.4	90	648	3.7	26.7	122	747	3.0	30.8	100	519	2.7	21.4	91
HEALTH	1994	1134	2.7	56.9	108	491	2.8	24.6	113	726	2.9	36.4	118	484	2.5	24.3	103
HEARST MAG CORP. BUY (GROSS)	44101	24071	56.5	54.6	104	11895	67.2	27.0	123	14723	59.1	33.4	109	10741	56.1	24.4	103
HEARST MAN POWER (GROSS)	1993	1277	3.0	64.1	122	649	3.7	32.6	149	754	3.0	37.8	123	540	2.8	27.1	115
HEARST WOMAN POWER (GROSS)	31274	16763	39.4	53.6	102	8217	46.4	26.3	120	10221	41.0	32.7	106	7457	39.0	23.8	101
HOUSE BEAUTIFUL	3623	2036	4.8	56.2	107	994	5.6	27.4	126	1280	5.1	35.3	115	992	5.2	27.4	116
INC.	283	*155	0.4	54.8	104	**75	0.4	26.5	121	**101	0.4	35.7	116	**62	0.3	21.9	93
JET	2928	1838	4.3	62.8	119	544	3.1	18.6	85	978	3.9	33.4	109	900	4.7	30.7	130
LADIES' HOME JOURNAL	11918	6983	16.4	58.6	111	3010	17.0	25.3	116	4081	16.4	34.2	111	3069	16.0	25.8	109
LHJ FAMILY GRP COMBO(GROSS)	16764	9729	22.8	58.0	110	4329	24.5	25.8	118	5894	23.7	35.2	114	4273	22.3	25.5	108
LIFE	4254	2269	5.3	53.3	101	971	5.5	22.8	104	1336	5.4	31.4	102	964	5.0	22.7	96
L.A. TIMES HOME MAGAZINE	1145	622	1.5	54.3	103	*256	1.4	22.4	102	413	1.7	36.1	117	*301	1.6	26.3	111
MADEMOISELLE	2884	1408	3.3	48.8	93	836	4.7	29.0	133	801	3.2	27.8	90	581	3.0	20.1	85
MC CALL'S	13460	7963	18.7	59.2	113	4045	22.8	30.1	137	4797	19.3	35.6	116	3600	18.8	26.7	113
MC CALL'S/WRK MOTHER (GROSS)	14606	8607	20.2	58.9	112	4419	25.0	30.3	138	5206	20.9	35.6	116	3920	20.5	26.8	114
MECHANIX ILLUSTRATED	772	468	1.1	60.6	115	*200	1.1	25.9	119	308	1.2	39.9	130	*186	1.0	24.1	102
METROPOLITAN HOME	967	564	1.3	58.3	111	266	1.5	27.5	126	348	1.4	36.0	117	*221	1.2	22.9	97
MONEY	1588	915	2.1	57.6	110	509	2.9	32.1	147	535	2.1	33.7	110	443	2.3	27.9	118
MOTHER EARTH NEWS	1002	631	1.5	63.0	120	339	1.9	33.8	155	314	1.3	31.3	102	394	2.1	39.3	166
MS.	825	442	1.0	53.6	102	*183	1.0	22.2	101	254	1.0	30.8	100	*174	0.9	21.1	89
NATIONAL ENQUIRER	10336	5879	13.8	56.9	108	2003	11.3	19.4	89	3572	14.3	34.6	112	2730	14.3	26.4	112
NATIONAL GEOGRAPHIC	9597	5415	12.7	56.4	107	2842	16.1	29.6	135	3381	13.6	35.2	115	2339	12.2	24.4	103
NATIONAL SUNDAY MAGAZINE PKG	49558	26318	61.8	53.1	101	11301	63.8	22.8	104	15473	62.1	31.2	102	11902	62.2	24.0	102
NATURAL HISTORY	573	272	0.6	47.5	90	*147	0.8	25.7	117	*113	0.5	19.7	64	**88	0.5	15.4	65
NEW WOMAN	1699	857	2.0	50.4	96	383	2.2	22.5	103	566	2.3	33.3	108	384	2.0	22.6	96
NEW YORK INCLUDING CUE	443	*154	0.4	34.8	66	**71	0.4	16.0	73	**84	0.3	19.0	62	**69	0.4	15.6	66
THE NEW YORKER	1270	588	1.4	46.3	88	*229	1.3	18.0	82	311	1.2	24.5	80	*239	1.2	18.8	80
NEWSWEEK	6277	3264	7.7	52.0	99	1679	9.5	26.7	122	1983	8.0	31.6	103	1627	8.5	25.9	110
THE N.Y. TIMES DAILY EDITION	1205	351	0.8	29.1	55	*175	1.0	14.5	66	*213	0.9	17.7	57	*172	0.9	14.3	60
THE N.Y. TIMES MAGAZINE	2081	575	1.4	27.6	53	*304	1.7	14.6	67	392	1.6	18.8	61	*273	1.4	13.1	55
OMNI	788	401	0.9	50.9	97	*179	1.0	22.7	104	*258	1.0	32.7	106	*143	0.7	18.1	77
ON CABLE	1158	493	1.2	42.6	81	*247	1.4	21.3	98	*261	1.0	22.5	73	*228	1.2	19.7	83
1001 HOME IDEAS	2852	1613	3.8	56.6	108	828	4.7	29.0	133	1087	4.4	38.1	124	720	3.8	25.2	107
ORGANIC GARDENING	1658	1025	2.4	61.8	118	427	2.4	25.8	118	526	2.1	31.7	103	525	2.7	31.7	134
OUTDOOR LIFE	896	476	1.1	53.1	101	227	1.3	25.3	116	293	1.2	32.7	106	*209	1.1	23.3	99
PARADE MAGAZINE	24275	12830	30.1	52.9	101	5723	32.3	23.6	108	7466	30.0	30.8	100	5773	30.2	23.8	101

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USE CANNED MILK: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	BORDENS (EAGLE) SHEETENED CONDENSED A '000	B % DOWN	C ACROSS %	D INDX	CARNATION EVAPORATED A '000	B % DOWN	C ACROSS %	D INDX	PET EVAPORATED A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42588	100.0	52.6	100	17703	100.0	21.9	100	24901	100.0	30.7	100	19143	100.0	23.6	100
PARENTS	3845	1917	4.5	49.9	95	1056	6.0	27.5	126	1179	4.7	30.7	100	939	4.9	24.4	103
PENTHOUSE	831	376	0.9	45.2	86	**146	0.8	17.6	80	*226	0.9	27.2	88	*183	1.0	22.0	93
PEOPLE	11645	5771	13.6	49.6	94	2648	15.0	22.7	104	3449	13.9	29.6	96	2445	12.8	21.0	89
PLAYBOY	2006	989	2.3	49.3	94	450	2.5	22.4	103	695	2.8	34.6	113	394	2.1	19.6	83
POPULAR HOT RODDING	297	*156	0.4	52.5	100	**60	0.3	20.2	92	**85	0.3	28.6	93	**68	0.4	22.9	97
POPULAR MECHANICS	1018	660	1.5	64.8	123	338	1.9	33.2	152	369	1.5	36.2	118	*320	1.7	31.4	133
POPULAR SCIENCE	878	485	1.1	55.2	105	*255	1.4	29.0	133	*269	1.1	30.6	100	*243	1.3	27.7	117
PREVENTION	3913	2142	5.0	54.7	104	859	4.9	22.0	100	1344	5.4	34.3	112	983	5.1	25.1	106
PSYCHOLOGY TODAY	1710	863	2.0	50.5	96	421	2.4	24.6	113	517	2.1	30.2	98	381	2.0	22.3	94
READER'S DIGEST	22204	12544	29.5	56.5	107	5791	32.7	26.1	119	7659	30.8	34.5	112	5500	28.7	24.8	105
REDBOOK	7684	4244	10.0	55.2	105	2186	12.3	28.4	130	2465	9.9	32.1	104	1826	9.5	23.8	101
ROAD & TRACK	410	*232	0.5	56.6	108	**93	0.5	22.7	104	**111	0.4	27.1	88	**108	0.6	26.3	111
ROLLING STONE	969	405	1.0	41.8	79	*205	1.2	21.2	97	239	1.0	24.7	80	*211	1.1	21.8	92
RUNNER'S WORLD	298	*117	0.3	39.3	75	**75	0.4	25.2	115	**81	0.3	27.2	88	**82	0.4	27.5	116
SATURDAY EVENING POST	1169	696	1.6	59.5	113	246	1.4	21.0	96	439	1.8	37.6	122	327	1.7	28.0	118
SCIENCE 84	587	344	0.8	58.6	111	*134	0.8	22.8	104	*214	0.9	36.5	119	**99	0.5	16.9	71
SCIENCE DIGEST	482	323	0.8	67.0	127	*152	0.9	31.5	144	*222	0.9	46.1	150	*137	0.7	28.4	120
SCIENTIFIC AMERICAN	594	322	0.8	54.2	103	**118	0.7	19.9	91	*208	0.8	35.0	114	*133	0.7	22.4	95
SELF	2089	1024	2.4	49.0	93	560	3.2	26.8	123	619	2.5	29.6	96	449	2.3	21.5	91
SEVENTEEN	2411	1338	3.1	55.5	106	687	3.9	28.5	130	764	3.1	31.7	103	647	3.4	26.8	114
SKI	480	*207	0.5	43.1	82	*124	0.7	25.8	118	*121	0.5	25.2	82	**78	0.4	16.3	69
SMITHSONIAN	2760	1439	3.4	52.1	99	776	4.4	28.1	129	922	3.7	33.4	109	668	3.5	24.2	102
SOAP OPERA DIGEST	3013	1558	3.7	51.7	98	626	3.5	20.8	95	846	3.4	28.1	91	654	3.4	21.7	92
SOUTHERN LIVING	4184	2701	6.3	64.6	123	1428	8.1	34.1	156	1507	6.1	36.0	117	1259	6.6	30.1	127
SPORT	559	361	0.8	64.6	123	**78	0.4	14.0	64	*223	0.9	39.9	130	**135	0.7	24.2	102
THE SPORTING NEWS	436	*212	0.5	48.6	92	**47	0.3	10.8	49	**137	0.6	31.4	102	**109	0.6	25.0	106
SPORTS AFIELD	493	295	0.7	59.8	114	*159	0.9	32.3	148	*163	0.7	33.1	108	**84	0.4	17.0	72
SPORTS ILLUSTRATED	2758	1414	3.3	51.3	97	638	3.6	23.1	106	884	3.6	32.1	104	714	3.7	25.9	110
STAR	7456	3903	9.2	52.3	100	1312	7.4	17.6	80	2501	10.0	33.5	109	1729	9.0	23.2	98
SUNDAY	24936	12474	29.3	50.0	95	5690	32.1	22.8	104	7197	28.9	28.9	94	5491	28.7	22.0	93
SUNSET	2124	1431	3.4	67.4	128	736	4.2	34.7	159	780	3.1	36.7	119	776	4.1	36.5	155
TV GUIDE	21661	11214	26.3	51.8	98	4543	25.7	21.0	96	6765	27.2	31.2	102	5171	27.0	23.9	101
TENNIS	550	366	0.9	66.5	127	*186	1.1	33.8	155	*207	0.8	37.6	122	*221	1.2	40.2	170
TIME	8880	4471	10.5	50.3	96	2309	13.0	26.0	119	2635	10.6	29.7	97	2052	10.7	23.1	98
TOWN & COUNTRY	917	481	1.1	52.5	100	306	1.7	33.4	153	262	1.1	28.6	93	*252	1.3	27.5	116
TRAVEL & LEISURE	972	470	1.1	48.4	92	*236	1.3	24.3	111	320	1.3	32.9	107	*200	1.0	20.6	87
TRUE STORY	3356	1777	4.2	52.9	101	617	3.5	18.4	84	914	3.7	27.2	89	731	3.8	21.8	92
U.S.NEWS & WORLD REPORT	3410	1802	4.2	52.8	100	822	4.6	24.1	110	1106	4.4	32.4	105	924	4.8	27.1	115
USA TODAY	1759	1008	2.4	57.3	109	524	3.0	29.8	136	608	2.4	34.6	112	419	2.2	23.8	101
US	1873	994	2.3	53.1	101	441	2.5	23.5	108	690	2.8	36.8	120	350	1.8	18.7	79
VOGUE	3909	1991	4.7	50.9	97	1047	5.9	26.8	123	1113	4.5	28.5	93	949	5.0	24.3	103
WALL STREET JOURNAL	1886	921	2.2	48.8	93	530	3.0	28.1	129	505	2.0	26.8	87	465	2.4	24.7	104
WEIGHT WATCHERS	2120	1295	3.0	61.1	116	714	4.0	33.7	154	872	3.5	41.1	134	690	3.6	32.5	138
WOMAN'S DAY	14172	8090	19.0	57.1	109	3934	22.2	27.8	127	4949	19.9	34.9	114	3668	19.2	25.9	109
WORKING MOTHER	1146	644	1.5	56.2	107	374	2.1	32.6	149	409	1.6	35.7	116	321	1.7	28.0	119
WORKING WOMAN	1322	757	1.8	57.3	109	372	2.1	28.1	129	491	2.0	37.1	121	313	1.6	23.7	100
WORLD TENNIS	*163	**103	0.2	63.2	120	**27	0.2	16.6	76	**60	0.2	36.8	120	**50	0.3	30.7	130
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1318	3.1	52.1	99	563	3.2	22.2	102	737	3.0	29.1	95	670	3.5	26.5	112
BLAIR INSERTS	43657	22548	52.9	51.6	98	9978	56.4	22.9	105	13296	53.4	30.5	99	10134	52.9	23.2	98
DAILY NEWSPAPERS																	
READ ANY	51633	27421	64.4	53.1	101	11797	66.6	22.8	105	16074	64.6	31.1	101	12511	65.4	24.2	103
READ ONE	43463	22911	53.8	52.7	100	9828	55.5	22.6	103	13346	53.6	30.7	100	10418	54.4	24.0	101
READ TWO OR MORE	8170	4510	10.6	55.2	105	1969	11.1	24.1	110	2728	11.0	33.4	109	2093	10.9	25.6	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27736	65.1	52.7	100	11957	67.5	22.7	104	16294	65.4	30.9	101	12530	65.5	23.8	101
READ ONE	46126	24256	57.0	52.6	100	10415	58.8	22.6	103	14120	56.7	30.6	100	10882	56.8	23.6	100
READ TWO OR MORE	6552	3480	8.2	53.1	101	1542	8.7	23.5	108	2174	8.7	33.2	108	1648	8.6	25.2	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.37				28.66				26.95				28.29			
30 DAY REACH	71455	37453	87.9	52.4	100	15732	88.9	22.0	101	21909	88.0	30.7	100	16859	88.1	23.6	100
50 SHWG - 30 DAY AV FREQ	14.56	14.40				15.17				14.12				14.85			
30 DAY REACH	67742	35685	83.8	52.7	100	14892	84.1	22.0	101	20977	84.2	31.0	101	16099	84.1	23.8	101
25 SHWG - 30 DAY AV FREQ	7.94	7.82				8.12				7.64				8.02			
30 DAY REACH	62117	32829	77.1	52.9	101	13911	78.6	22.4	102	19340	77.7	31.1	101	14918	77.9	24.0	102
CABLE TV: HOME WIRED	32077	17607	41.3	54.9	104	7483	42.3	23.3	107	10946	44.0	34.1	111	8123	42.4	25.3	107
HOME NOT WIRED	48909	24981	58.7	51.1	97	10220	57.7	20.9	96	13955	56.0	28.5	93	11021	57.6	22.5	95
HAVE PAY CABLE	15935	8683	20.4	54.5	104	3797	21.4	23.8	109	5304	21.3	33.3	108	4213	22.0	26.4	112

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USE CANNED MILK: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	BORDENS (EAGLE) SWEETENED CONDENSED A '000	B % DOWN	C % ACROSS	D INDX	CARNATION EVAPORATED A '000	B % DOWN	C % ACROSS	D INDX	PET EVAPORATED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42588	100.0	52.6	100	17703	100.0	21.9	100	24901	100.0	30.7	100	19143	100.0	23.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23439	55.0	53.4	101	9931	56.1	22.6	103	13887	55.8	31.6	103	10703	55.9	24.4	103
10:00 AM - 3:00 PM	30659	16612	39.0	54.2	103	7070	39.9	23.1	105	9610	38.6	31.3	102	7569	39.5	24.7	104
3:00 PM - 7:00 PM	31045	16611	39.0	53.5	102	7292	41.2	23.5	107	9571	38.4	30.8	100	7530	39.3	24.3	103
7:00 PM - MIDNIGHT	15767	8143	19.1	51.6	98	3478	19.6	22.1	101	4819	19.4	30.6	99	3665	19.1	23.2	98
MIDNIGHT - 6:00 AM	9120	5064	11.9	55.5	106	2134	12.1	23.4	107	2897	11.6	31.8	103	2231	11.7	24.5	103
6:00 AM - MIDNIGHT	58527	31038	72.9	53.0	101	13101	74.0	22.4	102	18316	73.6	31.3	102	13924	72.7	23.8	101
ENTIRE DAY	59311	31470	73.9	53.1	101	13273	75.0	22.4	102	18556	74.5	31.3	102	14141	73.9	23.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8541	20.1	52.8	100	3716	21.0	23.0	105	5286	21.2	32.7	106	3822	20.0	23.6	100
ALL NEWS	2256	1094	2.6	48.5	92	434	2.5	19.2	88	626	2.5	27.7	90	485	2.5	21.5	91
AOR/PROGRESSIVE	3874	1845	4.3	47.6	91	890	5.0	23.0	105	1143	4.6	29.5	96	772	4.0	19.9	84
BEAUTIFUL MUSIC	5660	3207	7.5	56.7	108	1379	7.8	24.4	111	1741	7.0	30.8	100	1506	7.9	26.6	113
BLACK	2204	1229	2.9	55.8	106	465	2.6	21.1	97	776	3.1	35.2	115	563	2.9	25.5	108
CLASSICAL	1418	684	1.6	48.2	92	314	1.8	22.1	101	383	1.5	27.0	88	349	1.8	24.6	104
CHR/ROCK	9538	4466	10.5	46.8	89	2017	11.4	21.1	97	2770	11.1	29.0	94	2068	10.8	21.7	92
COUNTRY	12648	7686	18.0	60.8	116	3289	18.6	26.0	119	4186	16.8	33.1	108	3540	18.5	28.0	118
GOLDEN OLDIES	1191	571	1.3	47.9	91	*286	1.6	24.0	110	333	1.3	28.0	91	*182	1.0	15.3	65
MOR/NOSTALGIA	4757	2417	5.7	50.8	97	920	5.2	19.3	88	1553	6.2	32.6	106	1028	5.4	21.6	91
NEWS/TALK	3863	1829	4.3	47.3	90	841	4.8	21.8	100	871	3.5	22.5	73	968	5.1	25.1	106
RELIGIOUS	3084	1652	3.9	53.6	102	609	3.4	19.7	90	965	3.9	31.3	102	813	4.2	26.4	112
SOFT ROCK	521	*240	0.6	46.1	88	**140	0.8	26.9	123	*150	0.6	28.8	94	**68	0.4	13.1	55
URBAN CONTEMPORARY	1585	850	2.0	53.6	102	*216	1.2	13.6	62	514	2.1	32.4	105	405	2.1	25.6	108
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1542	3.6	47.3	90	541	3.1	16.6	76	936	3.8	28.7	93	648	3.4	19.9	84
ABC DIRECTION	2316	1166	2.7	50.3	96	475	2.7	20.5	94	751	3.0	32.4	105	416	2.2	18.0	76
ABC ENTERTAINMENT	4834	2710	6.4	56.1	107	1058	6.0	21.9	100	1641	6.6	33.9	110	1043	5.4	21.6	91
ABC FM	2202	1139	2.7	51.7	98	560	3.2	25.4	116	664	2.7	30.2	98	583	3.0	26.5	112
ABC INFORMATION	5425	2964	7.0	54.6	104	1369	7.7	25.2	115	1699	6.8	31.3	102	1355	7.1	25.0	106
ABC ROCK	1677	804	1.9	47.9	91	423	2.4	25.2	115	519	2.1	30.9	101	288	1.5	17.2	73
CBS	4430	2449	5.8	55.3	105	976	5.5	22.0	101	1392	5.6	31.4	102	1151	6.0	26.0	110
MUTUAL	4992	2871	6.7	57.5	109	1084	6.1	21.7	99	1799	7.2	36.0	117	1301	6.8	26.1	110
NBC	4679	2422	5.7	51.8	98	1080	6.1	23.1	106	1267	5.1	27.1	88	1090	5.7	23.3	99
RADIORADIO	1994	970	2.3	48.6	93	445	2.5	22.3	102	537	2.2	26.9	88	465	2.4	23.3	99
RKO ONE	2298	1103	2.6	48.0	91	442	2.5	19.2	88	766	3.1	33.3	108	426	2.2	18.5	78
RKO TWO	3311	1610	3.8	48.6	92	602	3.4	18.2	83	949	3.8	28.7	93	690	3.6	20.8	88
THE SOURCE	2114	1049	2.5	49.6	94	461	2.6	21.8	100	628	2.5	29.7	97	578	3.0	27.3	116
NON-WIRED : BLAIR	8654	4753	11.2	54.9	104	2107	11.9	24.3	111	2674	10.7	30.9	100	2026	10.6	23.4	99
INTERNET	12025	6234	14.6	51.8	99	2744	15.5	22.8	104	3762	15.1	31.3	102	3039	15.9	25.3	107
KATZ RADIO GROUP	15359	7920	18.6	51.6	98	3549	20.0	23.1	106	4457	17.9	29.0	94	3609	18.9	23.5	99
SUPERNET	10628	5719	13.4	53.8	102	2231	12.6	21.0	96	3435	13.8	32.3	105	2619	13.7	24.6	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4591	10.8	53.0	101	1838	10.4	21.2	97	2647	10.6	30.6	99	2127	11.1	24.6	104
WKDAY 9:00 AM - 1:00 PM	12163	6606	15.5	54.3	103	2534	14.3	20.8	95	3854	15.5	31.7	103	3089	16.1	25.4	107
WKDAY 1:00 PM - 4:30 PM	16150	8726	20.5	54.0	103	3313	18.7	20.5	94	5102	20.5	31.6	103	3935	20.6	24.4	103
WKDAY 4:30 PM - 7:30 PM	22463	11735	27.6	52.2	99	4460	25.2	19.9	91	6869	27.6	30.6	99	5421	28.3	24.1	102
WKDAY 7:30 PM - 8:00 PM	31795	16772	39.4	52.8	100	6711	37.9	21.1	97	9616	38.6	30.2	98	7766	40.6	24.4	103
WKDAY 11:00 PM - 11:30 PM	23977	13003	30.5	54.2	103	5439	30.7	22.7	104	7461	30.0	31.1	101	5803	30.3	24.2	102
WKDAY 11:30 PM - 1:00 AM	7703	4351	10.2	56.5	107	1839	10.4	23.9	109	2539	10.2	33.0	107	1942	10.1	25.2	107
M-SAT 8-11 PM+SUN 7-11 PM	33800	17906	42.0	53.0	101	7316	41.3	21.6	99	10456	42.0	30.9	101	8145	42.5	24.1	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3454	8.1	52.8	100	1364	7.7	20.9	95	2051	8.2	31.4	102	1389	7.3	21.2	90
ANOTHER WORLD N	4620	2765	6.5	59.8	114	1052	5.9	22.8	104	1440	5.8	31.2	101	1386	7.2	30.0	127
AS THE WORLD TURNS C	5614	3112	7.3	55.4	105	1154	6.5	20.6	94	1995	8.0	35.5	116	1365	7.1	24.3	103
CAPITOL C	3396	1940	4.6	57.1	109	683	3.9	20.1	92	1244	5.0	36.6	119	851	4.4	25.1	106
CBS MORN. NEWS 1 C	1446	746	1.8	51.6	98	278	1.6	19.2	88	454	1.8	31.4	102	310	1.6	21.4	91
CBS MORN. NEWS 2 C	1207	616	1.4	51.0	97	221	1.2	18.3	84	383	1.5	31.7	103	242	1.3	20.0	85
DAYS OF OUR LIVES N	5877	3184	7.5	54.2	103	1293	7.3	22.0	101	1732	7.0	29.5	96	1591	8.3	27.1	115
FACTS OF LIFE - DAYTIME N	2290	1332	3.1	58.2	111	526	3.0	23.0	105	710	2.9	31.0	101	665	3.5	29.0	123
FAMILY FEUD A	3023	1642	3.9	54.3	103	556	3.1	18.4	84	909	3.7	30.1	98	751	3.9	24.8	105
GENERAL HOSPITAL A	6097	3025	7.1	49.6	94	1142	6.5	18.7	86	1862	7.5	30.5	99	1387	7.2	22.7	96
GOOD MORNING, AMERICA-730 A	3515	1855	4.4	52.8	100	764	4.3	21.7	99	1213	4.9	34.5	112	872	4.6	24.8	105
GOOD MORNING, AMERICA-830 A	2818	1527	3.6	54.2	103	665	3.8	23.6	108	898	3.6	31.9	104	720	3.8	25.6	108
GUIDING LIGHT C	5339	2933	6.9	54.9	104	1089	6.2	20.4	93	1829	7.3	34.3	111	1327	6.9	24.9	105
ONE LIFE TO LIVE A	4478	2309	5.4	51.6	98	933	5.3	20.8	95	1382	5.5	30.9	100	966	5.0	21.6	91
PRESS YOUR LUCK C	2244	1122	2.6	50.0	95	379	2.1	16.9	77	685	2.8	30.5	99	504	2.6	22.5	95
PRICE IS RIGHT 1 C	4348	2305	5.4	53.0	101	835	4.7	19.2	88	1300	5.2	29.9	97	1146	6.0	26.4	112
PRICE IS RIGHT 2 C	5014	2780	6.5	55.4	105	991	5.6	19.8	90	1559	6.3	31.1	101	1364	7.1	27.2	115
RYAN'S HOPE A	3150	1509	3.5	47.9	91	694	3.9	22.0	101	858	3.4	27.2	89	568	3.0	18.0	76
SALE OF THE CENTURY N	2695	1602	3.8	59.4	113	579	3.3	21.5	98	835	3.4	31.0	101	822	4.3	30.5	129
SEARCH FOR TOMORROW N	2319	1332	3.1	57.4	109	471	2.7	20.3	93	752	3.0	32.4	105	625	3.3	27.0	114
TODAY SHOW 1 N	2693	1510	3.5	56.1	107	571	3.2	21.2	97	780	3.1	29.0	94	780	4.1	29.0	123
TODAY SHOW 2 N	2498	1336	3.1	53.5	102	526	3.0	21.1	96	716	2.9	28.7	93	605	3.2	24.2	102
$25,000 PYRAMID C	2753	1379	3.2	50.1	95	400	2.3	14.5	66	828	3.3	30.1	98	634	3.3	23.0	97
WHEEL OF FORTUNE N	4388	2566	6.0	58.5	111	974	5.5	22.2	102	1309	5.3	29.8	97	1308	6.8	29.8	126
YOUNG AND THE RESTLESS C	5695	3183	7.5	55.9	106	1155	6.5	20.3	93	1913	7.7	33.6	109	1387	7.2	24.4	103
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	902	2.1	51.3	97	375	2.1	21.3	97	511	2.1	29.0	94	428	2.2	24.3	103
NBA PLAYOFF GAME -1 C	1136	654	1.5	57.6	109	173	1.0	15.2	70	355	1.4	31.3	102	331	1.7	29.1	123
NBC MAJOR LEAGUE PRE-GAME N	953	542	1.3	56.9	108	*158	0.9	16.6	76	*187	0.8	19.6	64	*248	1.3	26.0	110
SPORTSWORLD - SUN N	1233	749	1.8	60.7	116	271	1.5	22.0	101	444	1.8	36.0	117	303	1.6	24.6	104
SUNDAY MORNING C	1611	860	2.0	53.4	102	331	1.9	20.5	94	522	2.1	32.4	105	411	2.1	25.5	108

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USE CANNED MILK: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	BORDENS (EAGLE) SWEETENED CONDENSED A '000	B % DOWN	C ACROSS %	D INDX	CARNATION EVAPORATED A '000	B % DOWN	C ACROSS %	D INDX	PET EVAPORATED A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	42588	100.0	52.6	100	17703	100.0	21.9	100	24901	100.0	30.7	100	19143	100.0	23.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	14122	33.2	54.2	103	5471	30.9	21.0	96	8162	32.8	31.3	102	6506	34.0	25.0	106
NETWORK AFFILIATES - LATE		20261	11035	25.9	54.5	104	4525	25.6	22.3	102	6334	25.4	31.3	102	4950	25.9	24.4	103
INDEPENDENTS - LATE		2076	1071	2.5	51.6	98	472	2.7	22.7	104	681	2.7	32.8	107	486	2.5	23.4	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5681	13.3	54.3	103	2157	12.2	20.6	94	3261	13.1	31.2	101	2457	12.8	23.5	99
ABC MONDAY NIGHT MOVIE	A	6412	3396	8.0	53.0	101	1451	8.2	22.6	104	2065	8.3	32.2	105	1519	7.9	23.7	100
ABC SUNDAY NIGHT MOVIE	A	12407	6232	14.6	50.2	96	2562	14.5	20.6	94	3656	14.7	29.5	96	2911	15.2	23.5	99
ABC WORLD NEWS TONIGHT	A	6176	3198	7.5	51.8	98	1212	6.8	19.6	90	1916	7.7	31.0	101	1444	7.5	23.4	99
AFTERMASH	C	5863	3043	7.1	51.9	99	1199	6.8	20.5	94	1869	7.5	31.9	104	1303	6.8	22.2	94
ALICE	C	9594	5174	12.1	53.9	103	2023	11.4	21.1	96	3070	12.3	32.0	104	2251	11.8	23.5	99
AMERICAN PARADE	C	6622	3622	8.5	54.7	104	1427	8.1	21.5	99	2160	8.7	32.6	106	1606	8.4	24.3	103
BENSON	A	10886	5636	13.2	51.8	98	2288	12.9	21.0	96	3169	12.7	29.1	95	2702	14.1	24.8	105
BLUE THUNDER	A	5036	2746	6.4	54.5	104	1044	5.9	20.7	95	1501	6.0	29.8	97	1323	6.9	26.3	111
CAGNEY & LACEY	C	9965	5118	12.0	51.4	98	2074	11.7	20.8	95	3003	12.1	30.1	98	2254	11.8	22.6	96
CBS EVENING NEWS-DEAN	C	3491	1769	4.2	50.7	96	560	3.2	16.0	73	1051	4.2	30.1	98	886	4.6	25.4	107
CBS EVENING NEWS-RATHER	C	7123	3941	9.3	55.3	105	1472	8.3	20.7	95	2390	9.6	33.6	109	1773	9.3	24.9	105
CBS SAT. NEWS-SCHIEFFER	C	3621	1789	4.2	49.4	94	676	3.8	18.7	85	1101	4.4	30.4	99	767	4.0	21.2	90
CBS SATURDAY NIGHT MOVIE	C	5436	2935	6.9	54.0	103	1184	6.7	21.8	100	1784	7.2	32.8	107	1260	6.6	23.2	98
CBS WEDNESDAY NIGHT MOVIE	C	6100	3157	7.4	51.8	98	1293	7.3	21.2	97	1894	7.6	31.0	101	1554	8.1	25.5	108
CHEERS	N	8889	4836	11.4	54.4	103	2149	12.1	24.2	111	2827	11.4	31.8	103	2441	12.8	27.5	116
DALLAS	C	22109	11840	27.8	53.6	102	4938	27.9	22.3	102	6859	27.5	31.0	101	5429	28.4	24.6	104
DIFF'RENT STROKES	N	6940	3757	8.8	54.1	103	1396	7.9	20.1	92	2181	8.8	31.4	102	1940	10.1	28.0	118
DOUBLE TROUBLE	N	7223	3841	9.0	53.2	101	1661	9.4	23.0	105	2269	9.1	31.4	102	1774	9.3	24.6	104
DUCK FACTORY	N	5595	3046	7.2	54.4	104	1256	7.1	22.4	103	1677	6.7	30.0	97	1566	8.2	28.0	118
DUKES OF HAZZARD	C	5768	3210	7.5	55.7	106	1165	6.6	20.2	92	1900	7.6	32.9	107	1516	7.9	26.3	111
DYNASTY	A	20053	10697	25.1	53.3	101	4392	24.8	21.9	100	6076	24.4	30.3	99	4827	25.2	24.1	102
FACTS OF LIFE	N	8087	4277	10.0	52.9	101	1646	9.3	20.4	93	2564	10.3	31.7	103	1934	10.1	23.9	101
FALCON CREST	C	20046	10933	25.7	54.5	104	4496	25.4	22.4	103	6578	26.4	32.8	107	4800	25.1	23.9	101
FALL GUY	A	9084	4945	11.6	54.4	104	1849	10.4	20.4	93	2909	11.7	32.0	104	2110	11.0	23.2	98
FAMILY TIES	N	7964	4328	10.2	54.3	103	1798	10.2	22.6	103	2501	10.0	31.4	102	2102	11.0	26.4	112
FANTASY ISLAND	A	7687	3875	9.1	50.4	96	1428	8.1	18.6	85	2213	8.9	28.8	94	1666	8.7	21.7	92
FOULUPS,BLEEPS & BLUNDERS	A	8861	4703	11.0	53.1	101	1686	9.5	19.0	87	2783	11.2	31.4	102	2053	10.7	23.2	98
FOUR SEASONS	C	5095	2673	6.3	52.5	100	981	5.5	19.3	88	1606	6.4	31.5	103	1106	5.8	21.7	92
GIMME A BREAK	N	8838	4837	11.4	54.7	104	1969	11.1	22.3	102	2740	11.0	31.0	101	2237	11.7	25.3	107
HART TO HART	A	8978	4606	10.8	51.3	98	1841	10.4	20.5	94	2683	10.8	29.9	97	1923	10.0	21.4	91
HILL STREET BLUES	N	8590	4397	10.3	51.2	97	1947	11.0	22.7	104	2535	10.2	29.5	96	2170	11.3	25.3	107
HOTEL	A	14085	7552	17.7	53.6	102	3071	17.3	21.8	100	4306	17.3	30.6	99	3323	17.4	23.6	100
JEFFERSONS	C	9360	4862	11.4	51.9	99	1893	10.7	20.2	93	2772	11.1	29.6	96	2218	11.6	23.7	100
JENNIFER SLEPT HERE	N	5841	3088	7.3	52.9	101	1198	6.8	20.5	94	1716	6.9	29.4	96	1613	8.4	27.6	117
KATE & ALLIE	C	9206	4895	11.5	53.2	101	1975	11.2	21.5	98	2862	11.5	31.1	101	2264	11.8	24.6	104
KNIGHT RIDER	N	7076	3806	8.9	53.8	102	1466	8.3	20.7	95	2195	8.8	31.0	101	1721	9.0	24.3	103
LOVE BOAT	A	12219	6353	14.9	52.0	99	2456	13.9	20.1	92	3600	14.5	29.5	96	2919	15.2	23.9	101
MAGNUM PI	C	11199	6064	14.2	54.1	103	2349	13.3	21.0	96	3476	14.0	31.0	101	2814	14.7	25.1	106
MAMA'S FAMILY	N	6057	3371	7.9	55.7	106	1328	7.5	21.9	100	1862	7.5	30.7	100	1582	8.3	26.1	110
MASTER, THE	N	3598	2157	5.1	59.9	114	789	4.5	21.9	100	1258	5.1	35.0	114	1012	5.3	28.1	119
MATT HOUSTON	A	6344	3538	8.3	55.8	106	1402	7.9	22.1	101	1966	7.9	31.0	101	1644	8.6	25.9	110
NBC MONDAY NIGHT MOVIE	N	11994	6436	15.1	53.7	102	2584	14.6	21.5	99	3824	15.4	31.9	104	2769	14.5	23.1	98
NBC NIGHTLY NEWS	N	5132	2771	6.5	54.0	103	1173	6.6	22.9	105	1456	5.8	28.4	92	1395	7.3	27.2	115
NBC NIGHTLY NEWS-SAT	N	3375	1826	4.3	54.1	103	764	4.3	22.6	104	897	3.6	26.6	86	772	4.0	22.9	97
NBC NIGHTLY NEWS-SUN	N	3130	1637	3.8	52.3	99	587	3.3	18.8	86	842	3.4	26.9	87	731	3.8	23.4	99
NBC SUNDAY NIGHT MOVIE	N	8284	4674	11.0	56.4	107	1729	9.8	20.9	95	2509	10.1	30.3	99	2122	11.1	25.6	108
NEWHART	C	9240	4847	11.4	52.5	100	2002	11.3	21.7	99	2865	11.5	31.0	101	2122	11.1	23.0	97
ONE DAY AT A TIME	C	7288	3748	8.8	51.4	98	1553	8.8	21.3	97	2230	9.0	30.6	100	1767	9.2	24.2	103
PEOPLE ARE FUNNY	N	4855	2730	6.4	56.2	107	1077	6.1	22.2	101	1596	6.4	32.9	107	1242	6.5	25.6	108
REAL PEOPLE	N	8869	4909	11.5	55.4	105	1828	10.3	20.6	94	2754	11.1	31.1	101	2333	12.2	26.3	111
REMINGTON STEELE	N	7743	3818	9.0	49.3	94	1526	8.6	19.7	90	2295	9.2	29.6	96	1614	8.4	20.8	88
RIPLEY'S BELIEVE IT - NOT	A	5345	2852	6.7	53.4	101	1322	7.5	24.7	113	1733	7.0	32.4	105	1324	6.9	24.8	105
RIPTIDE	N	6988	3752	8.8	53.7	102	1465	8.3	21.0	96	2197	8.8	31.4	102	1677	8.8	24.0	102
SCARECROW & MRS. KING	C	10002	5214	12.2	52.1	99	2062	11.6	20.6	94	3223	12.9	32.2	105	2317	12.1	23.2	98
SIMON & SIMON	C	10638	6077	14.3	57.1	109	2273	12.8	21.4	98	3607	14.5	33.9	110	2787	14.6	26.2	111
60 MINUTES	C	13293	7044	16.5	53.0	101	2718	15.4	20.4	94	4248	17.1	32.0	104	3271	17.1	24.6	104
ST. ELSEWHERE	N	7017	3535	8.3	50.4	96	1396	7.9	19.9	91	2215	8.9	31.6	103	1670	8.7	23.8	101
THREE'S COMPANY	A	10917	5771	13.6	52.9	101	2254	12.7	20.6	94	3185	12.8	29.2	95	2686	14.0	24.6	104
T.J. HOOKER	A	9204	4925	11.6	53.5	102	1770	10.0	19.2	88	2841	11.4	30.9	100	2171	11.3	23.6	100
TONIGHT SHOW	N	2372	1319	3.1	55.6	106	598	3.4	25.2	115	730	2.9	30.8	100	590	3.1	24.9	105
TRAPPER JOHN, M.D.	C	9846	5262	12.4	53.4	102	2096	11.8	21.3	97	2969	11.9	30.2	98	2392	12.5	24.3	103
TV BLOOPERS & PRAC. JOKES	N	9105	4767	11.2	52.4	100	1902	10.7	20.9	96	2716	10.9	29.8	97	2289	12.0	25.1	106
20/20	A	9387	5186	12.2	55.2	105	2119	12.0	22.6	103	3001	12.1	32.0	104	2411	12.6	25.7	109
WEBSTER	A	11067	5755	13.5	52.0	99	2383	13.5	21.5	99	3156	12.7	28.5	93	2714	14.2	24.5	104
WORLD NEWS - SUN	A	3062	1726	4.1	56.4	107	751	4.2	24.5	112	1148	4.6	37.5	122	707	3.7	23.1	98
YELLOW ROSE	N	4978	2824	6.6	56.7	108	1133	6.4	22.8	104	1692	6.8	34.0	111	1302	6.8	26.2	111
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4996	11.7	56.3	107	2033	11.5	22.9	105	3003	12.1	33.8	110	2058	10.8	23.2	98
BASKETBALL - COLLEGE GAMES		4080	2474	5.8	60.6	115	1182	6.7	29.0	133	1449	5.8	35.5	116	1209	6.3	29.6	125
BASKETBALL - PRO GAMES		3607	2230	5.2	61.8	118	909	5.1	25.2	115	1254	5.0	34.8	113	980	5.1	27.2	115
BOWLING		3883	2267	5.3	58.4	111	1043	5.9	26.9	123	1408	5.7	36.3	118	1023	5.3	26.3	111
BOXING		3928	2296	5.4	58.5	111	809	4.6	20.6	94	1365	5.5	34.8	113	1041	5.4	26.5	112
FOOTBALL - COLLEGE GAMES		6366	4087	9.6	64.2	122	1986	11.2	31.2	143	2343	9.4	36.8	120	2166	11.3	34.0	144
FOOTBALL - PRO GAMES		11300	7086	16.6	62.7	119	3417	19.3	30.2	138	4431	17.8	39.2	128	3140	16.4	27.8	118
GOLF		3378	1962	4.6	58.1	110	907	5.1	26.9	123	1312	5.3	38.8	126	854	4.5	25.3	107
POST-SEASON COLL. FOOTBALL		4906	3036	7.1	61.9	118	1605	9.1	32.7	150	1719	6.9	35.0	114	1554	8.1	31.7	134
POST-SEASON PRO FOOTBALL		6120	4017	9.4	65.6	125	2234	12.6	36.5	167	2466	9.9	40.3	131	1857	9.7	30.3	128
TENNIS		3033	1482	3.5	48.9	93	585	3.3	19.3	88	918	3.7	30.3	98	666	3.5	22.0	93
WRESTLING - PROFESSIONAL		3344	2048	4.8	61.2	116	612	3.5	18.3	84	1359	5.5	40.6	132	776	4.1	23.2	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK (LIQUID IN BOTTLES & CARTONS): USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0374
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	72515	100.0	89.5	100	21650	100.0	26.7	100	28031	100.0	34.6	100	22834	100.0	28.2	100
18 - 24	9282	8272	11.4	89.1	100	2615	12.1	28.2	105	3204	11.4	34.5	100	2452	10.7	26.4	94
25 - 34	19072	17403	24.0	91.2	102	5992	27.7	31.4	118	7033	25.1	36.9	107	4378	19.2	23.0	81
35 - 44	14591	13035	18.0	89.3	100	5342	24.7	36.6	137	5031	17.9	34.5	100	2663	11.7	18.3	65
45 - 54	11345	10391	14.3	91.6	102	2915	13.5	25.7	96	4146	14.8	36.5	106	3330	14.6	29.4	104
55 - 64	11635	10567	14.6	90.8	101	2483	11.5	21.3	80	4163	14.9	35.8	103	3921	17.2	33.7	120
65 OR OLDER	15061	12847	17.7	85.3	95	2303	10.6	15.3	57	4455	15.9	29.6	85	6089	26.7	40.4	143
18 - 34	28354	25674	35.4	90.5	101	8607	39.8	30.4	114	10237	36.5	36.1	104	6830	29.9	24.1	85
18 - 49	48339	43680	60.2	90.4	101	15377	71.0	31.8	119	17384	62.0	36.0	104	10919	47.8	22.6	80
25 - 54	45008	40829	56.3	90.7	101	14249	65.8	31.7	118	16209	57.8	36.0	104	10371	45.4	23.0	82
35 - 49	19985	18006	24.8	90.1	101	6769	31.3	33.9	127	7147	25.5	35.8	103	4089	17.9	20.5	73
50 OR OLDER	32647	28834	39.8	88.3	99	6273	29.0	19.2	72	10647	38.0	32.6	94	11914	52.2	36.5	129
GRADUATED COLLEGE	11155	10073	13.9	90.3	101	2377	11.0	21.3	80	4040	14.4	36.2	105	3656	16.0	32.8	116
ATTENDED COLLEGE	13682	12442	17.2	90.9	102	3758	17.4	27.5	103	4756	17.0	34.8	100	3929	17.2	28.7	102
GRADUATED HIGH SCHOOL	33880	30607	42.2	90.3	101	9919	45.8	29.3	110	12063	43.0	35.6	103	8625	37.8	25.5	90
DID NOT GRADUATE HIGH SCHOOL	22270	19392	26.7	87.1	97	5596	25.8	25.1	94	7173	25.6	32.2	93	6623	29.0	29.7	105
EMPLOYED	40306	36602	50.5	90.8	101	10620	49.1	26.3	99	14490	51.7	35.9	104	11492	50.3	28.5	101
EMPLOYED FULL-TIME	32850	29591	40.8	90.1	101	8495	39.2	25.9	97	11550	41.2	35.2	102	9546	41.8	29.1	103
EMPLOYED PART-TIME	7456	7011	9.7	94.0	105	2125	9.8	28.5	107	2940	10.5	39.4	114	1946	8.5	26.1	93
NOT EMPLOYED	40680	35913	49.5	88.3	99	11030	50.9	27.1	101	13541	48.3	33.3	96	11341	49.7	27.9	99
PROFESSIONAL/MANAGER	10392	9477	13.1	91.2	102	2402	11.1	23.1	86	3599	12.8	34.6	100	3476	15.2	33.4	119
TECH/CLERICAL/SALES	17574	16029	22.1	91.2	102	4772	22.0	27.2	102	6316	22.5	35.9	104	4940	21.6	28.1	100
PRECISION/CRAFT	985	918	1.3	93.2	104	**194	0.9	19.7	74	*482	1.7	48.9	141	**241	1.1	24.5	87
OTHER EMPLOYED	11354	10179	14.0	89.7	100	3252	15.0	28.6	107	4092	14.6	36.0	104	2835	12.4	25.0	89
SINGLE	9863	8546	11.8	86.6	97	1827	8.4	18.5	69	2848	10.2	28.9	83	3871	17.0	39.2	139
MARRIED	51375	47106	65.0	91.7	102	15825	73.1	30.8	115	19720	70.4	38.4	111	11561	50.6	22.5	80
DIVORCED/SEPARATED/WIDOWED	19748	16863	23.3	85.4	95	3998	18.5	20.2	76	5463	19.5	27.7	80	7402	32.4	37.5	133
PARENTS	32590	29645	40.9	91.0	102	12675	58.5	38.9	145	12561	44.8	38.5	111	4409	19.3	13.5	48
WHITE	70416	63558	87.6	90.3	101	19337	89.3	27.5	103	24685	88.1	35.1	101	19536	85.6	27.7	98
BLACK	8778	7430	10.2	84.6	95	1975	9.1	22.5	84	2583	9.2	29.4	85	2872	12.6	32.7	116
OTHER	1791	1526	2.1	85.2	95	**338	1.6	18.9	71	*763	2.7	42.6	123	*426	1.9	23.8	84
NORTHEAST-CENSUS	17786	16027	22.1	90.1	101	5382	24.9	30.3	113	5711	20.4	32.1	93	4934	21.6	27.7	98
NORTH CENTRAL	20741	18812	25.9	90.7	101	6574	30.4	31.7	119	7572	27.0	36.5	105	4666	20.4	22.5	80
SOUTH	27775	24869	34.3	89.5	100	5774	26.7	20.8	78	9898	35.3	35.6	103	9196	40.3	33.1	117
WEST	14683	12807	17.7	87.2	97	3920	18.1	26.7	100	4849	17.3	33.0	95	4037	17.7	27.5	98
NORTHEAST-MKTG.	17961	16105	22.2	89.7	100	4824	22.3	26.9	100	5587	19.9	31.1	90	5694	24.9	31.7	112
EAST CENTRAL	11885	10809	14.9	90.9	102	3740	17.3	31.5	118	4301	15.3	36.2	105	2768	12.1	23.3	83
WEST CENTRAL	14090	12735	17.6	90.4	101	4483	20.7	31.8	119	5026	17.9	35.7	103	3227	14.1	22.9	81
SOUTH	24081	21668	29.9	90.0	100	5196	24.0	21.6	81	8836	31.5	36.7	106	7636	33.4	31.7	112
PACIFIC	12969	11198	15.4	86.3	96	3408	15.7	26.3	98	4282	15.3	33.0	95	3508	15.4	27.0	96
COUNTY SIZE A	32439	28540	39.4	88.0	98	8178	37.8	25.2	94	10732	38.3	33.1	96	9630	42.2	29.7	105
COUNTY SIZE B	24915	22631	31.2	90.8	101	7095	32.8	28.5	107	9036	32.2	36.3	105	6500	28.5	26.1	93
COUNTY SIZE C	12930	11789	16.3	91.2	102	3550	16.4	27.5	103	4570	16.3	35.3	102	3669	16.1	28.4	101
COUNTY SIZE D	10703	9555	13.2	89.3	100	2827	13.1	26.4	99	3694	13.2	34.5	100	3035	13.3	28.4	101
METRO CENTRAL CITY	24518	21317	29.4	86.9	97	5990	27.7	24.4	91	8129	29.0	33.2	96	7198	31.5	29.4	104
METRO SUBURBAN	35919	32813	45.2	91.4	102	10093	46.6	28.1	105	12664	45.2	35.3	102	10056	44.0	28.0	99
NON METRO	20549	18385	25.4	89.5	100	5567	25.7	27.1	101	7239	25.8	35.2	102	5580	24.4	27.2	96
TOP 5 ADI'S	18341	15707	21.7	85.6	96	4586	21.2	25.0	94	5692	20.3	31.0	90	5429	23.8	29.6	105
TOP 10 ADI'S	25378	22208	30.6	87.5	98	6033	27.9	23.8	89	8355	29.8	32.9	95	7820	34.2	30.8	109
TOP 20 ADI'S	36488	32194	44.4	88.2	99	9208	42.5	25.2	94	11963	42.7	32.8	95	11024	48.3	30.2	107
HSHLD INC. $50,000 OR MORE	6612	6173	8.5	93.4	104	1902	8.8	28.8	108	2553	9.1	38.6	112	1718	7.5	26.0	92
$40,000 OR MORE	12659	11684	16.1	92.3	103	3507	16.2	27.7	104	4845	17.3	38.3	111	3332	14.6	26.3	93
$30,000 OR MORE	24698	22644	31.2	91.7	102	7031	32.5	28.5	106	9137	32.6	37.0	107	6477	28.4	26.2	93
$25,000 OR MORE	32077	29500	40.7	92.0	103	9222	42.6	28.7	108	12195	43.5	38.0	110	8083	35.4	25.2	89
$20,000 - $24,999	9144	8229	11.3	90.0	101	2589	12.0	28.3	106	3378	12.1	36.9	107	2262	9.9	24.7	88
$15,000 - $19,999	8728	7728	10.7	88.5	99	2375	11.0	27.2	102	2909	10.4	33.3	96	2444	10.7	28.0	99
$10,000 - $14,999	12562	11357	15.7	90.4	101	3248	15.0	25.9	97	4515	16.1	35.9	104	3594	15.7	28.6	101
UNDER $10,000	18475	15701	21.7	85.0	95	4216	19.5	22.8	85	5035	18.0	27.3	79	6451	28.3	34.9	124
HOUSEHOLD OF 1 PERSON	11987	9961	13.7	83.1	93	1440	6.7	12.0	45	2249	8.0	18.8	54	6273	27.5	52.3	186
2 PEOPLE	26577	23796	32.8	89.5	100	4790	22.1	18.0	67	9000	32.1	33.9	98	10006	43.8	37.6	134
3 OR 4 PEOPLE	30617	28075	38.7	91.7	102	9511	43.9	31.1	116	13327	47.5	43.5	126	5237	22.9	17.1	61
5 OR MORE PEOPLE	11804	10682	14.7	90.5	101	5909	27.3	50.1	187	3456	12.3	29.3	85	1318	5.8	11.2	40
NO CHILD IN HSHLD	46165	40827	56.3	88.4	99	8122	37.5	17.6	66	14638	52.2	31.7	92	18068	79.1	39.1	139
CHILD(REN) UNDER 2 YRS	5325	4954	6.8	93.0	104	2295	10.6	43.1	161	1893	6.8	35.5	103	766	3.4	14.4	51
2 - 5 YEARS	14221	13041	18.0	91.7	102	5886	27.2	41.4	155	5430	19.4	38.2	110	1726	7.6	12.1	43
6 - 11 YEARS	15117	13730	18.9	90.8	101	6316	29.2	41.8	156	5562	19.8	36.8	106	1853	8.1	12.3	43
12 - 17 YEARS	16611	15018	20.7	90.4	101	6988	32.3	42.1	157	5859	20.9	35.3	102	2171	9.5	13.1	46
RESIDENCE OWNED	55884	50451	69.6	90.3	101	15324	70.8	27.4	103	20019	71.4	35.8	103	15108	66.2	27.0	96
VALUE: $50,000 OR MORE	31744	28629	39.5	90.2	101	8787	40.6	27.7	104	11279	40.2	35.5	103	8564	37.5	27.0	96
VALUE: UNDER $50,000	24140	21822	30.1	90.4	101	6537	30.2	27.1	101	8741	31.2	36.2	105	6544	28.7	27.1	96

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK (LIQUID IN BOTTLES & CARTONS): USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0375
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS %	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS %	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS %	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	72515	100.0	89.5	100	21650	100.0	26.7	100	28031	100.0	34.6	100	22834	100.0	28.2	100
MAGAZINES	QUINTILE 1	15799	14415	19.9	91.2	102	4990	23.0	31.6	118	5288	18.9	33.5	97	4137	18.1	26.2	93
	QUINTILE 2	17259	15655	21.6	90.7	101	4774	22.1	27.7	103	6461	23.0	37.4	108	4420	19.4	25.6	91
	QUINTILE 3	13545	12340	17.0	91.1	102	3587	16.6	26.5	99	5062	18.1	37.4	108	3691	16.2	27.2	97
	QUINTILE 4	15133	13330	18.4	88.1	98	3794	17.5	25.1	94	5339	19.0	35.3	102	4197	18.4	27.7	98
	QUINTILE 5	19250	16774	23.1	87.1	97	4504	20.8	23.4	88	5882	21.0	30.6	88	6388	28.0	33.2	118
NEWSPAPERS	QUINTILE 1	12413	11323	15.6	91.2	102	3586	16.6	28.9	108	4496	16.0	36.2	105	3241	14.2	26.1	93
	QUINTILE 2	24116	22136	30.5	91.8	103	6174	28.5	25.6	96	9110	32.5	37.8	109	6852	30.0	28.4	101
	QUINTILE 3	11261	9993	13.8	88.7	99	3231	14.9	28.7	107	3788	13.5	33.6	97	2975	13.0	26.4	94
	QUINTILE 4	20255	18039	24.9	89.1	99	5403	25.0	26.7	100	6484	23.1	32.0	92	6152	26.9	30.4	108
	QUINTILE 5	12940	11024	15.2	85.2	95	3256	15.0	25.2	94	4154	14.8	32.1	93	3614	15.8	27.9	99
OUTDOOR	QUINTILE 1	14852	13526	18.7	91.1	102	3480	16.1	23.4	88	5848	20.9	39.4	114	4197	18.4	28.3	100
	QUINTILE 2	15725	13882	19.1	88.3	99	4438	20.5	28.2	106	5288	18.9	33.6	97	4156	18.2	26.4	94
	QUINTILE 3	16330	14722	20.3	90.2	101	4511	20.8	27.6	103	5980	21.3	36.6	106	4231	18.5	25.9	92
	QUINTILE 4	16744	14936	20.6	89.2	100	4429	20.5	26.5	99	5559	19.8	33.2	96	4948	21.7	29.6	105
	QUINTILE 5	17334	15449	21.3	89.1	100	4792	22.1	27.6	103	5356	19.1	30.9	89	5301	23.2	30.6	108
RADIO-DRIVE TIME	QUINTILE 1	15911	14145	19.5	88.9	99	4793	22.1	30.1	113	5061	18.1	31.8	92	4291	18.8	27.0	96
	QUINTILE 2	14837	13299	18.3	89.6	100	4197	19.4	28.3	106	5286	18.9	35.6	103	3816	16.7	25.7	91
	QUINTILE 3	15339	13871	19.1	90.4	101	4054	18.7	26.4	99	5315	19.0	34.7	100	4502	19.7	29.4	104
	QUINTILE 4	16723	14932	20.6	89.3	100	4137	19.1	24.7	93	6204	22.1	37.1	107	4591	20.1	27.5	97
	QUINTILE 5	18176	16269	22.4	89.5	100	4470	20.6	24.6	92	6165	22.0	33.9	98	5633	24.7	31.0	110
RADIO-MID-DAY	TERCILE 1	21020	18862	26.0	89.7	100	6216	28.7	29.6	111	7220	25.8	34.3	99	5426	23.8	25.8	92
	TERCILE 2	21610	19470	26.8	90.1	101	5924	27.4	27.4	103	7864	28.1	36.4	105	5682	24.9	26.3	93
	TERCILE 3	38355	34183	47.1	89.1	100	9510	43.9	24.8	93	12947	46.2	33.8	98	11726	51.4	30.6	108
RADIO-TOTAL	QUINTILE 1	15988	14382	19.8	90.0	100	4963	22.9	31.0	116	5071	18.1	31.7	92	4348	19.0	27.2	96
	QUINTILE 2	15626	13691	18.9	87.6	98	4302	19.9	27.5	103	5685	20.3	36.4	105	3705	16.2	23.7	84
	QUINTILE 3	16723	15238	21.0	91.1	102	4455	20.6	26.6	100	6314	22.5	37.8	109	4469	19.6	26.7	95
	QUINTILE 4	16342	14706	20.3	90.0	101	3976	18.4	24.3	91	5638	20.1	34.5	100	5092	22.3	31.2	111
	QUINTILE 5	16306	14497	20.0	88.9	99	3954	18.3	24.2	91	5324	19.0	32.7	94	5219	22.9	32.0	114
TV-PRIME TIME	QUINTILE 1	15953	14280	19.7	89.5	100	4190	19.4	26.3	98	5153	18.4	32.3	93	4937	21.6	30.9	110
	QUINTILE 2	16137	14662	20.2	90.9	101	4606	21.3	28.5	107	5915	21.1	36.7	106	4141	18.1	25.7	91
	QUINTILE 3	16420	14838	20.5	90.4	101	4476	20.7	27.3	102	5909	21.1	36.0	104	4454	19.5	27.1	96
	QUINTILE 4	16687	14893	20.5	89.2	100	4359	20.1	26.1	98	5681	20.3	34.0	98	4853	21.3	29.1	103
	QUINTILE 5	15789	13842	19.1	87.7	98	4020	18.6	25.5	95	5374	19.2	34.0	98	4448	19.5	28.2	100
TV-DAYTIME	TERCILE 1	27736	24974	34.4	90.0	101	7615	35.2	27.5	103	9703	34.6	35.0	101	7656	33.5	27.6	98
	TERCILE 2	26489	23709	32.7	89.5	100	7295	33.7	27.5	103	9616	34.3	36.3	105	6798	29.8	25.7	91
	TERCILE 3	26761	23832	32.9	89.1	99	6740	31.1	25.2	94	8713	31.1	32.6	94	8380	36.7	31.3	111
TV-TOTAL	QUINTILE 1	16345	14509	20.0	88.8	99	4499	20.8	27.5	103	5283	18.8	32.3	93	4727	20.7	28.9	103
	QUINTILE 2	16447	15050	20.8	91.5	102	4751	21.9	28.9	108	5821	20.8	35.4	102	4478	19.6	27.2	97
	QUINTILE 3	15980	14314	19.7	89.6	100	4051	18.7	25.4	95	5913	21.1	37.0	107	4350	19.1	27.2	97
	QUINTILE 4	15887	14066	19.4	88.5	99	4254	19.6	26.8	100	5316	19.0	33.5	97	4496	19.7	28.3	100
	QUINTILE 5	16326	14576	20.1	89.3	100	4096	18.9	25.1	94	5698	20.3	34.9	101	4782	20.9	29.3	104
MAGAZINES-NEWSPAPERS: DUAL		20721	19124	26.4	92.3	103	5910	27.3	28.5	107	7725	27.6	37.3	108	5489	24.0	26.5	94
MAGAZINE IMPERATIVE		19186	17087	23.6	89.1	99	5704	26.3	29.7	111	6453	23.0	33.6	97	4930	21.6	25.7	91
NEWSPAPER IMPERATIVE		21899	19757	27.2	90.2	101	5470	25.3	25.0	93	7927	28.3	36.2	105	6360	27.9	29.0	103
MAGAZINES-OUTDOOR: DUAL		15451	14121	19.5	91.4	102	4349	20.1	28.1	105	5744	20.5	37.2	107	4028	17.6	26.1	92
MAGAZINE IMPERATIVE		25953	23572	32.5	90.8	101	7527	34.8	29.0	108	9136	32.6	35.2	102	6908	30.3	26.6	94
OUTDOOR IMPERATIVE		24400	21500	29.6	88.1	98	5896	27.2	24.2	90	8725	31.1	35.8	103	6880	30.1	28.2	100
MAGAZINES-RADIO: DUAL		18049	16343	22.5	90.5	101	5560	25.7	30.8	115	6419	22.9	35.6	103	4364	19.1	24.2	86
MAGAZINE IMPERATIVE		23571	21530	29.7	91.3	102	6297	29.1	26.7	100	8640	30.8	36.7	106	6594	28.9	28.0	99
RADIO IMPERATIVE		23278	20445	28.2	87.8	98	6063	28.0	26.0	97	8063	28.8	34.6	100	6319	27.7	27.1	96
MAGAZINES-TELEVISION: DUAL		15459	14106	19.5	91.2	102	4451	20.6	28.8	108	5682	20.3	36.8	106	3973	17.4	25.7	91
MAGAZINE IMPERATIVE		25829	23374	32.2	90.5	101	7222	33.4	28.0	105	9262	33.0	35.9	104	6890	30.2	26.7	95
TELEVISION IMPERATIVE		26039	23098	31.9	88.7	99	6640	30.7	25.5	95	8602	30.7	33.0	95	7856	34.4	30.2	107
NEWSPAPERS-OUTDOOR: DUAL		16605	14953	20.6	90.1	101	4270	19.7	25.7	96	6444	23.0	38.8	112	4240	18.6	25.5	91
NEWSPAPER IMPERATIVE		26834	24556	33.9	91.5	102	7472	34.5	27.8	104	9422	33.6	35.1	101	7662	33.6	28.6	101
OUTDOOR IMPERATIVE		23346	20698	28.5	88.7	99	6188	28.6	26.5	99	7898	28.2	33.8	98	6612	29.0	28.3	100
NEWSPAPERS-RADIO: DUAL		17133	15695	21.6	91.6	102	5093	23.5	29.7	111	6230	22.2	36.4	105	4372	19.1	25.5	91
NEWSPAPER IMPERATIVE		25892	23667	32.6	91.4	102	6423	29.7	24.8	93	9716	34.7	37.5	108	7528	33.0	29.1	103
RADIO IMPERATIVE		23167	20179	27.8	87.1	97	6559	30.3	28.3	106	7605	27.1	32.8	95	6015	26.3	26.0	92
NEWSPAPERS-TELEVISION: DUAL		17159	15698	21.6	91.5	102	4786	22.1	27.9	104	6187	22.1	36.1	104	4725	20.7	27.5	98
NEWSPAPER IMPERATIVE		26214	23738	32.7	90.6	101	6804	31.4	26.0	97	9726	34.7	37.1	107	7209	31.6	27.5	98
TELEVISION IMPERATIVE		23412	20593	28.4	88.0	98	6437	29.7	27.5	103	7444	26.6	31.8	92	6712	29.4	28.7	102
OUTDOOR-RADIO: DUAL		15303	13787	19.0	90.1	101	4375	20.2	28.6	107	5297	18.9	34.6	100	4114	18.0	26.9	95
OUTDOOR IMPERATIVE		24901	22294	30.7	89.5	100	6111	28.2	24.5	92	9338	33.3	37.5	108	6844	30.0	27.5	97
RADIO IMPERATIVE		26492	23576	32.5	89.0	99	7585	35.0	28.6	107	9207	32.8	34.8	100	6783	29.7	25.6	91
OUTDOOR-TELEVISION: DUAL		14794	13340	18.4	90.2	101	4117	19.0	27.8	104	5481	19.6	37.0	107	3742	16.4	25.3	90
OUTDOOR IMPERATIVE		25437	22857	31.5	89.9	100	6283	29.0	24.7	92	9440	33.7	37.1	107	7135	31.2	28.0	99
TELEVISION IMPERATIVE		27877	25128	34.7	90.1	101	7862	36.3	28.2	105	9122	32.5	32.7	95	8144	35.7	29.2	104
RADIO-TELEVISION: DUAL		15996	14434	19.9	90.2	101	4671	21.6	29.2	109	5646	20.1	35.3	102	4117	18.0	25.7	91
RADIO IMPERATIVE		25478	22593	31.2	88.7	99	7027	32.5	27.6	103	8926	31.8	35.0	101	6639	29.1	26.1	92
TELEVISION IMPERATIVE		26573	24008	33.1	90.3	101	6884	31.8	25.9	97	9174	32.7	34.5	100	7950	34.8	29.9	106

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MILK (LIQUID IN BOTTLES & CARTONS): USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0376
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	72515	100.0	89.5	100	21650	100.0	26.7	100	28031	100.0	34.6	100	22834	100.0	28.2	100
ATLANTIC MONTHLY	415	381	0.5	91.8	103	**72	0.3	17.3	65	*194	0.7	46.7	135	*115	0.5	27.7	98
BARRON'S	453	423	0.6	93.4	104	**60	0.3	13.2	50	*212	0.8	46.8	135	*152	0.7	33.6	119
BETTER HOMES & GARDENS	16256	14772	20.4	90.9	101	4959	22.9	30.5	114	5817	20.8	35.8	103	3996	17.5	24.6	87
BON APPETIT	2535	2259	3.1	89.1	100	738	3.4	29.1	109	721	2.6	28.4	82	801	3.5	31.6	112
BUSINESS WEEK	1278	1139	1.6	89.1	100	*250	1.2	19.6	73	417	1.5	32.6	94	472	2.1	36.9	131
CAR AND DRIVER	378	331	0.5	87.6	98	**93	0.4	24.6	92	*109	0.4	28.8	83	**129	0.6	34.1	121
CBS MAGAZINE NETWORK (GROSS)	1498	1355	1.9	90.5	101	418	1.9	27.9	104	527	1.9	35.2	102	410	1.8	27.4	97
CHANGING TIMES	1505	1331	1.8	88.4	99	395	1.8	26.2	98	468	1.7	31.1	90	468	2.0	31.1	110
COLONIAL HOMES	1231	1089	1.5	88.5	99	333	1.5	27.1	101	447	1.6	36.3	105	309	1.4	25.1	89
CONDE NAST MAG. PKG. (GROSS)	14146	12984	17.9	91.8	103	3745	17.3	26.5	99	4966	17.7	35.1	101	4273	18.7	30.2	107
CONSUMERS DIGEST	1323	1240	1.7	93.7	105	425	2.0	32.1	120	454	1.6	34.3	99	362	1.6	27.4	97
COSMOPOLITAN	7102	6484	8.9	91.3	102	2045	9.4	28.8	108	2379	8.5	33.5	97	2060	9.0	29.0	103
COUNTRY LIVING	2481	2305	3.2	92.9	104	793	3.7	32.0	120	981	3.5	39.5	114	530	2.3	21.4	76
CUISINE	1472	1311	1.8	89.1	99	431	2.0	29.3	110	428	1.5	29.1	84	452	2.0	30.7	109
CYCLE WORLD	425	400	0.6	94.1	105	*161	0.7	37.9	142	**171	0.6	40.2	116	**68	0.3	16.0	57
DCI:CREATIVE IDEAS FOR LIV	2510	2299	3.2	91.6	102	824	3.8	32.8	123	1055	3.8	42.0	121	420	1.8	16.7	59
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6129	8.5	91.6	102	1594	7.4	23.8	89	2779	9.9	41.5	120	1756	7.7	26.2	93
DISCOVER	894	808	1.1	90.4	101	239	1.1	26.7	100	306	1.1	34.2	99	263	1.2	29.4	104
EBONY	3507	3068	4.2	87.5	98	932	4.3	26.6	99	1012	3.6	28.9	83	1125	4.9	32.1	114
ESQUIRE	1083	928	1.3	85.7	96	250	1.2	23.1	86	393	1.4	36.3	105	285	1.2	26.3	93
ESSENCE	1830	1639	2.3	89.6	100	568	2.6	31.0	116	569	2.0	31.1	90	501	2.2	27.4	97
FAMILY CIRCLE	15930	14688	20.3	92.2	103	4880	22.5	30.6	115	5614	20.0	35.2	102	4194	18.4	26.3	93
THE FAMILY HANDYMAN	1126	1039	1.4	92.3	103	426	2.0	37.8	142	331	1.2	29.4	85	*282	1.2	25.0	89
FAMILY WEEKLY	11468	10693	14.7	93.2	104	3583	16.5	31.2	117	3903	13.9	34.0	98	3207	14.0	28.0	99
FIELD & STREAM	2234	2045	2.8	91.5	102	713	3.3	31.9	119	879	3.1	39.3	114	453	2.0	20.3	72
FOOD & WINE	579	548	0.8	94.6	106	*164	0.8	28.3	106	*179	0.6	30.9	89	*205	0.9	35.4	126
FORBES	728	685	0.9	94.1	105	*178	0.8	24.5	91	292	1.0	40.1	116	*215	0.9	29.5	105
FORTUNE	906	811	1.1	89.5	100	*207	1.0	22.8	85	376	1.3	41.5	120	228	1.0	25.2	89
GENTLEMEN'S QUARTERLY	791	669	0.9	84.6	94	*184	0.8	23.3	87	281	1.0	35.5	103	*204	0.9	25.8	91
GLAMOUR	5265	4901	6.8	93.1	104	1460	6.7	27.7	104	1890	6.7	35.9	104	1551	6.8	29.5	104
GOLF DIGEST	636	586	0.8	92.1	103	*168	0.8	26.4	99	*253	0.9	39.8	115	*166	0.7	26.1	93
GOLF DIGEST/TENNIS (GROSS)	1186	1101	1.5	92.8	104	*294	1.4	24.8	93	445	1.6	37.5	108	362	1.6	30.5	108
GOLF MAGAZINE	441	422	0.6	95.7	107	**116	0.5	26.3	98	*155	0.6	35.1	102	**151	0.7	34.2	121
GOLF MAGAZINE/SKI (GROSS)	922	881	1.2	95.6	107	260	1.2	28.2	105	362	1.3	39.3	113	*260	1.1	28.2	100
GOOD HOUSEKEEPING	16487	15031	20.7	91.2	102	5052	23.3	30.6	115	6061	21.6	36.8	106	3918	17.2	23.8	84
HARPER'S BAZAAR	2423	2186	3.0	90.2	101	639	3.0	26.4	99	821	2.9	33.9	98	727	3.2	30.0	106
HEALTH	1994	1831	2.5	91.8	103	546	2.5	27.4	102	676	2.4	33.9	98	609	2.7	30.5	108
HEARST MAG CORP. BUY (GROSS)	44101	40189	55.4	91.1	102	12915	59.7	29.3	110	15909	56.8	36.1	104	11366	49.8	25.8	91
HEARST MAN POWER (GROSS)	1993	1799	2.5	90.3	101	628	2.9	31.5	118	732	2.6	36.7	106	439	1.9	22.0	78
HEARST WOMAN POWER (GROSS)	31274	28564	39.4	91.3	102	9423	43.5	30.1	113	11217	40.0	35.9	104	7924	34.7	25.3	90
HOUSE BEAUTIFUL	3623	3220	4.4	88.9	99	867	4.0	23.9	90	1342	4.8	37.0	107	1010	4.4	27.9	99
INC.	283	271	0.4	95.8	107	**125	0.6	44.2	165	**55	0.2	19.4	56	**90	0.4	31.8	113
JET	2928	2573	3.5	87.9	98	782	3.6	26.7	100	810	2.9	27.7	80	981	4.3	33.5	119
LADIES' HOME JOURNAL	11918	10989	15.2	92.2	103	3589	16.6	30.1	113	4288	15.3	36.0	104	3113	13.6	26.1	93
LHJ FAMILY GRP COMBO(GROSS)	16764	15457	21.3	92.2	103	5071	23.4	30.2	113	5962	21.3	35.6	103	4425	19.4	26.4	94
LIFE	4254	3829	5.3	90.0	101	1220	5.6	28.7	107	1524	5.4	35.8	104	1086	4.8	25.5	91
L.A. TIMES HOME MAGAZINE	1145	993	1.4	86.7	97	*162	0.7	14.1	53	444	1.6	38.8	112	386	1.7	33.7	120
MADEMOISELLE	2884	2703	3.7	93.7	105	825	3.8	28.6	107	1038	3.7	36.0	104	840	3.7	29.1	103
MC CALL'S	13460	12345	17.0	91.7	102	3854	17.8	28.6	107	5060	18.1	37.6	109	3431	15.0	25.5	90
MC CALL'S/WRK MOTHER (GROSS)	14606	13410	18.5	91.8	103	4257	19.7	29.1	109	5493	19.6	37.6	109	3660	16.0	25.1	89
MECHANIX ILLUSTRATED	772	729	1.0	94.4	105	314	1.5	40.7	152	*226	0.8	29.3	85	*189	0.8	24.5	87
METROPOLITAN HOME	967	872	1.2	90.2	101	267	1.2	27.6	103	214	0.8	22.1	64	392	1.7	40.5	144
MONEY	1588	1419	2.0	89.4	100	393	1.8	24.7	93	540	1.9	34.0	98	486	2.1	30.6	109
MOTHER EARTH NEWS	1002	950	1.3	94.8	106	363	1.7	36.2	136	352	1.3	35.1	101	*235	1.0	23.5	83
MS.	825	722	1.0	87.5	98	268	1.2	32.5	122	228	0.8	27.6	80	225	1.0	27.3	97
NATIONAL ENQUIRER	10336	9537	13.2	92.3	103	3407	15.7	33.0	123	3624	12.9	35.1	101	2506	11.0	24.2	86
NATIONAL GEOGRAPHIC	9597	8568	11.8	89.3	100	2353	10.9	24.5	92	3587	12.8	37.4	108	2628	11.5	27.4	97
NATIONAL SUNDAY MAGAZINE PKG	49558	45227	62.4	91.3	102	13634	63.0	27.5	103	17821	63.6	36.0	104	13772	60.3	27.8	99
NATURAL HISTORY	573	537	0.7	93.7	105	*144	0.7	25.1	94	*266	0.9	46.4	134	*127	0.6	22.2	79
NEW WOMAN	1699	1527	2.1	89.9	100	364	1.7	21.4	80	600	2.1	35.3	102	563	2.5	33.1	118
NEW YORK INCLUDING CUE	443	397	0.5	89.6	100	*118	0.5	26.6	100	*151	0.5	34.1	98	*129	0.6	29.1	103
THE NEW YORKER	1270	1103	1.5	86.9	97	298	1.4	23.5	88	412	1.5	32.4	94	394	1.7	31.0	110
NEWSWEEK	6277	5666	7.8	90.3	101	1671	7.7	26.6	100	2138	7.6	34.1	98	1857	8.1	29.6	105
THE N.Y. TIMES DAILY EDITION	1205	1042	1.4	86.5	97	244	1.1	20.2	76	332	1.2	27.6	80	466	2.0	38.7	137
THE N.Y. TIMES MAGAZINE	2081	1795	2.5	86.3	96	430	2.0	20.7	77	618	2.2	29.7	86	747	3.3	35.9	127
OMNI	788	740	1.0	93.9	105	*204	0.9	25.9	97	*248	0.9	31.5	91	288	1.3	36.5	130
ON CABLE	1158	1091	1.5	94.2	105	541	2.5	46.7	175	374	1.3	32.3	93	*176	0.8	15.2	54
1001 HOME IDEAS	2852	2637	3.6	92.5	103	936	4.3	32.8	123	998	3.6	35.0	101	703	3.1	24.6	87
ORGANIC GARDENING	1658	1558	2.1	94.0	105	530	2.4	32.0	120	674	2.4	40.7	117	354	1.6	21.4	76
OUTDOOR LIFE	896	854	1.2	95.3	106	323	1.5	36.0	135	343	1.2	38.3	111	*188	0.8	21.0	74
PARADE MAGAZINE	24275	22049	30.4	90.8	101	6645	30.7	27.4	102	8604	30.7	35.4	102	6800	29.8	28.0	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK (LIQUID IN BOTTLES & CARTONS): USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0377
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS %	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS %	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS %	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	72515	100.0	89.5	100	21650	100.0	26.7	100	28031	100.0	34.6	100	22834	100.0	28.2	100
PARENTS	3845	3480	4.8	90.5	101	1416	6.5	36.8	138	1524	5.4	39.6	115	540	2.4	14.0	50
PENTHOUSE	831	745	1.0	89.7	100	*252	1.2	30.3	113	*306	1.1	36.8	106	*187	0.8	22.5	80
PEOPLE	11645	10653	14.7	91.5	102	3710	17.1	31.9	119	3888	13.9	33.4	96	3055	13.4	26.2	93
PLAYBOY	2006	1833	2.5	91.4	102	562	2.6	28.0	105	729	2.6	36.3	105	542	2.4	27.0	96
POPULAR HOT RODDING	297	286	0.4	96.3	108	*171	0.8	57.6	215	**64	0.2	21.5	62	**50	0.2	16.8	60
POPULAR MECHANICS	1018	932	1.3	91.6	102	*311	1.4	30.6	114	426	1.5	41.8	121	*195	0.9	19.2	68
POPULAR SCIENCE	878	774	1.1	88.2	98	300	1.4	34.2	128	*264	0.9	30.1	87	*210	0.9	23.9	85
PREVENTION	3913	3593	5.0	91.8	103	1136	5.2	29.0	109	1438	5.1	36.7	106	1019	4.5	26.0	92
PSYCHOLOGY TODAY	1710	1594	2.2	93.2	104	574	2.7	33.6	126	536	1.9	31.3	91	484	2.1	28.3	100
READER'S DIGEST	22204	20080	27.7	90.4	101	6459	29.8	29.1	109	7715	27.5	34.7	100	5907	25.9	26.6	94
REDBOOK	7684	7049	9.7	91.7	102	2326	10.7	30.3	113	2777	9.9	36.1	104	1946	8.5	25.3	90
ROAD & TRACK	410	371	0.5	90.5	101	**119	0.5	29.0	109	**116	0.4	28.3	82	**137	0.6	33.4	119
ROLLING STONE	969	922	1.3	95.1	106	*246	1.1	25.4	95	394	1.4	40.7	117	282	1.2	29.1	103
RUNNER'S WORLD	298	288	0.4	96.6	108	**65	0.3	21.8	82	**134	0.5	45.0	130	**90	0.4	30.2	107
SATURDAY EVENING POST	1169	1010	1.4	86.4	96	341	1.6	29.2	109	410	1.5	35.1	101	258	1.1	22.1	78
SCIENCE 84	587	510	0.7	86.9	97	**104	0.5	17.7	66	*281	1.0	47.9	138	*125	0.5	21.3	76
SCIENCE DIGEST	482	437	0.6	90.7	101	*164	0.8	34.0	127	*147	0.5	30.5	88	*126	0.6	26.1	93
SCIENTIFIC AMERICAN	594	556	0.8	93.6	105	*121	0.6	20.4	76	*204	0.7	34.3	99	*231	1.0	38.9	138
SELF	2089	1880	2.6	90.0	101	504	2.3	24.1	90	753	2.7	36.0	104	624	2.7	29.9	106
SEVENTEEN	2411	2111	2.9	87.6	98	762	3.5	31.6	118	807	2.9	33.5	97	541	2.4	22.4	80
SKI	480	459	0.6	95.6	107	*144	0.7	30.0	112	*207	0.7	43.1	125	**109	0.5	22.7	81
SMITHSONIAN	2760	2493	3.4	90.3	101	553	2.6	20.0	75	1103	3.9	40.0	115	837	3.7	30.3	108
SOAP OPERA DIGEST	3013	2780	3.8	92.3	103	1145	5.3	38.0	142	962	3.4	31.9	92	673	2.9	22.3	79
SOUTHERN LIVING	4184	3830	5.3	91.5	102	771	3.6	18.4	69	1724	6.2	41.2	119	1336	5.9	31.9	113
SPORT	559	527	0.7	94.3	105	*192	0.9	34.3	128	*140	0.5	25.0	72	*195	0.9	34.9	124
THE SPORTING NEWS	436	433	0.6	99.3	111	**159	0.7	36.5	136	**175	0.6	40.1	116	**100	0.4	22.9	81
SPORTS AFIELD	493	429	0.6	87.0	97	*152	0.7	30.8	115	*159	0.6	32.3	93	**118	0.5	23.9	85
SPORTS ILLUSTRATED	2758	2554	3.5	92.6	103	827	3.8	30.0	112	1008	3.6	36.5	106	720	3.2	26.1	93
STAR	7456	6827	9.4	91.6	102	2591	12.0	34.8	130	2369	8.5	31.8	92	1868	8.2	25.1	89
SUNDAY	24936	22563	31.1	90.5	101	6728	31.1	27.0	101	8954	31.9	35.9	104	6881	30.1	27.6	98
SUNSET	2124	1945	2.7	91.6	102	586	2.7	27.6	103	691	2.5	32.5	94	668	2.9	31.5	112
TV GUIDE	21661	19617	27.1	90.6	101	6363	29.4	29.4	110	7870	28.1	36.3	105	5384	23.6	24.9	88
TENNIS	550	515	0.7	93.6	105	**127	0.6	23.1	86	*193	0.7	35.1	101	*196	0.9	35.6	126
TIME	8880	8082	11.1	91.0	102	2326	10.7	26.2	98	3241	11.6	36.5	105	2516	11.0	28.3	100
TOWN & COUNTRY	917	873	1.2	95.2	106	*156	0.7	17.0	64	311	1.1	33.9	98	405	1.8	44.2	157
TRAVEL & LEISURE	972	894	1.2	92.0	103	*189	0.9	19.4	73	362	1.3	37.2	108	343	1.5	35.3	125
TRUE STORY	3356	2967	4.1	88.4	99	1224	5.7	36.5	136	1140	4.1	34.0	98	603	2.6	18.0	64
U.S.NEWS & WORLD REPORT	3410	3065	4.2	89.9	100	881	4.1	25.8	97	1210	4.3	35.5	103	974	4.3	28.6	101
USA TODAY	1759	1648	2.3	93.7	105	467	2.2	26.5	99	624	2.2	35.5	102	558	2.4	31.7	113
US	1873	1738	2.4	92.8	104	678	3.1	36.2	135	497	1.8	26.5	77	563	2.5	30.1	107
VOGUE	3909	3500	4.8	89.5	100	957	4.4	24.5	92	1285	4.6	32.9	95	1258	5.5	32.2	114
WALL STREET JOURNAL	1886	1658	2.3	87.9	98	379	1.8	20.1	75	624	2.2	33.1	96	655	2.9	34.7	123
WEIGHT WATCHERS	2120	1984	2.7	93.6	105	643	3.0	30.3	113	735	2.6	34.7	100	606	2.7	28.6	101
WOMAN'S DAY	14172	12853	17.7	90.7	101	4381	20.2	30.9	116	5151	18.4	36.3	105	3322	14.5	23.4	83
WORKING MOTHER	1146	1065	1.5	92.9	104	403	1.9	35.2	132	433	1.5	37.8	109	*230	1.0	20.1	71
WORKING WOMAN	1322	1218	1.7	92.1	103	422	1.9	31.9	119	517	1.8	39.1	113	279	1.2	21.1	75
WORLD TENNIS	*163	*149	0.2	91.4	102	**53	0.2	32.5	122	**61	0.2	37.4	108	**35	0.2	21.5	76
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2350	3.2	92.8	104	756	3.5	29.9	112	941	3.4	37.2	107	653	2.9	25.8	91
BLAIR INSERTS	43657	39636	54.7	90.8	101	11577	53.5	26.5	99	15861	56.6	36.3	105	12198	53.4	27.9	99
DAILY NEWSPAPERS																	
READ ANY	51633	46853	64.6	90.7	101	13848	64.0	26.8	100	18439	65.8	35.7	103	14566	63.8	28.2	100
READ ONE	43463	39444	54.4	90.8	101	11600	53.6	26.7	100	15348	54.8	35.3	102	12496	54.7	28.8	102
READ TWO OR MORE	8170	7408	10.2	90.7	101	2248	10.4	27.5	103	3090	11.0	37.8	109	2070	9.1	25.3	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	47942	66.1	91.0	102	14320	66.1	27.2	102	18987	67.7	36.0	104	14636	64.1	27.8	99
READ ONE	46126	41948	57.8	90.9	102	12416	57.3	26.9	101	16578	59.1	35.9	104	12954	56.7	28.1	100
READ TWO OR MORE	6552	5995	8.3	91.5	102	1904	8.8	29.1	109	2409	8.6	36.8	106	1682	7.4	25.7	91
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.93				25.85				28.78				28.85			
30 DAY REACH	71455	63970	88.2	89.5	100	19017	87.8	26.6	100	25219	90.0	35.3	102	19734	86.4	27.6	98
50 SHWG - 30 DAY AV FREQ	14.56	14.76				13.60				15.22				15.31			
30 DAY REACH	67742	60665	83.7	89.6	100	18087	83.5	26.7	100	23909	85.3	35.3	102	18669	81.8	27.6	98
25 SHWG - 30 DAY AV FREQ	7.94	8.04				7.51				8.23				8.30			
30 DAY REACH	62117	55691	76.8	89.7	100	16358	75.6	26.3	99	22139	79.0	35.6	103	17195	75.3	27.7	98
CABLE TV: HOME WIRED	32077	29370	40.5	91.6	102	9443	43.6	29.4	110	11815	42.1	36.8	106	8111	35.5	25.3	90
HOME NOT WIRED	48909	43145	59.5	88.2	99	12207	56.4	25.0	93	16216	57.9	33.2	96	14722	64.5	30.1	107
HAVE PAY CABLE	15935	14814	20.4	93.0	104	5216	24.1	32.7	122	6161	22.0	38.7	112	3438	15.1	21.6	77

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK (LIQUID IN BOTTLES & CARTONS): USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0378
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	72515	100.0	89.5	100	21650	100.0	26.7	100	28031	100.0	34.6	100	22834	100.0	28.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39574	54.6	90.1	101	12280	56.7	28.0	105	15122	53.9	34.4	99	12172	53.3	27.7	98
10:00 AM - 3:00 PM	30659	27603	38.1	90.0	101	8814	40.7	28.7	108	10954	39.1	35.7	103	7835	34.3	25.6	91
3:00 PM - 7:00 PM	31045	27750	38.3	89.4	100	8933	41.3	28.8	108	10777	38.4	34.7	100	8041	35.2	25.9	92
7:00 PM - MIDNIGHT	15767	14050	19.4	89.1	100	4325	20.0	27.4	103	5604	20.0	35.5	103	4121	18.0	26.1	93
MIDNIGHT - 6:00 AM	9120	8299	11.4	91.0	102	2403	11.1	26.3	99	3023	10.8	33.1	96	2873	12.6	31.5	112
6:00 AM - MIDNIGHT	58527	52586	72.5	89.8	100	16287	75.2	27.8	104	20545	73.3	35.1	101	15754	69.0	26.9	95
ENTIRE DAY	59311	53287	73.5	89.8	100	16462	76.0	27.8	104	20802	74.2	35.1	101	16023	70.2	27.0	96
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14690	20.3	90.8	101	4786	22.1	29.6	111	5922	21.1	36.6	106	3982	17.4	24.6	87
ALL NEWS	2256	2038	2.8	90.3	101	577	2.7	25.6	96	725	2.6	32.1	93	737	3.2	32.7	116
AOR/PROGRESSIVE	3874	3478	4.8	89.8	100	995	4.6	25.7	96	1476	5.3	38.1	110	1007	4.4	26.0	92
BEAUTIFUL MUSIC	5660	5161	7.1	91.2	102	1585	7.3	28.0	105	1925	6.9	34.0	98	1651	7.2	29.2	103
BLACK	2204	1837	2.5	83.3	93	616	2.8	27.9	105	682	2.4	30.9	89	539	2.4	24.5	87
CLASSICAL	1418	1320	1.8	93.1	104	357	1.6	25.2	94	451	1.6	31.8	92	511	2.2	36.0	128
CHR/ROCK	9538	8576	11.8	89.9	100	3024	14.0	31.7	119	3133	11.2	32.8	95	2419	10.6	25.4	90
COUNTRY	12648	11478	15.8	90.7	101	3409	15.7	27.0	101	4764	17.0	37.7	109	3305	14.5	26.1	93
GOLDEN OLDIES	1191	1001	1.4	84.0	94	*268	1.2	22.5	84	432	1.5	36.3	105	301	1.3	25.3	90
MOR/NOSTALGIA	4757	4257	5.9	89.5	100	1293	6.0	27.2	102	1566	5.6	32.9	95	1398	6.1	29.4	104
NEWS/TALK	3863	3355	4.6	86.8	97	955	4.4	24.7	92	1275	4.5	33.0	95	1124	4.9	29.1	103
RELIGIOUS	3084	2748	3.8	89.1	100	885	4.1	28.7	107	959	3.4	31.1	90	903	4.0	29.3	104
SOFT ROCK	521	401	0.6	77.0	86	**153	0.7	29.4	110	*151	0.5	29.0	84	**97	0.4	18.6	66
URBAN CONTEMPORARY	1585	1373	1.9	86.6	97	441	2.0	27.8	104	500	1.8	31.5	91	432	1.9	27.3	97
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2750	3.8	84.3	94	1078	5.0	33.1	124	914	3.3	28.0	81	758	3.3	23.2	82
ABC DIRECTION	2316	2169	3.0	93.7	105	592	2.7	25.6	96	893	3.2	38.6	111	684	3.0	29.5	105
ABC ENTERTAINMENT	4834	4453	6.1	92.1	103	1341	6.2	27.7	104	1931	6.9	39.9	115	1181	5.2	24.4	87
ABC FM	2202	1973	2.7	89.6	100	583	2.7	26.5	99	836	3.0	38.0	110	553	2.4	25.1	89
ABC INFORMATION	5425	4823	6.7	88.9	99	1337	6.2	24.6	92	1894	6.8	34.9	101	1592	7.0	29.3	104
ABC ROCK	1677	1547	2.1	92.2	103	518	2.4	30.9	116	668	2.4	39.8	115	362	1.6	21.6	77
CBS	4430	3965	5.5	89.5	100	1141	5.3	25.8	96	1500	5.4	33.9	98	1324	5.8	29.9	106
MUTUAL	4992	4500	6.2	90.1	101	1379	6.4	27.6	103	1735	6.2	34.8	100	1386	6.1	27.8	98
NBC	4679	4236	5.8	90.5	101	1395	6.4	29.8	112	1661	5.9	35.5	103	1181	5.2	25.2	90
RADIORADIO	1994	1830	2.5	91.8	102	608	2.8	30.5	114	713	2.5	35.8	103	510	2.2	25.6	91
RKO ONE	2298	2017	2.8	87.8	98	635	2.9	27.6	103	851	3.0	37.0	107	530	2.3	23.1	82
RKO TWO	3311	2939	4.1	88.8	99	840	3.9	25.4	95	1289	4.6	38.9	112	810	3.5	24.5	87
THE SOURCE	2114	1936	2.7	91.6	102	533	2.5	25.2	94	752	2.7	35.6	103	650	2.8	30.7	109
NON-WIRED : BLAIR	8654	7863	10.8	90.9	101	2616	12.1	30.2	113	3060	10.9	35.4	102	2188	9.6	25.3	90
INTERNET	12025	10915	15.1	90.8	101	3479	16.1	28.9	108	4296	15.3	35.7	103	3140	13.8	26.1	93
KATZ RADIO GROUP	15359	13684	18.9	89.1	100	3988	18.4	26.0	97	5445	19.4	35.5	102	4251	18.6	27.7	98
SUPERNET	10628	9643	13.3	90.7	101	3004	13.9	28.3	106	3860	13.8	36.3	105	2779	12.2	26.1	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7737	10.7	89.4	100	2163	10.0	25.0	93	3004	10.7	34.7	100	2571	11.3	29.7	105
WKDAY 9:00 AM - 1:00 PM	12163	10913	15.0	89.7	100	3365	15.5	27.7	103	4274	15.2	35.1	102	3273	14.3	26.9	95
WKDAY 1:00 PM - 4:30 PM	16150	14515	20.0	89.9	100	4562	21.1	28.2	106	5614	20.0	34.8	100	4340	19.0	26.9	95
WKDAY 4:30 PM - 7:30 PM	22463	19978	27.6	88.9	99	5845	27.0	26.0	97	7519	26.8	33.5	97	6615	29.0	29.4	104
WKDAY 7:30 PM - 8:00 PM	31795	28423	39.2	89.4	100	8331	38.5	26.2	98	10702	38.2	33.7	97	9390	41.1	29.5	105
WKDAY 11:00 PM - 11:30 PM	23977	21606	29.8	90.1	101	6658	30.8	27.8	104	8071	28.8	33.7	97	6877	30.1	28.7	102
WKDAY 11:30 PM - 1:00 AM	7703	6996	9.6	90.8	101	2398	11.1	31.1	116	2523	9.0	32.8	95	2076	9.1	27.0	96
M-SAT 8-11 PM+SUN 7-11 PM	33800	30396	41.9	89.9	100	9175	42.4	27.1	102	11595	41.4	34.3	99	9626	42.2	28.5	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6535	5877	8.1	89.9	100	2217	10.2	33.9	127	2155	7.7	33.0	95	1505	6.6	23.0	82
ANOTHER WORLD N	4620	4146	5.7	89.7	100	1289	6.0	27.9	104	1608	5.7	34.8	101	1249	5.5	27.0	96
AS THE WORLD TURNS C	5614	4983	6.9	88.8	99	1306	6.0	23.3	87	2039	7.3	36.3	105	1638	7.2	29.2	103
CAPITOL C	3396	2929	4.0	86.2	96	821	3.8	24.2	90	1178	4.2	34.7	100	929	4.1	27.4	97
CBS MORN. NEWS 1 C	1446	1213	1.7	83.9	94	299	1.4	20.7	77	444	1.6	30.7	89	470	2.1	32.5	115
CBS MORN. NEWS 2 C	1207	965	1.3	80.0	89	219	1.0	18.1	68	365	1.3	30.2	87	380	1.7	31.5	112
DAYS OF OUR LIVES N	5877	5387	7.4	91.7	102	1639	7.6	27.9	104	2188	7.8	37.2	108	1560	6.8	26.5	94
FACTS OF LIFE - DAYTIME N	2290	2079	2.9	90.8	101	631	2.9	27.6	103	762	2.7	33.3	96	686	3.0	30.0	106
FAMILY FEUD A	3023	2733	3.8	90.4	101	840	3.9	27.8	104	926	3.3	30.6	89	968	4.2	32.0	114
GENERAL HOSPITAL A	6097	5445	7.5	89.3	100	1965	9.1	32.2	121	1990	7.1	32.6	94	1490	6.5	24.4	87
GOOD MORNING, AMERICA-730 A	3515	3248	4.5	92.4	103	862	4.0	24.5	92	1321	4.7	37.6	109	1065	4.7	30.3	107
GOOD MORNING, AMERICA-830 A	2818	2651	3.7	94.1	105	771	3.6	27.4	102	1120	4.0	39.7	115	760	3.3	27.0	96
GUIDING LIGHT C	5339	4771	6.6	89.4	100	1207	5.6	22.6	85	1911	6.8	35.8	103	1653	7.2	31.0	110
ONE LIFE TO LIVE A	4478	4021	5.5	89.8	100	1504	6.9	33.6	126	1418	5.1	31.7	91	1099	4.8	24.5	87
PRESS YOUR LUCK C	2244	2026	2.8	90.3	101	623	2.9	27.8	104	798	2.8	35.6	103	605	2.6	27.0	96
PRICE IS RIGHT 1 C	4348	3820	5.3	87.9	98	1025	4.7	23.6	88	1563	5.6	35.9	104	1232	5.4	28.3	100
PRICE IS RIGHT 2 C	5014	4459	6.1	88.9	99	1248	5.8	24.9	93	1766	6.3	35.2	102	1444	6.3	28.8	102
RYAN'S HOPE A	3150	2817	3.9	89.4	100	1026	4.7	32.6	122	1003	3.6	31.8	92	789	3.5	25.0	89
SALE OF THE CENTURY N	2695	2379	3.3	88.3	99	716	3.3	26.6	99	870	3.1	32.3	93	793	3.5	29.4	104
SEARCH FOR TOMORROW N	2319	2095	2.9	90.3	101	560	2.6	24.1	90	873	3.1	37.6	109	662	2.9	28.5	101
TODAY SHOW 1 N	2693	2430	3.4	90.2	101	516	2.4	19.2	72	1002	3.6	37.2	107	913	4.0	33.9	120
TODAY SHOW 2 N	2498	2250	3.1	90.1	101	517	2.4	20.7	77	875	3.1	35.0	101	858	3.8	34.3	122
$25,000 PYRAMID C	2753	2486	3.4	90.3	101	692	3.2	25.1	94	937	3.3	34.0	98	856	3.7	31.1	110
WHEEL OF FORTUNE N	4388	4007	5.5	91.3	102	1156	5.3	26.3	99	1462	5.2	33.3	96	1389	6.1	31.7	112
YOUNG AND THE RESTLESS C	5695	5050	7.0	88.7	99	1463	6.8	25.7	96	2072	7.4	36.4	105	1514	6.6	26.6	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1503	2.1	85.4	95	396	1.8	22.5	84	595	2.1	33.8	98	511	2.2	29.0	103
NBA PLAYOFF GAME -1 C	1136	1035	1.4	91.1	102	297	1.4	26.1	98	399	1.4	35.1	101	339	1.5	29.8	106
NBC MAJOR LEAGUE PRE-GAME N	953	844	1.2	88.6	99	*177	0.8	18.6	69	370	1.3	38.8	112	297	1.3	31.2	111
SPORTSWORLD - SUN N	1233	1130	1.6	91.6	102	372	1.7	30.2	113	396	1.4	32.1	93	362	1.6	29.4	104
SUNDAY MORNING C	1611	1402	1.9	87.0	97	292	1.3	18.1	68	541	1.9	33.6	97	570	2.5	35.4	125

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MILK (LIQUID IN BOTTLES & CARTONS): USAGE ON AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0379
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS %	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS THREE - SIX A '000	MEDIUM USERS THREE - SIX B % DOWN	MEDIUM USERS THREE - SIX C % ACROSS %	MEDIUM USERS THREE - SIX D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS %	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	72515	100.0	89.5	100	21650	100.0	26.7	100	28031	100.0	34.6	100	22834	100.0	28.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	23146	31.9	88.8	99	6350	29.3	24.4	91	8647	30.8	33.2	96	8149	35.7	31.3	111
NETWORK AFFILIATES - LATE		20261	18251	25.2	90.1	101	5552	25.6	27.4	103	6817	24.3	33.6	97	5881	25.8	29.0	103
INDEPENDENTS - LATE		2076	1820	2.5	87.7	98	483	2.2	23.3	87	689	2.5	33.2	96	648	2.8	31.2	111
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9617	13.3	92.0	103	3077	14.2	29.4	110	3702	13.2	35.4	102	2838	12.4	27.2	96
ABC MONDAY NIGHT MOVIE	A	6412	5853	8.1	91.3	102	1796	8.3	28.0	105	2199	7.8	34.3	99	1859	8.1	29.0	103
ABC SUNDAY NIGHT MOVIE	A	12407	11124	15.3	89.7	100	3236	14.9	26.1	98	4310	15.4	34.7	100	3578	15.7	28.8	102
ABC WORLD NEWS TONIGHT	A	6176	5503	7.6	89.1	100	1575	7.3	25.5	95	2100	7.5	34.0	98	1828	8.0	29.6	105
AFTERMASH	C	5863	5236	7.2	89.3	100	1566	7.2	26.7	100	1876	6.7	32.0	92	1793	7.9	30.6	108
ALICE	C	9594	8570	11.8	89.3	100	2342	10.8	24.4	91	3283	11.7	34.2	99	2945	12.9	30.7	109
AMERICAN PARADE	C	6622	5849	8.1	88.3	99	1555	7.2	23.5	88	2236	8.0	33.8	98	2057	9.0	31.1	110
BENSON	A	10886	9727	13.4	89.4	100	2683	12.4	24.6	92	3910	13.9	35.9	104	3133	13.7	28.8	102
BLUE THUNDER	A	5036	4599	6.3	91.3	102	1584	7.3	31.5	118	1635	5.8	32.5	94	1380	6.0	27.4	97
CAGNEY & LACEY	C	9965	9041	12.5	90.7	101	2834	13.1	28.4	106	3227	11.5	32.4	94	2980	13.1	29.9	106
CBS EVENING NEWS-DEAN	C	3491	3118	4.3	89.3	100	887	4.1	25.4	95	1154	4.1	33.1	96	1078	4.7	30.9	110
CBS EVENING NEWS-RATHER	C	7123	6343	8.7	89.0	99	1795	8.3	25.2	94	2177	7.8	30.6	88	2371	10.4	33.3	118
CBS SAT. NEWS-SCHIEFFER	C	3621	3236	4.5	89.4	100	686	3.2	18.9	71	1220	4.4	33.7	97	1330	5.8	36.7	130
CBS SATURDAY NIGHT MOVIE	C	5436	4894	6.7	90.0	101	1393	6.4	25.6	96	1963	7.0	36.1	104	1537	6.7	28.3	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	5312	7.3	87.1	97	1496	6.9	24.5	92	2259	8.1	37.0	107	1557	6.8	25.5	91
CHEERS	N	8889	8057	11.1	90.6	101	2753	12.7	31.0	116	3047	10.9	34.3	99	2256	9.9	25.4	90
DALLAS	C	22109	19652	27.1	88.9	99	5372	24.8	24.3	91	7782	27.8	35.2	102	6498	28.5	29.4	104
DIFF'RENT STROKES	N	6940	6198	8.5	89.3	100	2194	10.1	31.6	118	2145	7.7	30.9	89	1859	8.1	26.8	95
DOUBLE TROUBLE	N	7223	6540	9.0	90.5	101	2058	9.5	28.5	107	2687	9.6	37.2	107	1795	7.9	24.9	88
DUCK FACTORY	N	5595	5077	7.0	90.7	101	1695	7.8	30.3	113	1932	6.9	34.5	100	1451	6.4	25.9	92
DUKES OF HAZZARD	C	5768	5145	7.1	89.2	100	1607	7.4	27.9	104	1988	7.1	34.5	100	1550	6.8	26.9	95
DYNASTY	A	20053	18079	24.9	90.2	101	5290	24.4	26.4	99	6674	23.8	33.3	96	6115	26.8	30.5	108
FACTS OF LIFE	N	8087	7326	10.1	90.6	101	2318	10.7	28.7	107	2970	10.6	36.7	106	2038	8.9	25.2	89
FALCON CREST	C	20046	17892	24.7	89.3	100	4968	22.9	24.8	93	7100	25.3	35.4	102	5824	25.5	29.1	103
FALL GUY	A	9084	8216	11.3	90.4	101	2518	11.6	27.7	104	3199	11.4	35.2	102	2500	10.9	27.5	98
FAMILY TIES	N	7964	7248	10.0	91.0	102	2485	11.5	31.2	117	2619	9.3	32.9	95	2145	9.4	26.9	96
FANTASY ISLAND	A	7687	6761	9.3	88.0	98	2194	10.1	28.5	107	2288	8.2	29.8	86	2280	10.0	29.7	105
FOULUPS,BLEEPS & BLUNDERS	A	8861	7969	11.0	89.9	100	2537	11.7	28.6	107	3027	10.8	34.2	99	2405	10.5	27.1	96
FOUR SEASONS	C	5095	4637	6.4	91.0	102	1478	6.8	29.0	109	1560	5.6	30.6	88	1600	7.0	31.4	111
GIMME A BREAK	N	8838	7965	11.0	90.1	101	2498	11.5	28.3	106	2790	10.0	31.6	91	2678	11.7	30.3	107
HART TO HART	A	8978	8093	11.2	90.1	101	2490	11.5	27.7	104	2954	10.5	32.9	95	2649	11.6	29.5	105
HILL STREET BLUES	N	8590	7831	10.8	91.2	102	2448	11.3	28.5	107	2951	10.5	34.4	99	2431	10.6	28.3	100
HOTEL	A	14085	12816	17.7	91.0	102	4032	18.6	28.6	107	4520	16.1	32.1	93	4264	18.7	30.3	107
JEFFERSONS	C	9360	8358	11.6	89.6	100	2326	10.7	24.9	93	3194	11.4	34.1	99	2868	12.6	30.6	109
JENNIFER SLEPT HERE	N	5841	5212	7.2	89.2	100	1721	7.9	29.5	110	2011	7.2	34.4	99	1480	6.5	25.3	90
KATE & ALLIE	C	9206	8163	11.3	88.7	99	2425	11.2	26.3	99	3008	10.7	32.7	94	2731	12.0	29.7	105
KNIGHT RIDER	N	7076	6458	8.9	91.3	102	2062	9.5	29.1	109	2278	8.1	32.2	93	2118	9.3	29.9	106
LOVE BOAT	A	12219	10793	14.9	88.3	99	3096	14.3	25.3	95	4011	14.3	32.8	95	3686	16.1	30.2	107
MAGNUM PI	C	11199	10060	13.9	89.8	100	2999	13.9	26.8	100	3968	14.2	35.4	102	3092	13.5	27.6	98
MAMA'S FAMILY	N	6057	5444	7.5	89.9	100	1712	7.9	28.3	106	1944	6.9	32.1	93	1788	7.8	29.5	105
MASTER, THE	N	3598	3185	4.4	88.5	99	1176	5.4	32.7	122	1038	3.7	28.8	83	971	4.3	27.0	96
MATT HOUSTON	A	6344	5789	8.0	91.3	102	2044	9.4	32.2	121	1985	7.1	31.3	90	1761	7.7	27.8	98
NBC MONDAY NIGHT MOVIE	N	11994	10835	14.9	90.3	101	3451	15.9	28.8	108	4227	15.1	35.2	102	3157	13.8	26.3	93
NBC NIGHTLY NEWS	N	5132	4549	6.3	88.6	99	1092	5.0	21.3	80	1765	6.3	34.4	99	1693	7.4	33.0	117
NBC NIGHTLY NEWS-SAT	N	3375	2893	4.0	85.7	96	674	3.1	20.0	75	1181	4.2	35.0	101	1038	4.5	30.8	109
NBC NIGHTLY NEWS-SUN	N	3130	2698	3.7	86.2	96	622	2.9	19.9	74	1051	3.7	33.6	97	1025	4.5	32.7	116
NBC SUNDAY NIGHT MOVIE	N	8284	7568	10.4	91.4	102	2632	12.2	31.8	119	2910	10.4	35.1	101	2027	8.9	24.5	87
NEWHART	C	9240	8200	11.3	88.7	99	2509	11.6	27.2	102	3131	11.2	33.9	98	2560	11.2	27.7	98
ONE DAY AT A TIME	C	7288	6516	9.0	89.4	100	2095	9.7	28.7	108	2427	8.7	33.3	96	1994	8.7	27.4	97
PEOPLE ARE FUNNY	N	4855	4345	6.0	89.5	100	1442	6.7	29.7	111	1536	5.5	31.6	91	1367	6.0	28.2	100
REAL PEOPLE	N	8869	8085	11.1	91.2	102	2269	10.5	25.6	96	3208	11.4	36.2	105	2609	11.4	29.4	104
REMINGTON STEELE	N	7743	7034	9.7	90.8	101	2209	10.2	28.5	107	2688	9.6	34.7	100	2137	9.4	27.6	98
RIPLEY'S BELIEVE IT - NOT	A	5345	4879	6.7	91.3	102	1647	7.6	30.8	115	1893	6.8	35.4	102	1338	5.9	25.0	89
RIPTIDE	N	6988	6429	8.9	92.0	103	2065	9.5	29.6	111	2331	8.3	33.4	96	2033	8.9	29.1	103
SCARECROW & MRS. KING	C	10002	8920	12.3	89.2	100	2455	11.3	24.5	92	3266	11.7	32.7	94	3199	14.0	32.0	113
SIMON & SIMON	C	10638	9749	13.4	91.6	102	2980	13.8	28.0	105	3535	12.6	33.2	96	3234	14.2	30.4	108
60 MINUTES	C	13293	11840	16.3	89.1	99	2797	12.9	21.0	79	4763	17.0	35.8	104	4281	18.7	32.2	114
ST. ELSEWHERE	N	7017	6386	8.8	91.0	102	2190	10.1	31.2	117	2419	8.6	34.5	100	1777	7.8	25.3	90
THREE'S COMPANY	A	10917	9888	13.6	90.6	101	3043	14.1	27.9	104	3814	13.6	34.9	101	3030	13.3	27.8	98
T.J. HOOKER	A	9204	8302	11.4	90.2	101	2226	10.3	24.2	90	3198	11.4	34.7	100	2878	12.6	31.3	111
TONIGHT SHOW	N	2372	2185	3.0	92.1	103	677	3.1	28.5	107	771	2.8	32.5	94	737	3.2	31.1	110
TRAPPER JOHN, M.D.	C	9846	8786	12.1	89.2	100	2499	11.5	25.4	95	3252	11.6	33.0	95	3035	13.3	30.8	109
TV BLOOPERS & PRAC. JOKES	N	9105	8325	11.5	91.4	102	2391	11.0	26.3	98	3377	12.0	37.1	107	2557	11.2	28.1	100
20/20	A	9387	8475	11.7	90.3	101	2472	11.4	26.3	99	3233	11.5	34.4	100	2769	12.1	29.5	105
WEBSTER	A	11067	9899	13.7	89.4	100	2866	13.2	25.9	97	3834	13.7	34.6	100	3200	14.0	28.9	103
WORLD NEWS - SUN	A	3062	2751	3.8	89.8	100	819	3.8	26.7	100	983	3.5	32.1	93	948	4.2	31.0	110
YELLOW ROSE	N	4978	4504	6.2	90.5	101	1335	6.2	26.8	100	1677	6.0	33.7	97	1492	6.5	30.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	8134	11.2	91.6	102	2733	12.6	30.8	115	3264	11.6	36.8	106	2138	9.4	24.1	85
BASKETBALL - COLLEGE GAMES		4080	3840	5.3	94.1	105	1182	5.5	29.0	108	1439	5.1	35.3	102	1219	5.3	29.9	106
BASKETBALL - PRO GAMES		3607	3337	4.6	92.5	103	955	4.4	26.5	99	1261	4.5	35.0	101	1121	4.9	31.1	110
BOWLING		3883	3678	5.1	94.7	106	1300	6.0	33.5	125	1276	4.6	32.9	95	1102	4.8	28.4	101
BOXING		3928	3610	5.0	91.9	103	1265	5.8	32.2	120	1619	5.8	41.2	119	726	3.2	18.5	66
FOOTBALL - COLLEGE GAMES		6366	5921	8.2	93.0	104	1638	7.6	25.7	96	2580	9.2	40.5	117	1703	7.5	26.8	95
FOOTBALL - PRO GAMES		11300	10658	14.7	94.3	105	3463	16.0	30.6	115	4425	15.8	39.2	113	2769	12.1	24.5	87
GOLF		3378	3177	4.4	94.0	105	1019	4.7	30.2	113	1318	4.7	39.0	113	841	3.7	24.9	88
POST-SEASON COLL. FOOTBALL		4906	4547	6.3	92.7	104	1376	6.4	28.0	105	2035	7.3	41.5	120	1137	5.0	23.2	82
POST-SEASON PRO FOOTBALL		6120	5829	8.0	95.2	106	1735	8.0	28.3	106	2548	9.1	41.6	120	1545	6.8	25.2	90
TENNIS		3033	2794	3.9	92.1	103	938	4.3	30.9	116	948	3.4	31.3	90	908	4.0	29.9	106
WRESTLING - PROFESSIONAL		3344	3115	4.3	93.2	104	1372	6.3	41.0	153	1137	4.1	34.0	98	606	2.7	18.1	64

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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MILK (LIQUID IN BOTTLES & CARTONS) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE REGULAR/WHOLE MILK A '000	B % DOWN	C % ACROSS	D INDX	USE LOW FAT/SKIM MILK A '000	B % DOWN	C % ACROSS	D INDX	USE BUTTER MILK A '000	B % DOWN	C % ACROSS	D INDX	USE FLAVORED MILK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	48653	100.0	60.1	100	33101	100.0	40.9	100	10495	100.0	13.0	100	4487	100.0	5.5	100
18 - 24	9282	6399	13.2	68.9	115	3004	9.1	32.4	79	*628	6.0	6.8	52	859	19.1	9.3	167
25 - 34	19072	11645	23.9	61.1	102	8621	26.0	45.2	111	1403	13.4	7.4	57	1582	35.3	8.3	150
35 - 44	14591	8643	17.8	59.2	99	6002	18.1	41.1	101	1923	18.3	13.2	102	852	19.0	5.8	105
45 - 54	11345	6924	14.2	61.0	102	5051	15.3	44.5	109	1731	16.5	15.3	118	571	12.7	5.0	91
55 - 64	11635	6689	13.7	57.5	96	5204	15.7	44.7	109	1951	18.6	16.8	129	*344	7.7	3.0	53
65 OR OLDER	15061	8353	17.2	55.5	92	5219	15.8	34.7	85	2860	27.3	19.0	147	*279	6.2	1.9	33
18 - 34	28354	18044	37.1	63.6	106	11624	35.1	41.0	100	2031	19.4	7.2	55	2441	54.4	8.6	155
18 - 49	48339	30136	61.9	62.3	104	20076	60.7	41.5	102	4906	46.7	10.1	78	3642	81.2	7.5	136
25 - 54	45008	27212	55.9	60.5	101	19674	59.4	43.7	107	5057	48.2	11.2	87	3006	67.0	6.7	121
35 - 49	19985	12092	24.9	60.5	101	8452	25.5	42.3	103	2875	27.4	14.4	111	1201	26.8	6.0	108
50 OR OLDER	32647	18518	38.1	56.7	94	13025	39.3	39.9	98	5589	53.3	17.1	132	845	18.8	2.6	47
GRADUATED COLLEGE	11155	5657	11.6	50.7	84	6314	19.1	56.6	138	1170	11.1	10.5	81	469	10.5	4.2	76
ATTENDED COLLEGE	13682	7139	14.7	52.2	87	7113	21.5	52.0	127	1554	14.8	11.4	88	716	16.0	5.2	94
GRADUATED HIGH SCHOOL	33880	20938	43.0	61.8	103	13882	41.9	41.0	100	3657	34.8	10.8	83	2150	47.9	6.3	115
DID NOT GRADUATE HIGH SCHOOL	22270	14919	30.7	67.0	112	5791	17.5	26.0	64	4114	39.2	18.5	143	1152	25.7	5.2	93
EMPLOYED	40306	23711	48.7	58.8	98	18321	55.3	45.5	111	4522	43.1	11.2	87	2406	53.6	6.0	108
EMPLOYED FULL-TIME	32850	19475	40.0	59.3	99	14700	44.4	44.7	109	3745	35.7	11.4	88	1969	43.9	6.0	108
EMPLOYED PART-TIME	7456	4236	8.7	56.8	95	3621	10.9	48.6	119	776	7.4	10.4	80	*437	9.7	5.9	106
NOT EMPLOYED	40680	24943	51.3	61.3	102	14780	44.7	36.3	89	5974	56.9	14.7	113	2080	46.4	5.1	92
PROFESSIONAL/MANAGER	10392	5343	11.0	51.4	86	5765	17.4	55.5	136	987	9.4	9.5	73	*428	9.5	4.1	74
TECH/CLERICAL/SALES	17574	10135	20.8	57.7	96	8280	25.0	47.1	115	1686	16.1	9.6	74	1055	23.5	6.0	108
PRECISION/CRAFT	985	663	1.4	67.3	112	*390	1.2	39.6	97	**172	1.6	17.5	135	**78	1.7	7.9	143
OTHER EMPLOYED	11354	7570	15.6	66.7	111	3886	11.7	34.2	84	1677	16.0	14.8	114	845	18.8	7.4	134
SINGLE	9863	5753	11.8	58.3	97	3920	11.8	39.7	97	782	7.5	7.9	61	597	13.3	6.1	109
MARRIED	51375	31456	64.7	61.2	102	22712	68.6	44.2	108	6646	63.3	12.9	100	2982	66.5	5.8	105
DIVORCED/SEPARATED/WIDOWED	19748	11444	23.5	58.0	96	6470	19.5	32.8	80	3068	29.2	15.5	120	908	20.2	4.6	83
PARENTS	32590	21077	43.3	64.7	108	12905	39.0	39.6	97	3286	31.3	10.1	78	2718	60.6	8.3	151
WHITE	70416	41353	85.0	58.7	98	30796	93.0	43.7	107	8648	82.4	12.3	95	3835	85.5	5.4	98
BLACK	8778	6157	12.7	70.1	117	1564	4.7	17.8	44	1753	16.7	20.0	154	571	12.7	6.5	117
OTHER	1791	1143	2.3	63.8	106	*741	2.2	41.4	101	**94	0.9	5.2	41	**80	1.8	4.5	81
NORTHEAST-CENSUS	17786	11677	24.0	65.7	109	7511	22.7	42.2	103	1090	10.4	6.1	47	778	17.3	4.4	79
NORTH CENTRAL	20741	10569	21.7	51.0	85	10375	31.3	50.0	122	1887	18.0	9.1	70	1495	33.3	7.2	130
SOUTH	27775	19419	39.9	69.9	116	7708	23.3	27.8	68	6013	57.3	21.6	167	1538	34.3	5.5	100
WEST	14683	6988	14.4	47.6	79	7507	22.7	51.1	125	1506	14.3	10.3	79	676	15.1	4.6	83
NORTHEAST-MKTG.	17961	11650	23.9	64.9	108	7292	22.0	40.6	99	1288	12.3	7.2	55	865	19.3	4.8	87
EAST CENTRAL	11885	6893	14.2	58.0	97	5309	16.0	44.7	109	1297	12.4	10.9	84	701	15.6	5.9	106
WEST CENTRAL	14090	6774	13.9	48.1	80	7416	22.4	52.6	129	1272	12.1	9.0	70	992	22.1	7.0	127
SOUTH	24081	17381	35.7	72.2	120	6475	19.6	26.9	66	5402	51.5	22.4	173	1345	30.0	5.6	101
PACIFIC	12969	5956	12.2	45.9	76	6608	20.0	51.0	125	1237	11.8	9.5	74	*584	13.0	4.5	81
COUNTY SIZE A	32439	18388	37.8	56.7	94	13772	41.6	42.5	104	3007	28.7	9.3	72	1679	37.4	5.2	93
COUNTY SIZE B	24915	15411	31.7	61.9	103	10236	30.9	41.1	101	3427	32.7	13.8	106	1373	30.6	5.5	99
COUNTY SIZE C	12930	8095	16.6	62.6	104	5244	15.8	40.6	99	2136	20.4	16.5	127	892	19.9	6.9	125
COUNTY SIZE D	10703	6759	13.9	63.2	105	3849	11.6	36.0	88	1926	18.4	18.0	139	542	12.1	5.1	91
METRO CENTRAL CITY	24518	14350	29.5	58.5	97	9726	29.4	39.7	97	2958	28.2	12.1	93	1506	33.6	6.1	111
METRO SUBURBAN	35919	21126	43.4	58.8	98	15787	47.7	44.0	108	3791	36.1	10.6	81	1842	41.1	5.1	93
NON METRO	20549	13177	27.1	64.1	107	7588	22.9	36.9	90	3746	35.7	18.2	141	1139	25.4	5.5	100
TOP 5 ADI'S	18341	10322	21.2	56.3	94	7821	23.6	42.6	104	1257	12.0	6.9	53	1086	24.2	5.9	107
TOP 10 ADI'S	25378	15050	30.9	59.3	99	10125	30.6	39.9	98	2196	20.9	8.7	67	1322	29.5	5.2	94
TOP 20 ADI'S	36488	21068	43.3	57.7	96	15277	46.2	41.9	102	3610	34.4	9.9	76	1957	43.6	5.4	97
HSHLD INC. $50,000 OR MORE	6612	3542	7.3	53.6	89	3817	11.5	57.7	141	*690	6.6	10.4	81	**279	6.2	4.2	76
$40,000 OR MORE	12659	6986	14.4	55.2	92	6889	20.8	54.4	133	1263	12.0	10.0	77	*508	11.3	4.0	72
$30,000 OR MORE	24698	13815	28.4	55.9	93	12799	38.7	51.8	127	2571	24.5	10.4	80	1232	27.5	5.0	90
$25,000 OR MORE	32077	17980	37.0	56.1	93	16547	50.0	51.6	126	3427	32.7	10.7	82	1700	37.9	5.3	96
$20,000 - $24,999	9144	5538	11.4	60.6	101	3658	11.1	40.0	98	1227	11.7	13.4	104	*453	10.1	5.0	89
$15,000 - $19,999	8728	5258	10.8	60.2	100	3415	10.3	39.1	96	1039	9.9	11.9	92	*571	12.7	6.5	118
$10,000 - $14,999	12562	8202	16.9	65.3	109	4630	14.0	36.9	90	1717	16.4	13.7	105	791	17.6	6.3	114
UNDER $10,000	18475	11675	24.0	63.2	105	4851	14.7	26.3	64	3085	29.4	16.7	129	972	21.7	5.3	95
HOUSEHOLD OF 1 PERSON	11987	6077	12.5	50.7	84	4545	13.7	37.9	93	1516	14.4	12.6	98	297	6.6	2.5	45
2 PEOPLE	26577	15178	31.2	57.1	95	11527	34.8	43.4	106	3959	37.7	14.9	115	1067	23.8	4.0	72
3 OR 4 PEOPLE	30617	19325	39.7	63.1	105	12757	38.5	41.7	102	3614	34.4	11.8	91	2244	50.0	7.3	132
5 OR MORE PEOPLE	11804	8074	16.6	68.4	114	4272	12.9	36.2	89	1406	13.4	11.9	92	879	19.6	7.4	134
NO CHILD IN HSHLD	46165	25986	53.4	56.3	94	19553	59.1	42.4	104	6842	65.2	14.8	114	1520	33.9	3.3	59
CHILD(REN) UNDER 2 YRS	5325	3844	7.9	72.2	120	2051	6.2	38.5	94	*461	4.4	8.7	67	*492	11.0	9.2	167
2 - 5 YEARS	14221	9900	20.3	69.6	116	5223	15.8	36.7	90	1289	12.3	9.1	70	1349	30.1	9.5	171
6 - 11 YEARS	15117	9490	19.5	62.8	104	5910	17.9	39.1	96	1534	14.6	10.1	78	1360	30.3	9.0	162
12 - 17 YEARS	16611	10499	21.6	63.2	105	6362	19.2	38.3	94	1905	18.2	11.5	88	1175	26.2	7.1	128
RESIDENCE OWNED	55884	32481	66.8	58.1	97	24683	74.6	44.2	108	8119	77.4	14.5	112	2651	59.1	4.7	86
VALUE: $50,000 OR MORE	31744	16593	34.1	52.3	87	16158	48.8	50.9	125	3924	37.4	12.4	95	1302	29.0	4.1	74
VALUE: UNDER $50,000	24140	15888	32.7	65.8	110	8526	25.8	35.3	86	4195	40.0	17.4	134	1349	30.1	5.6	101

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MILK (LIQUID IN BOTTLES & CARTONS) - TYPES
(FEMALE HOMEMAKERS)

0381
P-18

		TOTAL U.S. '000	USE REGULAR/WHOLE MILK A '000	B % DOWN	C % ACROSS	D INDX	USE LOW FAT/SKIM MILK A '000	B % DOWN	C % ACROSS	D INDX	USE BUTTER MILK A '000	B % DOWN	C % ACROSS	D INDX	USE FLAVORED MILK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	48653	100.0	60.1	100	33101	100.0	40.9	100	10495	100.0	13.0	100	4487	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	8846	18.2	56.0	93	7650	23.1	48.4	118	2210	21.1	14.0	108	1009	22.5	6.4	115
	QUINTILE 2	17259	10232	21.0	59.3	99	7988	24.1	46.3	113	2171	20.7	12.6	97	1132	25.2	6.6	118
	QUINTILE 3	13545	8252	17.0	60.9	101	5695	17.2	42.0	103	1420	13.5	10.5	81	801	17.9	5.9	107
	QUINTILE 4	15133	9191	18.9	60.7	101	5686	17.2	37.6	92	1778	16.9	11.7	91	703	15.7	4.6	84
	QUINTILE 5	19250	12132	24.9	63.0	105	6081	18.4	31.6	77	2917	27.8	15.2	117	842	18.8	4.4	79
NEWSPAPERS	QUINTILE 1	12413	7305	15.0	58.8	98	5722	17.3	46.1	113	1401	13.3	11.3	87	496	11.1	4.0	72
	QUINTILE 2	24116	14072	28.9	58.4	97	10940	33.1	45.4	111	3029	28.9	12.6	97	1247	27.8	5.2	93
	QUINTILE 3	11261	6442	13.2	57.2	95	5060	15.3	44.9	110	1621	15.4	14.4	111	828	18.5	7.4	133
	QUINTILE 4	20255	12591	25.9	62.2	103	7548	22.8	37.3	91	2138	20.4	10.6	81	1244	27.7	6.1	111
	QUINTILE 5	12940	8243	16.9	63.7	106	3830	11.6	29.6	72	2306	22.0	17.8	138	672	15.0	5.2	94
OUTDOOR	QUINTILE 1	14852	8802	18.1	59.3	99	6542	19.8	44.0	108	1583	15.1	10.7	82	1070	23.8	7.2	130
	QUINTILE 2	15725	9318	19.2	59.3	99	6414	19.4	40.8	100	1713	16.3	10.9	84	1070	23.8	6.8	123
	QUINTILE 3	16330	10022	20.6	61.4	102	6742	20.4	41.3	101	2072	19.7	12.7	98	903	20.1	5.5	100
	QUINTILE 4	16744	9986	20.5	59.6	99	6792	20.5	40.6	99	2514	24.0	15.0	116	653	14.6	3.9	70
	QUINTILE 5	17334	10525	21.6	60.7	101	6611	20.0	38.1	93	2614	24.9	15.1	116	791	17.6	4.6	82
RADIO-DRIVE TIME	QUINTILE 1	15911	9450	19.4	59.4	99	6545	19.8	41.1	101	2355	22.4	14.8	114	1127	25.1	7.1	128
	QUINTILE 2	14837	8717	17.9	58.8	98	6285	19.0	42.4	104	1739	16.6	11.7	90	789	17.6	5.3	96
	QUINTILE 3	15339	9443	19.4	61.6	102	6381	19.3	41.6	102	1928	18.4	12.6	97	847	18.9	5.5	100
	QUINTILE 4	16723	9912	20.4	59.3	99	6982	21.1	41.8	102	1976	18.8	11.8	91	1112	24.8	6.6	120
	QUINTILE 5	18176	11131	22.9	61.2	102	6908	20.9	38.0	93	2497	23.8	13.7	106	611	13.6	3.4	61
RADIO-MID-DAY	TERCILE 1	21020	12805	26.3	60.9	101	8504	25.7	40.5	99	2800	26.7	13.3	103	1553	34.6	7.4	133
	TERCILE 2	21610	13080	26.9	60.5	101	9228	27.9	42.7	104	2694	25.7	12.5	96	1340	29.9	6.2	112
	TERCILE 3	38355	22768	46.8	59.4	99	15368	46.4	40.1	98	5002	47.7	13.0	101	1594	35.5	4.2	75
RADIO-TOTAL	QUINTILE 1	15988	9604	19.7	60.1	100	6550	19.8	41.0	100	2193	20.9	13.7	106	1161	25.9	7.3	131
	QUINTILE 2	15626	9260	19.0	59.3	99	6257	18.9	40.0	98	1905	18.2	12.2	94	1137	25.3	7.3	131
	QUINTILE 3	16723	10143	20.8	60.7	101	7401	22.4	44.3	108	1943	18.5	11.6	90	829	18.5	5.0	89
	QUINTILE 4	16342	9757	20.1	59.7	99	6897	20.8	42.2	103	2160	20.6	13.2	102	770	17.2	4.7	85
	QUINTILE 5	16306	9889	20.3	60.6	101	5995	18.1	36.8	90	2296	21.9	14.1	109	589	13.1	3.6	65
TV-PRIME TIME	QUINTILE 1	15953	9994	20.5	62.6	104	5925	17.9	37.1	91	2439	23.2	15.3	118	1023	22.8	6.4	116
	QUINTILE 2	16137	9966	20.5	61.8	103	6635	20.0	41.1	101	2123	20.2	13.2	102	1046	23.3	6.5	117
	QUINTILE 3	16420	10160	20.9	61.9	103	6989	21.1	42.6	104	2107	20.1	12.8	99	1038	23.1	6.3	114
	QUINTILE 4	16687	9855	20.3	59.1	98	6629	20.0	39.7	97	2100	20.0	12.6	97	704	15.7	4.2	76
	QUINTILE 5	15789	8678	17.8	55.0	91	6923	20.9	43.8	107	1727	16.5	10.9	84	677	15.1	4.3	77
TV-DAYTIME	TERCILE 1	27736	17808	36.6	64.2	107	9896	29.9	35.7	87	4306	41.0	15.5	120	1826	40.7	6.6	119
	TERCILE 2	26489	15935	32.8	60.2	100	11061	33.4	41.8	102	3069	29.2	11.6	89	1550	34.5	5.9	106
	TERCILE 3	26761	14911	30.6	55.7	93	12144	36.7	45.4	111	3120	29.7	11.7	90	1111	24.8	4.2	75
TV-TOTAL	QUINTILE 1	16345	10244	21.1	62.7	104	5666	17.1	34.7	85	2818	26.9	17.2	133	1176	26.2	7.2	130
	QUINTILE 2	16447	10641	21.9	64.7	108	6323	19.1	38.4	94	2360	22.5	14.3	111	1014	22.6	6.2	111
	QUINTILE 3	15980	9417	19.4	58.9	98	7029	21.2	44.0	108	1760	16.8	11.0	85	874	19.5	5.5	99
	QUINTILE 4	15887	9041	18.6	56.9	95	6704	20.3	42.2	103	1688	16.1	10.6	82	717	16.0	4.5	81
	QUINTILE 5	16326	9311	19.1	57.0	95	7378	22.3	45.2	111	1870	17.8	11.5	88	705	15.7	4.3	78
MAGAZINES-NEWSPAPERS: DUAL		20721	11779	24.2	56.8	95	10263	31.0	49.5	121	2793	26.6	13.5	104	1137	25.3	5.5	99
MAGAZINE IMPERATIVE		19186	11508	23.7	60.0	100	8145	24.6	42.5	104	2341	22.3	12.2	94	1368	30.5	7.1	129
NEWSPAPER IMPERATIVE		21899	13137	27.0	60.0	100	8943	27.0	40.8	100	2436	23.2	11.1	86	1076	24.0	4.9	89
MAGAZINES-OUTDOOR: DUAL		15451	9113	18.7	59.0	98	7284	22.0	47.1	115	1528	14.6	9.9	76	1078	24.0	7.0	126
MAGAZINE IMPERATIVE		25953	15117	31.1	58.2	97	11664	35.2	44.9	110	3770	35.9	14.5	112	1450	32.3	5.6	101
OUTDOOR IMPERATIVE		24400	14957	30.7	61.3	102	8890	26.9	36.4	89	2883	27.5	11.8	91	1442	32.1	5.9	107
MAGAZINES-RADIO: DUAL		18049	10269	21.1	56.9	95	8140	24.6	45.1	110	2473	23.6	13.7	106	1249	27.8	6.9	125
MAGAZINE IMPERATIVE		23571	13883	28.5	58.9	98	11128	33.6	47.2	116	2826	26.9	12.0	93	1237	27.6	5.2	95
RADIO IMPERATIVE		23278	14679	30.2	63.1	105	8365	25.3	35.9	88	2655	25.3	11.4	88	1471	32.8	6.3	114
MAGAZINES-TELEVISION: DUAL		15459	9294	19.1	60.1	100	6669	20.1	43.1	106	2553	24.3	16.5	127	1210	27.0	7.8	141
MAGAZINE IMPERATIVE		25829	14569	29.9	56.4	94	12500	37.8	48.4	118	2708	25.8	10.5	81	1383	30.8	5.4	97
TELEVISION IMPERATIVE		26039	16657	34.2	64.0	106	8855	26.8	34.0	83	3481	33.2	13.4	103	1406	31.3	5.4	97
NEWSPAPERS-OUTDOOR: DUAL		16605	9338	19.2	56.2	94	7912	23.9	47.6	117	1582	15.1	9.5	74	975	21.7	5.9	106
NEWSPAPER IMPERATIVE		26834	15907	32.7	59.3	99	11854	35.8	44.2	108	3830	36.5	14.3	110	1206	26.9	4.5	81
OUTDOOR IMPERATIVE		23346	14622	30.1	62.6	104	8637	26.1	37.0	91	2939	28.0	12.6	97	1718	38.3	7.4	133
NEWSPAPERS-RADIO: DUAL		17133	10209	21.0	59.6	99	7644	23.1	44.6	109	2254	21.5	13.2	102	1071	23.9	6.3	113
NEWSPAPER IMPERATIVE		25892	14858	30.5	57.4	96	12026	36.3	46.4	114	3046	29.0	11.8	91	1082	24.1	4.2	75
RADIO IMPERATIVE		23167	14125	29.0	61.0	101	8612	26.0	37.2	91	2896	27.6	12.5	96	1777	39.6	7.7	138
NEWSPAPERS-TELEVISION: DUAL		17159	10514	21.6	61.3	102	7064	21.3	41.2	101	2318	22.1	13.5	104	1000	22.3	5.8	105
NEWSPAPER IMPERATIVE		26214	14494	29.8	55.3	92	12741	38.5	48.6	119	2952	28.1	11.3	87	1108	24.7	4.2	76
TELEVISION IMPERATIVE		23412	15040	30.9	64.2	107	7833	23.7	33.5	82	3487	33.2	14.9	115	1712	38.2	7.3	132
OUTDOOR-RADIO: DUAL		15303	9379	19.3	61.3	102	6439	19.5	42.1	103	1728	16.5	11.3	87	1307	29.1	8.5	154
OUTDOOR IMPERATIVE		24901	14855	30.5	59.7	99	10287	31.1	41.3	101	2851	27.2	11.4	88	1206	26.9	4.8	87
RADIO IMPERATIVE		26492	15672	32.2	59.2	98	10855	32.8	41.0	100	3705	35.3	14.0	108	1458	32.5	5.5	99
OUTDOOR-TELEVISION: DUAL		14794	9325	19.2	63.0	105	5604	16.9	37.9	93	1912	18.2	12.9	100	1240	27.6	8.4	151
OUTDOOR IMPERATIVE		25437	14599	30.0	57.4	96	11557	34.9	45.4	111	2538	24.2	10.0	77	1407	31.4	5.5	100
TELEVISION IMPERATIVE		27877	17399	35.8	62.4	104	10657	32.2	38.2	94	4469	42.6	16.0	124	1429	31.8	5.1	93
RADIO-TELEVISION: DUAL		15996	10336	21.2	64.6	108	5883	17.8	36.8	90	2339	22.3	14.6	113	1259	28.1	7.9	142
RADIO IMPERATIVE		25478	14405	29.6	56.5	94	11429	34.5	44.9	110	2884	27.5	11.3	87	1465	32.6	5.8	104
TELEVISION IMPERATIVE		26573	16296	33.5	61.3	102	10508	31.7	39.5	97	3781	36.0	14.2	110	1359	30.3	5.1	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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MILK (LIQUID IN BOTTLES & CARTONS) - TYPES
(FEMALE HOMEMAKERS)

0382
P-18

	TOTAL U.S. '000	USE REGULAR/WHOLE MILK A '000	B % DOWN	C % ACROSS	D INDX	USE LOW FAT/SKIM MILK A '000	B % DOWN	C % ACROSS	D INDX	USE BUTTER MILK A '000	B % DOWN	C % ACROSS	D INDX	USE FLAVORED MILK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	48653	100.0	60.1	100	33101	100.0	40.9	100	10495	100.0	13.0	100	4487	100.0	5.5	100
ATLANTIC MONTHLY	415	*232	0.5	55.9	93	*259	0.8	62.4	153	**62	0.6	14.9	115	**10	0.2	2.4	43
BARRON'S	453	*279	0.6	61.6	103	*270	0.8	59.6	146	**88	0.8	19.4	150	**79	1.8	17.4	315
BETTER HOMES & GARDENS	16256	9190	18.9	56.5	94	7595	22.9	46.7	114	2215	21.1	13.6	105	1122	25.0	6.9	125
BON APPETIT	2535	1245	2.6	49.1	82	1346	4.1	53.1	130	359	3.4	14.2	109	**74	1.6	2.9	53
BUSINESS WEEK	1278	707	1.5	55.3	92	543	1.6	42.5	104	*253	2.4	19.8	153	**87	1.9	6.8	123
CAR AND DRIVER	378	*251	0.5	66.4	111	*122	0.4	32.3	79	**31	0.3	8.2	63	**32	0.7	8.5	153
CBS MAGAZINE NETWORK (GROSS)	1498	958	2.0	64.0	106	648	2.0	43.3	106	*164	1.6	10.9	84	**106	2.4	7.1	128
CHANGING TIMES	1505	805	1.7	53.5	89	654	2.0	43.5	106	*232	2.2	15.4	119	**117	2.6	7.8	140
COLONIAL HOMES	1231	683	1.4	55.5	92	636	1.9	51.7	126	*202	1.9	16.4	127	*168	3.7	13.6	246
CONDE NAST MAG. PKG. (GROSS)	14146	9012	18.5	63.7	106	5997	18.1	42.4	104	1732	16.5	12.2	94	1149	25.6	8.1	147
CONSUMERS DIGEST	1323	765	1.6	57.8	96	626	1.9	47.3	116	*184	1.8	13.9	107	**54	1.2	4.1	74
COSMOPOLITAN	7102	4389	9.0	61.8	103	3043	9.2	42.8	105	714	6.8	10.1	78	564	12.6	7.9	143
COUNTRY LIVING	2481	1269	2.6	51.1	85	1409	4.3	56.8	139	342	3.3	13.8	106	*97	2.2	3.9	71
CUISINE	1472	797	1.6	54.1	90	720	2.2	48.9	120	*177	1.7	12.0	93	**36	0.8	2.4	44
CYCLE WORLD	425	*257	0.5	60.5	101	*191	0.6	44.9	110	**41	0.4	9.6	74	**39	0.9	9.2	166
DCI:CREATIVE IDEAS FOR LIV	2510	1439	3.0	57.3	95	1133	3.4	45.1	110	361	3.4	14.4	111	*202	4.5	8.0	145
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4055	8.3	60.6	101	2819	8.5	42.1	103	1266	12.1	18.9	146	375	8.4	5.6	101
DISCOVER	894	529	1.1	59.2	98	407	1.2	45.5	111	**124	1.2	13.9	107	**34	0.8	3.8	69
EBONY	3507	2548	5.2	72.7	121	730	2.2	20.8	51	587	5.6	16.7	129	235	5.2	6.7	121
ESQUIRE	1083	669	1.4	61.8	103	304	0.9	28.1	69	*198	1.9	18.3	141	**101	2.3	9.3	168
ESSENCE	1830	1405	2.9	76.8	128	353	1.1	19.3	47	309	2.9	16.9	130	*120	2.7	6.6	118
FAMILY CIRCLE	15930	9116	18.7	57.2	95	7811	23.6	49.0	120	1975	18.8	12.4	96	931	20.7	5.8	105
THE FAMILY HANDYMAN	1126	643	1.3	57.1	95	544	1.6	48.3	118	*201	1.9	17.9	138	*168	3.7	14.9	269
FAMILY WEEKLY	11468	7213	14.8	62.9	105	4962	15.0	43.3	106	1908	18.2	16.6	128	690	15.4	6.0	109
FIELD & STREAM	2234	1342	2.8	60.1	100	954	2.9	42.7	104	419	4.0	18.8	145	*213	4.7	9.5	172
FOOD & WINE	579	337	0.7	58.2	97	283	0.9	48.9	120	**81	0.8	14.0	108	**38	0.8	6.6	118
FORBES	728	354	0.7	48.6	81	429	1.3	58.9	144	**172	1.6	23.6	182	**89	2.0	12.2	221
FORTUNE	906	500	1.0	55.2	92	454	1.4	50.1	123	**196	1.9	21.6	167	**108	2.4	11.9	215
GENTLEMEN'S QUARTERLY	791	517	1.1	65.4	109	*248	0.7	31.4	77	**91	0.9	11.5	89	**86	1.9	10.9	196
GLAMOUR	5265	3382	7.0	64.2	107	2317	7.0	44.0	108	656	6.3	12.5	96	452	10.1	8.6	155
GOLF DIGEST	636	322	0.7	50.6	84	390	1.2	61.3	150	**88	0.8	13.8	107	**44	1.0	6.9	125
GOLF DIGEST/TENNIS (GROSS)	1186	676	1.4	57.0	95	602	1.8	50.8	124	*172	1.6	14.5	112	**72	1.6	6.1	110
GOLF MAGAZINE	441	*245	0.5	55.6	92	*286	0.9	64.9	159	**81	0.8	18.4	142	**0	0.0	0.0	0
GOLF MAGAZINE/SKI (GROSS)	922	502	1.0	54.4	91	540	1.6	58.6	143	**118	1.1	12.8	99	**23	0.5	2.5	45
GOOD HOUSEKEEPING	16487	9195	18.9	55.8	93	7923	23.9	48.1	118	2210	21.1	13.4	103	916	20.4	5.6	100
HARPER'S BAZAAR	2423	1579	3.2	65.2	108	867	2.6	35.8	88	334	3.2	13.8	106	*250	5.6	10.3	186
HEALTH	1994	1228	2.5	61.6	103	796	2.4	39.9	98	368	3.5	18.5	142	*190	4.2	9.5	172
HEARST MAG CORP. BUY (GROSS)	44101	25253	51.9	57.3	95	20769	62.7	47.1	115	5735	54.6	13.0	100	2848	63.5	6.5	117
HEARST MAN POWER (GROSS)	1993	1043	2.1	52.3	87	1048	3.2	52.6	129	293	2.8	14.7	113	**130	2.9	6.5	118
HEARST WOMAN POWER (GROSS)	31274	18061	37.1	57.8	96	14617	44.2	46.7	114	3845	36.6	12.3	95	1997	44.5	6.4	115
HOUSE BEAUTIFUL	3623	2009	4.1	55.5	92	1655	5.0	45.7	112	525	5.0	14.5	112	*174	3.9	4.8	87
INC.	283	*205	0.4	72.4	121	*132	0.4	46.6	114	**79	0.8	27.9	215	**62	1.4	21.9	395
JET	2928	2128	4.4	72.7	121	581	1.8	19.8	49	590	5.6	20.2	155	232	5.2	7.9	143
LADIES' HOME JOURNAL	11918	6651	13.7	55.8	93	5849	17.7	49.1	120	1512	14.4	12.7	98	794	17.7	6.7	120
LHJ FAMILY GRP COMBO(GROSS)	16764	9525	19.6	56.8	95	8105	24.5	48.3	118	2297	21.9	13.7	106	1190	26.5	7.1	128
LIFE	4254	2596	5.3	61.0	102	1884	5.7	44.3	108	621	5.9	14.6	113	*224	5.0	5.3	95
L.A. TIMES HOME MAGAZINE	1145	515	1.1	45.0	75	656	2.0	57.3	140	**145	1.4	12.7	98	**72	1.6	6.3	113
MADEMOISELLE	2884	1873	3.8	64.9	108	1228	3.7	42.6	104	354	3.4	12.3	95	*195	4.3	6.8	122
MC CALL'S	13460	7962	16.4	59.2	98	6321	19.1	47.0	115	1803	17.2	13.4	103	783	17.5	5.8	105
MC CALL'S/WRK MOTHER (GROSS)	14606	8692	17.9	59.5	99	6885	20.8	47.1	115	1909	18.2	13.1	101	881	19.6	6.0	109
MECHANIX ILLUSTRATED	772	548	1.1	71.0	118	318	1.0	41.2	101	**140	1.3	18.1	140	**133	3.0	17.2	311
METROPOLITAN HOME	967	571	1.2	59.0	98	417	1.3	43.1	106	*175	1.7	18.1	140	**43	1.0	4.4	80
MONEY	1588	742	1.5	46.7	78	845	2.6	53.2	130	*250	2.4	15.7	121	**121	2.7	7.6	138
MOTHER EARTH NEWS	1002	550	1.1	54.9	91	501	1.5	50.0	122	**116	1.1	11.6	89	**81	1.8	8.1	146
MS.	825	530	1.1	64.2	107	352	1.1	42.7	104	**89	0.8	10.8	83	**44	1.0	5.3	96
NATIONAL ENQUIRER	10336	6968	14.3	67.4	112	3664	11.1	35.4	87	1765	16.8	17.1	132	827	18.4	8.0	144
NATIONAL GEOGRAPHIC	9597	4890	10.1	51.0	85	5138	15.5	53.5	131	1231	11.7	12.8	99	458	10.2	4.8	86
NATIONAL SUNDAY MAGAZINE PKG	49558	29066	59.7	58.7	98	22391	67.6	45.2	111	6066	57.8	12.2	94	2741	61.1	5.5	100
NATURAL HISTORY	573	338	0.7	59.0	98	289	0.9	50.4	123	**117	1.1	20.4	158	**23	0.5	4.0	72
NEW WOMAN	1699	1001	2.1	58.9	98	761	2.3	44.8	110	*131	1.2	7.7	59	**57	1.3	3.4	61
NEW YORK INCLUDING CUE	443	278	0.6	62.8	104	194	0.6	43.8	107	**34	0.3	7.7	59	**22	0.5	5.0	90
THE NEW YORKER	1270	654	1.3	51.5	86	626	1.9	49.3	121	*157	1.5	12.4	95	**57	1.3	4.5	81
NEWSWEEK	6277	3513	7.2	56.0	93	3115	9.4	49.6	121	767	7.3	12.2	94	367	8.2	5.8	106
THE N.Y. TIMES DAILY EDITION	1205	699	1.4	58.0	97	602	1.8	50.0	122	**69	0.7	5.7	44	**10	0.2	0.8	15
THE N.Y. TIMES MAGAZINE	2081	1241	2.6	59.6	99	995	3.0	47.8	117	*155	1.5	7.4	57	**60	1.3	2.9	52
OMNI	788	436	0.9	55.3	92	406	1.2	51.5	126	**112	1.1	14.2	110	**87	1.9	11.0	199
ON CABLE	1158	578	1.2	49.9	83	645	1.9	55.7	136	**143	1.4	12.3	95	**46	1.0	4.0	72
1001 HOME IDEAS	2852	1647	3.4	57.7	96	1460	4.4	51.2	125	418	4.0	14.7	113	*206	4.6	7.2	130
ORGANIC GARDENING	1658	858	1.8	51.7	86	809	2.4	48.8	119	*265	2.5	16.0	123	**98	2.2	5.9	107
OUTDOOR LIFE	896	574	1.2	64.1	107	355	1.1	39.6	97	*181	1.7	20.2	156	**69	1.5	7.7	139
PARADE MAGAZINE	24275	14422	29.6	59.4	99	10603	32.0	43.7	107	2803	26.7	11.5	89	1308	29.2	5.4	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK (LIQUID IN BOTTLES & CARTONS) - TYPES
(FEMALE HOMEMAKERS)

0383
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	TOTAL U.S. '000	USE REGULAR/WHOLE MILK A '000	B % ACROSS DOWN	C %	D INDX	USE LOW FAT/SKIM MILK A '000	B % ACROSS DOWN	C %	D INDX	USE BUTTER MILK A '000	B % ACROSS DOWN	C %	D INDX	USE FLAVORED MILK A '000	B % ACROSS DOWN	C %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	48653	100.0	60.1	100	33101	100.0	40.9	100	10495	100.0	13.0	100	4487	100.0	5.5	100
PARENTS	3845	2261	4.6	58.8	98	1852	5.6	48.2	118	334	3.2	8.7	67	304	6.8	7.9	143
PENTHOUSE	831	546	1.1	65.7	109	*254	0.8	30.6	75	**65	0.6	7.8	60	**78	1.7	9.4	169
PEOPLE	11645	6559	13.5	56.3	94	5475	16.5	47.0	115	1218	11.6	10.5	81	722	16.1	6.2	112
PLAYBOY	2006	1216	2.5	60.6	101	779	2.4	38.8	95	*284	2.7	14.2	109	*117	2.6	5.8	105
POPULAR HOT RODDING	297	*199	0.4	67.0	112	**127	0.4	42.8	105	**42	0.4	14.1	109	**90	2.0	30.3	547
POPULAR MECHANICS	1018	468	1.0	46.0	77	599	1.8	58.8	144	**126	1.2	12.4	96	**81	1.8	8.0	144
POPULAR SCIENCE	878	444	0.9	50.6	84	427	1.3	48.6	119	**145	1.4	16.5	127	**78	1.7	8.9	160
PREVENTION	3913	1892	3.9	48.4	80	2225	6.7	56.9	139	611	5.8	15.6	120	*182	4.1	4.7	84
PSYCHOLOGY TODAY	1710	1078	2.2	63.0	105	774	2.3	45.3	111	*204	1.9	11.9	92	**59	1.3	3.5	62
READER'S DIGEST	22204	12741	26.2	57.4	96	9991	30.2	45.0	110	3322	31.7	15.0	115	1347	30.0	6.1	109
REDBOOK	7684	4478	9.2	58.3	97	3651	11.0	47.5	116	921	8.8	12.0	92	517	11.5	6.7	121
ROAD & TRACK	410	*238	0.5	58.0	97	*202	0.6	49.3	121	**26	0.2	6.3	49	**24	0.5	5.9	106
ROLLING STONE	969	685	1.4	70.7	118	358	1.1	36.9	90	**96	0.9	9.9	76	**72	1.6	7.4	134
RUNNER'S WORLD	295	**113	0.2	37.9	63	*205	0.6	68.8	168	**13	0.1	4.4	34	**20	0.4	6.7	121
SATURDAY EVENING POST	1169	582	1.2	49.8	83	523	1.6	44.7	109	*206	2.0	17.6	136	**59	1.3	5.0	91
SCIENCE 84	587	214	0.4	36.5	61	374	1.1	63.7	156	**29	0.3	4.9	38	**41	0.9	7.0	126
SCIENCE DIGEST	482	294	0.6	61.0	102	245	0.7	50.8	124	**79	0.8	16.4	126	**21	0.5	4.4	79
SCIENTIFIC AMERICAN	594	295	0.6	50.2	84	358	1.1	60.3	147	**39	0.4	6.6	51	**14	0.3	2.4	43
SELF	2089	1271	2.6	60.8	101	830	2.7	42.1	103	*165	1.6	7.9	61	*196	4.4	9.4	169
SEVENTEEN	2411	1436	3.0	59.6	99	963	2.9	39.9	98	*260	2.5	10.8	83	*197	4.4	8.2	147
SKI	480	257	0.5	53.5	89	*254	0.8	52.9	129	**37	0.4	7.7	59	**23	0.5	4.8	86
SMITHSONIAN	2760	1455	3.0	52.7	88	1497	4.5	54.2	133	379	3.6	13.7	106	**71	1.6	2.6	46
SOAP OPERA DIGEST	3013	2188	4.5	72.6	121	962	2.9	31.9	78	457	4.4	15.2	117	320	7.1	10.6	192
SOUTHERN LIVING	4184	2616	5.4	62.5	104	1687	5.1	40.3	99	905	8.6	21.6	167	**173	3.9	4.1	75
SPORT	559	398	0.8	71.2	119	*184	0.6	32.9	81	**127	1.2	22.7	175	**66	1.5	11.8	213
THE SPORTING NEWS	436	*318	0.7	72.9	121	*186	0.6	42.7	104	**60	0.6	13.8	106	**34	0.8	7.8	141
SPORTS AFIELD	493	282	0.6	57.2	95	*205	0.6	41.6	102	**88	0.8	17.8	138	**28	0.6	5.7	103
SPORTS ILLUSTRATED	2758	1739	3.6	63.1	105	1264	3.8	45.8	112	*290	2.8	10.5	81	*216	4.8	7.8	141
STAR	7456	4905	10.1	65.8	110	2757	8.3	37.0	90	1160	11.1	15.6	120	458	10.2	6.1	111
SUNDAY	24936	13923	28.6	55.8	93	11694	35.3	46.9	115	2565	24.4	10.3	79	1269	28.3	5.1	92
SUNSET	2124	843	1.7	39.7	66	1388	4.2	65.3	160	*263	2.5	12.4	96	**89	2.0	4.2	76
TV GUIDE	21661	13609	28.0	62.8	105	8733	26.4	40.3	99	2874	27.4	13.3	102	1617	36.0	7.5	135
TENNIS	550	354	0.7	64.4	107	*213	0.6	38.7	95	**85	0.8	15.5	119	**28	0.6	5.1	92
TIME	8280	5178	10.6	58.3	97	4203	12.7	47.3	116	1130	10.8	12.7	98	491	10.9	5.5	100
TOWN & COUNTRY	917	526	1.1	57.4	95	455	1.4	49.6	121	*185	1.8	20.2	156	**19	0.4	2.1	37
TRAVEL & LEISURE	972	510	1.0	52.5	87	556	1.7	57.2	140	**120	1.1	12.3	95	**46	1.0	4.7	85
TRUE STORY	3356	2450	5.0	73.0	122	787	2.4	23.5	57	484	4.6	14.4	111	362	8.1	10.8	195
U.S.NEWS & WORLD REPORT	3410	1779	3.7	52.2	87	1631	4.9	47.8	117	479	4.6	14.0	108	**148	3.3	4.3	78
USA TODAY	1759	1054	2.2	59.9	100	902	2.7	51.3	125	*244	2.3	13.9	107	*136	3.0	7.7	140
US	1873	1127	2.3	60.2	100	838	2.5	44.7	109	*206	2.0	11.0	85	*125	2.8	6.7	120
VOGUE	3909	2486	5.1	63.6	106	1572	4.7	40.2	98	558	5.3	14.3	110	306	6.8	7.8	141
WALL STREET JOURNAL	1886	979	2.0	51.9	86	930	2.8	49.3	121	*251	2.4	13.3	103	**111	2.5	5.9	106
WEIGHT WATCHERS	2120	1159	2.4	54.7	91	1194	3.6	56.3	138	323	3.1	15.2	118	*186	4.1	8.8	158
WOMAN'S DAY	14172	7968	16.4	56.2	94	6839	20.7	48.3	118	1759	16.8	12.4	96	935	20.8	6.6	119
WORKING MOTHER	1146	731	1.5	63.8	106	563	1.7	49.1	120	**106	1.0	9.2	71	**98	2.2	8.6	154
WORKING WOMAN	1322	727	1.5	55.0	92	665	2.0	50.3	123	*201	1.9	15.2	117	**94	2.1	7.1	128
WORLD TENNIS	*163	*119	0.2	73.0	122	**43	0.1	26.4	65	**23	0.2	14.1	109	**7	0.2	4.3	78
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1497	3.1	59.1	98	1062	3.2	41.9	103	351	3.3	13.9	107	*187	4.2	7.4	133
BLAIR INSERTS	43657	25226	51.8	57.8	96	19926	60.2	45.6	112	4918	46.9	11.3	87	2406	53.6	5.5	99
DAILY NEWSPAPERS																	
READ ANY	51633	30421	62.5	58.9	98	22759	68.8	44.1	108	6456	61.5	12.5	96	2730	60.8	5.3	95
READ ONE	43463	25556	52.5	58.8	98	19151	57.9	44.1	108	5463	52.1	12.6	97	2444	54.5	5.6	101
READ TWO OR MORE	8170	4865	10.0	59.5	99	3608	10.9	44.2	108	993	9.5	12.2	94	287	6.4	3.5	63
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	31001	63.7	58.8	98	23517	71.0	44.6	109	6294	60.0	11.9	92	2906	64.8	5.5	100
READ ONE	46126	27214	55.9	59.0	98	20372	61.5	44.2	108	5503	52.4	11.9	92	2653	59.1	5.8	104
READ TWO OR MORE	6552	3787	7.8	57.8	96	3145	9.5	48.0	117	791	7.5	12.1	93	253	5.6	3.9	70
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.33				28.84				24.72				34.14			
30 DAY REACH	71455	42821	88.0	59.9	100	29435	88.9	41.2	101	9040	86.1	12.7	98	4036	89.9	5.6	102
50 SHWG - 30 DAY AV FREQ	14.56	14.43				15.21				13.16				17.62			
30 DAY REACH	67742	40617	83.5	60.0	100	28002	84.6	41.3	101	8501	81.0	12.5	97	3913	87.2	5.8	104
25 SHWG - 30 DAY AV FREQ	7.94	7.87				8.23				7.24				9.44			
30 DAY REACH	62117	37196	76.5	59.9	100	25895	78.2	41.7	102	7713	73.5	12.4	96	3626	80.8	5.8	105
CABLE TV: HOME WIRED	32077	19779	40.7	61.7	103	14343	43.3	44.7	109	3651	34.8	11.4	88	1878	41.9	5.9	106
HOME NOT WIRED	48909	28874	59.3	59.0	98	18758	56.7	38.4	94	6844	65.2	14.0	108	2608	58.1	5.3	96
HAVE PAY CABLE	15935	9578	19.7	60.1	100	7780	23.5	48.8	119	1553	14.8	9.7	75	1338	29.8	8.4	152

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MILK (LIQUID IN BOTTLES & CARTONS) - TYPES
(FEMALE HOMEMAKERS)

0384
P-18

	TOTAL U.S. '000	USE REGULAR/WHOLE MILK A '000	B % DOWN	C % ACROSS	D INDX	USE LOW FAT/SKIM MILK A '000	B % DOWN	C % ACROSS	D INDX	USE BUTTER MILK A '000	B % DOWN	C % ACROSS	D INDX	USE FLAVORED MILK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	48653	100.0	60.1	100	33101	100.0	40.9	100	10495	100.0	13.0	100	4487	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	26023	53.5	59.2	99	18904	57.1	43.0	105	5684	54.2	12.9	100	2599	57.9	5.9	107
10:00 AM - 3:00 PM	30659	18559	38.1	60.5	101	12876	38.9	42.0	103	3838	36.6	12.5	97	2099	46.8	6.8	124
3:00 PM - 7:00 PM	31045	18298	37.6	58.9	98	13390	40.5	43.1	106	3697	35.2	11.9	92	2054	45.8	6.6	119
7:00 PM - MIDNIGHT	15767	9168	18.8	58.1	97	6693	20.2	42.4	104	1908	18.2	12.1	93	1057	23.6	6.7	121
MIDNIGHT - 6:00 AM	9120	5413	11.1	59.4	99	4062	12.3	44.5	109	1144	10.9	12.5	97	460	10.3	5.0	91
6:00 AM - MIDNIGHT	58527	34915	71.8	59.7	99	24783	74.9	42.3	104	7315	69.7	12.5	96	3601	80.3	6.2	111
ENTIRE DAY	59311	35411	72.8	59.7	99	25134	75.9	42.4	104	7375	70.3	12.4	96	3627	80.8	6.1	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9303	19.1	57.5	96	7676	23.2	47.5	116	1797	17.1	11.1	86	1049	23.4	6.5	117
ALL NEWS	2256	1321	2.7	58.6	97	1108	3.3	49.1	120	*185	1.8	8.2	63	*157	3.5	7.0	126
AOR/PROGRESSIVE	3874	2310	4.7	59.6	99	1833	5.5	47.3	116	225	2.1	5.8	45	389	8.7	10.0	181
BEAUTIFUL MUSIC	5660	3267	6.7	57.7	96	2603	7.9	46.0	113	903	8.6	16.0	123	*204	4.5	3.6	65
BLACK	2204	1461	3.0	66.3	110	519	1.6	23.5	58	337	3.2	15.3	118	*257	5.7	11.7	210
CLASSICAL	1418	751	1.5	53.0	88	709	2.1	50.0	122	*212	2.0	15.0	115	**46	1.0	3.2	59
CHR/ROCK	9538	5980	12.3	62.7	104	3932	11.9	41.2	101	858	8.2	9.0	69	740	16.5	7.8	140
COUNTRY	12648	8156	16.8	64.5	107	4718	14.3	37.3	91	1995	19.0	15.8	122	765	17.0	6.0	109
GOLDEN OLDIES	1191	794	1.6	66.7	111	352	1.1	29.6	72	**140	1.3	11.8	91	**60	1.3	5.0	91
MOR/NOSTALGIA	4757	2535	5.2	53.3	89	2216	6.7	46.6	114	480	4.6	10.1	78	*212	4.7	4.5	80
NEWS/TALK	3863	1868	3.8	48.4	80	1942	5.9	50.3	123	364	3.5	9.4	73	**75	1.7	1.9	35
RELIGIOUS	3084	1935	4.0	62.7	104	1200	3.6	38.9	95	537	5.1	17.4	134	*166	3.7	5.4	97
SOFT ROCK	521	268	0.6	51.4	86	*167	0.5	32.1	78	**33	0.3	6.3	49	**31	0.7	6.0	107
URBAN CONTEMPORARY	1585	1072	2.2	67.6	113	445	1.3	28.1	69	*251	2.4	15.8	122	*157	3.5	9.9	179
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2068	4.3	63.4	106	1089	3.3	33.4	82	408	3.9	12.5	97	*218	4.9	6.7	121
ABC DIRECTION	2316	1518	3.1	65.5	109	1058	3.2	45.7	112	*242	2.3	10.4	81	**202	4.5	8.7	157
ABC ENTERTAINMENT	4834	3027	6.2	62.6	104	2104	6.4	43.5	106	671	6.4	13.9	107	268	6.0	5.5	100
ABC FM	2202	1436	3.0	65.2	109	780	2.4	35.4	87	*291	2.8	13.2	102	*245	5.5	11.1	201
ABC INFORMATION	5425	2926	6.0	53.9	90	2593	7.8	47.8	117	630	6.0	11.6	90	324	7.2	6.0	108
ABC ROCK	1677	1036	2.1	61.8	103	757	2.3	45.1	110	**106	1.0	6.3	49	*212	4.7	12.6	228
CBS	4430	2296	4.7	51.8	86	2235	6.8	50.5	123	572	5.5	12.9	100	*207	4.6	4.7	84
MUTUAL	4992	3038	6.2	60.9	101	2048	6.2	41.0	100	676	6.4	13.5	104	293	6.5	5.9	106
NBC	4679	2646	5.4	56.6	94	2283	6.9	48.8	119	584	5.6	12.5	96	*304	6.8	6.5	117
RADIORADIO	1994	1356	2.8	68.0	113	802	2.4	40.2	98	*203	1.9	10.2	79	**130	2.9	6.5	118
RKO ONE	2298	1416	2.9	61.6	103	869	2.6	37.8	93	*220	2.1	9.6	74	*146	3.3	6.4	115
RKO TWO	3311	2107	4.3	63.6	106	1338	4.0	40.4	99	468	4.5	14.1	109	*229	5.1	6.9	125
THE SOURCE	2114	1409	2.9	66.7	111	846	2.6	40.0	98	*241	2.3	11.4	88	*229	5.1	10.8	196
NON-WIRED : BLAIR	8654	5149	10.6	59.5	99	3861	11.7	44.6	109	1015	9.7	11.7	91	442	9.9	5.1	92
INTERNET	12025	7337	15.1	61.0	102	5277	15.9	43.9	107	1385	13.2	11.5	89	881	19.6	7.3	132
KATZ RADIO GROUP	15359	9028	18.6	58.8	98	6646	20.1	43.3	106	1676	16.0	10.9	84	765	17.0	5.0	90
SUPERNET	10628	6462	13.3	60.8	101	4541	13.7	42.7	105	1371	13.1	12.9	100	816	18.2	7.7	139
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5271	10.8	60.9	101	3371	10.2	38.9	95	1362	13.0	15.7	121	449	10.0	5.2	94
WKDAY 9:00 AM - 1:00 PM	12163	7732	15.9	63.6	106	4279	12.9	35.2	86	1991	19.0	16.4	126	776	17.3	6.4	115
WKDAY 1:00 PM - 4:30 PM	16150	10214	21.0	63.2	105	5820	17.6	36.0	88	2437	23.2	15.1	116	1073	23.9	6.6	120
WKDAY 4:30 PM - 7:30 PM	22463	13621	28.0	60.6	101	8636	26.1	38.4	94	3183	30.3	14.2	109	1215	27.1	5.4	98
WKDAY 7:30 PM - 8:00 PM	31795	19500	40.1	61.3	102	12388	37.4	39.0	95	4495	42.8	14.1	109	1827	40.7	5.7	104
WKDAY 11:00 PM - 11:30 PM	23977	14525	29.9	60.6	101	9531	28.8	39.8	97	3421	32.6	14.3	110	1531	34.1	6.4	115
WKDAY 11:30 PM - 1:00 AM	7703	4713	9.7	61.2	102	3072	9.3	39.9	98	1107	10.5	14.4	111	590	13.1	7.7	138
M-SAT 8-11 PM+SUN 7-11 PM	33800	20764	42.7	61.4	102	13465	40.7	39.8	97	4612	43.9	13.6	105	2057	45.8	6.1	110
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4288	8.8	65.6	109	2250	6.8	34.4	84	786	7.5	12.0	93	482	10.7	7.4	133
ANOTHER WORLD N	4620	2990	6.1	64.7	108	1600	4.8	34.6	85	800	7.6	17.3	134	266	5.9	5.8	104
AS THE WORLD TURNS C	5614	3525	7.2	62.8	105	1932	5.8	34.4	84	938	8.9	16.7	129	398	8.9	7.1	128
CAPITOL C	3396	2205	4.5	64.9	108	1001	3.0	29.5	72	552	5.3	16.3	125	255	5.7	7.5	136
CBS MORN. NEWS 1 C	1446	891	1.8	61.6	103	433	1.3	29.9	73	241	2.3	16.7	129	*82	1.8	5.7	102
CBS MORN. NEWS 2 C	1207	713	1.5	59.1	98	344	1.0	28.5	70	174	1.7	14.4	111	*59	1.3	4.9	88
DAYS OF OUR LIVES N	5877	3657	7.5	62.2	104	2379	7.2	40.5	99	861	8.2	14.7	113	266	5.9	4.5	82
FACTS OF LIFE - DAYTIME N	2290	1599	3.3	69.8	116	634	1.9	27.7	68	534	5.1	23.3	180	188	4.2	8.2	148
FAMILY FEUD A	3023	2016	4.1	66.7	111	914	2.8	30.2	74	543	5.2	18.0	139	203	4.5	6.7	121
GENERAL HOSPITAL A	6097	3842	7.9	63.0	105	2117	6.4	34.7	85	768	7.3	12.6	97	409	9.1	6.7	121
GOOD MORNING, AMERICA-730 A	3515	2239	4.6	63.7	106	1424	4.3	40.5	99	588	5.6	16.7	129	125	2.8	3.6	64
GOOD MORNING, AMERICA-830 A	2818	1765	3.6	62.6	104	1252	3.8	44.4	109	420	4.0	14.9	115	*98	2.2	3.5	63
GUIDING LIGHT C	5339	3430	7.0	64.2	107	1874	5.7	35.1	86	908	8.7	17.0	131	452	10.1	8.5	153
ONE LIFE TO LIVE A	4478	2781	5.7	62.1	103	1587	4.8	35.4	87	613	5.8	13.7	106	358	8.0	8.0	144
PRESS YOUR LUCK C	2244	1429	2.9	63.7	106	846	2.6	37.7	92	261	2.5	11.6	90	160	3.6	7.1	129
PRICE IS RIGHT 1 C	4348	2739	5.6	63.0	105	1462	4.4	33.6	82	845	8.1	19.4	150	302	6.7	6.9	125
PRICE IS RIGHT 2 C	5014	3158	6.5	63.0	105	1734	5.2	34.6	85	901	8.6	18.0	139	342	7.6	6.8	123
RYAN'S HOPE A	3150	2145	4.4	68.1	113	1031	3.1	32.7	80	456	4.3	14.5	112	237	5.3	7.5	136
SALE OF THE CENTURY N	2695	1730	3.6	64.2	107	751	2.3	27.9	68	553	5.3	20.5	158	139	3.1	5.2	93
SEARCH FOR TOMORROW N	2319	1595	3.3	68.8	114	700	2.1	30.2	74	425	4.0	18.3	141	**98	2.2	4.2	76
TODAY SHOW 1 N	2693	1608	3.3	59.7	99	1149	3.5	42.7	104	465	4.4	17.3	133	*106	2.4	3.9	71
TODAY SHOW 2 N	2498	1471	3.0	58.9	98	1023	3.1	41.0	100	425	4.0	17.0	131	116	2.6	4.6	84
$25,000 PYRAMID C	2753	1735	3.6	63.0	105	981	3.0	35.6	87	388	3.7	14.1	109	157	3.5	5.7	103
WHEEL OF FORTUNE N	4388	2848	5.9	64.9	108	1440	4.4	32.8	80	917	8.7	20.9	161	273	6.1	6.2	112
YOUNG AND THE RESTLESS C	5695	3770	7.7	66.2	110	1748	5.3	30.7	75	986	9.4	17.3	134	415	9.2	7.3	132
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	970	2.0	55.1	92	670	2.0	38.1	93	222	2.1	12.6	97	*94	2.1	5.3	96
NBA PLAYOFF GAME -1 C	1136	651	1.3	57.3	95	405	1.2	35.7	87	204	1.9	18.0	139	**24	0.5	2.1	38
NBC MAJOR LEAGUE PRE-GAME N	953	555	1.1	58.2	97	331	1.0	34.7	85	*207	2.0	21.7	168	**23	0.5	2.4	44
SPORTSWORLD - SUN N	1233	813	1.7	65.9	110	459	1.4	37.2	91	168	1.6	13.6	105	**84	1.9	6.8	123
SUNDAY MORNING C	1611	929	1.9	57.7	96	621	1.9	38.5	94	273	2.6	16.9	131	**83	1.8	5.2	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK (LIQUID IN BOTTLES & CARTONS) - TYPES
(FEMALE HOMEMAKERS)

0385
P-18

		TOTAL U.S. '000	USE REGULAR/WHOLE MILK A '000	B % DOWN	C % ACROSS	D INDX	USE LOW FAT/SKIM MILK A '000	B % DOWN	C % ACROSS	D INDX	USE BUTTER MILK A '000	B % DOWN	C % ACROSS	D INDX	USE FLAVORED MILK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	48653	100.0	60.1	100	33101	100.0	40.9	100	10495	100.0	13.0	100	4487	100.0	5.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15757	32.4	60.5	101	10088	30.5	38.7	95	3995	38.1	15.3	118	1306	29.1	5.0	90
NETWORK AFFILIATES - LATE		20261	12220	25.1	60.3	100	8076	24.4	39.9	98	2878	27.4	14.2	110	1213	27.0	6.0	108
INDEPENDENTS - LATE		2076	1181	2.4	56.9	95	964	2.9	46.4	114	205	2.0	9.9	76	*106	2.4	5.1	92
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6896	14.2	66.0	110	3931	11.9	37.6	92	1425	13.6	13.6	105	809	18.0	7.7	140
ABC MONDAY NIGHT MOVIE	A	6412	3928	8.1	61.3	102	2693	8.1	42.0	103	858	8.2	13.4	103	328	7.3	5.1	92
ABC SUNDAY NIGHT MOVIE	A	12407	7401	15.2	59.7	99	5105	15.4	41.1	101	1603	15.3	12.9	100	781	17.4	6.3	114
ABC WORLD NEWS TONIGHT	A	6176	3841	7.9	62.2	104	2375	7.2	38.5	94	804	7.7	13.0	100	221	4.9	3.6	65
AFTERMASH	C	5863	3571	7.3	60.9	101	2158	6.5	36.8	90	744	7.1	12.7	98	480	10.7	8.2	148
ALICE	C	9594	5862	12.0	61.1	102	3811	11.5	39.7	97	1255	12.0	13.1	101	669	14.9	7.0	126
AMERICAN PARADE	C	6622	3749	7.7	56.6	94	2756	8.3	41.6	102	960	9.1	14.5	112	287	6.4	4.3	78
BENSON	A	10886	6421	13.2	59.0	98	4583	13.8	42.1	103	1202	11.5	11.0	85	593	13.2	5.4	98
BLUE THUNDER	A	5036	3125	6.4	62.1	103	1960	5.9	38.9	95	632	6.0	12.5	97	298	6.6	5.9	107
CAGNEY & LACEY	C	9965	6114	12.6	61.4	102	4269	12.9	42.8	105	1201	11.4	12.1	93	674	15.0	6.8	122
CBS EVENING NEWS-DEAN	C	3491	1987	4.1	56.9	95	1419	4.3	40.6	99	502	4.8	14.4	111	**135	3.0	3.9	70
CBS EVENING NEWS-RATHER	C	7123	4082	8.4	57.3	95	2889	8.7	40.6	99	1028	9.8	14.4	111	399	8.9	5.6	101
CBS SAT. NEWS-SCHIEFFER	C	3621	2091	4.3	57.7	96	1441	4.4	39.8	97	516	4.9	14.3	110	148	3.3	4.1	74
CBS SATURDAY NIGHT MOVIE	C	5436	3346	6.9	61.6	102	2140	6.5	39.4	96	752	7.2	13.8	107	342	7.6	6.3	114
CBS WEDNESDAY NIGHT MOVIE	C	6100	3491	7.2	57.2	95	2464	7.4	40.4	99	743	7.1	12.2	94	322	7.2	5.3	95
CHEERS	N	8889	5558	11.4	62.5	104	3704	11.2	41.7	102	1052	10.0	11.8	91	704	15.7	7.9	143
DALLAS	C	22109	13386	27.5	60.5	101	8651	26.1	39.1	96	3093	29.5	14.0	108	1415	31.5	6.4	116
DIFF'RENT STROKES	N	6940	4293	8.8	61.9	103	2609	7.9	37.6	92	1100	10.5	15.9	122	396	8.8	5.7	103
DOUBLE TROUBLE	N	7223	4571	9.4	63.3	105	2759	8.3	38.2	93	941	9.0	13.0	101	561	12.5	7.8	140
DUCK FACTORY	N	5595	3444	7.1	61.6	102	2288	6.9	40.9	100	752	7.2	13.4	104	376	8.4	6.7	121
DUKES OF HAZZARD	C	5768	3728	7.7	64.6	108	1992	6.0	34.5	84	1053	10.0	18.3	141	473	10.5	8.2	148
DYNASTY	A	20053	12941	26.6	64.5	107	7330	22.1	36.6	89	2807	26.7	14.0	108	1136	25.3	5.7	102
FACTS OF LIFE	N	8087	5107	10.5	63.2	105	3064	9.3	37.9	93	1150	11.0	14.2	110	585	13.0	7.2	131
FALCON CREST	C	20046	12393	25.5	61.8	103	7592	22.9	37.9	93	2819	26.9	14.1	109	1335	29.8	6.7	120
FALL GUY	A	9084	6095	12.5	67.1	112	3263	9.9	35.9	88	1378	13.1	15.2	117	648	14.4	7.1	129
FAMILY TIES	N	7964	5235	10.8	65.7	109	2880	8.7	36.2	88	1134	10.8	14.2	110	608	13.6	7.6	138
FANTASY ISLAND	A	7687	4521	9.3	58.8	98	2967	9.0	38.6	94	897	8.5	11.7	90	366	8.2	4.8	86
FOULUPS,BLEEPS & BLUNDERS	A	8861	5311	10.9	59.9	100	3704	11.2	41.8	102	1110	10.6	12.5	97	510	11.4	5.8	104
FOUR SEASONS	C	5095	3157	6.5	62.0	103	1985	6.0	39.0	95	620	5.9	12.2	94	406	9.0	8.0	144
GIMME A BREAK	N	8838	5781	11.9	65.4	109	2926	8.8	33.1	81	1302	12.4	14.7	114	639	14.2	7.2	130
HART TO HART	A	8978	5532	11.4	61.6	103	3678	11.1	41.0	100	1254	11.9	14.0	108	433	9.7	4.8	87
HILL STREET BLUES	N	8590	5247	10.8	61.1	102	3733	11.3	43.5	106	1046	10.0	12.2	94	688	15.3	8.0	145
HOTEL	A	14085	9038	18.6	64.2	107	5508	16.6	39.1	96	1866	17.8	13.2	102	793	17.7	5.6	102
JEFFERSONS	C	9360	5781	11.9	61.8	103	3554	10.7	38.0	93	1449	13.8	15.5	119	699	15.6	7.5	135
JENNIFER SLEPT HERE	N	5841	3549	7.3	60.8	101	2290	6.9	39.2	96	826	7.9	14.1	109	359	8.0	6.1	111
KATE & ALLIE	C	9206	5452	11.2	59.2	99	3844	11.6	41.8	102	936	8.9	10.2	78	589	13.1	6.4	115
KNIGHT RIDER	N	7076	4497	9.2	63.6	106	2719	8.2	38.4	94	950	9.1	13.4	104	358	8.0	5.1	91
LOVE BOAT	A	12219	7167	14.7	58.7	98	4715	14.2	38.6	94	1741	16.6	14.2	110	473	10.5	3.9	70
MAGNUM PI	C	11199	6887	14.2	61.5	102	4544	13.7	40.6	99	1933	18.4	17.3	133	772	17.2	6.9	124
MAMA'S FAMILY	N	6057	3751	7.7	61.9	103	2329	7.0	38.5	94	994	9.5	16.4	127	373	8.3	6.2	111
MASTER, THE	N	3598	2407	4.9	66.9	111	1119	3.4	31.1	76	547	5.2	15.2	117	200	4.5	5.6	100
MATT HOUSTON	A	6344	3971	8.2	62.6	104	2493	7.5	39.3	96	814	7.8	12.8	99	335	7.5	5.3	95
NBC MONDAY NIGHT MOVIE	N	11994	7627	15.7	63.6	106	4416	13.3	36.8	90	1574	15.0	13.1	101	811	18.1	6.8	122
NBC NIGHTLY NEWS	N	5132	3032	6.2	59.1	98	2082	6.3	40.6	99	979	9.3	19.1	147	180	4.0	3.5	63
NBC NIGHTLY NEWS-SAT	N	3375	1961	4.0	58.1	97	1363	4.1	40.4	99	424	4.0	12.6	97	*114	2.5	3.4	61
NBC NIGHTLY NEWS-SUN	N	3130	1751	3.6	55.9	93	1250	3.8	39.9	98	416	4.0	13.3	103	**101	2.3	3.2	58
NBC SUNDAY NIGHT MOVIE	N	8284	5490	11.3	66.3	110	2953	8.9	35.6	87	1153	11.0	13.9	107	542	12.1	6.5	118
NEWHART	C	9240	5499	11.3	59.5	99	3865	11.7	41.8	102	975	9.3	10.6	81	641	14.3	6.9	125
ONE DAY AT A TIME	C	7288	4408	9.1	60.5	101	2845	8.6	39.0	96	961	9.2	13.2	102	565	12.6	7.8	140
PEOPLE ARE FUNNY	N	4855	2920	6.0	60.1	100	1981	6.0	40.8	100	849	8.1	17.5	135	*237	5.3	4.9	88
REAL PEOPLE	N	8869	5540	11.4	62.5	104	3400	10.3	38.3	94	1433	13.7	16.2	125	463	10.3	5.2	94
REMINGTON STEELE	N	7743	4884	10.0	63.1	105	3204	9.7	41.4	101	829	7.9	10.7	83	496	11.1	6.4	116
RIPLEY'S BELIEVE IT - NOT	A	5345	3228	6.6	60.4	101	2341	7.1	43.8	107	715	6.8	13.4	103	309	6.9	5.8	104
RIPTIDE	N	6988	4451	9.1	63.7	106	2829	8.5	40.5	99	847	8.1	12.1	94	515	11.5	7.4	133
SCARECROW & MRS. KING	C	10002	5893	12.1	58.9	98	4256	12.9	42.6	104	1381	13.2	13.8	107	650	14.5	6.5	117
SIMON & SIMON	C	10638	6624	13.6	62.3	104	4144	12.5	39.0	95	1824	17.4	17.1	132	612	13.6	5.8	104
60 MINUTES	C	13293	7760	15.9	58.4	97	5555	16.8	41.8	102	1973	18.8	14.8	115	612	13.6	4.6	83
ST. ELSEWHERE	N	7017	4300	8.8	61.3	102	2809	8.5	40.0	98	1041	9.9	14.8	114	675	15.0	9.6	174
THREE'S COMPANY	A	10917	6919	14.2	63.4	105	4333	13.1	39.7	97	1200	11.4	11.0	85	628	14.0	5.8	104
T.J. HOOKER	A	9204	5869	12.1	63.8	106	3406	10.3	37.0	91	1372	13.1	14.9	115	495	11.0	5.4	97
TONIGHT SHOW	N	2372	1389	2.9	58.6	97	1081	3.3	45.6	112	294	2.8	12.4	96	153	3.4	6.5	116
TRAPPER JOHN, M.D.	C	9846	6289	12.9	63.9	106	3554	10.7	36.1	88	1543	14.7	15.7	121	614	13.7	6.2	113
TV BLOOPERS & PRAC. JOKES	N	9105	5664	11.6	62.2	104	3773	11.4	41.4	101	1260	12.0	13.8	107	520	11.6	5.7	103
20/20	A	9387	5561	11.4	59.2	99	3894	11.8	41.5	101	1288	12.3	13.7	106	456	10.2	4.9	88
WEBSTER	A	11067	6626	13.6	59.9	100	4555	13.8	41.2	101	1308	12.5	11.8	91	609	13.6	5.5	99
WORLD NEWS - SUN	A	3062	1856	3.8	60.6	101	1298	3.9	42.4	104	503	4.8	16.4	127	*126	2.8	4.1	74
YELLOW ROSE	N	4978	3146	6.5	63.2	105	1918	5.8	38.5	94	797	7.6	16.0	124	261	5.8	5.2	95
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5135	10.6	57.8	96	4134	12.5	46.6	114	853	8.1	9.6	74	*281	6.3	3.2	57
BASKETBALL - COLLEGE GAMES		4080	2507	5.2	61.4	102	1945	5.9	47.7	117	563	5.4	13.8	106	**208	4.6	5.1	92
BASKETBALL - PRO GAMES		3607	2190	4.5	60.7	101	1610	4.9	44.6	109	*473	4.5	13.1	101	**70	1.6	1.9	35
BOWLING		3883	2586	5.3	66.6	111	1593	4.8	41.0	100	*504	4.8	13.0	100	**147	3.3	3.8	68
BOXING		3928	2651	5.4	67.5	112	1431	4.3	36.4	89	*585	5.6	14.9	115	**251	5.6	6.4	115
FOOTBALL - COLLEGE GAMES		6366	3913	8.0	61.5	102	3029	9.2	47.6	116	1125	10.7	17.7	136	*401	8.9	6.3	114
FOOTBALL - PRO GAMES		11300	7097	14.6	62.8	105	5702	17.2	50.5	123	1397	13.3	12.4	95	630	14.0	5.6	101
GOLF		3378	1887	3.9	55.9	93	1834	5.5	54.3	133	*445	4.2	13.2	102	**114	2.5	3.4	61
POST-SEASON COLL. FOOTBALL		4906	2983	6.1	60.8	101	2400	7.3	48.9	120	720	6.9	14.7	113	**274	6.1	5.6	101
POST-SEASON PRO FOOTBALL		6120	3619	7.4	59.1	98	3204	9.7	52.4	128	929	8.9	15.2	117	*386	8.6	6.3	114
TENNIS		3033	1748	3.6	57.6	96	1658	5.0	54.7	134	*314	3.0	10.4	80	**160	3.6	5.3	95
WRESTLING - PROFESSIONAL		3344	2623	5.4	78.4	131	866	2.6	25.9	63	671	6.4	20.1	155	*258	5.7	7.7	139

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	36638	45.2	3954
	NO	44348	54.8	5481

	ALL		SOLE		PRIMARY		SECONDARY		
IF YES	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
6B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BOSCO	1783	2.2	345	.4	895	1.1	542	.7	192
HERSHEY	17050	21.1	7290	9.0	7264	9.0	2496	3.1	1812
MILK MATE	2370	2.9	639	.8	1104	1.4	627	.8	257
NESTLES QUIK	23287	28.8	11819	14.6	9160	11.3	2307	2.8	2492
OVALTINE	4152	5.1	975	1.2	2131	2.6	1046	1.3	450
PDQ	1395	1.7	303	.4	647	.8	446	.6	133
OTHER BRANDS	4251	5.2	1548	1.9	1695	2.1	1008	1.2	458
DO NOT KNOW	209	.3							28

		'000	%	UNWEIGHTED
6C. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES OF MILK WITH MILK FLAVORINGS WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	2365	2.9	258
7 - 9	H	1312	1.6	127
4 - 6	H	3306	4.1	350
3	H	3379	4.2	348
2	M	5760	7.1	609
1	M	6617	8.2	716
LESS THAN 1	L	8447	10.4	918
NONE	L	5453	6.7	628

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CUPS OR GLASSES WITH MILK FLAVORINGS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S.	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	36638	100.0	45.2	100	10361	100.0	12.8	100	12377	100.0	15.3	100	13900	100.0	17.2	100
18 - 24	9282	4120	11.2	44.4	98	1293	12.5	13.9	109	1246	10.1	13.4	88	1581	11.4	17.0	99
25 - 34	19072	10465	28.6	54.9	121	2827	27.3	14.8	116	3511	28.4	18.4	120	4127	29.7	21.6	126
35 - 44	14591	8422	23.0	57.7	128	2679	25.9	18.4	144	2691	21.7	18.4	121	3052	22.0	20.9	122
45 - 54	11345	5506	15.0	48.5	107	1462	14.1	12.9	101	1840	14.9	16.2	106	2205	15.9	19.4	113
55 - 64	11635	4329	11.8	37.2	82	1140	11.0	9.8	77	1606	13.0	13.8	90	1583	11.4	13.6	79
65 OR OLDER	15061	3796	10.4	25.2	56	961	9.3	6.4	50	1483	12.0	9.8	64	1352	9.7	9.0	52
18 - 34	28354	14585	39.8	51.4	114	4120	39.8	14.5	114	4757	38.4	16.8	110	5708	41.1	20.1	117
18 - 49	48339	25784	70.4	53.3	118	7501	72.4	15.5	121	8359	67.5	17.3	113	9925	71.4	20.5	120
25 - 54	45008	24392	66.6	54.2	120	6968	67.3	15.5	121	8042	65.0	17.9	117	9383	67.5	20.8	121
35 - 49	19985	11200	30.6	56.0	124	3381	32.6	16.9	132	3602	29.1	18.0	118	4217	30.3	21.1	123
50 OR OLDER	32647	10853	29.6	33.2	73	2861	27.6	8.8	68	4018	32.5	12.3	81	3975	28.6	12.2	71
GRADUATED COLLEGE	11155	4868	13.3	43.6	96	839	8.1	7.5	59	1722	13.9	15.4	101	2307	16.6	20.7	120
ATTENDED COLLEGE	13682	6711	18.3	49.0	108	1682	16.2	12.3	96	2132	17.2	15.6	102	2896	20.8	21.2	123
GRADUATED HIGH SCHOOL	33880	16886	46.1	49.8	110	5043	48.7	14.9	116	5565	45.0	16.4	107	6278	45.2	18.5	108
DID NOT GRADUATE HIGH SCHOOL	22270	8172	22.3	36.7	81	2797	27.0	12.6	98	2957	23.9	13.3	87	2418	17.4	10.9	63
EMPLOYED	40306	19283	52.6	47.8	106	4787	46.2	11.9	93	6644	53.7	16.5	108	7853	56.5	19.5	114
EMPLOYED FULL-TIME	32850	15569	42.5	47.4	105	3973	38.3	12.1	95	5343	43.2	16.3	106	6253	45.0	19.0	111
EMPLOYED PART-TIME	7456	3714	10.1	49.8	110	814	7.9	10.9	85	1301	10.5	17.4	114	1600	11.5	21.5	125
NOT EMPLOYED	40680	17354	47.4	42.7	94	5575	53.8	13.7	107	5733	46.3	14.1	92	6047	43.5	14.9	87
PROFESSIONAL/MANAGER	10392	4576	12.5	44.0	97	931	9.0	9.0	70	1516	12.2	14.6	95	2129	15.3	20.5	119
TECH/CLERICAL/SALES	17574	9087	24.8	51.7	114	2153	20.8	12.3	96	2959	23.9	16.8	110	3975	28.6	22.6	132
PRECISION/CRAFT	985	532	1.5	54.0	119	**116	1.1	11.8	92	**244	2.0	24.8	162	**172	1.2	17.5	102
OTHER EMPLOYED	11354	5088	13.9	44.8	99	1587	15.3	14.0	109	1925	15.6	17.0	111	1577	11.3	13.9	81
SINGLE	9863	3400	9.3	34.5	76	863	8.3	8.7	68	1141	9.2	11.6	76	1397	10.1	14.2	83
MARRIED	51375	26277	71.7	51.1	113	7522	72.6	14.6	114	8612	69.6	16.8	110	10143	73.0	19.7	115
DIVORCED/SEPARATED/WIDOWED	19748	6961	19.0	35.2	78	1977	19.1	10.0	78	2625	21.2	13.3	87	2360	17.0	12.0	70
PARENTS	32590	20056	54.7	61.5	136	6510	62.8	20.0	156	6617	53.5	20.3	133	6930	49.9	21.3	124
WHITE	70416	32522	88.8	46.2	102	9079	87.6	12.9	101	10901	88.1	15.5	101	12543	90.2	17.8	104
BLACK	8778	3452	9.4	39.3	87	1088	10.5	12.4	97	1267	10.2	14.4	94	1097	7.9	12.5	73
OTHER	1791	*664	1.8	37.1	82	**194	1.9	10.8	85	**210	1.7	11.7	77	**260	1.9	14.5	85
NORTHEAST-CENSUS	17786	7697	21.0	43.3	96	2660	25.7	15.0	117	2694	21.8	15.1	99	2343	16.9	13.2	77
NORTH CENTRAL	20741	10965	29.9	52.9	117	3264	31.5	15.7	123	3305	26.7	15.9	104	4397	31.6	21.2	124
SOUTH	27775	11889	32.4	42.8	95	3297	31.8	11.9	93	4258	34.4	15.3	100	4334	31.2	15.6	91
WEST	14683	6087	16.6	41.5	92	1140	11.0	7.8	61	2120	17.1	14.4	94	2826	20.3	19.2	112
NORTHEAST-MKTG.	17961	7673	20.9	42.7	94	2653	25.6	14.8	115	2819	22.8	15.7	103	2200	15.8	12.2	71
EAST CENTRAL	11885	5716	15.6	48.1	106	1568	15.1	13.2	103	1667	13.5	14.0	92	2481	17.8	20.9	122
WEST CENTRAL	14090	7439	20.3	52.8	117	2209	21.3	15.7	123	2401	19.4	17.0	112	2829	20.4	20.1	117
SOUTH	24081	10530	28.7	43.7	97	2973	28.7	12.3	97	3594	29.0	14.9	98	3964	28.5	16.5	96
PACIFIC	12969	5280	14.4	40.7	90	958	9.2	7.4	58	1896	15.3	14.6	96	2426	17.5	18.7	109
COUNTY SIZE A	32439	13902	37.9	42.9	95	3867	37.3	11.9	93	5146	41.6	15.9	104	4889	35.2	15.1	88
COUNTY SIZE B	24915	12157	33.2	48.8	108	3425	33.1	13.7	107	3842	31.0	15.4	101	4890	35.2	19.6	114
COUNTY SIZE C	12930	5671	15.5	43.9	97	1670	16.1	12.9	101	1854	15.0	14.3	94	2147	15.4	16.6	97
COUNTY SIZE D	10703	4907	13.4	45.8	101	1399	13.5	13.1	102	1535	12.4	14.3	94	1973	14.2	18.4	107
METRO CENTRAL CITY	24518	10134	27.7	41.3	91	3115	30.1	12.7	99	3523	28.5	14.4	94	3496	25.2	14.3	83
METRO SUBURBAN	35919	17254	47.1	48.0	106	4797	46.3	13.4	104	5698	46.0	15.9	104	6759	48.6	18.8	110
NON METRO	20549	9250	25.2	45.0	100	2450	23.6	11.9	93	3156	25.5	15.4	100	3644	26.2	17.7	103
TOP 5 ADI'S	18341	7866	21.5	42.9	95	2361	22.8	12.9	101	3030	24.5	16.5	108	2475	17.8	13.5	79
TOP 10 ADI'S	25378	10838	29.6	42.7	94	3137	30.3	12.4	97	4076	32.9	16.1	105	3625	26.1	14.3	83
TOP 20 ADI'S	36488	16154	44.1	44.3	98	4544	43.9	12.5	97	5812	47.0	15.9	104	5798	41.7	15.9	93
HSHLD INC. $50,000 OR MORE	6612	3558	9.7	53.8	119	811	7.8	12.3	96	1141	9.2	17.3	113	1606	11.6	24.3	142
$40,000 OR MORE	12659	6712	18.3	53.0	117	1522	14.7	12.0	94	2229	18.0	17.6	115	2960	21.3	23.4	136
$30,000 OR MORE	24698	12960	35.4	52.5	116	3282	31.7	13.3	104	4115	33.2	16.7	109	5563	40.0	22.5	131
$25,000 OR MORE	32077	16830	45.9	52.5	116	4437	42.8	13.8	108	5274	42.6	16.4	108	7119	51.2	22.2	129
$20,000 - $24,999	9144	4312	11.8	47.2	104	1313	12.7	14.4	112	1300	10.5	14.2	93	1700	12.2	18.6	108
$15,000 - $19,999	8728	3913	10.7	44.8	99	1082	10.4	12.4	97	1412	11.4	16.2	106	1419	10.2	16.3	95
$10,000 - $14,999	12562	5519	15.1	43.9	97	1482	14.3	11.8	92	2194	17.7	17.5	114	1843	13.3	14.7	85
UNDER $10,000	18475	6064	16.6	32.8	73	2047	19.8	11.1	87	2198	17.8	11.9	78	1819	13.1	9.8	57
HOUSEHOLD OF 1 PERSON	11987	2733	7.5	22.8	50	525	5.1	4.4	34	944	7.6	7.9	52	1265	9.1	10.6	61
2 PEOPLE	26577	9503	25.9	35.8	79	2187	21.1	8.2	64	3230	26.1	12.2	80	4086	29.4	15.4	90
3 OR 4 PEOPLE	30617	16683	45.5	54.5	120	4568	44.1	14.9	117	5939	48.0	19.4	127	6176	44.4	20.2	118
5 OR MORE PEOPLE	11804	7719	21.1	65.4	145	3082	29.7	26.1	204	2264	18.3	19.2	125	2373	17.1	20.1	117
NO CHILD IN HSHLD	46165	15250	41.6	33.0	73	3419	33.0	7.4	58	5346	43.2	11.6	76	6484	46.6	14.0	82
CHILD(REN) UNDER 2 YRS	5325	3167	8.6	59.5	131	947	9.1	17.8	139	910	7.4	17.1	112	1309	9.4	24.6	143
2 - 5 YEARS	14221	8766	23.9	61.6	136	3005	29.0	21.1	165	2717	22.0	19.1	125	3045	21.9	21.4	125
6 - 11 YEARS	15117	9924	27.1	65.6	145	3415	33.0	22.6	177	3157	25.5	20.9	137	3352	24.1	22.2	129
12 - 17 YEARS	16611	10137	27.7	61.0	135	3658	35.3	22.0	172	3228	26.1	19.4	127	3251	23.4	19.6	114
RESIDENCE OWNED	55884	26429	72.1	47.3	105	7367	71.1	13.2	103	8569	69.2	15.3	100	10493	75.5	18.8	109
VALUE: $50,000 OR MORE	31744	15652	42.7	49.3	109	4042	39.0	12.7	100	5018	40.5	15.8	103	6592	47.4	20.8	121
VALUE: UNDER $50,000	24140	10778	29.4	44.6	99	3326	32.1	13.8	108	3551	28.7	14.7	96	3901	28.1	16.2	94

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CUPS OR GLASSES WITH MILK FLAVORINGS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	36638	100.0	45.2	100	10361	100.0	12.8	100	12377	100.0	15.3	100	13900	100.0	17.2	100
MAGAZINES	QUINTILE 1	15799	8286	22.6	52.4	116	2306	22.3	14.6	114	2696	21.8	17.1	112	3285	23.6	20.8	121
	QUINTILE 2	17259	8514	23.2	49.3	109	2297	22.2	13.3	104	2928	23.7	17.0	111	3290	23.7	19.1	111
	QUINTILE 3	13545	6371	17.4	47.0	104	1683	16.2	12.4	97	2095	16.9	15.5	101	2592	18.6	19.1	111
	QUINTILE 4	15133	6693	18.3	44.2	98	1999	19.3	13.2	103	2168	17.5	14.3	94	2526	18.2	16.7	97
	QUINTILE 5	19250	6774	18.5	35.2	78	2077	20.0	10.8	84	2491	20.1	12.9	85	2206	15.9	11.5	67
NEWSPAPERS	QUINTILE 1	12413	5689	15.5	45.8	101	1763	17.0	14.2	111	1780	14.4	14.3	94	2145	15.4	17.3	101
	QUINTILE 2	24116	11288	30.8	46.8	103	3322	32.1	13.8	108	3589	29.0	14.9	97	4377	31.5	18.1	106
	QUINTILE 3	11261	5513	15.0	49.0	108	1424	13.7	12.6	99	2096	16.9	18.6	122	1993	14.3	17.7	103
	QUINTILE 4	20255	9257	25.3	45.7	101	2290	22.1	11.3	88	3128	25.3	15.4	101	3839	27.6	19.0	110
	QUINTILE 5	12940	4891	13.3	37.8	84	1562	15.1	12.1	94	1783	14.4	13.8	90	1546	11.1	11.9	70
OUTDOOR	QUINTILE 1	14852	7153	19.5	48.2	106	1845	17.8	12.4	97	2544	20.6	17.1	112	2764	19.9	18.6	108
	QUINTILE 2	15725	7554	20.6	48.0	106	2114	20.4	13.4	105	2441	19.7	15.5	102	3000	21.6	19.1	111
	QUINTILE 3	16330	7407	20.2	45.4	100	2382	23.0	14.6	114	2243	18.1	13.7	90	2781	20.0	17.0	99
	QUINTILE 4	16744	7362	20.1	44.0	97	1960	18.9	11.7	91	2729	22.0	16.3	107	2673	19.2	16.0	93
	QUINTILE 5	17334	7162	19.5	41.3	91	2061	19.9	11.9	93	2420	19.6	14.0	91	2681	19.3	15.5	90
RADIO-DRIVE TIME	QUINTILE 1	15911	8049	22.0	50.6	112	2104	20.3	13.2	103	2623	21.2	16.5	108	3323	23.9	20.9	122
	QUINTILE 2	14837	7260	19.8	48.9	108	1924	18.6	13.0	101	2507	20.3	16.9	111	2829	20.4	19.1	111
	QUINTILE 3	15339	6906	18.8	45.0	100	2247	21.7	14.6	115	2329	18.8	15.2	99	2330	16.8	15.2	89
	QUINTILE 4	16723	7464	20.4	44.6	99	2139	20.6	12.8	100	2686	21.7	16.1	105	2639	19.0	15.8	92
	QUINTILE 5	18176	6959	19.0	38.3	85	1947	18.8	10.7	84	2232	18.0	12.3	80	2780	20.0	15.3	89
RADIO-MID-DAY	TERCILE 1	21020	10274	28.0	48.9	108	2771	26.7	13.2	103	3624	29.3	17.2	113	3879	27.9	18.5	108
	TERCILE 2	21610	10600	28.9	49.1	108	3314	32.0	15.3	120	3440	27.8	15.9	104	3847	27.7	17.8	104
	TERCILE 3	38355	15764	43.0	41.1	91	4277	41.3	11.2	87	5313	42.9	13.9	91	6174	44.4	16.1	94
RADIO-TOTAL	QUINTILE 1	15988	8006	21.9	50.1	111	2073	20.0	13.0	101	2624	21.2	16.4	107	3309	23.8	20.7	121
	QUINTILE 2	15626	7752	21.2	49.6	110	2385	23.0	15.3	119	2702	21.8	17.3	113	2665	19.2	17.1	99
	QUINTILE 3	16723	7910	21.6	47.3	105	2162	20.9	12.9	101	2929	23.7	17.5	115	2819	20.3	16.9	98
	QUINTILE 4	16342	7060	19.3	43.2	95	2194	21.2	13.4	105	2127	17.2	13.0	85	2739	19.7	16.8	98
	QUINTILE 5	16306	5910	16.1	36.2	80	1548	14.9	9.5	74	1994	16.1	12.2	80	2368	17.0	14.5	85
TV-PRIME TIME	QUINTILE 1	15953	7026	19.2	44.0	97	1984	19.1	12.4	97	2484	20.1	15.6	102	2559	18.4	16.0	93
	QUINTILE 2	16137	7810	21.3	48.4	107	2301	22.2	14.3	111	2597	21.0	16.1	105	2912	20.9	18.0	105
	QUINTILE 3	16420	7591	20.7	46.2	102	2207	21.3	13.4	105	2494	20.2	15.2	99	2890	20.8	17.6	103
	QUINTILE 4	16687	7549	20.6	45.2	100	2153	20.8	12.9	101	2835	22.9	17.0	111	2561	18.4	15.3	89
	QUINTILE 5	15789	6661	18.2	42.2	93	1717	16.6	10.9	85	1967	15.9	12.5	82	2977	21.4	18.9	110
TV-DAYTIME	TERCILE 1	27736	12267	33.5	44.2	98	3733	36.0	13.5	105	4189	33.8	15.1	99	4346	31.3	15.7	91
	TERCILE 2	26489	12564	34.3	47.4	105	3879	37.4	14.6	114	4082	33.0	15.4	101	4603	33.1	17.4	101
	TERCILE 3	26761	11807	32.2	44.1	98	2750	26.5	10.3	80	4106	33.2	15.3	100	4951	35.6	18.5	108
TV-TOTAL	QUINTILE 1	16345	6940	18.9	42.5	94	2174	21.0	13.3	104	2390	19.3	14.6	96	2376	17.1	14.5	85
	QUINTILE 2	16447	7687	21.0	46.7	103	2535	24.5	15.4	120	2513	20.3	15.3	100	2639	19.0	16.0	93
	QUINTILE 3	15980	7305	19.9	45.7	101	1842	17.8	11.5	90	2510	20.3	15.7	103	2953	21.2	18.5	108
	QUINTILE 4	15887	7469	20.4	47.0	104	1974	19.1	12.4	97	2691	21.7	16.9	111	2804	20.2	17.6	103
	QUINTILE 5	16326	7237	19.8	44.3	98	1837	17.7	11.3	88	2273	18.4	13.9	91	3127	22.5	19.2	112
MAGAZINES-NEWSPAPERS: DUAL		20721	10604	28.9	51.2	113	2836	27.4	13.7	107	3500	28.3	16.9	111	4268	30.7	20.6	120
MAGAZINE IMPERATIVE		19186	9511	26.0	49.6	110	2447	23.6	12.8	100	3278	26.5	17.1	112	3785	27.2	19.7	115
NEWSPAPER IMPERATIVE		21899	9244	25.2	42.2	93	2965	28.6	13.5	106	3008	24.3	13.7	90	3271	23.5	14.9	87
MAGAZINES-OUTDOOR: DUAL		15451	8176	22.3	52.9	117	2266	21.9	14.7	115	2760	22.3	17.9	117	3150	22.7	20.4	119
MAGAZINE IMPERATIVE		25953	12388	33.8	47.7	106	3282	31.7	12.6	99	4065	32.8	15.7	102	5041	36.3	19.4	113
OUTDOOR IMPERATIVE		24400	10403	28.4	42.6	94	3034	29.3	12.4	97	3407	27.5	14.0	91	3963	28.5	16.2	95
MAGAZINES-RADIO: DUAL		18049	9511	26.0	52.7	116	2448	23.6	13.6	106	3445	27.8	19.1	125	3618	26.0	20.0	117
MAGAZINE IMPERATIVE		23571	11071	30.2	47.0	104	3096	29.9	13.1	103	3472	28.1	14.7	96	4503	32.4	19.1	111
RADIO IMPERATIVE		23278	10595	28.9	45.5	101	3108	30.0	13.4	104	3541	28.6	15.2	100	3946	28.4	17.0	99
MAGAZINES-TELEVISION: DUAL		15459	7670	20.9	49.6	110	2237	21.6	14.5	113	2696	21.8	17.4	114	2737	19.7	17.7	103
MAGAZINE IMPERATIVE		25829	13013	35.5	50.4	111	3331	32.1	12.9	101	4206	34.0	16.3	107	5476	39.4	21.2	124
TELEVISION IMPERATIVE		26039	10445	28.5	40.1	89	3216	31.0	12.4	97	3449	27.9	13.2	87	3780	27.2	14.5	85
NEWSPAPERS-OUTDOOR: DUAL		16605	8070	22.0	48.6	107	2075	20.0	12.5	98	2716	21.9	16.4	107	3280	23.6	19.8	115
NEWSPAPER IMPERATIVE		26834	12235	33.4	45.6	101	3807	36.7	14.2	111	3917	31.6	14.6	96	4512	32.5	16.8	98
OUTDOOR IMPERATIVE		23346	10791	29.5	46.2	102	3061	29.5	13.1	102	3718	30.0	15.9	104	4012	28.9	17.2	100
NEWSPAPERS-RADIO: DUAL		17133	8718	23.8	50.9	112	2581	24.9	15.1	118	2808	22.7	16.4	107	3329	23.9	19.4	113
NEWSPAPER IMPERATIVE		25892	11342	31.0	43.8	97	3372	32.5	13.0	102	3688	29.8	14.2	93	4282	30.8	16.5	96
RADIO IMPERATIVE		23167	11149	30.4	48.1	106	2923	28.2	12.6	99	4053	32.7	17.5	114	4173	30.0	18.0	105
NEWSPAPERS-TELEVISION: DUAL		17159	7940	21.7	46.3	102	2489	24.0	14.5	113	2622	21.2	15.3	100	2830	20.4	16.5	96
NEWSPAPER IMPERATIVE		26214	12400	33.8	47.3	105	3361	32.4	12.8	100	4027	32.5	15.4	101	5012	36.1	19.1	111
TELEVISION IMPERATIVE		23412	10295	28.1	44.0	97	3146	30.4	13.4	105	3554	28.7	15.2	99	3595	25.9	15.4	89
OUTDOOR-RADIO: DUAL		15303	8043	22.0	52.6	116	2145	20.7	14.0	110	2791	22.5	18.2	119	3107	22.4	20.3	118
OUTDOOR IMPERATIVE		24901	10897	29.7	43.8	97	3145	30.4	12.6	99	3462	28.0	13.9	91	4289	30.9	17.2	100
RADIO IMPERATIVE		26492	12492	34.1	47.2	104	3591	34.7	13.6	106	4364	35.3	16.5	108	4536	32.6	17.1	100
OUTDOOR-TELEVISION: DUAL		14794	7070	19.3	47.8	106	2237	21.6	15.1	118	2398	19.4	16.2	106	2436	17.5	16.5	96
OUTDOOR IMPERATIVE		25437	12058	32.9	47.4	105	3081	29.7	12.1	95	3930	31.8	15.4	101	5046	36.3	19.8	116
TELEVISION IMPERATIVE		27877	12076	33.0	43.3	96	3649	35.2	13.1	102	4167	33.7	14.9	98	4260	30.6	15.3	89
RADIO-TELEVISION: DUAL		15996	7711	21.0	48.2	107	2248	21.7	14.1	110	2761	22.3	17.3	113	2703	19.4	16.9	98
RADIO IMPERATIVE		25478	12633	34.5	49.6	110	3278	31.6	12.9	101	4364	35.3	17.1	112	4991	35.9	19.6	114
TELEVISION IMPERATIVE		26573	11121	30.4	41.9	93	3397	32.8	12.8	100	3611	29.2	13.6	89	4114	29.6	15.5	90

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CUPS OR GLASSES WITH MILK FLAVORINGS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0390
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS %	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS %	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS %	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	36638	100.0	45.2	100	10361	100.0	12.8	100	12377	100.0	15.3	100	13900	100.0	17.2	100
ATLANTIC MONTHLY	415	*165	0.5	39.8	88	**44	0.4	10.6	83	**69	0.6	16.6	109	**53	0.4	12.8	74
BARRON'S	453	*203	0.6	44.8	99	**29	0.3	6.4	50	**130	1.1	28.7	188	**44	0.3	9.7	57
BETTER HOMES & GARDENS	16256	8370	22.8	51.5	114	2410	23.3	14.8	116	2852	23.0	17.5	115	3108	22.4	19.1	111
BON APPETIT	2535	1174	3.2	46.3	102	314	3.0	12.4	97	369	3.0	14.6	95	491	3.5	19.4	113
BUSINESS WEEK	1278	528	1.4	41.3	91	*159	1.5	12.4	97	*159	1.3	12.4	81	*211	1.5	16.5	96
CAR AND DRIVER	378	*162	0.4	42.9	95	**45	0.4	11.9	93	**39	0.3	10.3	68	**78	0.6	20.6	120
CBS MAGAZINE NETWORK (GROSS)	1498	835	2.3	55.7	123	345	3.3	23.0	180	*204	1.6	13.6	89	*285	2.1	19.0	111
CHANGING TIMES	1505	645	1.8	42.9	95	*181	1.7	12.0	94	*153	1.2	10.2	67	312	2.2	20.7	121
COLONIAL HOMES	1231	657	1.8	53.4	118	*206	2.0	16.7	131	*178	1.4	14.5	95	273	2.0	22.2	129
CONDE NAST MAG. PKG. (GROSS)	14146	7028	19.2	49.7	110	2013	19.4	14.2	111	2525	20.4	17.8	117	2490	17.9	17.6	103
CONSUMERS DIGEST	1323	713	1.9	53.9	119	*334	3.2	25.2	197	*197	1.6	14.9	97	*182	1.3	13.8	80
COSMOPOLITAN	7102	3670	10.0	51.7	114	946	9.1	13.3	104	1457	11.8	20.5	134	1267	9.1	17.8	104
COUNTRY LIVING	2481	1349	3.7	54.4	120	502	4.8	20.2	158	346	2.8	13.9	91	502	3.6	20.2	118
CUISINE	1472	751	2.0	51.0	113	*170	1.6	11.5	90	*272	2.2	18.5	121	309	2.2	21.0	122
CYCLE WORLD	425	*304	0.8	71.5	158	**100	1.0	23.5	184	**75	0.6	17.6	115	**129	0.9	30.4	177
DCI:CREATIVE IDEAS FOR LIV	2510	1396	3.8	55.6	123	452	4.4	18.0	141	462	3.7	18.4	120	482	3.5	19.2	112
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3431	9.4	51.3	113	979	9.4	14.6	114	1077	8.7	16.1	105	1375	9.9	20.5	120
DISCOVER	894	412	1.1	46.1	102	*139	1.3	15.5	122	**112	0.9	12.5	82	*162	1.2	18.1	106
EBONY	3507	1618	4.4	46.1	102	592	5.7	16.9	132	529	4.3	15.1	99	497	3.6	14.2	83
ESQUIRE	1083	480	1.3	44.3	98	*218	2.1	20.1	157	*152	1.2	14.0	92	*111	0.8	10.2	60
ESSENCE	1830	825	2.3	45.1	100	344	3.3	18.8	147	236	1.9	12.9	84	245	1.8	13.4	78
FAMILY CIRCLE	15930	8461	23.1	53.1	117	2416	23.3	15.2	119	2734	22.1	17.2	112	3310	23.8	20.8	121
THE FAMILY HANDYMAN	1126	625	1.7	55.5	123	*164	1.6	14.6	114	*184	1.5	16.3	107	*276	2.0	24.5	143
FAMILY WEEKLY	11468	5646	15.4	49.2	109	1650	15.9	14.4	112	1743	14.1	15.2	99	2254	16.2	19.7	115
FIELD & STREAM	2234	1195	3.3	53.5	118	431	4.2	19.3	151	356	2.9	15.9	104	408	2.9	18.3	106
FOOD & WINE	579	283	0.8	48.9	108	**69	0.7	11.9	93	**81	0.7	14.0	92	*133	1.0	23.0	134
FORBES	728	330	0.9	45.3	100	**54	0.5	7.4	58	**119	1.0	16.3	107	*157	1.1	21.6	126
FORTUNE	906	413	1.1	45.6	101	**96	0.9	10.6	83	**186	1.5	20.5	134	*131	0.9	14.5	84
GENTLEMEN'S QUARTERLY	791	371	1.0	46.9	104	**106	1.0	13.4	105	**101	0.8	12.8	84	*164	1.2	20.7	121
GLAMOUR	5265	2710	7.4	51.5	114	739	7.1	14.0	110	1004	8.1	19.1	125	967	7.0	18.4	107
GOLF DIGEST	636	336	0.9	52.8	117	**71	0.7	11.2	87	**109	0.9	17.1	112	*157	1.1	24.7	144
GOLF DIGEST/TENNIS (GROSS)	1186	630	1.7	53.1	117	*187	1.8	15.8	123	*161	1.3	13.6	89	*282	2.0	23.8	139
GOLF MAGAZINE	441	*209	0.6	47.4	105	**44	0.4	10.0	78	**39	0.3	8.8	58	**126	0.9	28.6	166
GOLF MAGAZINE/SKI (GROSS)	922	408	1.1	44.3	98	**102	1.0	11.1	86	**111	0.9	12.0	79	*196	1.4	21.3	124
GOOD HOUSEKEEPING	16487	8584	23.4	52.1	115	2286	22.1	13.9	108	2703	21.8	16.4	107	3594	25.9	21.8	127
HARPER'S BAZAAR	2423	1220	3.3	50.4	111	378	3.6	15.6	122	422	3.4	17.4	114	421	3.0	17.4	101
HEALTH	1994	967	2.6	48.5	107	282	2.7	14.1	111	*288	2.3	14.4	95	397	2.9	19.9	116
HEARST MAG CORP. BUY (GROSS)	44101	22769	62.1	51.6	114	6466	62.4	14.7	115	7533	60.9	17.1	112	8770	63.1	19.9	116
HEARST MAN POWER (GROSS)	1993	1073	2.9	53.8	119	331	3.2	16.6	130	367	3.0	18.4	120	374	2.7	18.8	109
HEARST WOMAN POWER (GROSS)	31274	16260	44.4	52.0	115	4422	42.7	14.1	111	5521	44.6	17.7	116	6317	45.4	20.2	118
HOUSE BEAUTIFUL	3623	1731	4.7	47.8	106	491	4.7	13.6	106	525	4.2	14.5	95	715	5.1	19.7	115
INC.	283	*176	0.5	62.2	137	**42	0.4	14.8	116	**74	0.6	26.1	171	**60	0.4	21.2	124
JET	2928	1348	3.7	46.0	102	474	4.6	16.2	127	422	3.4	14.4	94	452	3.3	15.4	90
LADIES' HOME JOURNAL	11918	6200	16.9	52.0	115	1743	16.8	14.6	114	2000	16.2	16.8	110	2457	17.7	20.6	120
LHJ FAMILY GRP COMBO(GROSS)	16764	8807	24.0	52.5	116	2389	23.1	14.3	111	2938	23.7	17.5	115	3480	25.0	20.8	121
LIFE	4254	2112	5.8	49.6	110	723	7.0	17.0	133	587	4.7	13.8	90	803	5.8	18.9	110
L.A. TIMES HOME MAGAZINE	1145	371	1.0	32.4	72	**25	0.2	2.2	17	*198	1.6	17.3	113	*148	1.1	12.9	75
MADEMOISELLE	2884	1523	4.2	52.8	117	412	4.0	14.3	112	620	5.0	21.5	141	490	3.5	17.0	99
MC CALL'S	13460	7149	19.5	53.1	117	1883	18.2	14.0	109	2286	18.5	17.0	111	2980	21.4	22.1	129
MC CALL'S/WRK MOTHER (GROSS)	14606	7888	21.5	54.0	119	2150	20.8	14.7	115	2437	19.7	16.7	109	3301	23.7	22.6	132
MECHANIX ILLUSTRATED	772	412	1.1	53.4	118	**141	1.4	18.3	143	**170	1.4	22.0	144	**101	0.7	13.1	76
METROPOLITAN HOME	967	437	1.2	45.2	100	*189	1.8	19.5	153	**109	0.9	11.3	74	*140	1.0	14.5	84
MONEY	1588	818	2.2	51.5	114	*109	1.1	6.9	54	*330	2.7	20.8	136	379	2.7	23.9	139
MOTHER EARTH NEWS	1002	641	1.7	64.0	141	*126	1.2	12.6	98	*217	1.8	21.7	142	*297	2.1	29.6	173
MS.	825	356	1.0	43.2	95	*131	1.3	15.9	124	**89	0.7	10.8	71	*137	1.0	16.6	97
NATIONAL ENQUIRER	10336	5118	14.0	49.5	109	1844	17.8	17.8	139	1808	14.6	17.5	114	1467	10.6	14.2	83
NATIONAL GEOGRAPHIC	9597	4716	12.9	49.1	109	1039	10.0	10.8	85	1651	13.3	17.2	113	2026	14.6	21.1	123
NATIONAL SUNDAY MAGAZINE PKG	49558	23631	64.5	47.7	105	6657	64.3	13.4	105	7727	62.4	15.6	102	9248	66.5	18.7	109
NATURAL HISTORY	573	*254	0.7	44.3	98	**41	0.4	7.2	56	**79	0.6	13.8	90	**133	1.0	23.2	135
NEW WOMAN	1699	959	2.6	56.4	125	*242	2.3	14.2	111	272	2.2	16.0	105	446	3.2	26.3	153
NEW YORK INCLUDING CUE	443	*151	0.4	34.1	75	**56	0.5	12.6	99	**55	0.4	12.4	81	**39	0.3	8.8	51
THE NEW YORKER	1270	524	1.4	41.3	91	*136	1.3	10.7	84	*125	1.0	9.8	64	264	1.9	20.8	121
NEWSWEEK	6277	2968	8.1	47.3	105	710	6.9	11.3	88	1030	8.3	16.4	107	1229	8.8	19.6	114
THE N.Y. TIMES DAILY EDITION	1205	442	1.2	36.7	81	*126	1.2	10.5	82	*189	1.5	15.7	103	*127	0.9	10.5	61
THE N.Y. TIMES MAGAZINE	2081	683	1.9	32.8	73	*153	1.5	7.4	57	274	2.2	13.2	86	*256	1.8	12.3	72
OMNI	788	309	0.8	39.2	87	**99	1.0	12.6	98	**93	0.8	11.8	77	**117	0.8	14.8	87
ON CABLE	1158	690	1.9	59.6	132	*221	2.1	19.1	149	*181	1.5	15.6	102	*288	2.1	24.9	145
1001 HOME IDEAS	2852	1640	4.5	57.5	127	364	3.5	12.8	100	650	5.3	22.8	149	626	4.5	21.9	128
ORGANIC GARDENING	1658	840	2.3	50.7	112	*214	2.1	12.9	101	307	2.5	18.5	121	319	2.3	19.2	112
OUTDOOR LIFE	896	489	1.3	54.6	121	*215	2.1	24.0	188	**129	1.0	14.4	94	*145	1.0	16.2	94
PARADE MAGAZINE	24275	11508	31.4	47.4	105	3150	30.4	13.0	101	3881	31.4	16.0	105	4478	32.2	18.4	107

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CUPS OR GLASSES WITH MILK FLAVORINGS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0391
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	36638	100.0	45.2	100	10361	100.0	12.8	100	12377	100.0	15.3	100	13900	100.0	17.2	100
PARENTS	3845	2284	6.2	59.4	131	701	6.8	18.2	143	722	5.8	18.8	123	861	6.2	22.4	130
PENTHOUSE	831	481	1.3	57.9	128	**119	1.1	14.3	112	**162	1.3	19.5	128	*200	1.4	24.1	140
PEOPLE	11645	5928	16.2	50.9	113	1679	16.2	14.4	113	1970	15.9	16.9	111	2280	16.4	19.6	114
PLAYBOY	2006	977	2.7	48.7	108	266	2.6	13.3	104	371	3.0	18.5	121	340	2.4	16.9	99
POPULAR HOT RODDING	297	*192	0.5	64.6	143	**83	0.8	27.9	218	**46	0.4	15.5	101	**62	0.4	20.9	122
POPULAR MECHANICS	1018	558	1.5	54.8	121	**158	1.5	15.5	121	*240	1.9	23.6	154	*161	1.2	15.8	92
POPULAR SCIENCE	878	506	1.4	57.6	127	**146	1.4	16.6	130	*154	1.2	17.5	115	*205	1.5	23.3	136
PREVENTION	3913	1829	5.0	46.7	103	499	4.8	12.8	100	610	4.9	15.6	102	720	5.2	18.4	107
PSYCHOLOGY TODAY	1710	907	2.5	53.0	117	*226	2.2	13.2	103	240	1.9	14.0	92	441	3.2	25.8	150
READER'S DIGEST	22204	10702	29.2	48.2	107	2977	28.7	13.4	105	3536	28.6	15.9	104	4189	30.1	18.9	110
REDBOOK	7684	4007	10.9	52.1	115	1190	11.5	15.5	121	1361	11.0	17.7	116	1456	10.5	18.9	110
ROAD & TRACK	410	*203	0.6	49.5	109	**66	0.6	16.1	126	**89	0.7	21.7	142	**48	0.3	11.7	68
ROLLING STONE	969	560	1.5	57.8	128	*161	1.6	16.6	130	*194	1.6	20.0	131	*205	1.5	21.2	123
RUNNER'S WORLD	298	*148	0.4	49.7	110	**13	0.1	4.4	34	**64	0.5	21.5	141	**71	0.5	23.8	139
SATURDAY EVENING POST	1169	570	1.6	48.8	108	*128	1.2	10.9	86	*217	1.8	18.6	121	*225	1.6	19.2	112
SCIENCE 84	587	284	0.8	48.4	107	**75	0.7	12.8	100	**100	0.8	17.0	111	**108	0.8	18.4	107
SCIENCE DIGEST	482	269	0.7	55.8	123	**88	0.8	18.3	143	**75	0.6	15.6	102	**105	0.8	21.8	127
SCIENTIFIC AMERICAN	594	*219	0.6	36.9	81	**90	0.9	15.2	118	**26	0.2	4.4	29	**103	0.7	17.3	101
SELF	2089	1003	2.7	48.0	106	276	2.7	13.2	103	324	2.6	15.5	101	403	2.9	19.3	112
SEVENTEEN	2411	1305	3.6	54.1	120	480	4.6	19.9	156	399	3.2	16.5	108	426	3.1	17.7	103
SKI	480	*199	0.5	41.5	92	**57	0.6	11.9	93	**71	0.6	14.8	97	**70	0.5	14.6	85
SMITHSONIAN	2760	1235	3.4	44.7	99	214	2.1	7.8	61	364	2.9	13.2	86	658	4.7	23.8	139
SOAP OPERA DIGEST	3013	1603	4.4	53.2	118	554	5.3	18.4	144	536	4.3	17.8	116	512	3.7	17.0	99
SOUTHERN LIVING	4184	2035	5.6	48.6	108	527	5.1	12.6	98	615	5.0	14.7	96	893	6.4	21.3	124
SPORT	559	*248	0.7	44.4	98	**119	1.1	21.3	166	**59	0.5	10.6	69	**71	0.5	12.7	74
THE SPORTING NEWS	436	*228	0.6	52.3	116	**49	0.5	11.2	88	**86	0.7	19.7	129	**93	0.7	21.3	124
SPORTS AFIELD	493	246	0.7	49.9	110	**85	0.8	17.2	135	**53	0.4	10.8	70	**109	0.8	22.1	129
SPORTS ILLUSTRATED	2758	1467	4.0	53.2	118	447	4.3	16.2	127	541	4.4	19.6	128	478	3.4	17.3	101
STAR	7456	3625	9.9	48.6	107	1326	12.8	17.8	139	1166	9.4	15.6	102	1133	8.2	15.2	89
SUNDAY	24936	11825	32.3	47.4	105	3358	32.4	13.5	105	3811	30.8	15.3	100	4656	33.5	18.7	109
SUNSET	2124	1097	3.0	51.6	114	*242	2.3	11.4	89	*234	1.9	11.0	72	621	4.5	29.2	170
TV GUIDE	21661	10952	29.9	50.6	112	3053	29.5	14.1	110	3958	32.0	18.3	120	3941	28.4	18.2	106
TENNIS	550	*294	0.8	53.5	118	**117	1.1	21.3	166	**52	0.4	9.5	62	**125	0.9	22.7	132
TIME	8880	4571	12.5	51.5	114	1272	12.3	14.3	112	1552	12.5	17.5	114	1747	12.6	19.7	115
TOWN & COUNTRY	917	384	1.0	41.9	93	**103	1.0	11.2	88	**129	1.0	14.1	92	*153	1.1	16.7	97
TRAVEL & LEISURE	972	426	1.2	43.8	97	**82	0.8	8.4	66	*147	1.2	15.1	99	*197	1.4	20.3	118
TRUE STORY	3356	1721	4.7	51.3	113	637	6.1	19.0	148	415	3.4	12.4	81	669	4.8	19.9	116
U.S.NEWS & WORLD REPORT	3410	1475	4.0	43.3	96	258	2.5	7.6	59	490	4.0	14.4	94	726	5.2	21.3	124
USA TODAY	1759	836	2.3	47.5	105	*221	2.1	12.6	98	299	2.4	17.0	111	316	2.3	18.0	105
US	1873	949	2.6	50.7	112	300	2.9	16.0	125	*328	2.7	17.5	115	321	2.3	17.1	100
VOGUE	3909	1792	4.9	45.8	101	586	5.7	15.0	117	577	4.7	14.8	97	630	4.5	16.1	94
WALL STREET JOURNAL	1886	729	2.0	38.7	85	*127	1.2	6.7	53	*259	2.1	13.7	90	342	2.5	18.1	106
WEIGHT WATCHERS	2120	1081	3.0	51.0	113	267	2.6	12.6	98	389	3.1	18.3	120	425	3.1	20.0	117
WOMAN'S DAY	14172	7618	20.8	53.8	119	2097	20.2	14.8	116	2611	21.1	18.4	121	2911	20.9	20.5	120
WORKING MOTHER	1146	740	2.0	64.6	143	*267	2.6	23.3	182	*151	1.2	13.2	86	322	2.3	28.1	164
WORKING WOMAN	1322	712	1.9	53.9	119	*203	2.0	15.4	120	*202	1.6	15.3	100	306	2.2	23.1	135
WORLD TENNIS	*163	**70	0.2	42.9	95	**32	0.3	19.6	153	**9	0.1	5.5	36	**28	0.2	17.2	100
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1418	3.9	56.0	124	444	4.3	17.5	137	409	3.3	16.2	106	565	4.1	22.3	130
BLAIR INSERTS	43657	20553	56.1	47.1	104	5602	54.1	12.8	100	6844	55.3	15.7	103	8107	58.3	18.6	108
DAILY NEWSPAPERS																	
READ ANY	51633	23956	65.4	46.4	103	6882	66.4	13.3	104	7901	63.8	15.3	100	9174	66.0	17.8	104
READ ONE	43463	20261	55.3	46.6	103	5809	56.1	13.4	104	6792	54.9	15.6	102	7660	55.1	17.6	103
READ TWO OR MORE	8170	3695	10.1	45.2	100	1073	10.4	13.1	103	1109	9.0	13.6	89	1513	10.9	18.5	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	24886	67.9	47.2	104	6999	67.6	13.3	104	8252	66.7	15.7	103	9634	69.3	18.3	107
READ ONE	46126	21853	59.6	47.4	105	6122	59.1	13.3	104	7278	58.8	15.8	103	8452	60.8	18.3	107
READ TWO OR MORE	6552	3033	8.3	46.3	102	877	8.5	13.4	105	974	7.9	14.9	97	1182	8.5	18.0	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.87				27.47				29.34				29.49			
30 DAY REACH	71455	32671	89.2	45.7	101	9198	88.8	12.9	101	10921	88.2	15.3	100	12552	90.3	17.6	102
50 SHWG - 30 DAY AV FREQ	14.56	15.16				14.34				15.48				15.49			
30 DAY REACH	67742	31165	85.1	46.0	102	8828	85.2	13.0	102	10364	83.7	15.3	100	11972	86.1	17.7	103
25 SHWG - 30 DAY AV FREQ	7.94	8.21				7.79				8.30				8.43			
30 DAY REACH	62117	28790	78.6	46.3	102	8124	78.4	13.1	102	9692	78.3	15.6	102	10975	79.0	17.7	103
CABLE TV: HOME WIRED	32077	15884	43.4	49.5	109	4529	43.7	14.1	110	5163	41.7	16.1	105	6192	44.5	19.3	112
HOME NOT WIRED	48909	20754	56.6	42.4	94	5832	56.3	11.9	93	7214	58.3	14.7	97	7708	55.5	15.8	92
HAVE PAY CABLE	15935	8734	23.8	54.8	121	2677	25.8	16.8	131	2812	22.7	17.6	115	3246	23.4	20.4	119

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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CUPS OR GLASSES WITH MILK FLAVORINGS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0392
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	36638	100.0	45.2	100	10361	100.0	12.8	100	12377	100.0	15.3	100	13900	100.0	17.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	20798	56.8	47.4	105	5649	54.5	12.9	101	7084	57.2	16.1	106	8065	58.0	18.4	107
10:00 AM - 3:00 PM	30659	15034	41.0	49.0	108	4287	41.4	14.0	109	5121	41.4	16.7	109	5626	40.5	18.4	107
3:00 PM - 7:00 PM	31045	15459	42.2	49.8	110	4282	41.3	13.8	108	5162	41.7	16.6	109	6016	43.3	19.4	113
7:00 PM - MIDNIGHT	15767	7515	20.5	47.7	105	2027	19.6	12.9	100	2621	21.2	16.6	109	2867	20.6	18.2	106
MIDNIGHT - 6:00 AM	9120	4371	11.9	47.9	106	1226	11.8	13.4	105	1343	10.9	14.7	96	1802	13.0	19.8	115
6:00 AM - MIDNIGHT	58527	28174	76.9	48.1	106	7977	77.0	13.6	107	9573	77.3	16.4	107	10623	76.4	18.2	106
ENTIRE DAY	59311	28519	77.8	48.1	106	8093	78.1	13.6	107	9673	78.2	16.3	107	10754	77.4	18.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8201	22.4	50.7	112	2135	20.6	13.2	103	2902	23.4	17.9	117	3164	22.8	19.6	114
ALL NEWS	2256	925	2.5	41.0	91	*240	2.3	10.6	83	280	2.3	12.4	81	406	2.9	18.0	105
AOR/PROGRESSIVE	3874	2042	5.6	52.7	117	496	4.8	12.8	100	773	6.2	20.0	131	773	5.6	20.0	116
BEAUTIFUL MUSIC	5660	2452	6.7	43.3	96	726	7.0	12.8	100	845	6.8	14.9	98	881	6.3	15.6	91
BLACK	2204	1014	2.8	46.0	102	304	2.9	13.8	108	365	2.9	16.6	108	345	2.5	15.7	91
CLASSICAL	1418	636	1.7	44.9	99	*191	1.8	13.5	105	*195	1.6	13.8	90	*250	1.8	17.6	103
CHR/ROCK	9538	4949	13.5	51.9	115	1545	14.9	16.2	127	1725	13.9	18.1	118	1679	12.1	17.6	103
COUNTRY	12648	6358	17.4	50.3	111	1795	17.3	14.2	111	2109	17.0	16.7	109	2454	17.7	19.4	113
GOLDEN OLDIES	1191	463	1.3	38.9	86	**124	1.2	10.4	81	*164	1.3	13.8	90	*175	1.3	14.7	86
MOR/NOSTALGIA	4757	2175	5.9	45.7	101	583	5.6	12.3	96	691	5.6	14.5	95	902	6.5	19.0	110
NEWS/TALK	3863	1600	4.4	41.4	92	304	2.9	7.9	62	474	3.8	12.3	80	821	5.9	21.3	124
RELIGIOUS	3084	1382	3.8	44.8	99	376	3.6	12.2	95	416	3.4	13.5	88	590	4.2	19.1	111
SOFT ROCK	521	*177	0.5	34.0	75	**56	0.5	10.7	84	**37	0.3	7.1	46	**84	0.6	16.1	94
URBAN CONTEMPORARY	1585	760	2.1	47.9	106	372	3.6	23.5	183	*162	1.3	10.2	67	*226	1.6	14.3	83
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1720	4.7	52.7	117	577	5.6	17.7	138	559	4.5	17.1	112	585	4.2	17.9	105
ABC DIRECTION	2316	1196	3.3	51.6	114	316	3.0	13.6	107	420	3.4	18.1	119	461	3.3	19.9	116
ABC ENTERTAINMENT	4834	2278	6.2	47.1	104	738	7.1	15.3	119	764	6.2	15.8	103	775	5.6	16.0	93
ABC FM	2202	1078	2.9	49.0	108	402	3.9	18.3	143	*261	2.1	11.9	78	415	3.0	18.8	110
ABC INFORMATION	5425	2650	7.2	48.8	108	577	5.6	10.6	83	861	7.0	15.9	104	1211	8.7	22.3	130
ABC ROCK	1677	957	2.6	57.1	126	*244	2.4	14.5	114	375	3.0	22.4	146	339	2.4	20.2	118
CBS	4430	1935	5.3	43.7	97	415	4.0	9.4	73	562	4.5	12.7	83	959	6.9	21.6	126
MUTUAL	4992	2469	6.7	49.5	109	543	5.2	10.9	85	942	7.6	18.9	123	984	7.1	19.7	115
NBC	4679	2249	6.1	48.1	106	576	5.6	12.3	96	697	5.6	14.9	97	975	7.0	20.8	121
RADIORADIO	1994	920	2.5	46.1	102	*262	2.5	13.1	103	316	2.6	15.8	104	342	2.5	17.2	100
RKO ONE	2298	1000	2.7	43.5	96	300	2.9	13.1	102	362	2.9	15.8	103	338	2.4	14.7	86
RKO TWO	3311	1724	4.7	52.1	115	398	3.8	12.0	94	679	5.5	20.5	134	647	4.7	19.5	114
THE SOURCE	2114	1004	2.7	47.5	105	267	2.6	12.6	99	389	3.1	18.4	120	347	2.5	16.4	96
NON-WIRED : BLAIR	8654	4294	11.7	49.6	110	1283	12.4	14.8	116	1387	11.2	16.0	105	1624	11.7	18.8	109
INTERNET	12025	5996	16.4	49.9	110	1778	17.2	14.8	116	1992	16.1	16.6	108	2226	16.0	18.5	108
KATZ RADIO GROUP	15359	7091	19.4	46.2	102	1926	18.6	12.5	98	2268	18.3	14.8	97	2897	20.8	18.9	110
SUPERNET	10628	5009	13.7	47.1	104	1480	14.3	13.9	109	1582	12.8	14.9	97	1946	14.0	18.3	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3520	9.6	40.7	90	930	9.0	10.7	84	1237	10.0	14.3	93	1353	9.7	15.6	91
WKDAY 9:00 AM - 1:00 PM	12163	5311	14.5	43.7	97	1590	15.3	13.1	102	1960	15.8	16.1	105	1761	12.7	14.5	84
WKDAY 1:00 PM - 4:30 PM	16150	7286	19.9	45.1	100	2329	22.5	14.4	113	2469	19.9	15.3	100	2488	17.9	15.4	90
WKDAY 4:30 PM - 7:30 PM	22463	9628	26.3	42.9	95	2831	27.3	12.6	99	3263	26.4	14.5	95	3534	25.4	15.7	92
WKDAY 7:30 PM - 8:00 PM	31795	13795	37.7	43.4	96	3988	38.5	12.5	98	4741	38.3	14.9	98	5066	36.4	15.9	93
WKDAY 11:00 PM - 11:30 PM	23977	11280	30.8	47.0	104	3278	31.6	13.7	107	3911	31.6	16.3	107	4092	29.4	17.1	99
WKDAY 11:30 PM - 1:00 AM	7703	3936	10.7	51.1	113	1272	12.3	16.5	129	1346	10.9	17.5	114	1317	9.5	17.1	100
M-SAT 8-11 PM+SUN 7-11 PM	33800	15470	42.2	45.8	101	4460	43.0	13.2	103	5302	42.8	15.7	103	5708	41.1	16.9	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3218	8.8	49.2	109	1158	11.2	17.7	138	1029	8.3	15.7	103	1032	7.4	15.8	92
ANOTHER WORLD N	4620	1988	5.4	43.0	95	482	4.7	10.4	82	879	7.1	19.0	124	627	4.5	13.6	79
AS THE WORLD TURNS C	5614	2277	6.2	40.6	90	667	6.4	11.9	93	841	6.8	15.0	98	770	5.5	13.7	80
CAPITOL C	3396	1410	3.8	41.5	92	428	4.1	12.6	99	420	3.4	12.4	81	562	4.0	16.5	96
CBS MORN. NEWS 1 C	1446	485	1.3	33.5	74	132	1.3	9.1	71	171	1.4	11.8	77	182	1.3	12.6	73
CBS MORN. NEWS 2 C	1207	383	1.0	31.7	70	104	1.0	8.6	67	136	1.1	11.3	74	143	1.0	11.8	69
DAYS OF OUR LIVES N	5877	2668	7.3	45.4	100	725	7.0	12.3	96	1019	8.2	17.3	113	924	6.6	15.7	92
FACTS OF LIFE - DAYTIME N	2290	1018	2.8	44.5	98	337	3.3	14.7	115	328	2.7	14.3	94	353	2.5	15.4	90
FAMILY FEUD A	3023	1206	3.3	39.9	88	387	3.7	12.8	100	422	3.4	14.0	91	397	2.9	13.1	77
GENERAL HOSPITAL A	6097	2914	8.0	47.8	106	1042	10.1	17.1	134	970	7.8	15.9	104	902	6.5	14.8	86
GOOD MORNING, AMERICA-730 A	3515	1485	4.1	42.2	93	416	4.0	11.8	93	427	3.4	12.1	79	642	4.6	18.3	106
GOOD MORNING, AMERICA-830 A	2818	1158	3.2	41.1	91	327	3.2	11.6	91	429	3.5	15.2	100	402	2.9	14.3	83
GUIDING LIGHT C	5339	2376	6.5	44.5	98	728	7.0	13.6	107	783	6.3	14.7	96	864	6.2	16.2	94
ONE LIFE TO LIVE A	4478	2171	5.9	48.5	107	830	8.0	18.5	145	621	5.0	13.9	91	720	5.2	16.1	94
PRESS YOUR LUCK C	2244	1048	2.9	46.7	103	301	2.9	13.4	105	350	2.8	15.6	102	396	2.8	17.6	103
PRICE IS RIGHT 1 C	4348	1790	4.9	41.2	91	531	5.1	12.2	95	644	5.2	14.8	97	615	4.4	14.1	82
PRICE IS RIGHT 2 C	5014	2116	5.8	42.2	93	617	6.0	12.3	96	801	6.5	16.0	105	699	5.0	13.9	81
RYAN'S HOPE A	3150	1498	4.1	47.6	105	505	4.9	16.0	125	481	3.9	15.3	100	512	3.7	16.3	95
SALE OF THE CENTURY N	2695	1108	3.0	41.1	91	336	3.2	12.5	97	418	3.4	15.5	101	354	2.5	13.1	77
SEARCH FOR TOMORROW N	2319	1080	2.9	46.6	103	222	2.1	9.6	75	515	4.2	22.2	145	343	2.5	14.8	86
TODAY SHOW 1 N	2693	987	2.7	36.7	81	167	1.6	6.2	48	394	3.2	14.6	96	426	3.1	15.8	92
TODAY SHOW 2 N	2498	871	2.4	34.9	77	212	2.0	8.5	66	359	2.9	14.4	94	300	2.2	12.0	70
$25,000 PYRAMID C	2753	1160	3.2	42.1	93	373	3.6	13.5	106	454	3.7	16.5	108	333	2.4	12.1	70
WHEEL OF FORTUNE N	4388	1847	5.0	42.1	93	501	4.8	11.4	89	704	5.7	16.0	105	642	4.6	14.6	85
YOUNG AND THE RESTLESS C	5695	2391	6.5	42.0	93	756	7.3	13.3	104	771	6.2	13.5	89	865	6.2	15.2	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	764	2.1	43.4	96	190	1.8	10.8	84	296	2.4	16.8	110	278	2.0	15.8	92
NBA PLAYOFF GAME -1 C	1136	406	1.1	35.7	79	*95	0.9	8.4	65	158	1.3	13.9	91	*153	1.1	13.5	78
NBC MAJOR LEAGUE PRE-GAME N	953	363	1.0	38.1	84	**99	1.0	10.4	81	**101	0.8	10.6	69	*163	1.2	17.1	100
SPORTSWORLD - SUN N	1233	562	1.5	45.6	101	*156	1.5	12.7	99	172	1.4	13.9	91	234	1.7	19.0	111
SUNDAY MORNING C	1611	579	1.6	35.9	79	*132	1.3	8.2	64	188	1.5	11.7	76	259	1.9	16.1	94

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CUPS OR GLASSES WITH MILK FLAVORINGS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	36638	100.0	45.2	100	10361	100.0	12.8	100	12377	100.0	15.3	100	13900	100.0	17.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10340	28.2	39.7	88	2837	27.4	10.9	85	3447	27.9	13.2	87	4056	29.2	15.6	91
NETWORK AFFILIATES - LATE		20261	9299	25.4	45.9	101	2711	26.2	13.4	105	3216	26.0	15.9	104	3372	24.3	16.6	97
INDEPENDENTS - LATE		2076	906	2.5	43.6	96	278	2.7	13.4	105	267	2.2	12.9	84	362	2.6	17.4	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5186	14.2	49.6	110	1445	13.9	13.8	108	1881	15.2	18.0	118	1859	13.4	17.8	104
ABC MONDAY NIGHT MOVIE	A	6412	3104	8.5	48.4	107	897	8.7	14.0	109	1119	9.0	17.5	114	1088	7.8	17.0	99
ABC SUNDAY NIGHT MOVIE	A	12407	5703	15.6	46.0	102	1598	15.4	12.9	101	2041	16.5	16.5	108	2064	14.8	16.6	97
ABC WORLD NEWS TONIGHT	A	6176	2409	6.6	39.0	86	690	6.7	11.2	87	794	6.4	12.9	84	925	6.7	15.0	87
AFTERMASH	C	5863	2288	6.2	39.0	86	671	6.5	11.4	89	604	4.9	10.3	67	1013	7.3	17.3	101
ALICE	C	9594	4087	11.2	42.6	94	1121	10.8	11.7	91	1213	9.8	12.6	83	1753	12.6	18.3	106
AMERICAN PARADE	C	6622	2565	7.0	38.7	86	607	5.9	9.2	72	946	7.6	14.3	93	1012	7.3	15.3	89
BENSON	A	10886	4388	12.0	40.3	89	1104	10.7	10.1	79	1640	13.3	15.1	99	1644	11.8	15.1	88
BLUE THUNDER	A	5036	2384	6.5	47.3	105	664	6.4	13.2	103	823	6.6	16.3	107	897	6.5	17.8	104
CAGNEY & LACEY	C	9965	4683	12.8	47.0	104	1303	12.6	13.1	102	1551	12.5	15.6	102	1829	13.2	18.4	107
CBS EVENING NEWS-DEAN	C	3491	1245	3.4	35.7	79	332	3.2	9.5	74	471	3.8	13.5	88	442	3.2	12.7	74
CBS EVENING NEWS-RATHER	C	7123	2829	7.7	39.7	88	839	8.1	11.8	92	809	6.5	11.4	74	1181	8.5	16.6	97
CBS SAT. NEWS-SCHIEFFER	C	3621	1324	3.6	36.6	81	309	3.0	8.5	67	339	2.7	9.4	61	676	4.9	18.7	109
CBS SATURDAY NIGHT MOVIE	C	5436	2772	7.6	51.0	113	747	7.2	13.7	107	1044	8.4	19.2	126	981	7.1	18.0	105
CBS WEDNESDAY NIGHT MOVIE	C	6100	2539	6.9	41.6	92	643	6.2	10.5	82	826	6.7	13.5	89	1071	7.7	17.6	102
CHEERS	N	8889	4346	11.9	48.9	108	1255	12.1	14.1	110	1557	12.6	17.5	115	1534	11.0	17.3	101
DALLAS	C	22109	9659	26.4	43.7	97	2845	27.5	12.9	101	3279	26.5	14.8	97	3534	25.4	16.0	93
DIFF'RENT STROKES	N	6940	3078	8.4	44.4	98	1049	10.1	15.1	118	957	7.7	13.8	90	1071	7.7	15.4	90
DOUBLE TROUBLE	N	7223	3512	9.6	48.6	107	1083	10.5	15.0	117	1188	9.6	16.4	108	1241	8.9	17.2	100
DUCK FACTORY	N	5595	2694	7.4	48.2	106	764	7.4	13.7	107	976	7.9	17.4	114	954	6.9	17.1	99
DUKES OF HAZZARD	C	5768	2595	7.1	45.0	99	913	8.8	15.8	124	868	7.0	15.0	98	814	5.9	14.1	82
DYNASTY	A	20053	9318	25.4	46.5	103	2844	27.4	14.2	111	3188	25.8	15.9	104	3286	23.6	16.4	95
FACTS OF LIFE	N	8087	3877	10.6	47.9	106	1144	11.0	14.1	111	1386	11.2	17.1	112	1348	9.7	16.7	97
FALCON CREST	C	20046	8927	24.4	44.5	98	2698	26.0	13.5	105	3070	24.8	15.3	100	3160	22.7	15.8	92
FALL GUY	A	9084	4190	11.4	46.1	102	1186	11.4	13.1	102	1433	11.6	15.8	103	1571	11.3	17.3	101
FAMILY TIES	N	7964	3744	10.2	47.0	104	1261	12.2	15.8	124	1271	10.3	16.0	104	1212	8.7	15.2	89
FANTASY ISLAND	A	7687	3439	9.4	44.7	99	1008	9.7	13.1	102	1181	9.5	15.4	101	1250	9.0	16.3	95
FOULUPS,BLEEPS & BLUNDERS	A	8861	4057	11.1	45.8	101	1332	12.9	15.0	117	1301	10.5	14.7	96	1424	10.2	16.1	94
FOUR SEASONS	C	5095	2129	5.8	41.8	92	684	6.6	13.4	105	599	4.8	11.8	77	846	6.1	16.6	97
GIMME A BREAK	N	8838	3789	10.3	42.9	95	1197	11.6	13.5	106	1390	11.2	15.7	103	1201	8.6	13.6	79
HART TO HART	A	8978	4075	11.1	45.4	100	1273	12.3	14.2	111	1220	9.9	13.6	89	1582	11.4	17.6	103
HILL STREET BLUES	N	8590	4262	11.6	49.6	110	1291	12.5	15.0	117	1339	10.8	15.6	102	1632	11.7	19.0	111
HOTEL	A	14085	6591	18.0	46.8	103	2080	20.1	14.8	115	2152	17.4	15.3	100	2359	17.0	16.7	98
JEFFERSONS	C	9360	3945	10.8	42.1	93	1188	11.5	12.7	99	1177	9.5	12.6	82	1579	11.4	16.9	98
JENNIFER SLEPT HERE	N	5841	2749	7.5	47.1	104	842	8.1	14.4	113	816	6.6	14.0	91	1091	7.8	18.7	109
KATE & ALLIE	C	9206	4095	11.2	44.5	98	1051	10.1	11.4	89	1376	11.1	14.9	98	1669	12.0	18.1	106
KNIGHT RIDER	N	7076	3069	8.4	43.4	96	797	7.7	11.3	88	994	8.0	14.0	92	1278	9.2	18.1	105
LOVE BOAT	A	12219	4999	13.6	40.9	90	1287	12.4	10.5	82	1672	13.5	13.7	90	2039	14.7	16.7	97
MAGNUM PI	C	11199	5080	13.9	45.4	100	1269	12.2	11.3	89	1908	15.4	17.0	111	1903	13.7	17.0	99
MAMA'S FAMILY	N	6057	2667	7.3	44.0	97	951	9.2	15.7	123	953	7.7	15.7	103	762	5.5	12.6	73
MASTER, THE	N	3598	1720	4.7	47.8	106	489	4.7	13.6	106	615	5.0	17.1	112	616	4.4	17.1	100
MATT HOUSTON	A	6344	2996	8.2	47.2	104	824	8.0	13.0	102	1069	8.6	16.9	110	1103	7.9	17.4	101
NBC MONDAY NIGHT MOVIE	N	11994	5823	15.9	48.5	107	1830	17.7	15.3	119	2046	16.5	17.1	112	1947	14.0	16.2	95
NBC NIGHTLY NEWS	N	5132	1983	5.4	38.6	85	476	4.6	9.3	72	768	6.2	15.0	98	739	5.3	14.4	84
NBC NIGHTLY NEWS-SAT	N	3375	1281	3.5	38.0	84	291	2.8	8.6	67	487	3.9	14.4	94	504	3.6	14.9	87
NBC NIGHTLY NEWS-SUN	N	3130	1120	3.1	35.8	79	*270	2.6	8.6	67	400	3.2	12.8	84	450	3.2	14.4	84
NBC SUNDAY NIGHT MOVIE	N	8284	4103	11.2	49.5	109	1289	12.4	15.6	122	1491	12.0	18.0	118	1323	9.5	16.0	93
NEWHART	C	9240	4176	11.4	45.2	100	1118	10.8	12.1	95	1375	11.1	14.9	97	1682	12.1	18.2	106
ONE DAY AT A TIME	C	7288	3334	9.1	45.7	101	987	9.5	13.5	106	1031	8.3	14.1	93	1316	9.5	18.1	105
PEOPLE ARE FUNNY	N	4855	2116	5.8	43.6	96	775	7.5	16.0	125	612	4.9	12.6	82	729	5.2	15.0	87
REAL PEOPLE	N	8869	3690	10.1	41.6	92	1126	10.9	12.7	99	1190	9.6	13.4	88	1374	9.9	15.5	90
REMINGTON STEELE	N	7743	3781	10.3	48.8	108	959	9.3	12.4	97	1455	11.8	18.8	123	1367	9.8	17.7	103
RIPLEY'S BELIEVE IT - NOT	A	5345	2649	7.2	49.6	110	780	7.5	14.6	114	923	7.5	17.3	113	946	6.8	17.7	103
RIPTIDE	N	6988	3368	9.2	48.2	107	962	9.3	13.8	108	1134	9.2	16.2	106	1273	9.2	18.2	106
SCARECROW & MRS. KING	C	10002	4293	11.7	42.9	95	1148	11.1	11.5	90	1472	11.9	14.7	96	1673	12.0	16.7	97
SIMON & SIMON	C	10638	5085	13.9	47.8	106	1394	13.5	13.1	102	1879	15.2	17.7	116	1812	13.0	17.0	99
60 MINUTES	C	13293	5073	13.8	38.2	84	1161	11.2	8.7	68	1791	14.5	13.5	88	2121	15.3	16.0	93
ST. ELSEWHERE	N	7017	3788	10.3	54.0	119	1118	10.8	15.9	125	1345	10.9	19.2	125	1325	9.5	18.9	110
THREE'S COMPANY	A	10917	5227	14.3	47.9	106	1702	16.4	15.6	122	1681	13.6	15.4	101	1844	13.3	16.9	98
T.J. HOOKER	A	9204	4014	11.0	43.6	96	1145	11.1	12.4	97	1336	10.8	14.5	95	1532	11.0	16.6	97
TONIGHT SHOW	N	2372	1087	3.0	45.8	101	302	2.9	12.7	100	391	3.2	16.5	108	394	2.8	16.6	97
TRAPPER JOHN, M.D.	C	9846	4162	11.4	42.3	93	1045	10.1	10.6	83	1498	12.1	15.2	100	1619	11.6	16.4	96
TV BLOOPERS & PRAC. JOKES	N	9105	4030	11.0	44.3	98	1186	11.4	13.0	102	1441	11.6	15.8	104	1403	10.1	15.4	90
20/20	A	9387	4099	11.2	43.7	97	1147	11.1	12.2	96	1479	11.9	15.8	103	1473	10.6	15.7	91
WEBSTER	A	11067	4734	12.9	42.8	95	1276	12.3	11.5	90	1698	13.7	15.3	100	1760	12.7	15.9	93
WORLD NEWS - SUN	A	3062	1219	3.3	39.8	88	*252	2.4	8.2	64	421	3.4	13.7	90	547	3.9	17.9	104
YELLOW ROSE	N	4978	2348	6.4	47.2	104	684	6.6	13.7	107	844	6.8	17.0	111	820	5.9	16.5	96
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4728	12.9	53.3	118	1528	14.7	17.2	135	1213	9.8	13.7	89	1987	14.3	22.4	130
BASKETBALL - COLLEGE GAMES		4080	2039	5.6	50.0	110	542	5.2	13.3	104	646	5.2	15.8	104	850	6.1	20.8	121
BASKETBALL - PRO GAMES		3607	1660	4.5	46.0	102	579	5.6	16.1	125	*509	4.1	14.1	92	572	4.1	15.9	92
BOWLING		3883	1981	5.4	51.0	113	566	5.5	14.6	114	715	5.8	18.4	120	700	5.0	18.0	105
BOXING		3928	2238	6.1	57.0	126	682	6.6	17.4	136	964	7.8	24.5	161	592	4.3	15.1	88
FOOTBALL - COLLEGE GAMES		6366	3489	9.5	54.8	121	940	9.1	14.8	115	1135	9.2	17.8	117	1414	10.2	22.2	129
FOOTBALL - PRO GAMES		11300	6464	17.6	57.2	126	1717	16.6	15.2	119	2003	16.2	17.7	116	2744	19.7	24.3	141
GOLF		3378	1824	5.0	54.0	119	*477	4.6	14.1	110	792	6.4	23.4	153	*555	4.0	16.4	96
POST-SEASON COLL. FOOTBALL		4906	2765	7.5	56.4	125	699	6.7	14.2	111	927	7.5	18.9	124	1140	8.2	23.2	135
POST-SEASON PRO FOOTBALL		6120	3517	9.6	57.5	127	893	8.6	14.6	114	1125	9.1	18.4	120	1498	10.8	24.5	143
TENNIS		3033	1459	4.0	48.1	106	*439	4.2	14.5	113	*421	3.4	13.9	91	598	4.3	19.7	115
WRESTLING - PROFESSIONAL		3344	2046	5.6	61.2	135	824	8.0	24.6	193	739	6.0	22.1	145	*483	3.5	14.4	84

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MILK FLAVORINGS (BOXES, JARS OR CONTAINERS): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	MILK MATE A '000	MILK MATE B % DOWN	MILK MATE C % ACROSS	MILK MATE D INDX	NESTLES QUIK A '000	NESTLES QUIK B % DOWN	NESTLES QUIK C % ACROSS	NESTLES QUIK D INDX	OVALTINE A '000	OVALTINE B % DOWN	OVALTINE C % ACROSS	OVALTINE D INDX
TOTAL FEMALE HOMEMAKERS	80986	17050	100.0	21.1	100	2370	100.0	2.9	100	23287	100.0	28.8	100	4152	100.0	5.1	100
18 - 24	9282	1466	8.6	15.8	75	*464	19.6	5.0	171	2819	12.1	30.4	106	*438	10.5	4.7	92
25 - 34	19072	4942	29.0	25.9	123	774	32.7	4.1	139	7089	30.4	37.2	129	1221	29.4	6.4	125
35 - 44	14591	3961	23.2	27.1	129	*500	21.1	3.4	117	5579	24.0	38.2	133	764	18.4	5.2	102
45 - 54	11345	2753	16.1	24.3	115	**313	13.2	2.8	94	3445	14.8	30.4	106	622	15.0	5.5	107
55 - 64	11635	2379	14.0	20.4	97	**168	7.1	1.4	49	2394	10.3	20.6	72	*443	10.7	3.8	74
65 OR OLDER	15061	1548	9.1	10.3	49	**150	6.3	1.0	34	1961	8.4	13.0	45	664	16.0	4.4	86
18 - 34	28354	6408	37.6	22.6	107	1238	52.2	4.4	149	9909	42.6	34.9	122	1659	40.0	5.9	114
18 - 49	48339	11818	69.3	24.4	116	1959	82.7	4.1	138	17301	74.3	35.8	124	2768	66.7	5.7	112
25 - 54	45008	11657	68.4	25.9	123	1588	67.0	3.5	121	16113	69.2	35.8	125	2607	62.8	5.8	113
35 - 49	19985	5410	31.7	27.1	129	721	30.4	3.6	123	7393	31.7	37.0	129	1109	26.7	5.5	108
50 OR OLDER	32647	5232	30.7	16.0	76	*411	17.3	1.3	43	5985	25.7	18.3	64	1384	33.3	4.2	83
GRADUATED COLLEGE	11155	2270	13.3	20.3	97	**165	7.0	1.5	51	3061	13.1	27.4	95	574	13.8	5.1	100
ATTENDED COLLEGE	13682	3308	19.4	24.2	115	*397	16.8	2.9	99	4267	18.3	31.2	108	892	21.5	6.5	127
GRADUATED HIGH SCHOOL	33880	8098	47.5	23.9	114	1112	46.9	3.3	112	10865	46.7	32.1	112	1732	41.7	5.1	100
DID NOT GRADUATE HIGH SCHOOL	22270	3374	19.8	15.2	72	695	29.3	3.1	107	5094	21.9	22.9	80	954	23.0	4.3	84
EMPLOYED	40306	9430	55.3	23.4	111	1100	46.4	2.7	93	12337	53.0	30.6	106	1988	47.9	4.9	96
EMPLOYED FULL-TIME	32850	7618	44.7	23.2	110	883	37.3	2.7	92	10104	43.4	30.8	107	1579	38.0	4.8	94
EMPLOYED PART-TIME	7456	1812	10.6	24.3	115	**217	9.2	2.9	99	2233	9.6	29.9	104	*409	9.9	5.5	107
NOT EMPLOYED	40680	7620	44.7	18.7	89	1270	53.6	3.1	107	10950	47.0	26.9	94	2164	52.1	5.3	104
PROFESSIONAL/MANAGER	10392	2161	12.7	20.8	99	**126	5.3	1.2	41	2952	12.7	28.4	99	*443	10.7	4.3	83
TECH/CLERICAL/SALES	17574	4571	26.8	26.0	124	*551	23.2	3.1	107	5760	24.7	32.8	114	1062	25.6	6.0	118
PRECISION/CRAFT	985	**198	1.2	20.1	95	**47	2.0	4.8	163	*357	1.5	36.2	126	**66	1.6	6.7	131
OTHER EMPLOYED	11354	2500	14.7	22.0	105	*376	15.9	3.3	113	3269	14.0	28.8	100	*417	10.0	3.7	72
SINGLE	9863	1533	9.0	15.5	74	*336	14.2	3.4	116	1976	8.5	20.0	70	508	12.2	5.2	100
MARRIED	51375	12473	73.2	24.3	115	1639	69.2	3.2	109	17118	73.5	33.3	116	2759	66.4	5.4	105
DIVORCED/SEPARATED/WIDOWED	19748	3044	17.9	15.4	73	395	16.7	2.0	68	4193	18.0	21.2	74	885	21.3	4.5	87
PARENTS	32590	9244	54.2	28.4	135	1504	63.5	4.6	158	13798	59.3	42.3	147	2101	50.6	6.4	126
WHITE	70416	15225	89.3	21.6	103	1899	80.1	2.7	92	20738	89.1	29.5	102	3447	83.0	4.9	95
BLACK	8778	1552	9.1	17.7	84	443	18.7	5.0	172	2105	9.0	24.0	83	449	10.8	5.1	100
OTHER	1791	**273	1.6	15.2	72	**27	1.1	1.5	52	**444	1.9	24.8	86	**256	6.2	14.3	279
NORTHEAST-CENSUS	17786	4349	25.5	24.5	116	*478	20.2	2.7	92	4296	18.4	24.2	84	850	20.5	4.8	93
NORTH CENTRAL	20741	4538	26.6	21.9	104	569	24.0	2.7	94	7493	32.2	36.1	126	1030	24.8	5.0	97
SOUTH	27775	5798	34.0	20.9	99	1164	49.1	4.2	143	7064	30.3	25.4	88	811	19.5	2.9	57
WEST	14683	2365	13.9	16.1	77	**159	6.7	1.1	37	4433	19.0	30.2	105	1461	35.2	10.0	194
NORTHEAST-MKTG.	17961	4071	23.9	22.7	108	490	20.7	2.7	93	4270	18.3	23.8	83	919	22.1	5.1	100
EAST CENTRAL	11885	2705	15.9	22.8	108	*345	14.6	2.9	99	3632	15.6	30.6	106	504	12.1	4.2	83
WEST CENTRAL	14090	3037	17.8	21.6	102	*376	15.9	2.7	91	5236	22.5	37.2	129	798	19.2	5.7	110
SOUTH	24081	5255	30.8	21.8	104	1018	43.0	4.2	144	6322	27.1	26.3	91	619	14.9	2.6	50
PACIFIC	12969	1982	11.6	15.3	73	**140	5.9	1.1	37	3828	16.4	29.5	103	1313	31.6	10.1	197
COUNTY SIZE A	32439	6458	37.9	19.9	95	798	33.7	2.5	84	8630	37.1	26.6	93	2184	52.6	6.7	131
COUNTY SIZE B	24915	5841	34.3	23.4	111	784	33.1	3.1	108	7898	33.9	31.7	110	1282	30.9	5.1	100
COUNTY SIZE C	12930	2711	15.9	21.0	100	*430	18.1	3.3	114	3629	15.6	28.1	98	487	11.7	3.8	73
COUNTY SIZE D	10703	2040	12.0	19.1	91	*358	15.1	3.3	114	3130	13.4	29.2	102	**199	4.8	1.9	36
METRO CENTRAL CITY	24518	4291	25.2	17.5	83	714	30.1	2.9	100	6793	29.2	27.7	96	1354	32.6	5.5	108
METRO SUBURBAN	35919	8346	49.0	23.2	110	882	37.2	2.5	84	10824	46.5	30.1	105	2250	54.2	6.3	122
NON METRO	20549	4414	25.9	21.5	102	774	32.7	3.8	129	5670	24.3	27.6	96	548	13.2	2.7	52
TOP 5 ADI'S	18341	3663	21.5	20.0	95	*461	19.5	2.5	86	4764	20.5	26.0	90	1533	36.9	8.4	163
TOP 10 ADI'S	25378	5096	29.9	20.1	95	719	30.3	2.8	97	6411	27.5	25.3	88	1822	43.9	7.2	140
TOP 20 ADI'S	36488	7595	44.5	20.8	99	986	41.6	2.7	92	10022	43.0	27.5	96	2358	56.8	6.5	126
HSHLD INC. $50,000 OR MORE	6612	1931	11.3	29.2	139	**173	7.3	2.6	89	2215	9.5	33.5	117	*418	10.1	6.3	123
$40,000 OR MORE	12659	3461	20.3	27.3	130	**336	14.2	2.7	91	4232	18.2	33.4	116	745	17.9	5.9	115
$30,000 OR MORE	24698	6404	37.6	25.9	123	*674	28.4	2.7	93	8354	35.9	33.8	118	1608	38.7	6.5	127
$25,000 OR MORE	32077	8284	48.6	25.8	123	967	40.8	3.0	103	10832	46.5	33.8	117	2092	50.4	6.5	127
$20,000 - $24,999	9144	2017	11.8	22.1	105	**184	7.8	2.0	69	2826	12.1	30.9	107	*477	11.5	5.2	102
$15,000 - $19,999	8728	1707	10.0	19.6	93	**182	7.7	2.1	71	2699	11.6	30.9	108	*483	11.6	5.5	108
$10,000 - $14,999	12562	2511	14.7	20.0	95	*471	19.9	3.7	128	3310	14.2	26.3	92	443	10.7	3.5	69
UNDER $10,000	18475	2532	14.9	13.7	65	566	23.9	3.1	105	3620	15.5	19.6	68	658	15.8	3.6	69
HOUSEHOLD OF 1 PERSON	11987	1231	7.2	10.3	49	**118	5.0	1.0	34	1393	6.0	11.6	40	370	8.9	3.1	60
2 PEOPLE	26577	4641	27.2	17.5	83	548	23.1	2.1	70	5313	22.8	20.0	70	1104	26.6	4.2	81
3 OR 4 PEOPLE	30617	7731	45.3	25.3	120	1174	49.5	3.8	131	10945	47.0	35.7	124	1850	44.6	6.0	118
5 OR MORE PEOPLE	11804	3447	20.2	29.2	139	*530	22.4	4.5	153	5636	24.2	47.7	166	*828	19.9	7.0	137
NO CHILD IN HSHLD	46165	7269	42.6	15.7	75	768	32.4	1.7	57	8542	36.7	18.5	64	1872	45.1	4.1	79
CHILD(REN) UNDER 2 YRS	5325	1297	7.6	24.4	116	**195	8.2	3.7	125	2320	10.0	43.6	152	*350	8.4	6.6	128
2 - 5 YEARS	14221	3808	22.3	26.8	127	701	29.6	4.9	168	6019	25.8	42.3	147	1078	26.0	7.6	148
6 - 11 YEARS	15117	4739	27.8	31.3	149	769	32.4	5.1	174	7016	30.1	46.4	161	1065	25.7	7.0	137
12 - 17 YEARS	16611	4915	28.8	29.6	141	732	30.9	4.4	151	6805	29.2	41.0	142	977	23.5	5.9	115
RESIDENCE OWNED	55884	12670	74.3	22.7	108	1538	64.9	2.8	94	16624	71.4	29.7	103	2974	71.6	5.3	104
VALUE: $50,000 OR MORE	31744	7553	44.3	23.8	113	656	27.7	2.1	71	9903	42.5	31.2	108	2015	48.5	6.3	124
VALUE: UNDER $50,000	24140	5117	30.0	21.2	101	882	37.2	3.7	125	6721	28.9	27.8	97	959	23.1	4.0	77

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK FLAVORINGS (BOXES, JARS OR CONTAINERS): BRANDS
(FEMALE HOMEMAKERS)

0395
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		TOTAL U.S. '000	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS %	HERSHEY D INDX	MILK MATE A '000	MILK MATE B % DOWN	MILK MATE C % ACROSS %	MILK MATE D INDX	NESTLES QUIK A '000	NESTLES QUIK B % DOWN	NESTLES QUIK C % ACROSS %	NESTLES QUIK D INDX	OVALTINE A '000	OVALTINE B % DOWN	OVALTINE C % ACROSS %	OVALTINE D INDX
TOTAL FEMALE HOMEMAKERS		80986	17050	100.0	21.1	100	2370	100.0	2.9	100	23287	100.0	28.8	100	4152	100.0	5.1	100
MAGAZINES	QUINTILE 1	15799	3817	22.4	24.2	115	*487	20.5	3.1	105	5085	21.8	32.2	112	1156	27.8	7.3	143
	QUINTILE 2	17259	4537	26.6	26.3	125	*599	25.3	3.5	119	5369	23.1	31.1	108	1078	26.0	6.2	122
	QUINTILE 3	13545	2784	16.3	20.6	98	*367	15.5	2.7	93	4081	17.5	30.1	105	626	15.1	4.6	90
	QUINTILE 4	15133	3107	18.2	20.5	98	*401	16.9	2.6	91	4345	18.7	28.7	100	530	12.8	3.5	68
	QUINTILE 5	19250	2805	16.5	14.6	69	*516	21.8	2.7	92	4408	18.9	22.9	80	762	18.4	4.0	77
NEWSPAPERS	QUINTILE 1	12413	2621	15.4	21.1	100	**234	9.9	1.9	64	3486	15.0	28.1	98	545	13.1	4.4	86
	QUINTILE 2	24116	5631	33.0	23.3	111	617	26.0	2.6	87	6978	30.0	28.9	101	1348	32.5	5.6	109
	QUINTILE 3	11261	2387	14.0	21.2	101	*350	14.8	3.1	106	3607	15.5	32.0	111	658	15.8	5.8	114
	QUINTILE 4	20255	4110	24.1	20.3	96	729	30.8	3.6	123	5917	25.4	29.2	102	1104	26.6	5.5	106
	QUINTILE 5	12940	2302	13.5	17.8	84	*440	18.6	3.4	116	3299	14.2	25.5	89	*497	12.0	3.8	75
OUTDOOR	QUINTILE 1	14852	3381	19.8	22.8	108	*521	22.0	3.5	120	4542	19.5	30.6	106	1018	24.5	6.9	134
	QUINTILE 2	15725	3645	21.4	23.2	110	*481	20.3	3.1	105	5203	22.3	33.1	115	869	20.9	5.5	108
	QUINTILE 3	16330	3680	21.6	22.5	107	*407	17.2	2.5	85	4820	20.7	29.5	103	769	18.5	4.7	92
	QUINTILE 4	16744	3111	18.2	18.6	88	*517	21.8	3.1	106	4431	19.0	26.5	92	747	18.0	4.5	87
	QUINTILE 5	17334	3232	19.0	18.6	89	*444	18.7	2.6	88	4290	18.4	24.7	86	748	18.0	4.3	84
RADIO-DRIVE TIME	QUINTILE 1	15911	3630	21.3	22.8	108	557	23.5	3.5	120	5173	22.2	32.5	113	1035	24.9	6.5	127
	QUINTILE 2	14837	3301	19.4	22.2	106	*450	19.0	3.0	104	4745	20.4	32.0	111	788	19.0	5.3	104
	QUINTILE 3	15339	3124	18.3	20.4	97	*503	21.2	3.3	112	4472	19.2	29.2	101	664	16.0	4.3	84
	QUINTILE 4	16723	3700	21.7	22.1	105	*446	18.8	2.7	91	4828	20.7	28.9	100	693	16.7	4.1	81
	QUINTILE 5	18176	3296	19.3	18.1	86	*414	17.5	2.3	78	4068	17.5	22.4	78	971	23.4	5.3	104
RADIO-MID-DAY	TERCILE 1	21020	4666	27.4	22.2	105	645	27.2	3.1	105	6680	28.7	31.8	111	1240	29.9	5.9	115
	TERCILE 2	21610	5028	29.5	23.3	111	809	34.1	3.7	128	6801	29.2	31.5	109	1205	29.0	5.6	109
	TERCILE 3	38355	7356	43.1	19.2	91	916	38.6	2.4	82	9806	42.1	25.6	89	1707	41.1	4.5	87
RADIO-TOTAL	QUINTILE 1	15988	3558	20.9	22.3	106	510	21.5	3.2	109	5305	22.8	33.2	115	948	22.8	5.9	116
	QUINTILE 2	15626	3578	21.0	22.9	109	*526	22.2	3.4	115	4946	21.2	31.7	110	917	22.1	5.9	114
	QUINTILE 3	16723	3453	20.3	20.6	98	602	25.4	3.6	123	5143	22.1	30.8	107	822	19.8	4.9	96
	QUINTILE 4	16342	3631	21.3	22.2	106	*483	20.4	3.0	101	4476	19.2	27.4	95	619	14.9	3.8	74
	QUINTILE 5	16306	2830	16.6	17.4	82	*250	10.5	1.5	52	3415	14.7	20.9	73	847	20.4	5.2	101
TV-PRIME TIME	QUINTILE 1	15953	3400	19.9	21.3	101	*426	18.0	2.7	91	4345	18.7	27.2	95	915	22.0	5.7	112
	QUINTILE 2	16137	3482	20.4	21.6	102	*415	17.5	2.6	88	5057	21.7	31.3	109	791	19.1	4.9	96
	QUINTILE 3	16420	3723	21.8	22.7	108	*515	21.7	3.1	107	4812	20.7	29.3	102	749	18.0	4.6	89
	QUINTILE 4	16687	3525	20.7	21.1	100	*613	25.9	3.7	126	4687	20.1	28.1	98	839	20.2	5.0	98
	QUINTILE 5	15789	2920	17.1	18.5	88	*402	17.0	2.5	87	4385	18.8	27.8	97	859	20.7	5.4	106
TV-DAYTIME	TERCILE 1	27736	5538	32.5	20.0	95	879	37.1	3.2	108	7634	32.8	27.5	96	1225	29.5	4.4	86
	TERCILE 2	26489	5791	34.0	21.9	104	979	41.3	3.7	126	8184	35.1	30.9	107	1532	36.9	5.8	113
	TERCILE 3	26761	5721	33.6	21.4	102	512	21.6	1.9	65	7469	32.1	27.9	97	1395	33.6	5.2	102
TV-TOTAL	QUINTILE 1	16345	3164	18.6	19.4	92	*457	19.3	2.8	96	4429	19.0	27.1	94	702	16.9	4.3	84
	QUINTILE 2	16447	3641	21.4	22.1	105	*412	17.4	2.5	86	4655	20.0	28.3	98	813	19.6	4.9	96
	QUINTILE 3	15980	3449	20.2	21.6	103	*507	21.4	3.2	108	4571	19.6	28.6	99	837	20.2	5.2	102
	QUINTILE 4	15887	3297	19.3	20.8	99	693	29.2	4.4	149	4751	20.4	29.9	104	987	23.8	6.2	121
	QUINTILE 5	16326	3498	20.5	21.4	102	*301	12.7	1.8	63	4880	21.0	29.9	104	813	19.6	5.0	97
MAGAZINES-NEWSPAPERS: DUAL		20721	5129	30.1	24.8	118	*478	20.2	2.3	79	6599	28.3	31.8	111	1328	32.0	6.4	125
MAGAZINE IMPERATIVE		19186	4588	26.9	23.9	114	761	32.1	4.0	136	6098	26.2	31.8	111	1223	29.5	6.4	124
NEWSPAPER IMPERATIVE		21899	4277	25.1	19.5	93	536	22.6	2.4	84	5778	24.8	26.4	92	833	20.1	3.8	74
MAGAZINES-OUTDOOR: DUAL		15451	4243	24.9	27.5	130	*506	21.4	3.3	112	5347	23.0	34.6	120	1024	24.7	6.6	129
MAGAZINE IMPERATIVE		25953	5827	34.2	22.5	107	791	33.4	3.0	104	7373	31.7	28.4	99	1491	35.9	5.7	112
OUTDOOR IMPERATIVE		24400	4635	27.2	19.0	90	718	30.3	2.9	101	6962	29.9	28.5	99	1142	27.5	4.7	91
MAGAZINES-RADIO: DUAL		18049	4243	24.9	23.5	112	624	26.3	3.5	118	5970	25.6	33.1	115	1331	32.1	7.4	144
MAGAZINE IMPERATIVE		23571	5747	33.7	24.4	116	712	30.0	3.0	103	6801	29.2	28.9	100	1317	31.7	5.6	109
RADIO IMPERATIVE		23278	4650	27.3	20.0	95	709	29.9	3.0	104	7177	30.8	30.8	107	925	22.3	4.0	78
MAGAZINES-TELEVISION: DUAL		15459	3804	22.3	24.6	117	*424	17.9	2.7	94	4764	20.5	30.8	107	964	23.2	6.2	122
MAGAZINE IMPERATIVE		25829	6330	37.1	24.5	116	956	40.3	3.7	126	8215	35.3	31.8	111	1712	41.2	6.6	129
TELEVISION IMPERATIVE		26039	4465	26.2	17.1	81	685	28.9	2.6	90	6537	28.1	25.1	87	875	21.1	3.4	66
NEWSPAPERS-OUTDOOR: DUAL		16605	4054	23.8	24.4	116	*407	17.2	2.5	84	5229	22.5	31.5	110	1004	24.2	6.0	118
NEWSPAPER IMPERATIVE		26834	5645	33.1	21.0	100	562	23.7	2.1	72	7348	31.6	27.4	95	1266	30.5	4.7	92
OUTDOOR IMPERATIVE		23346	5100	29.9	21.8	104	834	35.2	3.6	122	7251	31.1	31.1	108	1344	32.4	5.8	112
NEWSPAPERS-RADIO: DUAL		17133	3894	22.8	22.7	108	*502	21.2	2.9	100	5549	23.8	32.4	113	1011	24.3	5.9	115
NEWSPAPER IMPERATIVE		25892	5676	33.3	21.9	104	612	25.8	2.4	81	6854	29.4	26.5	92	1223	29.5	4.7	92
RADIO IMPERATIVE		23167	5012	29.4	21.6	103	925	39.0	4.0	136	7558	32.5	32.6	113	1297	31.2	5.6	109
NEWSPAPERS-TELEVISION: DUAL		17159	4016	23.6	23.4	111	*379	16.0	2.2	75	4766	20.5	27.8	97	776	18.7	4.5	88
NEWSPAPER IMPERATIVE		26214	5861	34.4	22.4	106	702	29.6	2.7	92	7865	33.8	30.0	104	1537	37.0	5.9	114
TELEVISION IMPERATIVE		23412	4481	26.3	19.1	91	835	35.2	3.6	122	6692	28.7	28.6	99	1093	26.3	4.7	91
OUTDOOR-RADIO: DUAL		15303	3644	21.4	23.8	113	*471	19.9	3.1	105	5499	23.6	35.9	125	1042	25.1	6.8	133
OUTDOOR IMPERATIVE		24901	5515	32.3	22.1	105	737	31.1	3.0	101	6962	29.9	28.0	97	1223	29.5	4.9	96
RADIO IMPERATIVE		26492	5338	31.3	20.1	96	886	37.4	3.3	114	7834	33.6	29.6	103	1325	31.9	5.0	98
OUTDOOR-TELEVISION: DUAL		14794	3351	19.7	22.7	108	*482	20.3	3.3	111	4767	20.5	32.2	112	855	20.6	5.8	113
OUTDOOR IMPERATIVE		25437	5795	34.0	22.8	108	814	34.3	3.2	109	7984	34.3	31.4	109	1549	37.3	6.1	119
TELEVISION IMPERATIVE		27877	5500	32.3	19.7	94	687	29.0	2.5	84	7108	30.5	25.5	89	1199	28.9	4.3	84
RADIO-TELEVISION: DUAL		15996	3370	19.8	21.1	100	*487	20.5	3.0	104	4985	21.4	31.2	108	734	17.7	4.6	90
RADIO IMPERATIVE		25478	5894	34.6	23.1	110	918	38.7	3.6	123	8181	35.1	32.1	112	1619	39.0	6.4	124
TELEVISION IMPERATIVE		26573	5406	31.7	20.3	97	645	27.2	2.4	83	6755	29.0	25.4	88	1209	29.1	4.5	89

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK FLAVORINGS (BOXES, JARS OR CONTAINERS): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	MILK MATE A '000	MILK MATE B % DOWN	MILK MATE C % ACROSS	MILK MATE D INDX	NESTLES QUIK A '000	NESTLES QUIK B % DOWN	NESTLES QUIK C % ACROSS	NESTLES QUIK D INDX	OVALTINE A '000	OVALTINE B % DOWN	OVALTINE C % ACROSS	OVALTINE D INDX
TOTAL FEMALE HOMEMAKERS	80986	17050	100.0	21.1	100	2370	100.0	2.9	100	23287	100.0	28.8	100	4152	100.0	5.1	100
ATLANTIC MONTHLY	415	**81	0.5	19.5	93	**0	0.0	0.0	0	**89	0.4	21.4	75	**18	0.4	4.3	85
BARRON'S	453	**107	0.6	23.6	112	**0	0.0	0.0	0	**154	0.7	34.0	118	**72	1.7	15.9	310
BETTER HOMES & GARDENS	16256	4056	23.8	25.0	119	488	20.6	3.0	103	5133	22.0	31.6	110	1071	25.8	6.6	129
BON APPETIT	2535	564	3.3	22.2	106	**46	1.9	1.8	62	649	2.8	25.6	89	*227	5.5	9.0	175
BUSINESS WEEK	1278	*189	1.1	14.8	70	**31	1.3	2.4	83	313	1.3	24.5	85	**103	2.5	8.1	157
CAR AND DRIVER	378	**41	0.2	10.8	52	**4	0.2	1.1	36	**66	0.3	17.5	61	**35	0.8	9.3	181
CBS MAGAZINE NETWORK (GROSS)	1498	381	2.2	25.4	121	**64	2.7	4.3	146	546	2.3	36.4	127	**110	2.6	7.3	143
CHANGING TIMES	1505	349	2.0	23.2	110	**54	2.3	3.6	123	345	1.5	22.9	80	**95	2.3	6.3	123
COLONIAL HOMES	1231	397	2.3	32.3	153	**82	3.5	6.7	228	382	1.6	31.0	108	*127	3.1	10.3	201
CONDE NAST MAG. PKG. (GROSS)	14146	3345	19.6	23.6	112	391	16.5	2.8	94	4561	19.6	32.2	112	904	21.8	6.4	125
CONSUMERS DIGEST	1323	*269	1.6	20.3	97	**45	1.9	3.4	116	398	1.7	30.1	105	**112	2.7	8.5	165
COSMOPOLITAN	7102	1768	10.4	24.9	118	*206	8.7	2.9	99	2283	9.8	32.1	112	427	10.3	6.0	117
COUNTRY LIVING	2481	570	3.3	23.0	109	**116	4.9	4.7	160	809	3.5	32.6	113	*178	4.3	7.2	140
CUISINE	1472	450	2.6	30.6	145	**12	0.5	0.8	28	426	1.8	28.9	101	**109	2.6	7.4	144
CYCLE WORLD	425	*193	1.1	45.4	216	**30	1.3	7.1	241	*193	0.8	45.4	158	**56	1.3	13.2	257
DCI:CREATIVE IDEAS FOR LIV	2510	604	3.5	24.1	114	**156	6.6	6.2	212	735	3.2	29.3	102	*250	6.0	10.0	194
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1656	9.7	24.7	118	*302	12.7	4.5	154	1782	7.7	26.6	93	391	9.4	5.8	114
DISCOVER	894	*196	1.1	21.9	104	**12	0.5	1.3	46	249	1.1	27.9	97	**32	0.8	3.6	70
EBONY	3507	694	4.1	19.8	94	*191	8.1	5.4	186	1012	4.3	28.9	100	226	5.4	6.4	126
ESQUIRE	1083	*221	1.3	20.4	97	**11	0.5	1.0	35	269	1.2	24.8	86	**97	2.3	9.0	175
ESSENCE	1830	335	2.0	18.3	87	**75	3.2	4.1	140	544	2.3	29.7	103	*134	3.2	7.3	143
FAMILY CIRCLE	15930	3992	23.4	25.1	119	448	18.9	2.8	96	5232	22.5	32.8	114	940	22.6	5.9	115
THE FAMILY HANDYMAN	1126	373	2.2	33.1	157	**30	1.3	2.7	91	421	1.8	37.4	130	**100	2.4	8.9	173
FAMILY WEEKLY	11468	2643	15.5	23.0	109	318	13.4	2.8	95	3781	16.2	33.0	115	540	13.0	4.7	92
FIELD & STREAM	2234	516	3.0	23.1	110	**84	3.5	3.8	128	872	3.7	39.0	136	**100	2.4	4.5	87
FOOD & WINE	579	**120	0.7	20.7	98	**7	0.3	1.2	41	*195	0.8	33.7	117	**50	1.2	8.6	168
FORBES	728	*169	1.0	23.2	110	**14	0.6	1.9	66	*199	0.9	27.3	95	**66	1.6	9.1	177
FORTUNE	906	*219	1.3	24.2	115	**28	1.2	3.1	106	*296	1.3	32.7	114	**89	2.1	9.8	192
GENTLEMEN'S QUARTERLY	791	**94	0.6	11.9	56	**18	0.8	2.3	78	*275	1.2	34.8	121	**46	1.1	5.8	113
GLAMOUR	5265	1345	7.9	25.5	121	*163	6.9	3.1	106	1641	7.0	31.2	108	410	9.9	7.8	152
GOLF DIGEST	636	*162	1.0	25.5	121	**1	0.0	0.2	5	262	1.1	41.2	143	**27	0.7	4.2	83
GOLF DIGEST/TENNIS (GROSS)	1186	*249	1.5	21.0	100	**27	1.1	2.3	78	435	1.9	36.7	128	**105	2.5	8.9	173
GOLF MAGAZINE	441	**82	0.5	18.6	88	**0	0.0	0.0	0	**131	0.6	29.7	103	**21	0.5	4.8	93
GOLF MAGAZINE/SKI (GROSS)	922	*178	1.0	19.3	92	**12	0.5	1.3	44	260	1.1	28.2	98	**77	1.9	8.4	163
GOOD HOUSEKEEPING	16487	4283	25.1	26.0	123	499	21.1	3.0	103	5382	23.1	32.6	114	999	24.1	6.1	118
HARPER'S BAZAAR	2423	652	3.8	26.9	128	**71	3.0	2.9	100	745	3.2	30.7	107	*236	5.7	9.7	190
HEALTH	1994	481	2.8	24.1	115	**72	3.0	3.6	123	628	2.7	31.5	110	*198	4.8	9.9	194
HEARST MAG CORP. BUY (GROSS)	44101	11113	65.2	25.2	120	1433	60.5	3.2	111	14020	60.2	31.8	111	2998	72.2	6.8	133
HEARST MAN POWER (GROSS)	1993	485	2.8	24.3	116	**48	2.0	2.4	82	803	3.4	40.3	140	*195	4.7	9.8	191
HEARST WOMAN POWER (GROSS)	31274	7943	46.6	25.4	121	964	40.7	3.1	105	10091	43.3	32.3	112	1956	47.1	6.3	122
HOUSE BEAUTIFUL	3623	833	4.9	23.0	109	**141	5.9	3.9	133	908	3.9	25.1	87	237	5.7	6.5	128
INC.	283	**69	0.4	24.4	116	**0	0.0	0.0	0	**124	0.5	43.8	152	**41	1.0	14.5	283
JET	2928	599	3.5	20.5	97	*164	6.9	5.6	191	929	4.0	31.7	110	209	5.0	7.1	139
LADIES' HOME JOURNAL	11918	2926	17.2	24.6	117	301	12.7	2.5	86	3859	16.6	32.4	113	661	15.9	5.5	108
LHJ FAMILY GRP COMBO(GROSS)	16764	4207	24.7	25.1	119	508	21.4	3.0	104	5489	23.6	32.7	114	1107	26.7	6.6	129
LIFE	4254	902	5.3	21.2	101	*135	5.7	3.2	108	1347	5.8	31.7	110	303	7.3	7.1	139
L.A. TIMES HOME MAGAZINE	1145	*154	0.9	13.4	64	**13	0.5	1.1	39	280	1.2	24.5	85	**122	2.9	10.7	208
MADEMOISELLE	2884	677	4.0	23.5	112	**88	3.7	3.1	104	1044	4.5	36.2	126	*163	3.9	5.7	110
MC CALL'S	13460	3263	19.1	24.2	115	457	19.3	3.4	116	4500	19.3	33.4	116	904	21.8	6.7	131
MC CALL'S/WRK MOTHER (GROSS)	14606	3655	21.4	25.0	119	515	21.7	3.5	120	4885	21.0	33.4	116	1036	25.0	7.1	138
MECHANIX ILLUSTRATED	772	*210	1.2	27.2	129	**20	0.8	2.6	89	*253	1.1	32.8	114	**69	1.7	8.9	174
METROPOLITAN HOME	967	215	1.3	22.2	106	**12	0.5	1.2	42	232	1.0	24.0	83	**92	2.2	9.5	186
MONEY	1588	430	2.5	27.1	129	**14	0.6	0.9	30	533	2.3	33.6	117	**142	3.4	8.9	174
MOTHER EARTH NEWS	1002	239	1.4	23.9	113	**57	2.4	5.7	194	403	1.7	40.2	140	**78	1.9	7.8	152
MS.	825	*152	0.9	18.4	88	**32	1.4	3.9	133	257	1.1	31.2	108	**64	1.5	7.8	151
NATIONAL ENQUIRER	10336	2433	14.3	23.5	112	364	15.4	3.5	120	3322	14.3	32.1	112	660	15.9	6.4	125
NATIONAL GEOGRAPHIC	9597	2297	13.5	23.9	114	*182	7.7	1.9	65	2879	12.4	30.0	104	767	18.5	8.0	156
NATIONAL SUNDAY MAGAZINE PKG	49558	11130	65.3	22.5	107	1273	53.7	2.6	88	14883	63.9	30.0	104	2781	67.0	5.6	109
NATURAL HISTORY	573	**130	0.8	22.7	108	**13	0.5	2.3	78	*180	0.8	31.4	109	**19	0.5	3.3	65
NEW WOMAN	1699	456	2.7	26.8	127	**34	1.4	2.0	68	607	2.6	35.7	124	*178	4.3	10.5	204
NEW YORK INCLUDING CUE	443	**41	0.2	9.3	44	**6	0.3	1.4	46	**86	0.4	19.4	68	**21	0.5	4.7	92
THE NEW YORKER	1270	*231	1.4	18.2	86	**7	0.3	0.6	19	306	1.3	24.1	84	**85	2.0	6.7	131
NEWSWEEK	6277	1332	7.8	21.2	101	*155	6.5	2.5	84	1737	7.5	27.7	96	485	11.7	7.7	151
THE N.Y. TIMES DAILY EDITION	1205	*210	1.2	17.4	83	**5	0.2	0.4	14	*213	0.9	17.7	61	**32	0.8	2.7	52
THE N.Y. TIMES MAGAZINE	2081	384	2.3	18.5	88	**9	0.4	0.4	15	335	1.4	16.1	56	**88	2.1	4.2	82
OMNI	788	**114	0.7	14.5	69	**23	1.0	2.9	100	*237	1.0	30.1	105	**73	1.8	9.3	181
ON CABLE	1158	322	1.9	27.8	132	**25	1.1	2.2	74	501	2.2	43.3	150	**86	2.1	7.4	145
1001 HOME IDEAS	2852	800	4.7	28.1	133	**135	5.7	4.7	162	1002	4.3	35.1	122	*248	6.0	8.7	170
ORGANIC GARDENING	1658	377	2.2	22.7	108	**53	2.2	3.2	109	529	2.3	31.9	111	*174	4.2	10.5	205
OUTDOOR LIFE	896	228	1.3	25.4	121	**36	1.5	4.0	137	313	1.3	34.9	121	**66	1.6	7.4	144
PARADE MAGAZINE	24275	5360	31.4	22.1	105	708	29.9	2.9	100	6925	29.7	28.5	99	1399	33.7	5.8	112

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MILK FLAVORINGS (BOXES, JARS OR CONTAINERS): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	MILK MATE A '000	MILK MATE B % DOWN	MILK MATE C % ACROSS	MILK MATE D INDX	NESTLES QUIK A '000	NESTLES QUIK B % DOWN	NESTLES QUIK C % ACROSS	NESTLES QUIK D INDX	OVALTINE A '000	OVALTINE B % DOWN	OVALTINE C % ACROSS	OVALTINE D INDX
TOTAL FEMALE HOMEMAKERS	80986	17050	100.0	21.1	100	2370	100.0	2.9	100	23287	100.0	28.8	100	4152	100.0	5.1	100
PARENTS	3845	996	5.8	25.9	123	*124	5.2	3.2	110	1551	6.7	40.3	140	334	8.0	8.7	169
PENTHOUSE	831	*147	0.9	17.7	84	**68	2.9	8.2	280	*283	1.2	34.1	118	**103	2.5	12.4	242
PEOPLE	11645	2667	15.6	22.9	109	353	14.9	3.0	104	3634	15.6	31.2	109	770	18.5	6.6	129
PLAYBOY	2006	431	2.5	21.5	102	**80	3.4	4.0	136	568	2.4	28.3	98	*113	2.7	5.6	110
POPULAR HOT RODDING	297	**91	0.5	30.6	146	**15	0.6	5.1	173	**130	0.6	43.8	152	**26	0.6	8.8	171
POPULAR MECHANICS	1018	*291	1.7	28.6	136	**16	0.7	1.6	54	377	1.6	37.0	129	**138	3.3	13.6	264
POPULAR SCIENCE	878	*256	1.5	29.2	138	**18	0.8	2.1	70	366	1.6	41.7	145	**54	1.3	6.2	120
PREVENTION	3913	782	4.6	20.0	95	**118	5.0	3.0	103	1027	4.4	26.2	91	461	11.1	11.8	230
PSYCHOLOGY TODAY	1710	296	1.7	17.3	82	**85	3.6	5.0	170	511	2.2	29.9	104	**130	3.1	7.6	148
READER'S DIGEST	22204	5169	30.3	23.3	111	682	28.8	3.1	105	6777	29.1	30.5	106	1252	30.2	5.6	110
REDBOOK	7684	1892	11.1	24.6	117	259	10.9	3.4	115	2426	10.4	31.6	110	530	12.8	6.9	135
ROAD & TRACK	410	**90	0.5	22.0	104	**13	0.5	3.2	108	**128	0.5	31.2	109	**13	0.3	3.2	62
ROLLING STONE	969	*255	1.5	26.3	125	**16	0.7	1.7	56	400	1.7	41.3	144	**90	2.2	9.3	181
RUNNER'S WORLD	298	**59	0.3	19.8	94	**38	1.6	12.8	436	**71	0.3	23.8	83	**18	0.4	6.0	118
SATURDAY EVENING POST	1169	270	1.6	23.1	110	**28	1.2	2.4	82	394	1.7	33.7	117	**55	1.3	4.7	92
SCIENCE 84	587	*168	1.0	28.6	136	**19	0.8	3.2	111	*207	0.9	35.3	123	**22	0.5	3.7	73
SCIENCE DIGEST	482	**119	0.7	24.7	117	**6	0.3	1.2	43	*224	1.0	46.5	162	**30	0.7	6.2	121
SCIENTIFIC AMERICAN	594	**65	0.4	10.9	52	**31	1.3	5.2	178	*169	0.7	28.5	99	**33	0.8	5.6	108
SELF	2089	512	3.0	24.5	116	**53	2.2	2.5	87	721	3.1	34.5	120	**103	2.5	4.9	96
SEVENTEEN	2411	614	3.6	25.5	121	**77	3.2	3.2	109	737	3.2	30.6	106	*180	4.3	7.5	146
SKI	480	**96	0.6	20.0	95	**12	0.5	2.5	85	*129	0.6	26.9	93	**56	1.3	11.7	228
SMITHSONIAN	2760	608	3.6	22.0	105	**64	2.7	2.3	79	744	3.2	27.0	94	*180	4.3	6.5	127
SOAP OPERA DIGEST	3013	732	4.3	24.3	115	**167	7.0	5.5	189	1101	4.7	36.5	127	**157	3.8	5.2	102
SOUTHERN LIVING	4184	1052	6.2	25.1	119	**146	6.2	3.5	119	1047	4.5	25.0	87	*142	3.4	3.4	66
SPORT	559	**116	0.7	20.8	99	**0	0.0	0.0	0	*172	0.7	30.8	107	**29	0.7	5.2	101
THE SPORTING NEWS	436	**74	0.4	17.0	81	**24	1.0	5.5	188	**156	0.7	35.8	124	**23	0.6	5.3	103
SPORTS AFIELD	493	**75	0.4	15.2	72	**26	1.1	5.3	180	*202	0.9	41.0	142	**27	0.7	5.5	107
SPORTS ILLUSTRATED	2758	620	3.6	22.5	107	**88	3.7	3.2	109	949	4.1	34.4	120	*173	4.2	6.3	122
STAR	7456	1656	9.7	22.2	105	248	10.5	3.3	114	2392	10.3	32.1	112	355	8.6	4.8	93
SUNDAY	24936	5643	33.1	22.6	107	651	27.5	2.6	89	7293	31.3	29.2	102	1380	33.2	5.5	108
SUNSET	2124	448	2.6	21.1	100	**31	1.3	1.5	50	749	3.2	35.3	123	*284	6.8	13.4	261
TV GUIDE	21661	5228	30.7	24.1	115	1044	44.1	4.8	165	6857	29.4	31.7	110	1382	33.3	6.4	124
TENNIS	550	**87	0.5	15.8	75	**26	1.1	4.7	162	**172	0.7	31.3	109	**78	1.9	14.2	277
TIME	8880	2054	12.0	23.1	110	305	12.9	3.4	117	2868	12.3	32.3	112	711	17.1	8.0	156
TOWN & COUNTRY	917	*177	1.0	19.3	92	**4	0.2	0.4	15	*241	1.0	26.3	91	**53	1.3	5.8	113
TRAVEL & LEISURE	972	*224	1.3	23.0	109	**17	0.7	1.7	60	261	1.1	26.9	93	**57	1.4	5.9	114
TRUE STORY	3356	743	4.4	22.1	105	*284	12.0	8.5	289	1089	4.7	32.4	113	*158	3.8	4.7	92
U.S.NEWS & WORLD REPORT	3410	721	4.2	21.1	100	**46	1.9	1.3	46	862	3.7	25.3	88	*180	4.3	5.3	103
USA TODAY	1759	431	2.5	24.5	116	**32	1.4	1.8	62	470	2.0	26.7	93	**98	2.4	5.6	109
US	1873	455	2.7	24.3	115	**61	2.6	3.3	111	607	2.6	32.4	113	**72	1.7	3.8	75
VOGUE	3909	812	4.8	20.8	99	**87	3.7	2.2	76	1155	5.0	29.5	103	*228	5.5	5.8	114
WALL STREET JOURNAL	1886	348	2.0	18.5	88	**11	0.5	0.6	20	449	1.9	23.8	83	**136	3.3	7.2	141
WEIGHT WATCHERS	2120	524	3.1	24.7	117	**119	5.0	5.6	192	699	3.0	33.0	115	*159	3.8	7.5	146
WOMAN'S DAY	14172	3711	21.8	26.2	124	405	17.1	2.9	98	4635	19.9	32.7	114	1017	24.5	7.2	140
WORKING MOTHER	1146	393	2.3	34.3	163	**58	2.4	5.1	173	384	1.6	33.5	117	**132	3.2	11.5	225
WORKING WOMAN	1322	303	1.8	22.9	109	**69	2.9	5.2	178	419	1.8	31.7	110	**143	3.4	10.8	211
WORLD TENNIS	*163	**32	0.2	19.6	93	**8	0.3	4.9	168	**53	0.2	32.5	113	**13	0.3	8.0	156
ZIFF-DAVIS MAG NETWK (GROSS)	2532	598	3.5	23.6	112	**117	4.9	4.6	158	823	3.5	32.5	113	*209	5.0	8.3	161
BLAIR INSERTS	43657	9822	57.6	22.5	107	1118	47.2	2.6	88	12743	54.7	29.2	102	2484	59.8	5.7	111
DAILY NEWSPAPERS																	
READ ANY	51633	11238	65.9	21.8	103	1325	55.9	2.6	88	15030	64.5	29.1	101	2746	66.1	5.3	104
READ ONE	43463	9505	55.7	21.9	104	1153	48.6	2.7	91	12809	55.0	29.5	102	2405	57.9	5.5	108
READ TWO OR MORE	8170	1733	10.2	21.2	101	*172	7.3	2.1	72	2221	9.5	27.2	95	341	8.2	4.2	81
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11894	69.8	22.6	107	1403	59.2	2.7	91	15487	66.5	29.4	102	2898	69.8	5.5	107
READ ONE	46126	10497	61.6	22.8	108	1218	51.4	2.6	90	13565	58.3	29.4	102	2664	64.2	5.8	113
READ TWO OR MORE	6552	1397	8.2	21.3	101	*185	7.8	2.8	96	1922	8.3	29.3	102	234	5.6	3.6	70
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.51				31.69				29.40				32.90			
30 DAY REACH	71455	15181	89.0	21.2	101	2191	92.4	3.1	105	20972	90.1	29.3	102	3734	89.9	5.2	102
50 SHWG - 30 DAY AV FREQ	14.56	14.95				16.80				15.39				17.22			
30 DAY REACH	67742	14501	85.0	21.4	102	2073	87.5	3.1	105	20060	86.1	29.6	103	3581	86.2	5.3	103
25 SHWG - 30 DAY AV FREQ	7.94	7.99				9.22				8.30				9.24			
30 DAY REACH	62117	13588	79.7	21.9	104	1892	79.8	3.0	104	18593	79.8	29.9	104	3348	80.6	5.4	105
CABLE TV: HOME WIRED	32077	7787	45.7	24.3	115	954	40.3	3.0	102	9983	42.9	31.1	108	1598	38.5	5.0	97
HOME NOT WIRED	48909	9263	54.3	18.9	90	1416	59.7	2.9	99	13303	57.1	27.2	95	2554	61.5	5.2	102
HAVE PAY CABLE	15935	4502	26.4	28.3	134	*532	22.4	3.3	114	5389	23.1	33.8	118	973	23.4	6.1	119

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MILK FLAVORINGS (BOXES, JARS OR CONTAINERS): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	MILK MATE A '000	MILK MATE B % DOWN	MILK MATE C % ACROSS	MILK MATE D INDX	NESTLES QUIK A '000	NESTLES QUIK B % DOWN	NESTLES QUIK C % ACROSS	NESTLES QUIK D INDX	OVALTINE A '000	OVALTINE B % DOWN	OVALTINE C % ACROSS	OVALTINE D INDX
TOTAL FEMALE HOMEMAKERS	80986	17050	100.0	21.1	100	2370	100.0	2.9	100	23287	100.0	28.8	100	4152	100.0	5.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9601	56.3	21.9	104	1341	56.6	3.1	104	13583	58.3	30.9	108	2265	54.6	5.2	101
10:00 AM - 3:00 PM	30659	6953	40.8	22.7	108	992	41.9	3.2	111	9717	41.7	31.7	110	1728	41.6	5.6	110
3:00 PM - 7:00 PM	31045	7066	41.4	22.8	108	1002	42.3	3.2	110	10151	43.6	32.7	114	1731	41.7	5.6	109
7:00 PM - MIDNIGHT	15767	3312	19.4	21.0	100	542	22.9	3.4	117	5030	21.6	31.9	111	836	20.1	5.3	103
MIDNIGHT - 6:00 AM	9120	1975	11.6	21.7	103	277	11.7	3.0	104	2736	11.7	30.0	104	413	9.9	4.5	88
6:00 AM - MIDNIGHT	58527	13110	76.9	22.4	106	1840	77.6	3.1	107	18323	78.7	31.3	109	3104	74.8	5.3	103
ENTIRE DAY	59311	13211	77.5	22.3	106	1853	78.2	3.1	107	18543	79.6	31.3	109	3126	75.3	5.3	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3908	22.9	24.2	115	434	18.3	2.7	92	5396	23.2	33.4	116	862	20.8	5.3	104
ALL NEWS	2256	486	2.9	21.5	102	**58	2.4	2.6	88	575	2.5	25.5	89	*151	3.6	6.7	131
AOR/PROGRESSIVE	3874	906	5.3	23.4	111	*162	6.8	4.2	143	1367	5.9	35.3	123	*301	7.2	7.8	152
BEAUTIFUL MUSIC	5660	1195	7.0	21.1	100	**97	4.1	1.7	59	1504	6.5	26.6	92	259	6.2	4.6	89
BLACK	2204	404	2.4	18.3	87	*128	5.4	5.8	198	708	3.0	32.1	112	**134	3.2	6.1	119
CLASSICAL	1418	*308	1.8	21.7	103	**33	1.4	2.3	80	344	1.5	24.3	84	**107	2.6	7.5	147
CHR/ROCK	9538	2450	14.4	25.7	122	389	16.4	4.1	139	3437	14.8	36.0	125	448	10.8	4.7	92
COUNTRY	12648	2895	17.0	22.9	109	440	18.6	3.5	119	4233	18.2	33.5	116	572	13.8	4.5	88
GOLDEN OLDIES	1191	*245	1.4	20.6	98	**38	1.6	3.2	109	*285	1.2	23.9	83	**59	1.4	5.0	97
MOR/NOSTALGIA	4757	997	5.8	21.0	100	**100	4.2	2.1	72	1428	6.1	30.0	104	*305	7.3	6.4	125
NEWS/TALK	3863	594	3.5	15.4	73	**34	1.4	0.9	30	992	4.3	25.7	89	*300	7.2	7.8	151
RELIGIOUS	3084	745	4.4	24.2	115	**106	4.5	3.4	117	752	3.2	24.4	85	**123	3.0	4.0	78
SOFT ROCK	521	**74	0.4	14.2	67	**33	1.4	6.3	216	*137	0.6	26.3	91	**24	0.6	4.6	90
URBAN CONTEMPORARY	1585	321	1.9	20.3	96	**92	3.9	5.8	198	535	2.3	33.8	117	*146	3.5	9.2	180
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	884	5.2	27.1	129	**110	4.6	3.4	115	1093	4.7	33.5	117	**131	3.2	4.0	78
ABC DIRECTION	2316	625	3.7	27.0	128	**104	4.4	4.5	153	740	3.2	32.0	111	*203	4.9	8.8	171
ABC ENTERTAINMENT	4834	1145	6.7	23.7	113	**135	5.7	2.8	95	1503	6.5	31.1	108	*231	5.6	4.8	93
ABC FM	2202	471	2.8	21.4	102	**110	4.6	5.0	171	834	3.6	37.9	132	**116	2.8	5.3	103
ABC INFORMATION	5425	1149	6.7	21.2	101	**119	5.0	2.2	75	1736	7.5	32.0	111	387	9.3	7.1	139
ABC ROCK	1677	398	2.3	23.7	113	**78	3.3	4.7	159	691	3.0	41.2	143	**135	3.3	8.1	157
CBS	4430	938	5.5	21.2	101	**60	2.5	1.4	46	1238	5.3	27.9	97	*262	6.3	5.9	115
MUTUAL	4992	1274	7.5	25.5	121	*192	8.1	3.8	131	1548	6.6	31.0	108	*247	5.9	4.9	97
NBC	4679	1025	6.0	21.9	104	*144	6.1	3.1	105	1343	5.8	28.7	100	*258	6.2	5.5	108
RADIORADIO	1994	448	2.6	22.5	107	**40	1.7	2.0	69	677	2.9	34.0	118	**57	1.4	2.9	56
RKO ONE	2298	501	2.9	21.8	104	**61	2.6	2.7	91	688	3.0	29.9	104	**99	2.4	4.3	84
RKO TWO	3311	732	4.3	22.1	105	**84	3.5	2.5	87	1094	4.7	33.0	115	*132	3.2	4.0	78
THE SOURCE	2114	344	2.0	16.3	77	**72	3.0	3.4	116	637	2.7	30.1	105	**146	3.5	6.9	135
NON-WIRED : BLAIR	8654	1840	10.8	21.3	101	*272	11.5	3.1	107	3122	13.4	36.1	125	401	9.7	4.6	90
INTERNET	12025	2990	17.5	24.9	118	379	16.0	3.2	108	4043	17.4	33.6	117	750	18.1	6.2	122
KATZ RADIO GROUP	15359	3195	18.7	20.8	99	385	16.2	2.5	86	4394	18.9	28.6	99	937	22.6	6.1	119
SUPERNET	10628	2308	13.5	21.7	103	382	16.1	3.6	123	3394	14.6	31.9	111	595	14.3	5.6	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1724	10.1	19.9	95	274	11.6	3.2	108	2158	9.3	24.9	87	370	8.9	4.3	83
WKDAY 9:00 AM - 1:00 PM	12163	2501	14.7	20.6	98	369	15.6	3.0	104	3410	14.6	28.0	98	575	13.8	4.7	92
WKDAY 1:00 PM - 4:30 PM	16150	3256	19.1	20.2	96	538	22.7	3.3	114	4600	19.8	28.5	99	686	16.5	4.2	83
WKDAY 4:30 PM - 7:30 PM	22463	4431	26.0	19.7	94	584	24.6	2.6	89	5939	25.5	26.4	92	1120	27.0	5.0	97
WKDAY 7:30 PM - 8:00 PM	31795	6463	37.9	20.3	97	874	36.9	2.7	94	8418	36.1	26.5	92	1506	36.3	4.7	92
WKDAY 11:00 PM - 11:30 PM	23977	5359	31.4	22.4	106	771	32.5	3.2	110	6929	29.8	28.9	101	1294	31.2	5.4	105
WKDAY 11:30 PM - 1:00 AM	7703	1832	10.7	23.8	113	294	12.4	3.8	130	2493	10.7	32.4	113	420	10.1	5.5	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	7256	42.6	21.5	102	944	39.8	2.8	95	9782	42.0	28.9	101	1754	42.2	5.2	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1297	7.6	19.8	94	222	9.4	3.4	116	2144	9.2	32.8	114	461	11.1	7.1	138
ANOTHER WORLD N	4620	1008	5.9	21.8	104	*107	4.5	2.3	79	1119	4.8	24.2	84	*124	3.0	2.7	52
AS THE WORLD TURNS C	5614	1010	5.9	18.0	85	172	7.3	3.1	105	1484	6.4	26.4	92	*140	3.4	2.5	49
CAPITOL C	3396	622	3.6	18.3	87	*98	4.1	2.9	99	892	3.8	26.3	91	**55	1.3	1.6	32
CBS MORN. NEWS 1 C	1446	271	1.6	18.7	89	**37	1.6	2.6	87	288	1.2	19.9	69	**48	1.2	3.3	65
CBS MORN. NEWS 2 C	1207	224	1.3	18.6	88	**21	0.9	1.7	59	244	1.0	20.2	70	**41	1.0	3.4	66
DAYS OF OUR LIVES N	5877	1339	7.9	22.8	108	*144	6.1	2.5	84	1514	6.5	25.8	90	225	5.4	3.8	75
FACTS OF LIFE - DAYTIME N	2290	463	2.7	20.2	96	*91	3.8	4.0	136	649	2.8	28.3	99	*83	2.0	3.6	71
FAMILY FEUD A	3023	568	3.3	18.8	89	*89	3.8	2.9	101	740	3.2	24.5	85	135	3.3	4.5	87
GENERAL HOSPITAL A	6097	1238	7.3	20.3	96	244	10.3	4.0	137	1993	8.6	32.7	114	344	8.3	5.6	110
GOOD MORNING, AMERICA-730 A	3515	701	4.1	19.9	95	*144	6.1	4.1	140	953	4.1	27.1	94	163	3.9	4.6	90
GOOD MORNING, AMERICA-830 A	2818	575	3.4	20.4	97	*94	4.0	3.3	114	706	3.0	25.1	87	137	3.3	4.9	95
GUIDING LIGHT C	5339	1000	5.9	18.7	89	171	7.2	3.2	109	1550	6.7	29.0	101	*123	3.0	2.3	45
ONE LIFE TO LIVE A	4478	841	4.9	18.8	89	159	6.7	3.6	121	1500	6.4	33.5	116	257	6.2	5.7	112
PRESS YOUR LUCK C	2244	501	2.9	22.3	106	*55	2.3	2.5	84	699	3.0	31.1	108	*96	2.3	4.3	83
PRICE IS RIGHT 1 C	4348	878	5.1	20.2	96	133	5.6	3.1	105	1171	5.0	26.9	94	146	3.5	3.4	65
PRICE IS RIGHT 2 C	5014	1032	6.1	20.6	98	151	6.4	3.0	103	1392	6.0	27.8	97	174	4.2	3.5	68
RYAN'S HOPE A	3150	601	3.5	19.1	91	*107	4.5	3.4	116	958	4.1	30.4	106	202	4.9	6.4	125
SALE OF THE CENTURY N	2695	480	2.8	17.8	85	*63	2.7	2.3	80	695	3.0	25.8	90	*121	2.9	4.5	88
SEARCH FOR TOMORROW N	2319	610	3.6	26.3	125	**39	1.6	1.7	57	611	2.6	26.3	92	**51	1.2	2.2	43
TODAY SHOW 1 N	2693	498	2.9	18.5	88	**70	3.0	2.6	89	570	2.4	21.2	74	*76	1.8	2.8	55
TODAY SHOW 2 N	2498	415	2.4	16.6	79	**69	2.9	2.8	94	543	2.3	21.7	76	*70	1.7	2.8	55
$25,000 PYRAMID C	2753	544	3.2	19.8	94	**44	1.9	1.6	55	778	3.3	28.3	98	*74	1.8	2.7	52
WHEEL OF FORTUNE N	4388	859	5.0	19.6	93	122	5.1	2.8	95	1139	4.9	26.0	90	206	5.0	4.7	92
YOUNG AND THE RESTLESS C	5695	1015	6.0	17.8	85	204	8.6	3.6	122	1624	7.0	28.5	99	246	5.9	4.3	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	392	2.3	22.3	106	**26	1.1	1.5	50	453	1.9	25.7	90	*104	2.5	5.9	115
NBA PLAYOFF GAME -1 C	1136	194	1.1	17.1	81	**19	0.8	1.7	57	200	0.9	17.6	61	**27	0.7	2.4	46
NBC MAJOR LEAGUE PRE-GAME N	953	*165	1.0	17.3	82	**17	0.7	1.8	61	*184	0.8	19.3	67	**40	1.0	4.2	82
SPORTSWORLD - SUN N	1233	265	1.6	21.5	102	**35	1.5	2.8	97	396	1.7	32.1	112	**43	1.0	3.5	68
SUNDAY MORNING C	1611	327	1.9	20.3	96	**19	0.8	1.2	40	316	1.4	19.6	68	**49	1.2	3.0	59

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MILK FLAVORINGS (BOXES, JARS OR CONTAINERS): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	MILK MATE A '000	MILK MATE B % DOWN	MILK MATE C % ACROSS	MILK MATE D INDX	NESTLES QUIK A '000	NESTLES QUIK B % DOWN	NESTLES QUIK C % ACROSS	NESTLES QUIK D INDX	OVALTINE A '000	OVALTINE B % DOWN	OVALTINE C % ACROSS	OVALTINE D INDX
TOTAL FEMALE HOMEMAKERS		80986	17050	100.0	21.1	100	2370	100.0	2.9	100	23287	100.0	28.8	100	4152	100.0	5.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4973	29.2	19.1	91	641	27.0	2.5	84	6171	26.5	23.7	82	1173	28.3	4.5	88
NETWORK AFFILIATES - LATE		20261	4476	26.3	22.1	105	623	26.3	3.1	105	5742	24.7	28.3	99	1109	26.7	5.5	107
INDEPENDENTS - LATE		2076	383	2.2	18.4	88	**27	1.1	1.3	44	530	2.3	25.5	89	123	3.0	5.9	116
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2405	14.1	23.0	109	316	13.3	3.0	103	3417	14.7	32.7	114	520	12.5	5.0	97
ABC MONDAY NIGHT MOVIE	A	6412	1471	8.6	22.9	109	*177	7.5	2.8	94	2016	8.7	31.4	109	328	7.9	5.1	100
ABC SUNDAY NIGHT MOVIE	A	12407	2694	15.8	21.7	103	352	14.9	2.8	97	3563	15.3	28.7	100	624	15.0	5.0	98
ABC WORLD NEWS TONIGHT	A	6176	1123	6.6	18.2	86	147	6.2	2.4	81	1374	5.9	22.2	77	348	8.4	5.6	110
AFTERMASH	C	5863	1103	6.5	18.8	89	*224	9.5	3.8	131	1488	6.4	25.4	88	*283	6.8	4.8	94
ALICE	C	9594	1949	11.4	20.3	96	291	12.3	3.0	104	2493	10.7	26.0	90	476	11.5	5.0	97
AMERICAN PARADE	C	6622	1246	7.3	18.8	89	*101	4.3	1.5	52	1595	6.8	24.1	84	302	7.3	4.6	89
BENSON	A	10886	2029	11.9	18.6	89	292	12.3	2.7	92	2632	11.3	24.2	84	617	14.9	5.7	111
BLUE THUNDER	A	5036	1157	6.8	23.0	109	*160	6.8	3.2	109	1489	6.4	29.6	103	*251	6.0	5.0	97
CAGNEY & LACEY	C	9965	2155	12.6	21.6	103	371	15.7	3.7	127	2839	12.2	28.5	99	570	13.7	5.7	112
CBS EVENING NEWS-DEAN	C	3491	647	3.8	18.5	88	**66	2.8	1.9	65	755	3.2	21.6	75	*113	2.7	3.2	63
CBS EVENING NEWS-RATHER	C	7123	1362	8.0	19.1	91	119	5.0	1.7	57	1724	7.4	24.2	84	315	7.6	4.4	86
CBS SAT. NEWS-SCHIEFFER	C	3621	656	3.8	18.1	86	*79	3.3	2.2	75	791	3.4	21.8	76	162	3.9	4.5	87
CBS SATURDAY NIGHT MOVIE	C	5436	1201	7.0	22.1	105	134	5.7	2.5	84	1833	7.9	33.7	117	290	7.0	5.3	104
CBS WEDNESDAY NIGHT MOVIE	C	6100	1228	7.2	20.1	96	140	5.9	2.3	78	1720	7.4	28.2	98	208	5.0	3.4	67
CHEERS	N	8889	2104	12.3	23.7	112	221	9.3	2.5	85	2790	12.0	31.4	109	618	14.9	7.0	136
DALLAS	C	22109	4720	27.7	21.3	101	726	30.6	3.3	112	6226	26.7	28.2	98	1136	27.4	5.1	100
DIFF'RENT STROKES	N	6940	1563	9.2	22.5	107	*217	9.2	3.1	107	1897	8.1	27.3	95	305	7.3	4.4	86
DOUBLE TROUBLE	N	7223	1715	10.1	23.7	113	*307	13.0	4.3	145	2371	10.2	32.8	114	527	12.7	7.3	142
DUCK FACTORY	N	5595	1278	7.5	22.8	108	*180	7.6	3.2	110	1628	7.0	29.1	101	360	8.7	6.4	126
DUKES OF HAZZARD	C	5768	1212	7.1	21.0	100	*182	7.7	3.2	108	1700	7.3	29.5	102	*185	4.5	3.2	63
DYNASTY	A	20053	4196	24.6	20.9	99	691	29.2	3.4	118	5855	25.1	29.2	102	1094	26.3	5.5	106
FACTS OF LIFE	N	8087	1703	10.0	21.1	100	*283	11.9	3.5	120	2568	11.0	31.8	110	515	12.4	6.4	124
FALCON CREST	C	20046	4315	25.3	21.5	102	719	30.3	3.6	123	5745	24.7	28.7	100	1073	25.8	5.4	104
FALL GUY	A	9084	1783	10.5	19.6	93	273	11.5	3.0	103	2646	11.4	29.1	101	522	12.6	5.7	112
FAMILY TIES	N	7964	1771	10.4	22.2	106	*281	11.9	3.5	121	2412	10.4	30.3	105	570	13.7	7.2	140
FANTASY ISLAND	A	7687	1532	9.0	19.9	95	268	11.3	3.5	119	2181	9.4	28.4	99	366	8.8	4.8	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	1980	11.6	22.3	106	*254	10.7	2.9	98	2439	10.5	27.5	96	493	11.9	5.6	109
FOUR SEASONS	C	5095	1014	5.9	19.9	95	*163	6.9	3.2	109	1392	6.0	27.3	95	*273	6.6	5.4	105
GIMME A BREAK	N	8838	1749	10.3	19.8	94	349	14.7	3.9	135	2287	9.8	25.9	90	592	14.3	6.7	131
HART TO HART	A	8978	2001	11.7	22.3	106	*278	11.7	3.1	106	2515	10.8	28.0	97	442	10.6	4.9	96
HILL STREET BLUES	N	8590	1944	11.4	22.6	107	*281	11.9	3.3	112	2801	12.0	32.6	113	477	11.5	5.6	108
HOTEL	A	14085	3206	18.8	22.8	108	481	20.3	3.4	117	3951	17.0	28.1	98	806	19.4	5.7	112
JEFFERSONS	C	9360	1841	10.8	19.7	93	362	15.3	3.9	132	2379	10.2	25.4	88	546	13.2	5.8	114
JENNIFER SLEPT HERE	N	5841	1361	8.0	23.3	111	*182	7.7	3.1	106	1692	7.3	29.0	101	284	6.8	4.9	95
KATE & ALLIE	C	9206	1948	11.4	21.2	101	*209	8.8	2.3	78	2516	10.8	27.3	95	496	11.9	5.4	105
KNIGHT RIDER	N	7076	1444	8.5	20.4	97	*206	8.7	2.9	99	1860	8.0	26.3	91	448	10.8	6.3	123
LOVE BOAT	A	12219	2337	13.7	19.1	91	340	14.3	2.8	95	3117	13.4	25.5	89	658	15.8	5.4	105
MAGNUM PI	C	11199	2332	13.7	20.8	99	282	11.9	2.5	86	3157	13.6	28.2	98	553	13.3	4.9	96
MAMA'S FAMILY	N	6057	1280	7.5	21.1	100	*123	5.2	2.0	69	1707	7.3	28.2	98	304	7.3	5.0	98
MASTER, THE	N	3598	875	5.1	24.3	116	**94	4.0	2.6	89	1146	4.9	31.9	111	*193	4.6	5.4	105
MATT HOUSTON	A	6344	1460	8.6	23.0	109	*189	8.0	3.0	102	1887	8.1	29.7	103	332	8.0	5.2	102
NBC MONDAY NIGHT MOVIE	N	11994	2776	16.3	23.1	110	305	12.9	2.5	87	3756	16.1	31.3	109	642	15.5	5.4	104
NBC NIGHTLY NEWS	N	5132	899	5.3	17.5	83	*100	4.2	1.9	67	1167	5.0	22.7	79	221	5.3	4.3	84
NBC NIGHTLY NEWS-SAT	N	3375	596	3.5	17.7	84	**40	1.7	1.2	40	707	3.0	20.9	73	**111	2.7	3.3	64
NBC NIGHTLY NEWS-SUN	N	3130	503	3.0	16.1	76	**38	1.6	1.2	41	695	3.0	22.2	77	*179	4.3	5.7	112
NBC SUNDAY NIGHT MOVIE	N	8284	1871	11.0	22.6	107	*257	10.8	3.1	106	2672	11.5	32.3	112	386	9.3	4.7	91
NEWHART	C	9240	1986	11.6	21.5	102	279	11.8	3.0	103	2631	11.3	28.5	99	593	14.3	6.4	125
ONE DAY AT A TIME	C	7288	1532	9.0	21.0	100	*232	9.8	3.2	109	2144	9.2	29.4	102	397	9.6	5.4	106
PEOPLE ARE FUNNY	N	4855	1005	5.9	20.7	98	**78	3.3	1.6	55	1353	5.8	27.9	97	*236	5.7	4.9	95
REAL PEOPLE	N	8869	1811	10.6	20.4	97	*241	10.2	2.7	93	2367	10.2	26.7	93	368	8.9	4.1	81
REMINGTON STEELE	N	7743	1690	9.9	21.8	104	*243	10.3	3.1	107	2447	10.5	31.6	110	403	9.7	5.2	102
RIPLEY'S BELIEVE IT - NOT	A	5345	1155	6.8	21.6	103	*194	8.2	3.6	124	1769	7.6	33.1	115	259	6.2	4.8	95
RIPTIDE	N	6988	1662	9.7	23.8	113	*224	9.5	3.2	110	2153	9.2	30.8	107	275	6.6	3.9	77
SCARECROW & MRS. KING	C	10002	2072	12.2	20.7	98	255	10.8	2.5	87	2684	11.5	26.8	93	462	11.1	4.6	90
SIMON & SIMON	C	10638	2516	14.8	23.7	112	320	13.5	3.0	103	3050	13.1	28.7	100	369	8.9	3.5	68
60 MINUTES	C	13293	2444	14.3	18.4	87	*246	10.4	1.9	63	3099	13.3	23.3	81	670	16.1	5.0	98
ST. ELSEWHERE	N	7017	1728	10.1	24.6	117	291	12.3	4.1	142	2514	10.8	35.8	125	511	12.3	7.3	142
THREE'S COMPANY	A	10917	2379	14.0	21.8	104	339	14.3	3.1	106	3366	14.5	30.8	107	678	16.3	6.2	121
T.J. HOOKER	A	9204	1827	10.7	19.9	94	*152	6.4	1.7	56	2412	10.4	26.2	91	543	13.1	5.9	115
TONIGHT SHOW	N	2372	566	3.3	23.9	113	*53	2.2	2.2	76	670	2.9	28.2	98	112	2.7	4.7	92
TRAPPER JOHN, M.D.	C	9846	2052	12.0	20.8	99	278	11.7	2.8	96	2551	11.0	25.9	90	387	9.3	3.9	77
TV BLOOPERS & PRAC. JOKES	N	9105	1968	11.5	21.6	103	298	12.6	3.3	112	2392	10.3	26.3	91	470	11.3	5.2	101
20/20	A	9387	1925	11.3	20.5	97	*207	8.7	2.2	75	2487	10.7	26.5	92	489	11.8	5.2	102
WEBSTER	A	11067	2141	12.6	19.3	92	342	14.4	3.1	106	2940	12.6	26.6	92	609	14.7	5.5	107
WORLD NEWS - SUN	A	3062	537	3.1	17.5	83	**61	2.6	2.0	68	665	2.9	21.7	76	**191	4.6	6.2	122
YELLOW ROSE	N	4978	1146	6.7	23.0	109	*105	4.4	2.1	72	1568	6.7	31.5	110	*231	5.6	4.6	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2231	13.1	25.1	119	**307	13.0	3.5	118	2960	12.7	33.3	116	616	14.8	6.9	135
BASKETBALL - COLLEGE GAMES		4080	960	5.6	23.5	112	**160	6.8	3.9	134	1345	5.8	33.0	115	*315	7.6	7.7	151
BASKETBALL - PRO GAMES		3607	847	5.0	23.5	112	**154	6.5	4.3	146	1040	4.5	28.8	100	**232	5.6	6.4	125
BOWLING		3883	855	5.0	22.0	105	**190	8.0	4.9	167	1267	5.4	32.6	113	**245	5.9	6.3	123
BOXING		3928	1113	6.5	28.3	135	**212	8.9	5.4	184	1334	5.7	34.0	118	*295	7.1	7.5	146
FOOTBALL - COLLEGE GAMES		6366	1895	11.1	29.8	141	**253	10.7	4.0	136	2170	9.3	34.1	119	*356	8.6	5.6	109
FOOTBALL - PRO GAMES		11300	3346	19.6	29.6	141	*404	17.0	3.6	122	4165	17.9	36.9	128	534	12.9	4.7	92
GOLF		3378	959	5.6	28.4	135	**78	3.3	2.3	79	1116	4.8	33.0	115	*284	6.8	8.4	164
POST-SEASON COLL. FOOTBALL		4906	1479	8.7	30.1	143	**202	8.5	4.1	141	1851	7.9	37.7	131	*362	8.7	7.4	144
POST-SEASON PRO FOOTBALL		6120	1814	10.6	29.6	141	**235	9.9	3.8	131	2505	10.8	40.9	142	*385	9.3	6.3	123
TENNIS		3033	692	4.1	22.8	108	**133	5.6	4.4	150	898	3.9	29.6	103	*280	6.7	9.2	180
WRESTLING - PROFESSIONAL		3344	1070	6.3	32.0	152	*344	14.5	10.3	352	1211	5.2	36.2	126	**183	4.4	5.5	107

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	'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?			
YES	51638	63.8	5958
NO	29348	36.2	3477

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
ACME IDEAL	569	.7	158	.2	314	.4	96	.1	79
A & P	1319	1.6	308	.4	681	.8	330	.4	156
BEL-AIR (SAFEWAY)	3064	3.8	438	.5	1977	2.4	649	.8	354
CITRUS HILL	5771	7.1	611	.8	2862	3.5	2298	2.8	662
DONALD DUCK	4357	5.4	821	1.0	2551	3.1	986	1.2	452
KROGER	2196	2.7	407	.5	1357	1.7	431	.5	277
LIBBY'S NATURAL SUN	906	1.1	154	.2	489	.6	263	.3	99
MINUTE MAID - REDUCED ACID	2948	3.6	793	1.0	1581	2.0	574	.7	354
MINUTE MAID - MORE PULP	4678	5.8	1233	1.5	2578	3.2	867	1.1	535
MINUTE MAID	25440	31.4	9229	11.4	12628	15.6	3583	4.4	2843
PATHMARK	1118	1.4	249	.3	596	.7	273	.3	154
SNOWCROP	2542	3.1	369	.5	1322	1.6	851	1.1	315
SUNKIST	6514	8.0	1106	1.4	3833	4.7	1575	1.9	746
TOP FROST	2059	2.5	341	.4	1250	1.5	468	.6	250
TREESWEET	6266	7.7	608	.8	3743	4.6	1916	2.4	695
TROPICANA	7855	9.7	1361	1.7	4319	5.3	2175	2.7	983
OTHER BRANDS	17668	21.8	7875	9.7	6813	8.4	2980	3.7	1971
DO NOT KNOW	274	.3							40

		'000	%	UNWEIGHTED
3C. IN THE LAST 30 DAYS ABOUT HOW MANY GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	5670	7.0	637
7 - 9	H	1938	2.4	232
4 - 6	H	7260	9.0	741
3	M	6542	8.1	705
2	M	10637	13.1	1202
1	L	9934	12.3	1279
LESS THAN 1	L	5671	7.0	679
NONE	L	3985	4.9	483

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FROZEN ORANGE JUICE: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0402
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51638	100.0	63.8	100	14868	100.0	18.4	100	17179	100.0	21.2	100	19591	100.0	24.2	100
18 - 24	9282	5939	11.5	64.0	100	1485	10.0	16.0	87	1844	10.7	19.9	94	2609	13.3	28.1	116
25 - 34	19072	12834	24.9	67.3	106	3635	24.4	19.1	104	4268	24.8	22.4	105	4930	25.2	25.8	107
35 - 44	14591	9803	19.0	67.2	105	3496	23.5	24.0	131	3343	19.5	22.9	108	2964	15.1	20.3	84
45 - 54	11345	7053	13.7	62.2	98	1997	13.4	17.6	96	2414	14.1	21.3	100	2643	13.5	23.3	96
55 - 64	11635	7366	14.3	63.3	99	2042	13.7	17.6	96	2490	14.5	21.4	101	2833	14.5	24.3	101
65 OR OLDER	15061	8644	16.7	57.4	90	2212	14.9	14.7	80	2819	16.4	18.7	88	3612	18.4	24.0	99
18 - 34	28354	18772	36.4	66.2	104	5121	34.4	18.1	98	6113	35.6	21.6	102	7539	38.5	26.6	110
18 - 49	48339	32050	62.1	66.3	104	9680	65.1	20.0	109	10641	61.9	22.0	104	11729	59.9	24.3	100
25 - 54	45008	29690	57.5	66.0	103	9128	61.4	20.3	110	10025	58.4	22.3	105	10537	53.8	23.4	97
35 - 49	19985	13278	25.7	66.4	104	4560	30.7	22.8	124	4528	26.4	22.7	107	4190	21.4	21.0	87
50 OR OLDER	32647	19588	37.9	60.0	94	5187	34.9	15.9	87	6538	38.1	20.0	94	7862	40.1	24.1	100
GRADUATED COLLEGE	11155	7781	15.1	69.8	109	1945	13.1	17.4	95	2772	16.1	24.8	117	3063	15.6	27.5	114
ATTENDED COLLEGE	13682	9456	18.3	69.1	108	2711	18.2	19.8	108	2828	16.5	20.7	97	3916	20.0	28.6	118
GRADUATED HIGH SCHOOL	33880	22444	43.5	66.2	104	6256	42.1	18.5	101	7554	44.0	22.3	105	8634	44.1	25.5	105
DID NOT GRADUATE HIGH SCHOOL	22270	11957	23.2	53.7	84	3955	26.6	17.8	97	4024	23.4	18.1	85	3977	20.3	17.9	74
EMPLOYED	40306	26579	51.5	65.9	103	7103	47.8	17.6	96	8780	51.1	21.8	103	10696	54.6	26.5	110
EMPLOYED FULL-TIME	32850	21415	41.5	65.2	102	5472	36.8	16.7	91	7269	42.3	22.1	104	8675	44.3	26.4	109
EMPLOYED PART-TIME	7456	5164	10.0	69.3	109	1631	11.0	21.9	119	1511	8.8	20.3	96	2021	10.3	27.1	112
NOT EMPLOYED	40680	25059	48.5	61.6	97	7765	52.2	19.1	104	8399	48.9	20.6	97	8895	45.4	21.9	90
PROFESSIONAL/MANAGER	10392	7064	13.7	68.0	107	1802	12.1	17.3	94	2272	13.2	21.9	103	2991	15.3	28.8	119
TECH/CLERICAL/SALES	17574	12187	23.6	69.3	109	3167	21.3	18.0	98	4016	23.4	22.9	108	5004	25.5	28.5	118
PRECISION/CRAFT	985	566	1.1	57.5	90	**132	0.9	13.4	73	**110	0.6	11.2	53	*324	1.7	32.9	136
OTHER EMPLOYED	11354	6762	13.1	59.6	93	2003	13.5	17.6	96	2382	13.9	21.0	99	2377	12.1	20.9	87
SINGLE	9863	5788	11.2	58.7	92	1438	9.7	14.6	79	1561	9.1	15.8	75	2790	14.2	28.3	117
MARRIED	51375	34194	66.2	66.6	104	10605	71.3	20.6	112	12096	70.4	23.5	111	11493	58.7	22.4	92
DIVORCED/SEPARATED/WIDOWED	19748	11655	22.6	59.0	93	2826	19.0	14.3	78	3522	20.5	17.8	84	5308	27.1	26.9	111
PARENTS	32590	21716	42.1	66.6	105	7882	53.0	24.2	132	7167	41.7	22.0	104	6668	34.0	20.5	85
WHITE	70416	45937	89.0	65.2	102	12689	85.3	18.0	98	15352	89.4	21.8	103	17897	91.4	25.4	105
BLACK	8778	4561	8.8	52.0	81	1729	11.6	19.7	107	1579	9.2	18.0	85	1253	6.4	14.3	59
OTHER	1791	1139	2.2	63.6	100	**450	3.0	25.1	137	**249	1.4	13.9	66	**441	2.3	24.6	102
NORTHEAST-CENSUS	17786	10516	20.4	59.1	93	3277	22.0	18.4	100	3590	20.9	20.2	95	3648	18.6	20.5	85
NORTH CENTRAL	20741	14366	27.8	69.3	109	4237	28.5	20.4	111	4510	26.3	21.7	103	5619	28.7	27.1	112
SOUTH	27775	16605	32.2	59.8	94	4364	29.4	15.7	86	5934	34.5	21.4	101	6307	32.2	22.7	94
WEST	14683	10151	19.7	69.1	108	2990	20.1	20.4	111	3145	18.3	21.4	101	4017	20.5	27.4	113
NORTHEAST-MKTG.	17961	10532	20.4	58.6	92	3086	20.8	17.2	94	3738	21.8	20.8	98	3709	18.9	20.7	85
EAST CENTRAL	11885	7890	15.3	66.4	104	2136	14.4	18.0	98	2808	16.3	23.6	111	2946	15.0	24.8	102
WEST CENTRAL	14090	10165	19.7	72.1	113	3182	21.4	22.6	123	2816	16.4	20.0	94	4167	21.3	29.6	122
SOUTH	24081	14312	27.7	59.4	93	4014	27.0	16.7	91	5024	29.2	20.9	98	5274	26.9	21.9	91
PACIFIC	12969	8738	16.9	67.4	106	2450	16.5	18.9	103	2794	16.3	21.5	102	3494	17.8	26.9	111
COUNTY SIZE A	32439	20368	39.4	62.8	98	5837	39.3	18.0	98	6934	40.4	21.4	101	7596	38.8	23.4	97
COUNTY SIZE B	24915	16325	31.6	65.5	103	4986	33.5	20.0	109	5299	30.8	21.3	100	6040	30.8	24.2	100
COUNTY SIZE C	12930	8125	15.7	62.8	99	2050	13.8	15.9	86	2575	15.0	19.9	94	3500	17.9	27.1	112
COUNTY SIZE D	10703	6819	13.2	63.7	100	1995	13.4	18.6	102	2370	13.8	22.1	104	2454	12.5	22.9	95
METRO CENTRAL CITY	24518	15046	29.1	61.4	96	4208	28.3	17.2	93	4985	29.0	20.3	96	5853	29.9	23.9	99
METRO SUBURBAN	35919	23469	45.4	65.3	102	7082	47.6	19.7	107	7786	45.3	21.7	102	8601	43.9	23.9	99
NON METRO	20549	13123	25.4	63.9	100	3578	24.1	17.4	95	4408	25.7	21.5	101	5137	26.2	25.0	103
TOP 5 ADI'S	18341	10884	21.1	59.3	93	3275	22.0	17.9	97	3640	21.2	19.8	94	3969	20.3	21.6	89
TOP 10 ADI'S	25378	15591	30.2	61.4	96	4377	29.4	17.2	94	5386	31.4	21.2	100	5828	29.7	23.0	95
TOP 20 ADI'S	36488	23074	44.7	63.2	99	6387	43.0	17.5	95	7860	45.8	21.5	102	8828	45.1	24.2	100
HSHLD INC. $50,000 OR MORE	6612	4632	9.0	70.1	110	1296	8.7	19.6	107	1618	9.4	24.5	115	1719	8.8	26.0	107
$40,000 OR MORE	12659	8886	17.2	70.2	110	2496	16.8	19.7	107	3282	19.1	25.9	122	3108	15.9	24.6	101
$30,000 OR MORE	24698	17334	33.6	70.2	110	5066	34.1	20.5	112	6360	37.0	25.8	121	5907	30.2	23.9	99
$25,000 OR MORE	32077	22538	43.6	70.3	110	6715	45.2	20.9	114	8052	46.9	25.1	118	7771	39.7	24.2	100
$20,000 - $24,999	9144	5914	11.5	64.7	101	1738	11.7	19.0	104	1740	10.1	19.0	90	2436	12.4	26.6	110
$15,000 - $19,999	8728	5710	11.1	65.4	103	1377	9.3	15.8	86	1868	10.9	21.4	101	2465	12.6	28.2	117
$10,000 - $14,999	12562	7581	14.7	60.3	95	2146	14.4	17.1	93	2365	13.8	18.8	89	3070	15.7	24.4	101
UNDER $10,000	18475	9896	19.2	53.6	84	2892	19.5	15.7	85	3154	18.4	17.1	80	3849	19.6	20.8	86
HOUSEHOLD OF 1 PERSON	11987	6757	13.1	56.4	88	1371	9.2	11.4	62	1420	8.3	11.8	56	3967	20.2	33.1	137
2 PEOPLE	26577	16814	32.6	63.3	99	3272	22.0	12.3	67	6490	37.8	24.4	115	7051	36.0	26.5	110
3 OR 4 PEOPLE	30617	20216	39.1	66.0	104	6491	43.7	21.2	115	6855	39.9	22.4	106	6870	35.1	22.4	93
5 OR MORE PEOPLE	11804	7850	15.2	66.5	104	3734	25.1	31.6	172	2414	14.1	20.5	96	1703	8.7	14.4	60
NO CHILD IN HSHLD	46165	28502	55.2	61.7	97	6478	43.6	14.0	76	9502	55.3	20.6	97	12522	63.9	27.1	112
CHILD(REN) UNDER 2 YRS	5325	3505	6.8	65.8	103	1338	9.0	25.1	137	1105	6.4	20.8	98	1062	5.4	19.9	82
2 - 5 YEARS	14221	9595	18.6	67.5	106	3282	22.1	23.1	126	3255	18.9	22.9	108	3058	15.6	21.5	89
6 - 11 YEARS	15117	9993	19.4	66.1	104	4108	27.6	27.2	148	3073	17.9	20.3	96	2812	14.4	18.6	77
12 - 17 YEARS	16611	10675	20.7	64.3	101	4460	30.0	26.8	146	3496	20.4	21.0	99	2719	13.9	16.4	68
RESIDENCE OWNED	55884	37289	72.2	66.7	105	10841	72.9	19.4	106	12759	74.3	22.8	108	13690	69.9	24.5	101
VALUE: $50,000 OR MORE	31744	22284	43.2	70.2	110	6456	43.4	20.3	111	7511	43.7	23.7	112	8318	42.5	26.2	108
VALUE: UNDER $50,000	24140	15005	29.1	62.2	97	4385	29.5	18.2	99	5249	30.6	21.7	103	5372	27.4	22.3	92

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN ORANGE JUICE: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	51638	100.0	63.8	100	14868	100.0	18.4	100	17179	100.0	21.2	100	19591	100.0	24.2	100
MAGAZINES	QUINTILE 1	15799	11169	21.6	70.7	111	3293	22.1	20.8	114	3919	22.8	24.8	117	3957	20.2	25.0	104
	QUINTILE 2	17259	11785	22.8	68.3	107	3668	24.7	21.3	116	3830	22.3	22.2	105	4288	21.9	24.8	103
	QUINTILE 3	13545	8989	17.4	66.4	104	2665	17.9	19.7	107	2803	16.3	20.7	98	3522	18.0	26.0	107
	QUINTILE 4	15133	9419	18.2	62.2	98	2430	16.3	16.1	87	3128	18.2	20.7	97	3862	19.7	25.5	105
	QUINTILE 5	19250	10275	19.9	53.4	84	2813	18.9	14.6	80	3499	20.4	18.2	86	3962	20.2	20.6	85
NEWSPAPERS	QUINTILE 1	12413	8414	16.3	67.8	106	2500	16.8	20.1	110	2936	17.1	23.7	112	2978	15.2	24.0	99
	QUINTILE 2	24116	16132	31.2	66.9	105	4660	31.3	19.3	105	5304	30.9	22.0	104	6168	31.5	25.6	106
	QUINTILE 3	11261	7345	14.2	65.2	102	2189	14.7	19.4	106	2511	14.6	22.3	105	2645	13.5	23.5	97
	QUINTILE 4	20255	12783	24.8	63.1	99	3537	23.8	17.5	95	4007	23.3	19.8	93	5239	26.7	25.9	107
	QUINTILE 5	12940	6963	13.5	53.8	84	1982	13.3	15.3	83	2421	14.1	18.7	88	2561	13.1	19.8	82
OUTDOOR	QUINTILE 1	14852	9515	18.4	64.1	100	2419	16.3	16.3	89	3131	18.2	21.1	99	3964	20.2	26.7	110
	QUINTILE 2	15725	10359	20.1	65.9	103	2859	19.2	18.2	99	3469	20.2	22.1	104	4032	20.6	25.6	106
	QUINTILE 3	16330	10886	21.1	66.7	105	3598	24.2	22.0	120	3344	19.5	20.5	97	3944	20.1	24.2	100
	QUINTILE 4	16744	10521	20.4	62.8	99	3208	21.6	19.2	104	3363	19.6	20.1	95	3950	20.2	23.6	98
	QUINTILE 5	17334	10357	20.1	59.7	94	2784	18.7	16.1	87	3871	22.5	22.3	105	3701	18.9	21.4	88
RADIO-DRIVE TIME	QUINTILE 1	15911	10225	19.8	64.3	101	2945	19.8	18.5	101	3367	19.6	21.2	100	3913	20.0	24.6	102
	QUINTILE 2	14837	9684	18.8	65.3	102	2824	19.0	19.0	104	3256	19.0	21.9	103	3605	18.4	24.3	100
	QUINTILE 3	15339	9975	19.3	65.0	102	2958	19.9	19.3	105	3162	18.4	20.6	97	3856	19.7	25.1	104
	QUINTILE 4	16723	10615	20.6	63.5	100	2977	20.0	17.8	97	3919	22.8	23.4	110	3719	19.0	22.2	92
	QUINTILE 5	18176	11139	21.6	61.3	96	3164	21.3	17.4	95	3476	20.2	19.1	90	4498	23.0	24.7	102
RADIO-MID-DAY	TERCILE 1	21020	13568	26.3	64.5	101	4025	27.1	19.1	104	4490	26.1	21.4	101	5053	25.8	24.0	99
	TERCILE 2	21610	14293	27.7	66.1	104	4356	29.3	20.2	110	4732	27.5	21.9	103	5205	26.6	24.1	100
	TERCILE 3	38355	23777	46.0	62.0	97	6487	43.6	16.9	92	7957	46.3	20.7	98	9333	47.6	24.3	101
RADIO-TOTAL	QUINTILE 1	15988	10272	19.9	64.2	101	3152	21.2	19.7	107	3350	19.5	21.0	99	3771	19.2	23.6	98
	QUINTILE 2	15626	10139	19.6	64.9	102	2878	19.4	18.4	100	3367	19.6	21.5	102	3894	19.9	24.9	103
	QUINTILE 3	16723	10969	21.2	65.6	103	3179	21.4	19.0	104	3791	22.1	22.7	107	3999	20.4	23.9	99
	QUINTILE 4	16342	10740	20.8	65.7	103	3062	20.6	18.7	102	3502	20.4	21.4	101	4176	21.3	25.6	106
	QUINTILE 5	16306	9518	18.4	58.4	92	2597	17.5	15.9	87	3170	18.5	19.4	92	3751	19.1	23.0	95
TV-PRIME TIME	QUINTILE 1	15953	9489	18.4	59.5	93	2832	19.0	17.8	97	3167	18.4	19.9	94	3490	17.8	21.9	90
	QUINTILE 2	16137	10487	20.3	65.0	102	3023	20.3	18.7	102	3495	20.3	21.7	102	3969	20.3	24.6	102
	QUINTILE 3	16420	10788	20.9	65.7	103	3188	21.4	19.4	106	3692	21.5	22.5	106	3909	20.0	23.8	98
	QUINTILE 4	16687	11000	21.3	65.9	103	2852	19.2	17.1	93	3771	22.0	22.6	107	4377	22.3	26.2	108
	QUINTILE 5	15789	9874	19.1	62.5	98	2973	20.0	18.8	103	3054	17.8	19.3	91	3846	19.6	24.4	101
TV-DAYTIME	TERCILE 1	27736	17310	33.5	62.4	98	5246	35.3	18.9	103	6042	35.2	21.8	103	6022	30.7	21.7	90
	TERCILE 2	26489	16917	32.8	63.9	100	4781	32.2	18.0	98	5723	33.3	21.6	102	6413	32.7	24.2	100
	TERCILE 3	26761	17411	33.7	65.1	102	4841	32.6	18.1	99	5414	31.5	20.2	95	7155	36.5	26.7	111
TV-TOTAL	QUINTILE 1	16345	9826	19.0	60.1	94	3124	21.0	19.1	104	3116	18.1	19.1	90	3586	18.3	21.9	91
	QUINTILE 2	16447	10387	20.1	63.2	99	3093	20.8	18.8	102	3589	20.9	21.8	103	3705	18.9	22.5	93
	QUINTILE 3	15980	10502	20.3	65.7	103	2861	19.2	17.9	98	3742	21.8	23.4	110	3899	19.9	24.4	101
	QUINTILE 4	15887	10462	20.3	65.9	103	2844	19.1	17.9	98	3322	19.3	20.9	99	4296	21.9	27.0	112
	QUINTILE 5	16326	10462	20.3	64.1	101	2946	19.8	18.0	98	3410	19.8	20.9	98	4105	21.0	25.1	104
MAGAZINES-NEWSPAPERS: DUAL		20721	14678	28.4	70.8	111	4556	30.6	22.0	120	5069	29.5	24.5	115	5053	25.8	24.4	101
MAGAZINE IMPERATIVE		19186	12745	24.7	66.4	104	3685	24.8	19.2	105	4105	23.9	21.4	101	4955	25.3	25.8	107
NEWSPAPER IMPERATIVE		21899	13778	26.7	62.9	99	3729	25.1	17.0	93	4540	26.4	20.7	98	5509	28.1	25.2	104
MAGAZINES-OUTDOOR: DUAL		15451	10908	21.1	70.6	111	3214	21.6	20.8	113	3572	20.8	23.1	109	4121	21.0	26.7	110
MAGAZINE IMPERATIVE		25953	17517	33.9	67.5	106	5500	37.0	21.2	115	5846	34.0	22.5	106	6171	31.5	23.8	98
OUTDOOR IMPERATIVE		24400	14798	28.7	60.6	95	3893	26.2	16.0	87	4810	28.0	19.7	93	6095	31.1	25.0	103
MAGAZINES-RADIO: DUAL		18049	12457	24.1	69.0	108	3893	26.2	21.6	117	4017	23.4	22.3	105	4548	23.2	25.2	104
MAGAZINE IMPERATIVE		23571	16179	31.3	68.6	108	4741	31.9	20.1	110	5471	31.8	23.2	109	5968	30.5	25.3	105
RADIO IMPERATIVE		23278	14031	27.2	60.3	95	3840	25.8	16.5	90	4807	28.0	20.7	97	5385	27.5	23.1	96
MAGAZINES-TELEVISION: DUAL		15459	10410	20.2	67.3	106	3306	22.2	21.4	116	3457	20.1	22.4	105	3647	18.6	23.6	98
MAGAZINE IMPERATIVE		25829	18125	35.1	70.2	110	5223	35.1	20.2	110	6061	35.3	23.5	111	6841	34.9	26.5	109
TELEVISION IMPERATIVE		26039	15251	29.5	58.6	92	4239	28.5	16.3	89	5120	29.8	19.7	93	5892	30.1	22.6	94
NEWSPAPERS-OUTDOOR: DUAL		16605	11482	22.2	69.1	108	3171	21.3	19.1	104	3785	22.0	22.8	107	4527	23.1	27.3	113
NEWSPAPER IMPERATIVE		26834	17529	33.9	65.3	102	5365	36.1	20.0	109	6003	34.9	22.4	105	6161	31.4	23.0	95
OUTDOOR IMPERATIVE		23346	14368	27.8	61.5	97	4061	27.3	17.4	95	4597	26.8	19.7	93	5710	29.1	24.5	101
NEWSPAPERS-RADIO: DUAL		17133	11289	21.9	65.9	103	3479	23.4	20.3	111	3574	20.8	20.9	98	4237	21.6	24.7	102
NEWSPAPER IMPERATIVE		25892	17477	33.8	67.5	106	4902	33.0	18.9	103	6054	35.2	23.4	110	6522	33.3	25.2	104
RADIO IMPERATIVE		23167	14460	28.0	62.4	98	4117	27.7	17.8	97	4860	28.3	21.0	99	5483	28.0	23.7	98
NEWSPAPERS-TELEVISION: DUAL		17159	11383	22.0	66.3	104	3491	23.5	20.3	111	3745	21.8	21.8	103	4147	21.2	24.2	100
NEWSPAPER IMPERATIVE		26214	17740	34.4	67.7	106	4950	33.3	18.9	103	6046	35.2	23.1	109	6745	34.4	25.7	106
TELEVISION IMPERATIVE		23412	13793	26.7	58.9	92	4126	27.8	17.6	96	4685	27.3	20.0	94	4982	25.4	21.3	88
OUTDOOR-RADIO: DUAL		15303	10166	19.7	66.4	104	3036	20.4	19.8	108	3164	18.4	20.7	97	3966	20.2	25.9	107
OUTDOOR IMPERATIVE		24901	15899	30.8	63.8	100	4345	29.2	17.4	95	5200	30.3	20.9	98	6355	32.4	25.5	105
RADIO IMPERATIVE		26492	16988	32.9	64.1	101	5066	34.1	19.1	104	5939	34.6	22.4	106	5982	30.5	22.6	93
OUTDOOR-TELEVISION: DUAL		14794	9560	18.5	64.6	101	2881	19.4	19.5	106	3009	17.5	20.3	96	3670	18.7	24.8	103
OUTDOOR IMPERATIVE		25437	16909	32.7	66.5	104	4557	30.6	17.9	98	5643	32.8	22.2	105	6710	34.3	26.4	109
TELEVISION IMPERATIVE		27877	17135	33.2	61.5	96	5290	35.6	19.0	103	5929	34.5	21.3	100	5916	30.2	21.2	88
RADIO-TELEVISION: DUAL		15996	10317	20.0	64.5	101	3284	22.1	20.5	112	3451	20.1	21.6	102	3582	18.3	22.4	93
RADIO IMPERATIVE		25478	16731	32.4	65.7	103	4671	31.4	18.3	100	5591	32.5	21.9	103	6469	33.0	25.4	105
TELEVISION IMPERATIVE		26573	16414	31.8	61.8	97	4663	31.4	17.5	96	5628	32.8	21.2	100	6123	31.3	23.0	95

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FROZEN ORANGE JUICE: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	51638	100.0	63.8	100	14868	100.0	18.4	100	17179	100.0	21.2	100	19591	100.0	24.2	100
ATLANTIC MONTHLY	415	305	0.6	73.5	115	**110	0.7	26.5	144	**93	0.5	22.4	106	*103	0.5	24.8	103
BARRON'S	453	297	0.6	65.6	103	**51	0.3	11.3	61	**148	0.9	32.7	154	**98	0.5	21.6	89
BETTER HOMES & GARDENS	16256	11572	22.4	71.2	112	3599	24.2	22.1	121	4022	23.4	24.7	117	3951	20.2	24.3	100
BON APPETIT	2535	1776	3.4	70.1	110	486	3.3	19.2	104	659	3.8	26.0	123	630	3.2	24.9	103
BUSINESS WEEK	1278	792	1.5	62.0	97	*193	1.3	15.1	82	*254	1.5	19.9	94	345	1.8	27.0	112
CAR AND DRIVER	378	*232	0.4	61.4	96	**61	0.4	16.1	88	**87	0.5	23.0	109	**84	0.4	22.2	92
CBS MAGAZINE NETWORK (GROSS)	1498	995	1.9	66.4	104	337	2.3	22.5	123	*363	2.1	24.2	114	295	1.5	19.7	81
CHANGING TIMES	1505	1026	2.0	68.2	107	323	2.2	21.5	117	315	1.8	20.9	99	388	2.0	25.8	107
COLONIAL HOMES	1231	818	1.6	66.5	104	*204	1.4	16.6	90	293	1.7	23.8	112	321	1.6	26.1	108
CONDE NAST MAG. PKG. (GROSS)	14146	9407	18.2	66.5	104	2620	17.6	18.5	101	3105	18.1	21.9	103	3681	18.8	26.0	108
CONSUMERS DIGEST	1323	977	1.9	73.8	116	349	2.3	26.4	144	329	1.9	24.9	117	299	1.5	22.6	93
COSMOPOLITAN	7102	4849	9.4	68.3	107	1341	9.0	18.9	103	1687	9.8	23.8	112	1820	9.3	25.6	106
COUNTRY LIVING	2481	1813	3.5	73.1	115	473	3.2	19.1	104	536	3.1	21.6	102	804	4.1	32.4	134
CUISINE	1472	963	1.9	65.4	103	301	2.0	20.4	111	272	1.6	18.5	87	390	2.0	26.5	110
CYCLE WORLD	425	*311	0.6	73.2	115	**121	0.8	28.5	155	**75	0.4	17.6	83	**115	0.6	27.1	112
DCI:CREATIVE IDEAS FOR LIV	2510	1780	3.4	70.9	111	525	3.5	20.9	114	655	3.8	26.1	123	600	3.1	23.9	99
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4781	9.3	71.4	112	1283	8.6	19.2	104	1799	10.5	26.9	127	1699	8.7	25.4	105
DISCOVER	894	626	1.2	70.0	110	*234	1.6	26.2	143	*216	1.3	24.2	114	*175	0.9	19.6	81
EBONY	3507	1950	3.8	55.6	87	749	5.0	21.4	116	637	3.7	18.2	86	564	2.9	16.1	66
ESQUIRE	1083	624	1.2	57.6	90	*200	1.3	18.5	101	*202	1.2	18.7	88	222	1.1	20.5	85
ESSENCE	1830	1067	2.1	58.3	91	446	3.0	24.4	133	358	2.1	19.6	92	262	1.3	14.3	59
FAMILY CIRCLE	15930	11174	21.6	70.1	110	3276	22.0	20.6	112	3940	22.9	24.7	117	3958	20.2	24.8	103
THE FAMILY HANDYMAN	1126	735	1.4	65.3	102	*230	1.5	20.4	111	293	1.7	26.0	123	*212	1.1	18.8	78
FAMILY WEEKLY	11468	7786	15.1	67.9	106	2271	15.3	19.8	108	2440	14.2	21.3	100	3074	15.7	26.8	111
FIELD & STREAM	2234	1469	2.8	65.8	103	443	3.0	19.8	108	577	3.4	25.8	122	448	2.3	20.1	83
FOOD & WINE	579	379	0.7	65.5	103	**107	0.7	18.5	101	**126	0.7	21.8	103	*146	0.7	25.2	104
FORBES	728	442	0.9	60.7	95	**67	0.5	9.2	50	*225	1.3	30.9	146	*150	0.8	20.6	85
FORTUNE	906	594	1.2	65.6	103	**134	0.9	14.8	81	*235	1.4	25.9	122	*225	1.1	24.8	103
GENTLEMEN'S QUARTERLY	791	490	0.9	61.9	97	*144	1.0	18.2	99	*160	0.9	20.2	95	*186	0.9	23.5	97
GLAMOUR	5265	3653	7.1	69.4	109	988	6.6	18.8	102	1253	7.3	23.8	112	1412	7.2	26.8	111
GOLF DIGEST	636	470	0.9	73.9	116	*199	1.3	31.3	170	*141	0.8	22.2	105	*130	0.7	20.4	84
GOLF DIGEST/TENNIS (GROSS)	1186	894	1.7	75.4	118	313	2.1	26.4	144	*310	1.8	26.1	123	271	1.4	22.8	94
GOLF MAGAZINE	441	317	0.6	71.9	113	*136	0.9	30.8	168	**126	0.7	28.6	135	**54	0.3	12.2	51
GOLF MAGAZINE/SKI (GROSS)	922	640	1.2	69.4	109	*218	1.5	23.6	129	*253	1.5	27.4	129	*169	0.9	18.3	76
GOOD HOUSEKEEPING	16487	11732	22.7	71.2	112	3424	23.0	20.8	113	4088	23.8	24.8	117	4221	21.5	25.6	106
HARPER'S BAZAAR	2423	1674	3.2	69.1	108	497	3.3	20.5	112	555	3.2	22.9	108	623	3.2	25.7	106
HEALTH	1994	1286	2.5	64.5	101	388	2.6	19.5	106	521	3.0	26.1	123	378	1.9	19.0	78
HEARST MAG CORP. BUY (GROSS)	44101	30605	59.3	69.4	109	8892	59.8	20.2	110	10345	60.2	23.5	111	11368	58.0	25.8	107
HEARST MAN POWER (GROSS)	1993	1402	2.7	70.3	110	515	3.5	25.8	141	446	2.6	22.4	105	440	2.2	22.1	91
HEARST WOMAN POWER (GROSS)	31274	21821	42.3	69.8	109	6389	43.0	20.4	111	7524	43.8	24.1	113	7907	40.4	25.3	105
HOUSE BEAUTIFUL	3623	2423	4.7	66.9	105	665	4.5	18.4	100	782	4.6	21.6	102	975	5.0	26.9	111
INC.	283	*188	0.4	66.4	104	**43	0.3	15.2	83	**82	0.5	29.0	137	**63	0.3	22.3	92
JET	2928	1625	3.1	55.5	87	676	4.5	23.1	126	504	2.9	17.2	81	445	2.3	15.2	63
LADIES' HOME JOURNAL	11918	8074	15.6	67.7	106	2313	15.6	19.4	106	2539	14.8	21.3	100	3222	16.4	27.0	112
LHJ FAMILY GRP COMBO(GROSS)	16764	11361	22.0	67.8	106	3317	22.3	19.8	108	3732	21.7	22.3	105	4313	22.0	25.7	106
LIFE	4254	2772	5.4	65.2	102	819	5.5	19.3	105	923	5.4	21.7	102	1029	5.3	24.2	100
L.A. TIMES HOME MAGAZINE	1145	764	1.5	66.7	105	*195	1.3	17.0	93	*248	1.4	21.7	102	321	1.6	28.0	116
MADEMOISELLE	2884	1895	3.7	65.7	103	484	3.3	16.8	91	703	4.1	24.4	115	708	3.6	24.5	101
MC CALL'S	13460	9610	18.6	71.4	112	3138	21.1	23.3	127	2964	17.3	22.0	104	3508	17.9	26.1	108
MC CALL'S/WRK MOTHER (GROSS)	14606	10405	20.1	71.2	112	3444	23.2	23.6	128	3186	18.5	21.8	103	3775	19.3	25.8	107
MECHANIX ILLUSTRATED	772	550	1.1	71.2	112	*192	1.3	24.9	135	*247	1.4	32.0	151	*112	0.6	14.5	60
METROPOLITAN HOME	967	686	1.3	70.9	111	*206	1.4	21.3	116	*221	1.3	22.9	108	258	1.3	26.7	110
MONEY	1588	1117	2.2	70.3	110	307	2.1	19.3	105	446	2.6	28.1	132	364	1.9	22.9	95
MOTHER EARTH NEWS	1002	753	1.5	75.1	118	*170	1.1	17.0	92	*207	1.2	20.7	97	375	1.9	37.4	155
MS.	825	523	1.0	63.4	99	*178	1.2	21.6	118	*124	0.7	15.0	71	221	1.1	26.8	111
NATIONAL ENQUIRER	10336	6608	12.8	63.9	100	2229	15.0	21.6	117	2201	12.8	21.3	100	2178	11.1	21.1	87
NATIONAL GEOGRAPHIC	9597	6780	13.1	70.6	111	1765	11.9	18.4	100	2533	14.7	26.4	124	2482	12.7	25.9	107
NATIONAL SUNDAY MAGAZINE PKG	49558	33116	64.1	66.8	105	9659	65.0	19.5	106	11203	65.2	22.6	107	12253	62.5	24.7	102
NATURAL HISTORY	573	367	0.7	64.0	100	**89	0.6	15.5	85	**113	0.7	19.7	93	*164	0.8	28.6	118
NEW WOMAN	1699	1111	2.2	65.4	103	276	1.9	16.2	88	387	2.3	22.8	107	449	2.3	26.4	109
NEW YORK INCLUDING CUE	443	202	0.4	45.6	72	**42	0.3	9.5	52	**64	0.4	14.4	68	*96	0.5	21.7	90
THE NEW YORKER	1270	804	1.6	63.3	99	249	1.7	19.6	107	295	1.7	23.2	110	261	1.3	20.6	85
NEWSWEEK	6277	4300	8.3	68.5	107	1318	8.9	21.0	114	1299	7.6	20.7	98	1683	8.6	26.8	111
THE N.Y. TIMES DAILY EDITION	1205	694	1.3	57.6	90	*155	1.0	12.9	70	298	1.7	24.7	117	242	1.2	20.1	83
THE N.Y. TIMES MAGAZINE	2081	1157	2.2	55.6	87	*260	1.7	12.5	68	457	2.7	22.0	104	440	2.2	21.1	87
OMNI	788	517	1.0	65.6	103	*129	0.9	16.4	89	*178	1.0	22.6	106	210	1.1	26.6	110
ON CABLE	1158	727	1.4	62.8	98	*225	1.5	19.4	106	*333	1.9	28.8	136	*169	0.9	14.6	60
1001 HOME IDEAS	2852	2001	3.9	70.2	110	616	4.1	21.6	118	672	3.9	23.6	111	713	3.6	25.0	103
ORGANIC GARDENING	1658	1314	2.5	79.3	124	386	2.6	23.3	127	458	2.7	27.6	130	470	2.4	28.3	117
OUTDOOR LIFE	896	637	1.2	71.1	111	*195	1.3	21.8	119	*199	1.2	22.2	105	*243	1.2	27.1	112
PARADE MAGAZINE	24275	16270	31.5	67.0	105	4745	31.9	19.5	106	5592	32.6	23.0	109	5933	30.3	24.4	101

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FROZEN ORANGE JUICE: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0405
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51638	100.0	63.8	100	14868	100.0	18.4	100	17179	100.0	21.2	100	19591	100.0	24.2	100
PARENTS	3845	2666	5.2	69.3	109	1003	6.7	26.1	142	807	4.7	21.0	99	857	4.4	22.3	92
PENTHOUSE	831	578	1.1	69.6	109	*170	1.1	20.5	111	**150	0.9	18.1	85	*258	1.3	31.0	128
PEOPLE	11645	7897	15.3	67.8	106	2378	16.0	20.4	111	2419	14.1	20.8	98	3100	15.8	26.6	110
PLAYBOY	2006	1228	2.4	61.2	96	301	2.0	15.0	82	423	2.5	21.1	99	505	2.6	25.2	104
POPULAR HOT RODDING	297	*199	0.4	67.0	105	**90	0.6	30.3	165	**37	0.2	12.5	59	**72	0.4	24.2	100
POPULAR MECHANICS	1018	752	1.5	73.9	116	*249	1.7	24.5	133	*289	1.7	28.4	134	*214	1.1	21.0	87
POPULAR SCIENCE	878	532	1.0	60.6	95	**154	1.0	17.5	96	**133	0.8	15.1	71	*244	1.2	27.8	115
PREVENTION	3913	2636	5.1	67.4	106	898	6.0	22.9	125	857	5.0	21.9	103	881	4.5	22.5	93
PSYCHOLOGY TODAY	1710	1192	2.3	69.7	109	364	2.4	21.3	116	379	2.2	22.2	104	449	2.3	26.3	109
READER'S DIGEST	22204	15174	29.4	68.3	107	4431	29.8	20.0	109	5291	30.8	23.8	112	5451	27.8	24.5	101
REDBOOK	7684	5240	10.1	68.2	107	1624	10.9	21.1	115	1749	10.2	22.8	107	1867	9.5	24.3	100
ROAD & TRACK	410	*260	0.5	63.4	99	**103	0.7	25.1	137	**83	0.5	20.2	95	**74	0.4	18.0	75
ROLLING STONE	969	742	1.4	76.6	120	*180	1.2	18.6	101	*271	1.6	28.0	132	292	1.5	30.1	125
RUNNER'S WORLD	298	*239	0.5	80.2	126	**48	0.3	16.1	88	**103	0.6	34.6	163	**88	0.4	29.5	122
SATURDAY EVENING POST	1169	789	1.5	67.5	106	222	1.5	19.0	103	253	1.5	21.6	102	313	1.6	26.8	111
SCIENCE 84	587	449	0.9	76.5	120	**116	0.8	19.8	108	*202	1.2	34.4	162	*130	0.7	22.1	92
SCIENCE DIGEST	482	307	0.6	63.7	100	**125	0.8	25.9	141	**59	0.3	12.2	58	*123	0.6	25.5	105
SCIENTIFIC AMERICAN	594	412	0.8	69.4	109	**86	0.6	14.5	79	*168	1.0	28.3	133	*158	0.8	26.6	110
SELF	2089	1375	2.7	65.8	103	406	2.7	19.4	106	397	2.3	19.0	90	573	2.9	27.4	113
SEVENTEEN	2411	1636	3.2	67.9	106	642	4.3	26.6	145	505	2.9	20.9	99	488	2.5	20.2	84
SKI	480	323	0.6	67.3	106	**82	0.6	17.1	93	**127	0.7	26.5	125	**115	0.6	24.0	99
SMITHSONIAN	2760	1973	3.8	71.5	112	506	3.4	18.3	100	654	3.8	23.7	112	813	4.1	29.5	122
SOAP OPERA DIGEST	3013	1939	3.8	64.4	101	626	4.2	20.8	113	739	4.3	24.5	116	574	2.9	19.1	79
SOUTHERN LIVING	4184	3001	5.8	71.7	112	758	5.1	18.1	99	1144	6.7	27.3	129	1099	5.6	26.3	109
SPORT	559	354	0.7	63.3	99	*147	1.0	26.3	143	**128	0.7	22.9	108	**79	0.4	14.1	58
THE SPORTING NEWS	436	*313	0.6	71.8	113	**118	0.8	27.1	147	**82	0.5	18.8	89	**114	0.6	26.1	108
SPORTS AFIELD	493	343	0.7	69.6	109	*141	0.9	28.6	156	**98	0.6	19.9	94	**104	0.5	21.1	87
SPORTS ILLUSTRATED	2758	1931	3.7	70.0	110	675	4.5	24.5	133	625	3.6	22.7	107	630	3.2	22.8	94
STAR	7456	4711	9.1	63.2	99	1385	9.3	18.6	101	1753	10.2	23.5	111	1573	8.0	21.1	87
SUNDAY	24936	16781	32.5	67.3	106	4609	31.0	18.5	101	5987	34.9	24.0	113	6185	31.6	24.8	103
SUNSET	2124	1604	3.1	75.5	118	400	2.7	18.8	103	501	2.9	23.6	111	702	3.6	33.1	137
TV GUIDE	21661	13685	26.5	63.2	99	4011	27.0	18.5	101	4665	27.2	21.5	102	5009	25.6	23.1	96
TENNIS	550	424	0.8	77.1	121	**114	0.8	20.7	113	**169	1.0	30.7	145	*142	0.7	25.8	107
TIME	8880	6113	11.8	68.8	108	1776	11.9	20.0	109	2000	11.6	22.5	106	2337	11.9	26.3	109
TOWN & COUNTRY	917	553	1.1	60.3	95	*112	0.8	12.2	67	*170	1.0	18.5	87	271	1.4	29.6	122
TRAVEL & LEISURE	972	659	1.3	67.8	106	*110	0.7	11.3	62	*240	1.4	24.7	116	310	1.6	31.9	132
TRUE STORY	3356	2149	4.2	64.0	100	759	5.1	22.6	123	753	4.4	22.4	106	638	3.3	19.0	79
U.S.NEWS & WORLD REPORT	3410	2424	4.7	71.1	111	693	4.7	20.3	111	825	4.8	24.2	114	906	4.6	26.6	110
USA TODAY	1759	1269	2.5	72.1	113	385	2.6	21.9	119	377	2.2	21.4	101	507	2.6	28.8	119
US	1873	1281	2.5	68.4	107	340	2.3	18.2	99	319	1.9	17.0	80	622	3.2	33.2	137
VOGUE	3909	2484	4.8	63.5	100	742	5.0	19.0	103	753	4.4	19.3	91	989	5.0	25.3	105
WALL STREET JOURNAL	1886	1348	2.6	71.5	112	334	2.2	17.7	96	504	2.9	26.7	126	510	2.6	27.0	112
WEIGHT WATCHERS	2120	1455	2.8	68.6	108	458	3.1	21.6	118	581	3.4	27.4	129	416	2.1	19.6	81
WOMAN'S DAY	14172	9763	18.9	68.9	108	3165	21.3	22.3	122	3251	18.9	22.9	108	3346	17.1	23.6	98
WORKING MOTHER	1146	795	1.5	69.4	109	307	2.1	26.8	146	*221	1.3	19.3	91	*267	1.4	23.3	96
WORKING WOMAN	1322	947	1.8	71.6	112	297	2.0	22.5	122	315	1.8	23.8	112	335	1.7	25.3	105
WORLD TENNIS	*163	**98	0.2	60.1	94	**39	0.3	23.9	130	**24	0.1	14.7	69	**36	0.2	22.1	91
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1734	3.4	68.5	107	624	4.2	24.6	134	587	3.4	23.2	109	523	2.7	20.7	85
BLAIR INSERTS	43657	29010	56.2	66.4	104	8406	56.5	19.3	105	9939	57.9	22.8	107	10665	54.4	24.4	101
DAILY NEWSPAPERS																	
READ ANY	51633	33931	65.7	65.7	103	9966	67.0	19.3	105	11181	65.1	21.7	102	12783	65.2	24.8	102
READ ONE	43463	28444	55.1	65.4	103	8427	56.7	19.4	106	9150	53.3	21.1	99	10867	55.5	25.0	103
READ TWO OR MORE	8170	5487	10.6	67.2	105	1539	10.4	18.8	103	2032	11.8	24.9	117	1916	9.8	23.5	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	35114	68.0	66.7	105	10095	67.9	19.2	104	11859	69.0	22.5	106	13160	67.2	25.0	103
READ ONE	46126	30651	59.4	66.5	104	8863	59.6	19.2	105	10206	59.4	22.1	104	11582	59.1	25.1	104
READ TWO OR MORE	6552	4463	8.6	68.1	107	1232	8.3	18.8	102	1653	9.6	25.2	119	1578	8.1	24.1	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.72				24.87				27.87				29.82			
30 DAY REACH	71455	45934	89.0	64.3	101	13638	91.7	19.1	104	14845	86.4	20.8	98	17451	89.1	24.4	101
50 SHWG - 30 DAY AV FREQ	14.56	14.60				13.18				14.68				15.64			
30 DAY REACH	67742	43690	84.6	64.5	101	12876	86.6	19.0	104	14130	82.3	20.9	98	16684	85.2	24.6	102
25 SHWG - 30 DAY AV FREQ	7.94	7.89				7.18				7.94				8.37			
30 DAY REACH	62117	40443	78.3	65.1	102	11816	79.5	19.0	104	13030	75.8	21.0	99	15597	79.6	25.1	104
CABLE TV: HOME WIRED	32077	21402	41.4	66.7	105	6160	41.4	19.2	105	7030	40.9	21.9	103	8213	41.9	25.6	106
HOME NOT WIRED	48909	30236	58.6	61.8	97	8708	58.6	17.8	97	10150	59.1	20.8	98	11378	58.1	23.3	96
HAVE PAY CABLE	15935	11132	21.6	69.9	110	3483	23.4	21.9	119	3627	21.1	22.8	107	4022	20.5	25.2	104

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN ORANGE JUICE: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0406
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51638	100.0	63.8	100	14868	100.0	18.4	100	17179	100.0	21.2	100	19591	100.0	24.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	28658	55.5	65.2	102	8087	54.4	18.4	100	9589	55.8	21.8	103	10982	56.1	25.0	103
10:00 AM - 3:00 PM	30659	20119	39.0	65.6	103	6018	40.5	19.6	107	6738	39.2	22.0	104	7362	37.6	24.0	99
3:00 PM - 7:00 PM	31045	20414	39.5	65.8	103	5734	38.6	18.5	101	6640	38.7	21.4	101	8040	41.0	25.9	107
7:00 PM - MIDNIGHT	15767	10489	20.3	66.5	104	3020	20.3	19.2	104	3509	20.4	22.3	105	3960	20.2	25.1	104
MIDNIGHT - 6:00 AM	9120	6069	11.8	66.5	104	1712	11.5	18.8	102	2109	12.3	23.1	109	2248	11.5	24.6	102
6:00 AM - MIDNIGHT	58527	38238	74.1	65.3	102	11170	75.1	19.1	104	12701	73.9	21.7	102	14367	73.3	24.5	101
ENTIRE DAY	59311	38762	75.1	65.4	102	11287	75.9	19.0	104	12974	75.5	21.9	103	14502	74.0	24.5	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11059	21.4	68.4	107	3124	21.0	19.3	105	3582	20.9	22.1	104	4354	22.2	26.9	111
ALL NEWS	2256	1406	2.7	62.3	98	374	2.5	16.6	90	540	3.1	23.9	113	492	2.5	21.8	90
AOR/PROGRESSIVE	3874	2743	5.3	70.8	111	700	4.7	18.1	98	936	5.4	24.2	114	1108	5.7	28.6	118
BEAUTIFUL MUSIC	5660	3695	7.2	65.3	102	986	6.6	17.4	95	1319	7.7	23.3	110	1390	7.1	24.6	102
BLACK	2204	1161	2.2	52.7	83	405	2.7	18.4	100	381	2.2	17.3	81	375	1.9	17.0	70
CLASSICAL	1418	1008	2.0	71.1	111	351	2.4	24.8	135	345	2.0	24.3	115	312	1.6	22.0	91
CHR/ROCK	9538	6284	12.2	65.9	103	1638	11.0	17.2	94	2092	12.2	21.9	103	2554	13.0	26.8	111
COUNTRY	12648	8096	15.7	64.0	100	2446	16.5	19.3	105	2730	15.9	21.6	102	2920	14.9	23.1	95
GOLDEN OLDIES	1191	695	1.3	58.4	92	*196	1.3	16.5	90	*227	1.3	19.1	90	272	1.4	22.8	94
MOR/NOSTALGIA	4757	3278	6.3	68.9	108	945	6.4	19.9	108	1037	6.0	21.8	103	1296	6.6	27.2	113
NEWS/TALK	3863	2431	4.7	62.9	99	833	5.6	21.6	117	684	4.0	17.7	83	914	4.7	23.7	98
RELIGIOUS	3084	1926	3.7	62.5	98	707	4.8	22.9	125	561	3.3	18.2	86	658	3.4	21.3	88
SOFT ROCK	521	325	0.6	62.4	98	**80	0.5	15.4	84	*92	0.5	17.7	83	*153	0.8	29.4	121
URBAN CONTEMPORARY	1585	866	1.7	54.6	86	327	2.2	20.6	112	325	1.9	20.5	97	215	1.1	13.6	56
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1979	3.8	60.7	95	656	4.4	20.1	110	668	3.9	20.5	97	655	3.3	20.1	83
ABC DIRECTION	2316	1503	2.9	64.9	102	428	2.9	18.5	101	581	3.4	25.1	118	495	2.5	21.4	88
ABC ENTERTAINMENT	4834	3188	6.2	65.9	103	905	6.1	18.7	102	960	5.6	19.9	94	1323	6.8	27.4	113
ABC FM	2202	1342	2.6	60.9	96	377	2.5	17.1	93	503	2.9	22.8	108	463	2.4	21.0	87
ABC INFORMATION	5425	3717	7.2	68.5	107	1128	7.6	20.8	113	1112	6.5	20.5	97	1477	7.5	27.2	113
ABC ROCK	1677	1132	2.2	67.5	106	345	2.3	20.6	112	366	2.1	21.8	103	421	2.1	25.1	104
CBS	4430	2947	5.7	66.5	104	876	5.9	19.8	108	931	5.4	21.0	99	1140	5.8	25.7	106
MUTUAL	4992	3285	6.4	65.8	103	1120	7.5	22.4	122	963	5.6	19.3	91	1203	6.1	24.1	100
NBC	4679	3017	5.8	64.5	101	914	6.1	19.5	106	995	5.8	21.3	100	1108	5.7	23.7	98
RADIORADIO	1994	1368	2.6	68.6	108	264	1.8	13.2	72	511	3.0	25.6	121	593	3.0	29.7	123
RKO ONE	2298	1446	2.8	62.9	99	479	3.2	20.8	114	506	2.9	22.0	104	460	2.3	20.0	83
RKO TWO	3311	2076	4.0	62.7	98	605	4.1	18.3	100	742	4.3	22.4	106	729	3.7	22.0	91
THE SOURCE	2114	1458	2.8	69.0	108	355	2.4	16.8	91	453	2.6	21.4	101	650	3.3	30.7	127
NON-WIRED : BLAIR	8654	5892	11.4	68.1	107	1640	11.0	19.0	103	2048	11.9	23.7	112	2204	11.3	25.5	105
INTERNET	12025	7967	15.4	66.3	104	2410	16.2	20.0	109	2564	14.9	21.3	101	2993	15.3	24.9	103
KATZ RADIO GROUP	15359	10079	19.5	65.6	103	2796	18.8	18.2	99	3519	20.5	22.9	108	3764	19.2	24.5	101
SUPERNET	10628	6902	13.4	64.9	102	2222	14.9	20.9	114	2070	12.0	19.5	92	2609	13.3	24.5	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5355	10.4	61.8	97	1601	10.8	18.5	101	1641	9.6	19.0	89	2114	10.8	24.4	101
MKDAY 9:00 AM - 1:00 PM	12163	7541	14.6	62.0	97	2345	15.8	19.3	105	2521	14.7	20.7	98	2675	13.7	22.0	91
MKDAY 1:00 PM - 4:30 PM	16150	9954	19.3	61.6	97	3001	20.2	18.6	101	3438	20.0	21.3	100	3514	17.9	21.8	90
MKDAY 4:30 PM - 7:30 PM	22463	13734	26.6	61.1	96	4042	27.2	18.0	98	4497	26.2	20.0	94	5195	26.5	23.1	96
MKDAY 7:30 PM - 8:00 PM	31795	19851	38.4	62.4	98	5680	38.2	17.9	97	6561	38.2	20.6	97	7610	38.8	23.9	99
MKDAY 11:00 PM - 11:30 PM	23977	15749	30.5	65.7	103	4651	31.3	19.4	106	5179	30.1	21.6	102	5918	30.2	24.7	102
MKDAY 11:30 PM - 1:00 AM	7703	5258	10.2	68.3	107	1582	10.6	20.5	112	1748	10.2	22.7	107	1928	9.8	25.0	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	21335	41.3	63.1	99	6191	41.6	18.3	100	7145	41.6	21.1	100	7999	40.8	23.7	98
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4090	7.9	62.6	98	1301	8.8	19.9	108	1327	7.7	20.3	96	1462	7.5	22.4	92
ANOTHER WORLD N	4620	2858	5.5	61.9	97	888	6.0	19.2	105	944	5.5	20.4	96	1025	5.2	22.2	92
AS THE WORLD TURNS C	5614	3331	6.5	59.3	93	897	6.0	16.0	87	1215	7.1	21.6	102	1218	6.2	21.7	90
CAPITOL C	3396	1975	3.8	58.2	91	576	3.9	17.0	92	691	4.0	20.3	96	708	3.6	20.8	86
CBS MORN. NEWS 1 C	1446	843	1.6	58.3	91	194	1.3	13.4	73	257	1.5	17.8	84	392	2.0	27.1	112
CBS MORN. NEWS 2 C	1207	666	1.3	55.2	87	145	1.0	12.0	65	197	1.1	16.3	77	325	1.7	26.9	111
DAYS OF OUR LIVES N	5877	3803	7.4	64.7	101	1157	7.8	19.7	107	1297	7.5	22.1	104	1349	6.9	23.0	95
FACTS OF LIFE - DAYTIME N	2290	1370	2.7	59.8	94	383	2.6	16.7	91	370	2.2	16.2	76	617	3.1	26.9	111
FAMILY FEUD A	3023	1788	3.5	59.1	93	603	4.1	19.9	109	571	3.3	18.9	89	613	3.1	20.3	84
GENERAL HOSPITAL A	6097	3776	7.3	61.9	97	1168	7.9	19.2	104	1238	7.2	20.3	96	1371	7.0	22.5	93
GOOD MORNING, AMERICA-730 A	3515	2178	4.2	62.0	97	701	4.7	19.9	109	729	4.2	20.7	98	747	3.8	21.3	88
GOOD MORNING, AMERICA-830 A	2818	1904	3.7	67.6	106	611	4.1	21.7	118	635	3.7	22.5	106	658	3.4	23.3	97
GUIDING LIGHT C	5339	3215	6.2	60.2	94	875	5.9	16.4	89	1233	7.2	23.1	109	1106	5.6	20.7	86
ONE LIFE TO LIVE A	4478	2716	5.3	60.7	95	856	5.8	19.1	104	949	5.5	21.2	100	911	4.7	20.3	84
PRESS YOUR LUCK C	2244	1422	2.8	63.4	99	412	2.8	18.4	100	477	2.8	21.3	100	532	2.7	23.7	98
PRICE IS RIGHT 1 C	4348	2626	5.1	60.4	95	832	5.6	19.1	104	875	5.1	20.1	95	920	4.7	21.2	87
PRICE IS RIGHT 2 C	5014	3003	5.8	59.9	94	983	6.6	19.6	107	889	5.2	17.7	84	1131	5.8	22.6	93
RYAN'S HOPE A	3150	1891	3.7	60.0	94	600	4.0	19.0	104	640	3.7	20.3	96	652	3.3	20.7	86
SALE OF THE CENTURY N	2695	1571	3.0	58.3	91	534	3.6	19.8	108	506	2.9	18.8	89	531	2.7	19.7	81
SEARCH FOR TOMORROW N	2319	1390	2.7	59.9	94	417	2.8	18.0	98	487	2.8	21.0	99	485	2.5	20.9	86
TODAY SHOW 1 N	2693	1657	3.2	61.5	96	467	3.1	17.3	94	485	2.8	18.0	85	705	3.6	26.2	108
TODAY SHOW 2 N	2498	1544	3.0	61.8	97	466	3.1	18.7	102	454	2.6	18.2	86	624	3.2	25.0	103
$25,000 PYRAMID C	2753	1736	3.4	63.1	99	533	3.6	19.4	105	594	3.5	21.6	102	608	3.1	22.1	91
WHEEL OF FORTUNE N	4388	2767	5.4	63.1	99	844	5.7	19.2	105	919	5.3	20.9	99	1003	5.1	22.9	94
YOUNG AND THE RESTLESS C	5695	3360	6.5	59.0	93	1028	6.9	18.1	98	1084	6.3	19.0	90	1248	6.4	21.9	91
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1110	2.1	63.1	99	349	2.3	19.8	108	315	1.8	17.9	84	446	2.3	25.3	105
NBA PLAYOFF GAME -1 C	1136	664	1.3	58.5	92	218	1.5	19.2	105	234	1.4	20.6	97	212	1.1	18.7	77
NBC MAJOR LEAGUE PRE-GAME N	953	519	1.0	54.5	85	*152	1.0	15.9	87	*222	1.3	23.3	110	*145	0.7	15.2	63
SPORTSWORLD - SUN N	1233	776	1.5	62.9	99	269	1.8	21.8	119	228	1.3	18.5	87	280	1.4	22.7	94
SUNDAY MORNING C	1611	1040	2.0	64.6	101	200	1.3	12.4	68	326	1.9	20.2	95	514	2.6	31.9	132

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FROZEN ORANGE JUICE: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	51638	100.0	63.8	100	14868	100.0	18.4	100	17179	100.0	21.2	100	19591	100.0	24.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15936	30.9	61.1	96	4442	29.9	17.0	93	5145	29.9	19.7	93	6349	32.4	24.4	101
NETWORK AFFILIATES - LATE		20261	13272	25.7	65.5	103	3940	26.5	19.4	106	4283	24.9	21.1	100	5049	25.8	24.9	103
INDEPENDENTS - LATE		2076	1303	2.5	62.8	98	370	2.5	17.8	97	447	2.6	21.5	102	487	2.5	23.5	97
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6433	12.5	61.5	97	1953	13.1	18.7	102	2201	12.8	21.1	99	2280	11.6	21.8	90
ABC MONDAY NIGHT MOVIE	A	6412	4122	8.0	64.3	101	1209	8.1	18.9	103	1417	8.2	22.1	104	1496	7.6	23.3	96
ABC SUNDAY NIGHT MOVIE	A	12407	7831	15.2	63.1	99	2059	13.8	16.6	90	2693	15.7	21.7	102	3079	15.7	24.8	103
ABC WORLD NEWS TONIGHT	A	6176	3682	7.1	59.6	94	1148	7.7	18.6	101	1126	6.6	18.2	86	1409	7.2	22.8	94
AFTERMASH	C	5863	3738	7.2	63.8	100	1201	8.1	20.5	112	1107	6.4	18.9	89	1430	7.3	24.4	101
ALICE	C	9594	5817	11.3	60.6	95	1532	10.3	16.0	87	1893	11.0	19.7	93	2392	12.2	24.9	103
AMERICAN PARADE	C	6622	4212	8.2	63.6	100	1247	8.4	18.8	103	1291	7.5	19.5	92	1674	8.5	25.3	105
BENSON	A	10886	6695	13.0	61.5	96	1844	12.4	16.9	92	2278	13.3	20.9	99	2574	13.1	23.6	98
BLUE THUNDER	A	5036	3243	6.3	64.4	101	1012	6.8	20.1	109	1094	6.4	21.7	102	1136	5.8	22.6	93
CAGNEY & LACEY	C	9965	6631	12.8	66.5	104	1895	12.7	19.0	104	2227	13.0	22.3	105	2509	12.8	25.2	104
CBS EVENING NEWS-DEAN	C	3491	2140	4.1	61.3	96	530	3.6	15.2	83	797	4.6	22.8	108	814	4.2	23.3	96
CBS EVENING NEWS-RATHER	C	7123	4437	8.6	62.3	98	1150	7.7	16.1	88	1368	8.0	19.2	91	1918	9.8	26.9	111
CBS SAT. NEWS-SCHIEFFER	C	3621	2124	4.1	58.7	92	472	3.2	13.0	71	631	3.7	17.4	82	1021	5.2	28.2	117
CBS SATURDAY NIGHT MOVIE	C	5436	3471	6.7	63.9	100	957	6.4	17.6	96	1255	7.3	23.1	109	1259	6.4	23.2	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	3799	7.4	62.3	98	1142	7.7	18.7	102	1176	6.8	19.3	91	1481	7.6	24.3	100
CHEERS	N	8889	5885	11.4	66.2	104	1680	11.3	18.9	103	1895	11.0	21.3	101	2310	11.8	26.0	107
DALLAS	C	22109	13814	26.8	62.5	98	3859	26.0	17.5	95	4706	27.4	21.3	100	5249	26.8	23.7	98
DIFF'RENT STROKES	N	6940	4254	8.2	61.3	96	1542	10.4	22.2	121	1241	7.2	17.9	84	1471	7.5	21.2	88
DOUBLE TROUBLE	N	7223	4635	9.0	64.2	101	1440	9.7	19.9	109	1407	8.2	19.5	92	1788	9.1	24.8	102
DUCK FACTORY	N	5595	3654	7.1	65.3	102	1087	7.3	19.4	106	1150	6.7	20.6	97	1418	7.2	25.3	105
DUKES OF HAZZARD	C	5768	3647	7.1	63.2	99	940	6.3	16.3	89	1308	7.6	22.7	107	1399	7.1	24.3	100
DYNASTY	A	20053	12474	24.2	62.2	98	3586	24.1	17.9	97	4175	24.3	20.8	98	4714	24.1	23.5	97
FACTS OF LIFE	N	8087	4994	9.7	61.8	97	1656	11.1	20.5	112	1547	9.0	19.1	90	1792	9.1	22.2	92
FALCON CREST	C	20046	12576	24.4	62.7	98	3431	23.1	17.1	93	4363	25.4	21.8	103	4782	24.4	23.9	99
FALL GUY	A	9084	5515	10.7	60.7	95	1608	10.8	17.7	96	1776	10.3	19.6	92	2131	10.9	23.5	97
FAMILY TIES	N	7964	5008	9.7	62.9	99	1630	11.0	20.5	111	1520	8.8	19.1	90	1858	9.5	23.3	96
FANTASY ISLAND	A	7687	4579	8.9	59.6	93	1406	9.5	18.3	100	1464	8.5	19.0	90	1709	8.7	22.2	92
FOULUPS,BLEEPS & BLUNDERS	A	8861	5786	11.2	65.3	102	1684	11.3	19.0	104	1992	11.6	22.5	106	2110	10.8	23.8	98
FOUR SEASONS	C	5095	3304	6.4	64.8	102	989	6.7	19.4	106	1040	6.1	20.4	96	1275	6.5	25.0	103
GIMME A BREAK	N	8838	5348	10.4	60.5	95	1821	12.2	20.6	112	1649	9.6	18.7	88	1878	9.6	21.2	88
HART TO HART	A	8978	5788	11.2	64.5	101	1835	12.3	20.4	111	1754	10.2	19.5	92	2199	11.2	24.5	101
HILL STREET BLUES	N	8590	5670	11.0	66.0	104	1476	9.9	17.2	94	2008	11.7	23.4	110	2187	11.2	25.5	105
HOTEL	A	14085	8647	16.7	61.4	96	2631	17.7	18.7	102	2865	16.7	20.3	96	3150	16.1	22.4	92
JEFFERSONS	C	9360	5727	11.1	61.2	96	1558	10.5	16.6	91	1878	10.9	20.1	95	2290	11.7	24.5	101
JENNIFER SLEPT HERE	N	5841	3632	7.0	62.2	98	1185	8.0	20.3	111	1140	6.6	19.5	92	1307	6.7	22.4	92
KATE & ALLIE	C	9206	5844	11.3	63.5	100	1763	11.9	19.2	104	1877	10.9	20.4	96	2205	11.3	24.0	99
KNIGHT RIDER	N	7076	4358	8.4	61.6	97	1180	7.9	16.7	91	1521	8.9	21.5	101	1658	8.5	23.4	97
LOVE BOAT	A	12219	7363	14.3	60.3	95	2116	14.2	17.3	94	2543	14.8	20.8	98	2704	13.8	22.1	91
MAGNUM PI	C	11199	7113	13.8	63.5	100	1960	13.2	17.5	95	2415	14.1	21.6	102	2738	14.0	24.4	101
MAMA'S FAMILY	N	6057	3926	7.6	64.8	102	1264	8.5	20.9	114	1294	7.5	21.4	101	1367	7.0	22.6	93
MASTER, THE	N	3598	2093	4.1	58.2	91	768	5.2	21.3	116	622	3.6	17.3	81	704	3.6	19.6	81
MATT HOUSTON	A	6344	3905	7.6	61.6	97	1233	8.3	19.4	106	1278	7.4	20.1	95	1395	7.1	22.0	91
NBC MONDAY NIGHT MOVIE	N	11994	7558	14.6	63.0	99	2364	15.9	19.7	107	2422	14.1	20.2	95	2772	14.1	23.1	96
NBC NIGHTLY NEWS	N	5132	3205	6.2	62.5	98	801	5.4	15.6	85	1040	6.1	20.3	96	1365	7.0	26.6	110
NBC NIGHTLY NEWS-SAT	N	3375	2057	4.0	60.9	96	644	4.3	19.1	104	599	3.5	17.7	84	813	4.1	24.1	100
NBC NIGHTLY NEWS-SUN	N	3130	1900	3.7	60.7	95	458	3.1	14.6	80	649	3.8	20.7	98	793	4.0	25.3	105
NBC SUNDAY NIGHT MOVIE	N	8284	5265	10.2	63.6	100	1523	10.2	18.4	100	1713	10.0	20.7	97	2028	10.4	24.5	101
NEWHART	C	9240	6056	11.7	65.5	103	1699	11.4	18.4	100	2015	11.7	21.8	103	2342	12.0	25.3	105
ONE DAY AT A TIME	C	7288	4693	9.1	64.4	101	1269	8.5	17.4	95	1529	8.9	21.0	99	1895	9.7	26.0	107
PEOPLE ARE FUNNY	N	4855	3100	6.0	63.9	100	1087	7.3	22.4	122	919	5.3	18.9	89	1094	5.6	22.5	93
REAL PEOPLE	N	8869	5345	10.4	60.3	95	1633	11.0	18.4	100	1730	10.1	19.5	92	1982	10.1	22.3	92
REMINGTON STEELE	N	7743	4765	9.2	61.5	97	1264	8.5	16.3	89	1665	9.7	21.5	101	1835	9.4	23.7	98
RIPLEY'S BELIEVE IT - NOT	A	5345	3507	6.8	65.6	103	1035	7.0	19.4	105	1158	6.7	21.7	102	1314	6.7	24.6	102
RIPTIDE	N	6988	4497	8.7	64.4	101	1277	8.6	18.3	100	1501	8.7	21.5	101	1719	8.8	24.6	102
SCARECROW & MRS. KING	C	10002	6224	12.1	62.2	98	1589	10.7	15.9	87	2180	12.7	21.8	103	2455	12.5	24.5	101
SIMON & SIMON	C	10638	7014	13.6	65.9	103	2003	13.5	18.8	103	2359	13.7	22.2	105	2653	13.5	24.9	103
60 MINUTES	C	13293	8287	16.0	62.3	98	2191	14.7	16.5	90	2774	16.1	20.9	98	3322	17.0	25.0	103
ST. ELSEWHERE	N	7017	4899	9.5	69.8	109	1551	10.4	22.1	120	1582	9.2	22.5	106	1766	9.0	25.2	104
THREE'S COMPANY	A	10917	7164	13.9	65.6	103	2337	15.7	21.4	117	2227	13.0	20.4	96	2600	13.3	23.8	98
T.J. HOOKER	A	9204	5475	10.6	59.5	93	1515	10.2	16.5	90	1885	11.0	20.5	97	2076	10.6	22.6	93
TONIGHT SHOW	N	2372	1645	3.2	69.4	109	470	3.2	19.8	108	547	3.2	23.1	109	628	3.2	26.5	109
TRAPPER JOHN, M.D.	C	9846	5996	11.6	60.9	96	1562	10.5	15.9	86	1949	11.3	19.8	93	2484	12.7	25.2	104
TV BLOOPERS & PRAC. JOKES	N	9105	5725	11.1	62.9	99	1654	11.1	18.2	99	1950	11.4	21.4	101	2121	10.8	23.3	96
20/20	A	9387	6052	11.7	64.5	101	1918	12.9	20.4	111	1744	10.2	18.6	88	2390	12.2	25.5	105
WEBSTER	A	11067	6602	12.8	59.7	94	1909	12.8	17.2	94	2145	12.5	19.4	91	2549	13.0	23.0	95
WORLD NEWS - SUN	A	3062	1871	3.6	61.1	96	488	3.3	15.9	87	657	3.8	21.5	101	726	3.7	23.7	98
YELLOW ROSE	N	4978	3235	6.3	65.0	102	927	6.2	18.6	101	1041	6.1	20.9	99	1268	6.5	25.5	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6103	11.8	68.7	108	2056	13.8	23.2	126	1918	11.2	21.6	102	2128	10.9	24.0	99
BASKETBALL - COLLEGE GAMES		4080	2923	5.7	71.6	112	893	6.0	21.9	119	970	5.6	23.8	112	1060	5.4	26.0	107
BASKETBALL - PRO GAMES		3607	2630	5.1	72.9	114	888	6.0	24.6	134	771	4.5	21.4	101	971	5.0	26.9	111
BOWLING		3883	2682	5.2	69.1	108	938	6.3	24.2	132	844	4.9	21.7	102	900	4.6	23.2	96
BOXING		3928	2390	4.6	60.8	95	816	5.5	20.8	113	802	4.7	20.4	96	772	3.9	19.7	81
FOOTBALL - COLLEGE GAMES		6366	4473	8.7	70.3	110	1406	9.5	22.1	120	1547	9.0	24.3	115	1520	7.8	23.9	99
FOOTBALL - PRO GAMES		11300	7861	15.2	69.6	109	2431	16.4	21.5	117	2600	15.1	23.0	108	2830	14.4	25.0	104
GOLF		3378	2619	5.1	77.5	122	774	5.2	22.9	125	1036	6.0	30.7	145	809	4.1	23.9	99
POST-SEASON COLL. FOOTBALL		4906	3365	6.5	68.6	108	1001	6.7	20.4	111	1182	6.9	24.1	114	1182	6.0	24.1	100
POST-SEASON PRO FOOTBALL		6120	4462	8.6	72.9	114	1312	8.8	21.4	117	1540	9.0	25.2	119	1610	8.2	26.3	109
TENNIS		3033	1951	3.8	64.3	101	506	3.4	16.7	91	741	4.3	24.4	115	703	3.6	23.2	96
WRESTLING - PROFESSIONAL		3344	2198	4.3	65.7	103	841	5.7	25.1	137	777	4.5	23.2	110	580	3.0	17.3	72

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BEL-AIR (SAFEWAY) A '000	B % DOWN	C % ACROSS	D INDX	CITRUS HILL A '000	B % DOWN	C % ACROSS	D INDX	DONALD DUCK A '000	B % DOWN	C % ACROSS	D INDX	KROGER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3064	100.0	3.8	100	5771	100.0	7.1	100	4357	100.0	5.4	100	2196	100.0	2.7	100
18 - 24	9282	**321	10.5	3.5	91	*539	9.3	5.8	81	*413	9.5	4.4	83	**186	8.5	2.0	74
25 - 34	19072	810	26.4	4.2	112	1660	28.8	8.7	122	1054	24.2	5.5	103	594	27.0	3.1	115
35 - 44	14591	*458	14.9	3.1	83	1100	19.1	7.5	106	1046	24.0	7.2	133	520	23.7	3.6	131
45 - 54	11345	*305	10.0	2.7	71	753	13.0	6.6	93	629	14.4	5.5	103	*361	16.4	3.2	117
55 - 64	11635	*412	13.4	3.5	94	958	16.6	8.2	116	*550	12.6	4.7	88	*277	12.6	2.4	88
65 OR OLDER	15061	759	24.8	5.0	133	760	13.2	5.0	71	666	15.3	4.4	82	*258	11.7	1.7	63
18 - 34	28354	1131	36.9	4.0	105	2199	38.1	7.8	109	1466	33.6	5.2	96	780	35.5	2.8	101
18 - 49	48339	1784	58.2	3.7	98	3693	64.0	7.6	107	2832	65.0	5.9	109	1490	67.9	3.1	114
25 - 54	45008	1572	51.3	3.5	92	3514	60.9	7.8	110	2729	62.6	6.1	113	1475	67.2	3.3	121
35 - 49	19985	653	21.3	3.3	86	1494	25.9	7.5	105	1366	31.4	6.8	127	710	32.3	3.6	131
50 OR OLDER	32647	1280	41.8	3.9	104	2078	36.0	6.4	89	1525	35.0	4.7	87	705	32.1	2.2	80
GRADUATED COLLEGE	11155	590	19.3	5.3	140	998	17.3	8.9	126	660	15.1	5.9	110	*464	21.1	4.2	153
ATTENDED COLLEGE	13682	746	24.3	5.5	144	1214	21.0	8.9	125	710	16.3	5.2	96	*326	14.8	2.4	88
GRADUATED HIGH SCHOOL	33850	1057	34.5	3.1	82	2506	43.4	7.4	104	2028	46.5	6.0	111	1038	47.3	3.1	113
DID NOT GRADUATE HIGH SCHOOL	22270	672	21.9	3.0	80	1054	18.3	4.7	66	959	22.0	4.3	80	*368	16.8	1.7	61
EMPLOYED	40306	1154	37.7	2.9	76	3065	53.1	7.6	107	2140	49.1	5.3	99	1358	61.8	3.4	124
EMPLOYED FULL-TIME	32850	879	28.7	2.7	71	2356	40.8	7.2	101	1613	37.0	4.9	91	1017	46.3	3.1	114
EMPLOYED PART-TIME	7456	*275	9.0	3.7	97	710	12.3	9.5	134	*527	12.1	7.1	131	*341	15.5	4.6	169
NOT EMPLOYED	40680	1910	62.3	4.7	124	2706	46.9	6.7	93	2217	50.9	5.4	101	837	38.1	2.1	76
PROFESSIONAL/MANAGER	10392	*422	13.8	4.1	107	844	14.6	8.1	114	*706	16.2	6.8	126	*395	18.0	3.8	140
TECH/CLERICAL/SALES	17574	487	15.9	2.8	73	1410	24.4	8.0	113	827	19.0	4.7	87	504	23.0	2.9	106
PRECISION/CRAFT	985	**13	0.4	1.3	35	**84	1.5	8.5	120	**22	0.5	2.2	42	**35	1.6	3.6	131
OTHER EMPLOYED	11354	**233	7.6	2.1	54	728	12.6	6.4	90	585	13.4	5.2	96	*425	19.4	3.7	138
SINGLE	9863	*219	7.1	2.2	59	577	10.0	5.9	82	416	9.5	4.2	78	**231	10.5	2.3	86
MARRIED	51375	2048	66.8	4.0	105	4014	69.6	7.8	110	3074	70.6	6.0	111	1553	70.7	3.0	111
DIVORCED/SEPARATED/WIDOWED	19748	798	26.0	4.0	107	1180	20.4	6.0	84	867	19.9	4.4	82	412	18.8	2.1	77
PARENTS	32590	1322	43.1	4.1	107	2483	43.0	7.6	107	2298	52.7	7.1	131	1091	49.7	3.3	123
WHITE	70416	2690	87.8	3.8	101	5164	89.5	7.3	103	3776	86.7	5.4	100	1861	84.7	2.6	97
BLACK	8778	**159	5.2	1.8	48	430	7.5	4.9	69	531	12.2	6.0	112	*304	13.8	3.5	128
OTHER	1791	**215	7.0	12.0	317	**177	3.1	9.9	139	**51	1.2	2.8	53	**31	1.4	1.7	64
NORTHEAST-CENSUS	17786	**34	1.1	0.2	5	1438	24.9	8.1	113	1062	24.4	6.0	111	**156	7.1	0.9	32
NORTH CENTRAL	20741	*295	9.6	1.4	38	1755	30.4	8.5	119	*272	6.2	1.3	24	931	42.4	4.5	166
SOUTH	27775	884	28.9	3.2	84	1439	24.9	5.2	73	1665	38.2	6.0	111	1082	49.3	3.9	144
WEST	14683	1851	60.4	12.6	333	1139	19.7	7.8	109	1358	31.2	9.2	172	**27	1.2	0.2	7
NORTHEAST-MKTG.	17961	*235	7.7	1.3	35	1405	24.3	7.8	110	1013	23.2	5.6	105	*224	10.2	1.2	46
EAST CENTRAL	11885	**19	0.6	0.2	4	1036	18.0	8.7	122	661	15.2	5.6	103	826	37.6	6.9	256
WEST CENTRAL	14090	527	17.2	3.7	99	1064	18.4	7.6	106	*226	5.2	1.6	30	**291	13.3	2.1	76
SOUTH	24081	767	25.0	3.2	84	1255	21.7	5.2	73	1168	26.8	4.9	90	832	37.9	3.5	127
PACIFIC	12969	1517	49.5	11.7	309	1012	17.5	7.8	110	1290	29.6	9.9	185	**22	1.0	0.2	6
COUNTY SIZE A	32439	1065	34.8	3.3	87	2161	37.4	6.7	93	1890	43.4	5.8	108	976	44.4	3.0	111
COUNTY SIZE B	24915	876	28.6	3.5	93	1954	33.9	7.8	110	1021	23.4	4.1	76	729	33.2	2.9	108
COUNTY SIZE C	12930	678	22.1	5.2	139	936	16.2	7.2	102	946	21.7	7.3	136	*247	11.2	1.9	70
COUNTY SIZE D	10703	*446	14.6	4.2	110	721	12.5	6.7	95	501	11.5	4.7	87	**244	11.1	2.3	84
METRO CENTRAL CITY	24518	847	27.6	3.5	91	1674	29.0	6.8	96	1154	26.5	4.7	87	827	37.7	3.4	124
METRO SUBURBAN	35919	1308	42.7	3.6	96	2719	47.1	7.6	106	1817	41.7	5.1	94	983	44.8	2.7	101
NON METRO	20549	909	29.7	4.4	117	1378	23.9	6.7	94	1386	31.8	6.7	125	*386	17.6	1.9	69
TOP 5 ADI'S	18341	*523	17.1	2.9	75	1074	18.6	5.9	82	811	18.6	4.4	82	**254	11.6	1.4	51
TOP 10 ADI'S	25378	808	26.4	3.2	84	1582	27.4	6.2	87	1145	26.3	4.5	84	593	27.0	2.3	86
TOP 20 ADI'S	36488	1309	42.7	3.6	95	2521	43.7	6.9	97	1929	44.3	5.3	98	1022	46.5	2.8	103
HSHLD INC. $50,000 OR MORE	6612	**290	9.5	4.4	116	*535	9.3	8.1	114	*488	11.2	7.4	137	**218	9.9	3.3	122
$40,000 OR MORE	12659	*595	19.4	4.7	124	1161	20.1	9.2	129	801	18.4	6.3	118	*359	16.3	2.8	105
$30,000 OR MORE	24698	1071	35.0	4.3	115	2223	38.5	9.0	126	1363	31.3	5.5	103	715	32.6	2.9	107
$25,000 OR MORE	32077	1382	45.1	4.3	114	2872	49.8	9.0	126	1843	42.3	5.7	107	1056	48.1	3.3	121
$20,000 - $24,999	9144	*334	10.9	3.7	97	592	10.3	6.5	91	*409	9.4	4.5	83	*343	15.6	3.8	138
$15,000 - $19,999	8728	*330	10.8	3.8	100	726	12.6	8.3	117	*584	13.4	6.7	124	**160	7.3	1.8	68
$10,000 - $14,999	12562	*376	12.3	3.0	79	731	12.7	5.8	82	663	15.2	5.3	98	*333	15.2	2.7	98
UNDER $10,000	18475	643	21.0	3.5	92	850	14.7	4.6	65	858	19.7	4.6	86	*304	13.8	1.6	61
HOUSEHOLD OF 1 PERSON	11987	541	17.7	4.5	119	618	10.7	5.2	72	421	9.7	3.5	65	*213	9.7	1.8	66
2 PEOPLE	26577	927	30.3	3.5	92	1890	32.7	7.1	100	1335	30.6	5.0	93	577	26.3	2.2	80
3 OR 4 PEOPLE	30617	1018	33.2	3.3	88	2369	41.1	7.7	109	1871	42.9	6.1	114	1091	49.7	3.6	131
5 OR MORE PEOPLE	11804	*578	18.9	4.9	129	893	15.5	7.6	106	730	16.8	6.2	115	*316	14.4	2.7	99
NO CHILD IN HSHLD	46165	1690	55.2	3.7	97	3177	55.1	6.9	97	1951	44.8	4.2	79	984	44.8	2.1	79
CHILD(REN) UNDER 2 YRS	5325	**243	7.9	4.6	121	*494	8.6	9.3	130	**336	7.7	6.3	117	**177	8.1	3.3	123
2 - 5 YEARS	14221	*648	21.1	4.6	120	1165	20.2	8.2	115	994	22.8	7.0	130	*420	19.1	3.0	109
6 - 11 YEARS	15117	*633	20.7	4.2	111	1219	21.1	8.1	113	1208	27.7	8.0	149	508	23.1	3.4	124
12 - 17 YEARS	16611	651	21.2	3.9	104	1063	18.4	6.4	90	1022	23.5	6.2	114	575	26.2	3.5	128
RESIDENCE OWNED	55884	2206	72.0	3.9	104	4417	76.5	7.9	111	3243	74.4	5.8	108	1699	77.4	3.0	112
VALUE: $50,000 OR MORE	31744	1513	49.4	4.8	126	2747	47.6	8.7	121	1888	43.3	5.9	111	965	43.9	3.0	112
VALUE: UNDER $50,000	24140	693	22.6	2.9	76	1670	28.9	6.9	97	1355	31.1	5.6	104	735	33.5	3.0	112

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		TOTAL U.S. '000	BEL-AIR (SAFEWAY) A '000	B % DOWN	C % ACROSS	D INDX	CITRUS HILL A '000	B % DOWN	C % ACROSS	D INDX	DONALD DUCK A '000	B % DOWN	C % ACROSS	D INDX	KROGER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3064	100.0	3.8	100	5771	100.0	7.1	100	4357	100.0	5.4	100	2196	100.0	2.7	100
MAGAZINES	QUINTILE 1	15799	912	29.8	5.8	153	1522	26.4	9.6	135	884	20.3	5.6	104	545	24.8	3.4	127
	QUINTILE 2	17259	647	21.1	3.7	99	1272	22.0	7.4	103	1049	24.1	6.1	113	510	23.2	3.0	109
	QUINTILE 3	13545	*578	18.9	4.3	113	1041	18.0	7.7	108	808	18.5	6.0	111	*318	14.5	2.3	87
	QUINTILE 4	15133	*404	13.2	2.7	71	1017	17.6	6.7	94	841	19.3	5.6	103	*361	16.4	2.4	88
	QUINTILE 5	19250	524	17.1	2.7	72	918	15.9	4.8	67	775	17.8	4.0	75	461	21.0	2.4	88
NEWSPAPERS	QUINTILE 1	12413	*427	13.9	3.4	91	1039	18.0	8.4	117	*612	14.0	4.9	92	*357	16.3	2.9	106
	QUINTILE 2	24116	795	25.9	3.3	87	1765	30.6	7.3	103	1382	31.7	5.7	107	677	30.8	2.8	104
	QUINTILE 3	11261	*441	14.4	3.9	104	784	13.6	7.0	98	623	14.3	5.5	103	*379	17.3	3.4	124
	QUINTILE 4	20255	916	29.9	4.5	120	1548	26.8	7.6	107	999	22.9	4.9	92	*474	21.6	2.3	86
	QUINTILE 5	12940	*484	15.8	3.7	99	635	11.0	4.9	69	741	17.0	5.7	106	*310	14.1	2.4	88
OUTDOOR	QUINTILE 1	14852	*681	22.2	4.6	121	1061	18.4	7.1	100	1007	23.1	6.8	126	*446	20.3	3.0	111
	QUINTILE 2	15725	564	18.4	3.6	95	1094	19.0	7.0	98	796	18.3	5.1	94	537	24.5	3.4	126
	QUINTILE 3	16330	641	20.9	3.9	104	1238	21.5	7.6	106	860	19.7	5.3	98	*393	17.9	2.4	89
	QUINTILE 4	16744	669	21.8	4.0	106	1325	23.0	7.9	111	804	18.5	4.8	89	*437	19.9	2.6	96
	QUINTILE 5	17334	509	16.6	2.9	78	1053	18.2	6.1	85	891	20.4	5.1	96	*384	17.5	2.2	82
RADIO-DRIVE TIME	QUINTILE 1	15911	*473	15.4	3.0	79	1241	21.5	7.8	109	971	22.3	6.1	113	479	21.8	3.0	111
	QUINTILE 2	14837	725	23.7	4.9	129	1144	19.8	7.7	108	816	18.7	5.5	102	*454	20.7	3.1	113
	QUINTILE 3	15339	*501	16.4	3.3	86	1151	19.9	7.5	105	843	19.3	5.5	102	*477	21.7	3.1	115
	QUINTILE 4	16723	534	17.4	3.2	84	1110	19.2	6.6	93	674	15.5	4.0	75	*427	19.4	2.6	94
	QUINTILE 5	18176	832	27.2	4.6	121	1126	19.5	6.2	87	1054	24.2	5.8	108	*359	16.3	2.0	73
RADIO-MID-DAY	TERCILE 1	21020	723	23.6	3.4	91	1635	28.3	7.8	109	1274	29.2	6.1	113	654	29.8	3.1	115
	TERCILE 2	21610	1020	33.3	4.7	125	1771	30.7	8.2	115	1140	26.2	5.3	98	639	29.1	3.0	109
	TERCILE 3	38355	1320	43.1	3.4	91	2365	41.0	6.2	87	1943	44.6	5.1	94	903	41.1	2.4	87
RADIO-TOTAL	QUINTILE 1	15988	471	15.4	2.9	78	1186	20.6	7.4	104	970	22.3	6.1	113	558	25.4	3.5	129
	QUINTILE 2	15626	568	18.5	3.6	96	1380	23.9	8.8	124	817	18.8	5.2	97	*369	16.8	2.4	87
	QUINTILE 3	16723	698	22.8	4.2	110	1207	20.9	7.2	101	896	20.6	5.4	100	506	23.0	3.0	112
	QUINTILE 4	16342	694	22.7	4.2	112	1095	19.0	6.7	94	960	22.0	5.9	109	512	23.3	3.1	116
	QUINTILE 5	16306	633	20.7	3.9	103	903	15.6	5.5	78	715	16.4	4.4	82	*251	11.4	1.5	57
TV-PRIME TIME	QUINTILE 1	15953	640	20.9	4.0	106	990	17.2	6.2	87	586	13.4	3.7	68	*531	24.2	3.3	123
	QUINTILE 2	16137	*494	16.1	3.1	81	1189	20.6	7.4	103	914	21.0	5.7	105	*335	15.3	2.1	77
	QUINTILE 3	16420	553	18.0	3.4	89	1441	25.0	8.8	123	903	20.7	5.5	102	*380	17.3	2.3	85
	QUINTILE 4	16687	732	23.9	4.4	116	1244	21.6	7.5	105	1002	23.0	6.0	112	562	25.6	3.4	124
	QUINTILE 5	15789	645	21.1	4.1	108	907	15.7	5.7	81	953	21.9	6.0	112	*388	17.7	2.5	91
TV-DAYTIME	TERCILE 1	27736	924	30.2	3.3	88	2065	35.8	7.4	104	1506	34.6	5.4	101	669	30.5	2.4	89
	TERCILE 2	26489	863	28.2	3.3	86	1813	31.4	6.8	96	1437	33.0	5.4	101	774	35.2	2.9	108
	TERCILE 3	26761	1278	41.7	4.8	126	1893	32.8	7.1	99	1415	32.5	5.3	98	753	34.3	2.8	104
TV-TOTAL	QUINTILE 1	16345	731	23.9	4.5	118	1179	20.4	7.2	101	771	17.7	4.7	88	*518	23.6	3.2	117
	QUINTILE 2	16447	*377	12.3	2.3	61	921	16.0	5.6	79	754	17.3	4.6	85	*366	16.7	2.2	82
	QUINTILE 3	15980	*511	16.7	3.2	85	1482	25.7	9.3	130	876	20.1	5.5	102	*350	15.9	2.2	81
	QUINTILE 4	15887	779	25.4	4.9	130	1003	17.4	6.3	89	1066	24.5	6.7	125	534	24.3	3.4	124
	QUINTILE 5	16326	665	21.7	4.1	108	1187	20.6	7.3	102	890	20.4	5.5	101	428	19.5	2.6	97
MAGAZINES-NEWSPAPERS: DUAL		20721	864	28.2	4.2	110	1703	29.5	8.2	115	1266	29.1	6.1	114	588	26.8	2.8	105
MAGAZINE IMPERATIVE		19186	1091	35.6	5.7	150	1572	27.2	8.2	115	1080	24.8	5.6	105	605	27.6	3.2	116
NEWSPAPER IMPERATIVE		21899	548	17.9	2.5	66	1409	24.4	6.4	90	1052	24.1	4.8	89	609	27.7	2.8	103
MAGAZINES-OUTDOOR: DUAL		15451	786	25.7	5.1	134	1306	22.6	8.5	119	851	19.5	5.5	102	561	25.5	3.6	134
MAGAZINE IMPERATIVE		25953	1128	36.8	4.3	115	2154	37.3	8.3	116	1513	34.7	5.8	108	651	29.6	2.5	93
OUTDOOR IMPERATIVE		24400	756	24.7	3.1	82	1496	25.9	6.1	86	1381	31.7	5.7	105	615	28.0	2.5	93
MAGAZINES-RADIO: DUAL		18049	863	28.2	4.8	126	1682	29.1	9.3	131	1052	24.1	5.8	108	500	22.8	2.8	102
MAGAZINE IMPERATIVE		23571	1164	38.0	4.9	131	1808	31.3	7.7	108	1350	31.0	5.7	106	666	30.3	2.8	104
RADIO IMPERATIVE		23278	520	17.0	2.2	59	1551	26.9	6.7	94	1230	28.2	5.3	98	666	30.3	2.9	106
MAGAZINES-TELEVISION: DUAL		15459	516	16.8	3.3	88	1287	22.3	8.3	117	795	18.2	5.1	96	*499	22.7	3.2	119
MAGAZINE IMPERATIVE		25829	1379	45.0	5.3	141	2238	38.8	8.7	122	1666	38.2	6.5	120	729	33.2	2.8	104
TELEVISION IMPERATIVE		26039	825	26.9	3.2	84	1551	26.9	6.0	84	1118	25.7	4.3	80	586	26.7	2.3	83
NEWSPAPERS-OUTDOOR: DUAL		16605	585	19.1	3.5	93	1254	21.7	7.6	106	964	22.1	5.8	108	510	23.2	3.1	113
NEWSPAPER IMPERATIVE		26834	874	28.5	3.3	86	1991	34.5	7.4	104	1368	31.4	5.1	95	671	30.6	2.5	92
OUTDOOR IMPERATIVE		23346	1100	35.9	4.7	125	1532	26.5	6.6	92	1298	29.8	5.6	103	634	28.9	2.7	100
NEWSPAPERS-RADIO: DUAL		17133	531	17.3	3.1	82	1423	24.7	8.3	117	871	20.0	5.1	94	478	21.8	2.8	103
NEWSPAPER IMPERATIVE		25892	994	32.4	3.8	101	1760	30.5	6.8	95	1522	34.9	5.9	109	723	32.9	2.8	103
RADIO IMPERATIVE		23167	893	29.1	3.9	102	1706	29.6	7.4	103	1335	30.6	5.8	107	681	31.0	2.9	108
NEWSPAPERS-TELEVISION: DUAL		17159	*439	14.3	2.6	68	1153	20.0	6.7	94	888	20.4	5.2	96	584	26.6	3.4	126
NEWSPAPER IMPERATIVE		26214	1112	36.3	4.2	112	2219	38.5	8.5	119	1472	33.8	5.6	104	712	32.4	2.7	100
TELEVISION IMPERATIVE		23412	916	29.9	3.9	103	1559	27.0	6.7	93	1011	23.2	4.3	80	*489	22.3	2.1	77
OUTDOOR-RADIO: DUAL		15303	620	20.2	4.1	107	1264	21.9	8.3	116	888	20.4	5.8	108	563	25.6	3.7	136
OUTDOOR IMPERATIVE		24901	1004	32.8	4.0	107	1582	27.4	6.4	89	1406	32.3	5.6	105	670	30.5	2.7	99
RADIO IMPERATIVE		26492	823	26.9	3.1	82	2067	35.8	7.8	109	1460	33.5	5.5	102	644	29.3	2.4	90
OUTDOOR-TELEVISION: DUAL		14794	*521	17.0	3.5	93	1058	18.3	7.2	100	892	20.5	6.0	112	*427	19.4	2.9	106
OUTDOOR IMPERATIVE		25437	1082	35.3	4.3	112	1921	33.3	7.6	106	1481	34.0	5.8	108	799	36.4	3.1	116
TELEVISION IMPERATIVE		27877	969	31.6	3.5	92	1940	33.6	7.0	98	1187	27.2	4.3	79	665	30.3	2.4	88
RADIO-TELEVISION: DUAL		15996	*491	16.0	3.1	81	1231	21.3	7.7	108	681	15.6	4.3	79	*491	22.4	3.1	113
RADIO IMPERATIVE		25478	955	31.2	3.7	99	2038	35.3	8.0	112	1635	37.5	6.4	119	725	33.0	2.8	105
TELEVISION IMPERATIVE		26573	1015	33.1	3.8	101	1724	29.9	6.5	91	1333	30.6	5.0	93	595	27.1	2.2	83

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BEL-AIR (SAFEWAY) A '000	B % DOWN	C % ACROSS	D INDX	CITRUS HILL A '000	B % DOWN	C % ACROSS	D INDX	DONALD DUCK A '000	B % DOWN	C % ACROSS	D INDX	KROGER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3064	100.0	3.8	100	5771	100.0	7.1	100	4357	100.0	5.4	100	2196	100.0	2.7	100
ATLANTIC MONTHLY	415	**	0.2	1.4	38	**	0.8	11.1	156	**	0.6	6.7	125	**	0.3	1.4	53
BARRON'S	453	**	2.1	13.9	368	**	0.4	4.6	65	**	1.6	15.5	287	**	0.0	0.0	0
BETTER HOMES & GARDENS	16256	738	24.1	4.5	120	1550	26.9	9.5	134	988	22.7	6.1	113	553	25.2	3.4	125
BON APPETIT	2535	*	5.5	6.6	174	*	5.0	11.5	161	**	3.3	5.7	106	*	4.4	3.8	141
BUSINESS WEEK	1278	**	1.8	4.2	112	**	1.0	4.6	65	**	1.4	4.9	90	**	0.8	1.3	49
CAR AND DRIVER	378	**	0.0	0.3	7	**	0.6	9.8	137	**	0.2	2.6	49	**	0.3	1.6	59
CBS MAGAZINE NETWORK (GROSS)	1498	**	1.0	2.1	56	**	1.8	6.8	96	**	0.8	2.5	46	**	3.4	4.9	182
CHANGING TIMES	1505	**	2.2	4.5	118	*	3.4	13.1	184	**	2.2	6.2	116	**	2.4	3.5	130
COLONIAL HOMES	1231	**	0.6	1.5	41	**	2.1	9.9	139	**	1.6	5.7	106	**	2.7	4.8	177
CONDE NAST MAG. PKG. (GROSS)	14146	726	23.7	5.1	136	1374	23.8	9.7	136	699	16.0	4.9	92	440	20.0	3.1	115
CONSUMERS DIGEST	1323	**	2.1	4.8	128	*	3.0	13.1	184	**	1.1	3.6	66	**	2.1	3.5	128
COSMOPOLITAN	7102	300	9.8	4.2	112	620	10.7	8.7	123	298	6.8	4.2	78	*	8.1	2.5	92
COUNTRY LIVING	2481	**	2.8	3.4	91	*	2.4	5.6	78	**	2.1	3.6	67	**	5.6	4.9	181
CUISINE	1472	**	3.1	6.5	171	**	2.0	7.8	110	**	3.1	9.3	173	**	2.4	3.6	133
CYCLE WORLD	425	**	0.7	4.7	124	**	0.3	4.7	66	**	0.0	0.5	9	**	2.1	11.1	408
DCI:CREATIVE IDEAS FOR LIV	2510	**	4.0	4.9	130	*	2.5	5.7	79	**	3.5	6.1	113	**	3.5	3.0	112
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*	9.8	4.5	118	497	8.6	7.4	104	344	7.9	5.1	96	278	12.7	4.2	153
DISCOVER	894	**	0.8	2.6	68	**	1.2	7.6	107	**	1.1	5.5	102	**	1.2	2.9	107
EBONY	3507	**	2.0	1.7	46	187	3.2	5.3	75	*	4.3	5.3	99	*	7.4	4.6	171
ESQUIRE	1083	**	1.3	3.8	100	**	0.7	3.8	53	**	1.6	6.6	122	**	1.2	2.5	92
ESSENCE	1830	**	1.6	2.7	72	*	2.1	6.6	93	**	2.0	4.9	90	**	4.0	4.8	175
FAMILY CIRCLE	15930	717	23.4	4.5	119	1516	26.3	9.5	134	796	18.3	5.0	93	581	26.5	3.6	135
THE FAMILY HANDYMAN	1126	**	1.2	3.3	87	**	2.4	12.3	172	**	1.7	6.7	124	**	1.6	3.1	115
FAMILY WEEKLY	11468	593	19.4	5.2	137	895	15.5	7.8	110	884	20.3	7.7	143	301	13.7	2.6	97
FIELD & STREAM	2234	**	1.2	1.6	43	**	2.1	5.3	75	**	2.9	5.7	106	**	4.4	4.3	158
FOOD & WINE	579	**	0.7	3.5	91	**	1.1	10.9	153	**	0.9	7.1	132	**	1.3	5.0	185
FORBES	728	**	2.7	11.3	298	**	1.1	8.5	120	**	1.7	10.2	189	**	0.5	1.6	61
FORTUNE	906	**	1.8	6.2	163	**	0.7	4.7	67	**	2.0	9.6	178	**	0.3	0.8	28
GENTLEMEN'S QUARTERLY	791	**	1.5	5.9	157	**	1.4	10.4	145	**	0.7	3.9	73	**	0.5	1.5	56
GLAMOUR	5265	*	9.0	5.2	138	575	10.0	10.9	153	343	7.9	6.5	121	*	6.8	2.8	105
GOLF DIGEST	636	**	0.7	3.1	83	**	0.8	7.4	104	**	2.1	14.2	263	**	0.5	1.9	70
GOLF DIGEST/TENNIS (GROSS)	1186	**	0.8	2.0	53	**	2.2	10.8	151	**	2.9	10.5	196	**	1.7	3.1	115
GOLF MAGAZINE	441	**	0.9	6.1	162	**	0.6	8.2	115	**	1.6	15.6	291	**	1.1	5.4	201
GOLF MAGAZINE/SKI (GROSS)	922	**	1.2	4.0	106	**	1.2	7.6	107	**	1.8	8.6	159	**	1.5	3.5	128
GOOD HOUSEKEEPING	16487	796	26.0	4.8	128	1460	25.3	8.9	124	891	20.4	5.4	100	495	22.5	3.0	111
HARPER'S BAZAAR	2423	*	5.8	7.3	193	*	4.7	11.1	156	**	3.7	6.7	125	**	2.9	2.6	97
HEALTH	1994	**	5.1	7.9	208	*	3.6	10.5	147	**	2.9	6.4	118	**	3.1	3.4	124
HEARST MAG CORP. BUY (GROSS)	44101	2072	67.6	4.7	124	3869	67.0	8.8	123	2155	49.5	4.9	91	1393	63.4	3.2	116
HEARST MAN POWER (GROSS)	1993	**	3.3	5.1	135	*	3.4	10.0	140	**	1.2	2.7	50	**	1.0	1.1	41
HEARST WOMAN POWER (GROSS)	31274	1450	47.3	4.6	123	2719	47.1	8.7	122	1525	35.0	4.9	91	942	42.9	3.0	111
HOUSE BEAUTIFUL	3623	*	6.5	5.5	145	312	5.4	8.6	121	*	4.1	4.9	91	*	7.0	4.3	157
INC.	283	**	1.2	13.1	346	**	0.1	1.1	15	**	0.8	13.1	243	**	0.4	3.2	117
JET	2928	**	2.1	2.2	59	*	2.5	4.8	68	*	4.4	6.5	121	**	4.9	3.7	136
LADIES' HOME JOURNAL	11918	594	19.4	5.0	132	937	16.2	7.9	110	573	13.2	4.8	89	394	17.9	3.3	122
LHJ FAMILY GRP COMBO(GROSS)	16764	879	28.7	5.2	139	1412	24.5	8.4	118	867	19.9	5.2	96	587	26.7	3.5	129
LIFE	4254	*	6.1	4.4	117	400	6.9	9.4	132	267	6.1	6.3	117	**	4.1	2.1	79
L.A. TIMES HOME MAGAZINE	1145	**	2.9	7.7	203	**	1.5	7.4	104	**	3.7	14.1	261	**	0.0	0.0	0
MADEMOISELLE	2884	**	3.2	3.4	89	*	4.6	9.2	129	*	3.5	5.3	99	**	4.1	3.1	114
MC CALL'S	13460	611	19.9	4.5	120	1239	21.5	9.2	129	830	19.0	6.2	115	501	22.8	3.7	137
MC CALL'S/WRK MOTHER (GROSS)	14606	619	20.2	4.2	112	1388	24.1	9.5	133	869	19.9	5.9	111	582	26.5	4.0	147
MECHANIX ILLUSTRATED	772	**	1.0	4.0	106	**	1.4	10.6	149	**	1.1	6.0	111	**	0.3	0.9	33
METROPOLITAN HOME	967	**	1.5	4.8	126	**	1.6	9.7	136	**	0.8	3.6	67	**	1.5	3.3	122
MONEY	1588	**	2.4	4.7	123	*	3.2	11.6	163	*	4.0	11.1	206	**	2.2	3.0	111
MOTHER EARTH NEWS	1002	**	2.4	7.3	193	**	1.6	9.5	133	**	0.6	2.6	48	**	2.0	4.5	166
MS.	825	**	0.9	3.5	93	**	1.5	10.3	145	**	0.3	1.5	27	**	1.0	2.5	94
NATIONAL ENQUIRER	10336	425	13.9	4.1	109	550	9.5	5.3	75	861	19.8	8.3	155	*	12.7	2.7	99
NATIONAL GEOGRAPHIC	9597	638	20.8	6.6	176	783	13.6	8.2	114	460	10.6	4.8	89	327	14.9	3.4	126
NATIONAL SUNDAY MAGAZINE PKG	49558	1757	57.3	3.5	94	3820	66.2	7.7	108	2786	63.9	5.6	104	1486	67.7	3.0	111
NATURAL HISTORY	573	**	0.5	2.4	65	**	1.0	10.1	142	**	0.8	6.1	114	**	2.1	8.2	302
NEW WOMAN	1699	**	2.2	3.9	104	**	2.4	8.2	116	**	1.2	3.1	57	**	3.3	4.3	158
NEW YORK INCLUDING CUE	443	**	0.3	2.3	60	**	0.2	2.3	32	**	0.0	0.0	0	**	0.0	0.0	0
THE NEW YORKER	1270	**	1.2	3.0	79	*	2.4	11.0	155	**	0.4	1.5	28	**	0.8	1.4	52
NEWSWEEK	6277	401	13.1	6.4	169	616	10.7	9.8	138	401	9.2	6.4	119	*	7.7	2.7	100
THE N.Y. TIMES DAILY EDITION	1205	**	0.6	1.5	39	**	2.1	9.9	139	**	0.3	1.1	20	**	0.0	0.0	0
THE N.Y. TIMES MAGAZINE	2081	**	0.3	0.4	10	*	4.6	12.9	181	**	0.4	0.8	15	**	0.6	0.7	25
OMNI	788	**	1.1	4.2	111	**	1.1	8.4	118	**	0.8	4.6	85	**	0.4	1.0	37
ON CABLE	1158	**	0.8	2.2	59	**	1.7	8.6	121	**	2.5	9.4	175	**	1.0	1.8	67
1001 HOME IDEAS	2852	**	4.2	4.5	119	265	4.6	9.3	130	*	3.8	5.9	109	*	5.7	4.4	163
ORGANIC GARDENING	1658	*	4.3	8.0	212	*	3.0	10.3	145	**	1.8	4.7	87	**	4.2	5.6	207
OUTDOOR LIFE	896	**	0.4	1.5	38	**	1.8	11.8	166	**	1.3	6.5	120	**	1.6	4.0	148
PARADE MAGAZINE	24275	890	29.0	3.7	97	1952	33.8	8.0	113	1207	27.7	5.0	92	601	27.4	2.5	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

0411
P-18

	TOTAL U.S. '000	BEL-AIR (SAFEWAY) A '000	B % DOWN	C % ACROSS	D INDX	CITRUS HILL A '000	B % DOWN	C % ACROSS	D INDX	DONALD DUCK A '000	B % DOWN	C % ACROSS	D INDX	KROGER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3064	100.0	3.8	100	5771	100.0	7.1	100	4357	100.0	5.4	100	2196	100.0	2.7	100
PARENTS	3845	**144	4.7	3.7	99	398	6.9	10.4	145	*286	6.6	7.4	138	*188	8.6	4.9	180
PENTHOUSE	831	**19	0.6	2.3	60	**26	0.5	3.1	44	**10	0.2	1.2	22	**25	1.1	3.0	111
PEOPLE	11645	576	18.8	4.9	131	904	15.7	7.8	109	782	17.9	6.7	125	313	14.3	2.7	99
PLAYBOY	2006	**50	1.6	2.5	66	**76	1.3	3.8	53	**69	1.6	3.4	64	**59	2.7	2.9	108
POPULAR HOT RODDING	297	**6	0.2	2.0	53	**51	0.9	17.2	241	**4	0.1	1.3	25	**21	1.0	7.1	261
POPULAR MECHANICS	1018	**79	2.6	7.8	205	**86	1.5	8.4	119	**30	0.7	2.9	55	**8	0.4	0.8	29
POPULAR SCIENCE	878	**29	0.9	3.3	87	**52	0.9	5.9	83	**31	0.7	3.5	66	**18	0.8	2.1	76
PREVENTION	3913	*230	7.5	5.9	155	347	6.0	8.9	124	**176	4.0	4.5	84	*146	6.6	3.7	138
PSYCHOLOGY TODAY	1710	**48	1.6	2.8	74	*195	3.4	11.4	160	**67	1.5	3.9	73	**68	3.1	4.0	147
READER'S DIGEST	22204	1174	38.3	5.3	140	1897	32.9	8.5	120	1325	30.4	6.0	111	650	29.6	2.9	108
REDBOOK	7684	354	11.6	4.6	122	640	11.1	8.3	117	336	7.7	4.4	81	271	12.3	3.5	130
ROAD & TRACK	410	**5	0.2	1.2	32	**40	0.7	9.8	137	**28	0.6	6.8	127	**4	0.2	1.0	36
ROLLING STONE	969	**29	0.9	3.0	79	**81	1.4	8.4	117	**35	0.8	3.6	67	**23	1.0	2.4	88
RUNNER'S WORLD	298	**2	0.1	0.7	18	**44	0.8	14.8	207	**5	0.1	1.7	31	**5	0.2	1.7	62
SATURDAY EVENING POST	1169	**44	1.4	3.8	99	**81	1.4	6.9	97	**30	0.7	2.6	48	**57	2.6	4.9	180
SCIENCE 84	587	**42	1.4	7.2	189	**79	1.4	13.5	189	**15	0.3	2.6	47	**9	0.4	1.5	57
SCIENCE DIGEST	482	**14	0.5	2.9	77	**52	0.9	10.8	151	**3	0.1	0.6	12	**8	0.4	1.7	61
SCIENTIFIC AMERICAN	594	**14	0.5	2.4	62	**23	0.4	3.9	54	**28	0.6	4.7	88	**18	0.8	3.0	112
SELF	2089	**117	3.8	5.6	148	*214	3.7	10.2	144	**62	1.4	3.0	55	**69	3.1	3.3	122
SEVENTEEN	2411	**97	3.2	4.0	106	*159	2.8	6.6	93	**54	1.2	2.2	42	**75	3.4	3.1	115
SKI	480	**11	0.4	2.3	61	**34	0.6	7.1	99	**9	0.2	1.9	35	**8	0.4	1.7	61
SMITHSONIAN	2760	*248	8.1	9.0	238	279	4.8	10.1	142	**138	3.2	5.0	93	**72	3.3	2.6	96
SOAP OPERA DIGEST	3013	**35	1.1	1.2	31	*280	4.9	9.3	130	*98	2.2	3.3	60	**102	4.6	3.4	125
SOUTHERN LIVING	4184	*176	5.7	4.2	111	355	6.2	8.5	119	*192	4.4	4.6	85	*202	9.2	4.8	178
SPORT	559	**0	0.0	0.0	0	**24	0.4	4.3	60	**33	0.8	5.9	110	**5	0.2	0.9	33
THE SPORTING NEWS	436	**0	0.0	0.0	0	**8	0.1	1.8	26	**28	0.6	6.4	119	**48	2.2	11.0	406
SPORTS AFIELD	493	**9	0.3	1.8	48	**61	1.1	12.4	174	**21	0.5	4.3	79	**7	0.3	1.4	52
SPORTS ILLUSTRATED	2758	**94	3.1	3.4	90	*257	4.5	9.3	131	*235	5.4	8.5	158	**78	3.6	2.8	104
STAR	7456	*202	6.6	2.7	72	446	7.7	6.0	84	534	12.3	7.2	133	*195	8.9	2.6	96
SUNDAY	24936	783	25.6	3.1	83	1870	32.4	7.5	105	1308	30.0	5.2	97	1061	48.3	4.3	157
SUNSET	2124	441	14.4	20.8	549	*218	3.8	10.3	144	*233	5.3	11.0	204	**9	0.4	0.4	16
TV GUIDE	21661	966	31.5	4.5	118	1444	25.0	6.7	94	1358	31.2	6.3	117	493	22.4	2.3	84
TENNIS	550	**4	0.1	0.7	19	**81	1.4	14.7	207	**35	0.8	6.4	118	**24	1.1	4.4	161
TIME	8880	496	16.2	5.6	148	777	13.5	8.8	123	516	11.8	5.8	108	265	12.1	3.0	110
TOWN & COUNTRY	917	**39	1.3	4.3	112	**104	1.8	11.3	159	**73	1.7	8.0	148	**28	1.3	3.1	113
TRAVEL & LEISURE	972	**19	0.6	2.0	52	**93	1.6	9.6	134	**43	1.0	4.4	82	**24	1.1	2.5	91
TRUE STORY	3356	**110	3.6	3.3	87	221	3.8	6.6	92	*239	5.5	7.1	132	**66	3.0	2.0	73
U.S.NEWS & WORLD REPORT	3410	*118	3.9	3.5	91	354	6.1	10.4	146	*188	4.3	5.5	102	**64	2.9	1.9	69
USA TODAY	1759	**73	2.4	4.2	110	*149	2.6	8.5	119	**86	2.0	4.9	91	**34	1.5	1.9	71
US	1873	**41	1.3	2.2	58	*144	2.5	7.7	108	**98	2.2	5.2	97	**39	1.8	2.1	77
VOGUE	3909	*238	7.8	6.1	161	320	5.5	8.2	115	**141	3.2	3.6	67	*132	6.0	3.4	125
WALL STREET JOURNAL	1886	**84	2.7	4.5	118	*165	2.9	8.7	123	**89	2.0	4.7	88	**31	1.4	1.6	61
WEIGHT WATCHERS	2120	*88	2.9	4.2	110	*283	4.9	13.3	187	**73	1.7	3.4	64	**92	4.2	4.3	160
WOMAN'S DAY	14172	613	20.0	4.3	114	1369	23.7	9.7	136	615	14.1	4.3	81	465	21.2	3.3	121
WORKING MOTHER	1146	**8	0.3	0.7	18	*149	2.6	13.0	182	**39	0.9	3.4	63	**80	3.6	7.0	257
WORKING WOMAN	1322	**77	2.5	5.8	154	*139	2.4	10.5	148	**68	1.6	5.1	96	**22	1.0	1.7	61
WORLD TENNIS	*163	**0	0.0	0.0	0	**27	0.5	16.6	232	**0	0.0	0.0	0	**13	0.6	8.0	294
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**97	3.2	3.8	101	*230	4.0	9.1	127	**81	1.9	3.2	59	**48	2.2	1.9	70
BLAIR INSERTS	43657	1440	47.0	3.3	87	3478	60.3	8.0	112	2199	50.5	5.0	94	1360	61.9	3.1	115
DAILY NEWSPAPERS																	
READ ANY	51633	1891	61.7	3.7	97	3884	67.3	7.5	106	2615	60.0	5.1	94	1402	63.8	2.7	100
READ ONE	43463	1582	51.6	3.6	96	3158	54.7	7.3	102	2315	53.1	5.3	99	1214	55.3	2.8	103
READ TWO OR MORE	8170	310	10.1	3.8	100	725	12.6	8.9	125	300	6.9	3.7	68	*188	8.6	2.3	85
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1833	59.8	3.5	92	4046	70.1	7.7	108	2941	67.5	5.6	104	1594	72.6	3.0	112
READ ONE	46126	1620	52.9	3.5	93	3474	60.2	7.5	106	2489	57.1	5.4	100	1410	64.2	3.1	113
READ TWO OR MORE	6552	*213	7.0	3.3	86	571	9.9	8.7	122	451	10.4	6.9	128	*184	8.4	2.8	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.90				27.71				31.64				29.75			
30 DAY REACH	71455	2755	89.9	3.9	102	5265	91.2	7.4	103	3853	88.4	5.4	100	2010	91.5	2.8	104
50 SHWG - 30 DAY AV FREQ	14.56	15.03				14.72				16.64				15.35			
30 DAY REACH	67742	2665	87.0	3.9	104	4975	86.2	7.3	103	3677	84.4	5.4	101	1948	88.7	2.9	106
25 SHWG - 30 DAY AV FREQ	7.94	8.05				7.89				8.96				8.33			
30 DAY REACH	62117	2494	81.4	4.0	106	4659	80.7	7.5	105	3408	78.2	5.5	102	1798	81.9	2.9	107
CABLE TV: HOME WIRED	32077	1473	48.1	4.6	121	2598	45.0	8.1	114	2019	46.3	6.3	117	941	42.9	2.9	108
HOME NOT WIRED	48909	1591	51.9	3.3	86	3173	55.0	6.5	91	2338	53.7	4.8	89	1254	57.1	2.6	95
HAVE PAY CABLE	15935	*676	22.1	4.2	112	1454	25.2	9.1	128	956	21.9	6.0	112	552	25.1	3.5	128

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

0412
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	TOTAL U.S. '000	BEL-AIR (SAFEWAY) A '000	B % DOWN	C % ACROSS	D INDX	CITRUS HILL A '000	B % DOWN	C % ACROSS	D INDX	DONALD DUCK A '000	B % DOWN	C % ACROSS	D INDX	KROGER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3064	100.0	3.8	100	5771	100.0	7.1	100	4357	100.0	5.4	100	2196	100.0	2.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1628	53.1	3.7	98	3306	57.3	7.5	106	2461	56.5	5.6	104	1314	59.8	3.0	110
10:00 AM - 3:00 PM	30659	1193	38.9	3.9	103	2447	42.4	8.0	112	1760	40.4	5.7	107	881	40.1	2.9	106
3:00 PM - 7:00 PM	31045	1065	34.8	3.4	91	2433	42.2	7.8	110	1705	39.1	5.5	102	940	42.8	3.0	112
7:00 PM - MIDNIGHT	15767	533	17.4	3.4	89	1209	20.9	7.7	108	854	19.6	5.4	101	509	23.2	3.2	119
MIDNIGHT - 6:00 AM	9120	329	10.7	3.6	95	674	11.7	7.4	104	437	10.0	4.8	89	355	16.2	3.9	144
6:00 AM - MIDNIGHT	58527	2152	70.2	3.7	97	4428	76.7	7.6	106	3287	75.4	5.6	104	1776	80.9	3.0	112
ENTIRE DAY	59311	2177	71.1	3.7	97	4496	77.9	7.6	106	3304	75.8	5.6	104	1808	82.3	3.0	112
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	507	16.5	3.1	83	1235	21.4	7.6	107	1018	23.4	6.3	117	548	25.0	3.4	125
ALL NEWS	2256	**117	3.8	5.2	137	*217	3.8	9.6	135	**119	2.7	5.3	98	**48	2.2	2.1	78
AOR/PROGRESSIVE	3874	*182	5.9	4.7	124	345	6.0	8.9	125	*237	5.4	6.1	114	**120	5.5	3.1	114
BEAUTIFUL MUSIC	5660	*172	5.6	3.0	80	412	7.1	7.3	102	275	6.3	4.9	90	*240	10.9	4.2	156
BLACK	2204	**30	1.0	1.4	36	*138	2.4	6.3	88	*170	3.9	7.7	143	**112	5.1	5.1	187
CLASSICAL	1418	**59	1.9	4.2	110	**163	2.8	11.5	161	**70	1.6	4.9	92	**32	1.5	2.3	83
CHR/ROCK	9538	347	11.3	3.6	96	769	13.3	8.1	113	654	15.0	6.9	127	*215	9.8	2.3	83
COUNTRY	12648	480	15.7	3.8	100	879	15.2	6.9	98	739	17.0	5.8	109	360	16.4	2.8	105
GOLDEN OLDIES	1191	**22	0.7	1.8	49	**118	2.0	9.9	139	**54	1.2	4.5	84	**62	2.8	5.2	192
MOR/NOSTALGIA	4757	*250	8.2	5.3	139	394	6.8	8.3	116	*317	7.3	6.7	124	**112	5.1	2.4	87
NEWS/TALK	3863	*226	7.4	5.9	155	303	5.3	7.8	110	*247	5.7	6.4	119	*132	6.0	3.4	126
RELIGIOUS	3084	*138	4.5	4.5	118	*167	2.9	5.4	76	**91	2.1	3.0	55	**97	4.4	3.1	116
SOFT ROCK	521	**1	0.0	0.2	5	**55	1.0	10.6	148	**10	0.2	1.9	36	**16	0.7	3.1	113
URBAN CONTEMPORARY	1585	**23	0.8	1.5	38	**53	0.9	3.3	47	**62	1.4	3.9	73	**36	1.6	2.3	84
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**78	2.5	2.4	63	*146	2.5	4.5	63	*304	7.0	9.3	173	**70	3.2	2.1	79
ABC DIRECTION	2316	**108	3.5	4.7	123	*219	3.8	9.5	133	**114	2.6	4.9	91	**49	2.2	2.1	78
ABC ENTERTAINMENT	4834	**99	3.2	2.0	54	331	5.7	6.8	96	*253	5.8	5.2	97	**129	5.9	2.7	98
ABC FM	2202	**59	1.9	2.7	71	*202	3.5	9.2	129	**29	0.7	1.3	24	**76	3.5	3.5	127
ABC INFORMATION	5425	297	9.7	5.5	145	465	8.1	8.6	120	*340	7.8	6.3	116	*218	9.9	4.0	148
ABC ROCK	1677	**55	1.8	3.3	87	**105	1.8	6.3	88	**64	1.5	3.8	71	**41	1.9	2.4	90
CBS	4430	*263	8.6	5.9	157	367	6.4	8.3	116	274	6.3	6.2	115	*166	7.6	3.7	138
MUTUAL	4992	*139	4.5	2.8	74	429	7.4	8.6	121	360	8.3	7.2	134	**125	5.7	2.5	92
NBC	4679	**147	4.8	3.1	83	340	5.9	7.3	102	*244	5.6	5.2	97	*140	6.4	3.0	110
RADIORADIO	1994	**43	1.4	2.2	57	*161	2.8	8.1	113	**52	1.2	2.6	48	**126	5.7	6.3	233
RKO ONE	2298	**64	2.1	2.8	74	**170	2.9	7.4	104	*202	4.6	8.8	163	**29	1.3	1.3	47
RKO TWO	3311	**55	1.8	1.7	44	256	4.4	7.7	109	*182	4.2	5.5	102	**100	4.6	3.0	111
THE SOURCE	2114	**36	1.2	1.7	45	**142	2.5	6.7	94	**97	2.2	4.6	85	**99	4.5	4.7	173
NON-WIRED : BLAIR	8654	332	10.8	3.8	101	612	10.6	7.1	99	478	11.0	5.5	103	*262	11.9	3.0	112
INTERNET	12025	684	22.3	5.7	150	1131	19.6	9.4	132	805	18.5	6.7	124	317	14.4	2.6	97
KATZ RADIO GROUP	15359	542	17.7	3.5	93	1261	21.9	8.2	115	822	18.9	5.4	99	452	20.6	2.9	109
SUPERNET	10628	381	12.4	3.6	95	769	13.3	7.2	102	683	15.7	6.4	119	*238	10.8	2.2	83
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	384	12.5	4.4	117	573	9.9	6.6	93	480	11.0	5.5	103	267	12.2	3.1	114
WKDAY 9:00 AM - 1:00 PM	12163	425	13.9	3.5	92	834	14.5	6.9	96	647	14.8	5.3	99	277	12.6	2.3	84
WKDAY 1:00 PM - 4:30 PM	16150	470	15.3	2.9	77	1142	19.8	7.1	99	850	19.5	5.3	98	438	19.9	2.7	100
WKDAY 4:30 PM - 7:30 PM	22463	838	27.3	3.7	99	1540	26.7	6.9	96	1266	29.1	5.6	105	649	29.6	2.9	107
WKDAY 7:30 PM - 8:00 PM	31795	1105	36.1	3.5	92	2294	39.8	7.2	101	1658	38.1	5.2	97	890	40.5	2.8	103
WKDAY 11:00 PM - 11:30 PM	23977	931	30.4	3.9	103	1765	30.6	7.4	103	1148	26.3	4.8	89	701	31.9	2.9	108
WKDAY 11:30 PM - 1:00 AM	7703	297	9.7	3.9	102	547	9.5	7.1	100	430	9.9	5.6	104	231	10.5	3.0	111
M-SAT 8-11 PM+SUN 7-11 PM	33800	1215	39.7	3.6	95	2434	42.2	7.2	101	1685	38.7	5.0	93	943	42.9	2.8	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	5538	270	8.8	4.1	109	400	6.9	6.1	86	391	9.0	6.0	111	181	8.2	2.8	102
ANOTHER WORLD N	4620	**39	1.3	0.8	22	335	5.8	7.3	102	251	5.8	5.4	101	*126	5.7	2.7	101
AS THE WORLD TURNS C	5614	210	6.9	3.7	99	403	7.0	7.2	101	240	5.5	4.3	79	119	5.4	2.1	78
CAPITOL C	3396	*84	2.7	2.5	65	281	4.9	8.3	116	126	2.9	3.7	69	*76	3.5	2.2	83
CBS MORN. NEWS 1 C	1446	**58	1.9	4.0	106	*83	1.4	5.7	81	*55	1.3	3.8	71	**43	2.0	3.0	110
CBS MORN. NEWS 2 C	1207	*66	2.2	5.5	145	*68	1.2	5.6	79	*34	0.8	2.8	52	**30	1.4	2.5	92
DAYS OF OUR LIVES N	5877	*137	4.5	2.3	62	452	7.8	7.7	108	324	7.4	5.5	102	173	7.9	2.9	109
FACTS OF LIFE - DAYTIME N	2290	**36	1.2	1.6	42	193	3.3	8.4	118	*121	2.8	5.3	98	*65	3.0	2.8	105
FAMILY FEUD A	3023	109	3.6	3.6	95	201	3.5	6.6	93	184	4.2	6.1	113	*69	3.1	2.3	84
GENERAL HOSPITAL A	6097	157	5.1	2.6	68	414	7.2	6.8	95	350	8.0	5.7	107	184	8.4	3.0	111
GOOD MORNING, AMERICA-730 A	3515	181	5.9	5.1	136	254	4.4	7.2	101	169	3.9	4.8	89	122	5.6	3.5	128
GOOD MORNING, AMERICA-830 A	2818	143	4.7	5.1	134	223	3.9	7.9	111	140	3.2	5.0	92	*71	3.2	2.5	93
GUIDING LIGHT C	5339	162	5.3	3.0	80	428	7.4	8.0	112	287	6.6	5.4	100	*135	6.1	2.5	93
ONE LIFE TO LIVE A	4478	146	4.8	3.3	86	264	4.6	5.9	83	192	4.4	4.3	80	101	4.6	2.3	83
PRESS YOUR LUCK C	2244	*82	2.7	3.7	97	145	2.5	6.5	91	157	3.6	7.0	130	*56	2.6	2.5	92
PRICE IS RIGHT 1 C	4348	150	4.9	3.4	91	276	4.8	6.3	89	241	5.5	5.5	103	*106	4.8	2.4	90
PRICE IS RIGHT 2 C	5014	161	5.3	3.2	85	325	5.6	6.5	91	283	6.5	5.6	105	*115	5.2	2.3	85
RYAN'S HOPE A	3150	**44	1.4	1.4	37	243	4.2	7.7	108	217	5.0	6.9	128	**72	3.3	2.3	84
SALE OF THE CENTURY N	2695	*57	1.9	2.1	56	247	4.3	9.2	129	165	3.8	6.1	114	*49	2.2	1.8	67
SEARCH FOR TOMORROW N	2319	**13	0.4	0.6	15	*173	3.0	7.5	105	*190	4.4	8.2	152	**42	1.9	1.8	67
TODAY SHOW 1 N	2693	*110	3.6	4.1	108	161	2.8	6.0	84	220	5.0	8.2	152	*87	4.0	3.2	119
TODAY SHOW 2 N	2498	*48	1.6	1.9	51	175	3.0	7.0	98	*135	3.1	5.4	100	*58	2.6	2.3	86
$25,000 PYRAMID C	2753	*78	2.5	2.8	75	176	3.0	6.4	90	197	4.5	7.2	133	*58	2.6	2.1	78
WHEEL OF FORTUNE N	4388	160	5.2	3.6	96	327	5.7	7.5	105	180	4.1	4.1	76	*96	4.4	2.2	81
YOUNG AND THE RESTLESS C	5695	130	4.2	2.3	60	337	5.8	5.9	83	271	6.2	4.8	88	129	5.9	2.3	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*100	3.3	5.7	150	*126	2.2	7.2	100	128	2.9	7.3	135	*71	3.2	4.0	149
NBA PLAYOFF GAME -1 C	1136	**12	0.4	1.1	28	**110	1.9	9.7	136	*78	1.8	6.9	128	**41	1.9	3.6	133
NBC MAJOR LEAGUE PRE-GAME N	953	**22	0.7	2.3	61	**41	0.7	4.3	60	**52	1.2	5.5	101	**14	0.6	1.5	54
SPORTSWORLD - SUN N	1233	**73	2.4	5.9	156	**85	1.5	6.9	97	**88	2.0	7.1	133	**62	2.8	5.0	185
SUNDAY MORNING C	1611	**73	2.4	4.5	120	*81	1.4	5.0	71	*113	2.6	7.0	130	**56	2.6	3.5	128

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	BEL-AIR (SAFEWAY) A '000	B % DOWN	C % ACROSS	D INDX	CITRUS HILL A '000	B % DOWN	C % ACROSS	D INDX	DONALD DUCK A '000	B % DOWN	C % ACROSS	D INDX	KROGER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3064	100.0	3.8	100	5771	100.0	7.1	100	4357	100.0	5.4	100	2196	100.0	2.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	927	30.3	3.6	94	1781	30.9	6.8	96	1407	32.3	5.4	100	818	37.2	3.1	116
NETWORK AFFILIATES - LATE		20261	802	26.2	4.0	105	1489	25.8	7.3	103	1009	23.2	5.0	93	598	27.2	3.0	109
INDEPENDENTS - LATE		2076	99	3.2	4.8	126	219	3.8	10.5	148	*66	1.5	3.2	59	*42	1.9	2.0	75
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	375	12.2	3.6	95	637	11.0	6.1	86	639	14.7	6.1	114	370	16.8	3.5	131
ABC MONDAY NIGHT MOVIE	A	6412	242	7.9	3.8	100	433	7.5	6.8	95	320	7.3	5.0	93	*188	8.6	2.9	108
ABC SUNDAY NIGHT MOVIE	A	12407	525	17.1	4.2	112	906	15.7	7.3	102	652	15.0	5.3	98	343	15.6	2.8	102
ABC WORLD NEWS TONIGHT	A	6176	239	7.8	3.9	102	434	7.5	7.0	99	281	6.4	4.5	85	208	9.5	3.4	124
AFTERMASH	C	5863	**183	6.0	3.1	82	526	9.1	9.0	126	*366	8.4	6.2	116	*231	10.5	3.9	145
ALICE	C	9594	241	7.9	2.5	66	674	11.7	7.0	99	386	8.9	4.0	75	296	13.5	3.1	114
AMERICAN PARADE	C	6622	257	8.4	3.9	103	397	6.9	6.0	84	382	8.8	5.8	107	*130	5.9	2.0	72
BENSON	A	10886	444	14.5	4.1	108	838	14.5	7.7	108	511	11.7	4.7	87	310	14.1	2.8	105
BLUE THUNDER	A	5036	*241	7.9	4.8	126	464	8.0	9.2	129	290	6.7	5.8	107	*169	7.7	3.4	124
CAGNEY & LACEY	C	9965	446	14.6	4.5	118	842	14.6	8.4	119	390	9.0	3.9	73	259	11.8	2.6	96
CBS EVENING NEWS-DEAN	C	3491	*112	3.7	3.2	85	*226	3.9	6.5	91	*215	4.9	6.2	114	**118	5.4	3.4	125
CBS EVENING NEWS-RATHER	C	7123	313	10.2	4.4	116	478	8.3	6.7	94	306	7.0	4.3	80	240	10.9	3.4	124
CBS SAT. NEWS-SCHIEFFER	C	3621	170	5.5	4.7	124	230	4.0	6.4	89	172	3.9	4.8	88	*145	6.6	4.0	148
CBS SATURDAY NIGHT MOVIE	C	5436	150	4.9	2.8	73	414	7.2	7.6	107	237	5.4	4.4	81	115	5.2	2.1	78
CBS WEDNESDAY NIGHT MOVIE	C	6100	277	9.0	4.5	120	395	6.8	6.5	91	352	8.1	5.8	107	133	6.1	2.2	80
CHEERS	N	8889	532	17.4	6.0	158	588	10.2	6.6	93	627	14.4	7.1	131	302	13.8	3.4	125
DALLAS	C	22109	776	25.3	3.5	93	1647	28.5	7.4	105	982	22.5	4.4	83	626	28.5	2.8	104
DIFF'RENT STROKES	N	6940	267	8.7	3.8	102	474	8.2	6.8	96	407	9.3	5.9	109	*229	10.4	3.3	122
DOUBLE TROUBLE	N	7223	*250	8.2	3.5	91	453	7.8	6.3	88	443	10.2	6.1	114	*217	9.9	3.0	111
DUCK FACTORY	N	5595	*311	10.2	5.6	147	341	5.9	6.1	86	382	8.8	6.8	127	*206	9.4	3.7	136
DUKES OF HAZZARD	C	5768	*134	4.4	2.3	61	342	5.9	5.9	83	248	5.7	4.3	80	*127	5.8	2.2	81
DYNASTY	A	20053	683	22.3	3.4	90	1279	22.2	6.4	90	919	21.1	4.6	85	537	24.5	2.7	99
FACTS OF LIFE	N	8087	*227	7.4	2.8	74	491	8.5	6.1	85	535	12.3	6.6	123	*265	12.1	3.3	121
FALCON CREST	C	20046	587	19.2	2.9	77	1541	26.7	7.7	108	910	20.9	4.5	84	591	26.9	2.9	109
FALL GUY	A	9084	301	9.8	3.3	88	613	10.6	6.7	95	527	12.1	5.8	108	252	11.5	2.8	102
FAMILY TIES	N	7964	314	10.2	3.9	104	539	9.3	6.8	95	464	10.6	5.8	108	*233	10.6	2.9	108
FANTASY ISLAND	A	7687	*166	5.4	2.2	57	629	10.9	8.2	115	288	6.6	3.7	70	*126	5.7	1.6	60
FOULUPS,BLEEPS & BLUNDERS	A	8861	261	8.5	2.9	78	556	9.6	6.3	88	522	12.0	5.9	109	*216	9.8	2.4	90
FOUR SEASONS	C	5095	**206	6.7	4.0	107	505	8.8	9.9	139	*300	6.9	5.9	109	**163	7.4	3.2	118
GIMME A BREAK	N	8838	255	8.3	2.9	76	540	9.4	6.1	86	511	11.7	5.8	107	*234	10.7	2.6	98
HART TO HART	A	8978	308	10.1	3.4	91	644	11.2	7.2	101	447	10.3	5.0	93	300	13.7	3.3	123
HILL STREET BLUES	N	8590	365	11.9	4.2	112	657	11.4	7.6	107	474	10.9	5.5	103	335	15.3	3.9	144
HOTEL	A	14085	473	15.4	3.4	89	1062	18.4	7.5	106	664	15.2	4.7	88	293	13.3	2.1	77
JEFFERSONS	C	9360	286	9.3	3.1	81	638	11.1	6.8	96	411	9.4	4.4	82	274	12.5	2.9	108
JENNIFER SLEPT HERE	N	5841	*222	7.2	3.8	100	388	6.7	6.6	93	*301	6.9	5.2	96	*211	9.6	3.6	133
KATE & ALLIE	C	9206	334	10.9	3.6	96	664	11.5	7.2	101	457	10.5	5.0	92	*260	11.8	2.8	104
KNIGHT RIDER	N	7076	*197	6.4	2.8	74	494	8.6	7.0	98	371	8.5	5.2	97	*155	7.1	2.2	81
LOVE BOAT	A	12219	428	14.0	3.5	93	881	15.3	7.2	101	602	13.8	4.9	92	408	18.6	3.3	123
MAGNUM PI	C	11199	411	13.4	3.7	97	756	13.1	6.8	95	501	11.5	4.5	83	387	17.6	3.5	127
MAMA'S FAMILY	N	6057	309	10.1	5.1	135	458	7.9	7.6	106	*334	7.7	5.5	102	*142	6.5	2.3	86
MASTER, THE	N	3598	*131	4.3	3.6	96	228	4.0	6.3	89	*265	6.1	7.4	137	**74	3.4	2.1	76
MATT HOUSTON	A	6344	*217	7.1	3.4	90	446	7.7	7.0	99	349	8.0	5.5	102	*202	9.2	3.2	117
NBC MONDAY NIGHT MOVIE	N	11994	396	12.9	3.3	87	887	15.4	7.4	104	575	13.2	4.8	89	266	12.1	2.2	82
NBC NIGHTLY NEWS	N	5132	136	4.4	2.7	70	386	6.7	7.5	106	347	8.0	6.8	126	189	8.6	3.7	136
NBC NIGHTLY NEWS-SAT	N	3375	**124	4.0	3.7	97	*240	4.2	7.1	100	*190	4.4	5.6	105	**100	4.6	3.0	109
NBC NIGHTLY NEWS-SUN	N	3130	*128	4.2	4.1	108	*200	3.5	6.4	90	*196	4.5	6.3	116	*168	7.7	5.4	198
NBC SUNDAY NIGHT MOVIE	N	8284	*254	8.3	3.1	81	644	11.2	7.8	109	479	11.0	5.8	107	*252	11.5	3.0	112
NEWHART	C	9240	359	11.7	3.9	103	738	12.8	8.0	112	439	10.1	4.8	88	*252	11.5	2.7	101
ONE DAY AT A TIME	C	7288	*256	8.4	3.5	93	412	7.1	5.7	79	350	8.0	4.8	89	*233	10.6	3.2	118
PEOPLE ARE FUNNY	N	4855	*245	8.0	5.0	133	366	6.3	7.5	106	*242	5.6	5.0	93	**66	3.0	1.4	50
REAL PEOPLE	N	8869	301	9.8	3.4	90	518	9.0	5.8	82	498	11.4	5.6	104	269	12.2	3.0	112
REMINGTON STEELE	N	7743	*155	5.1	2.0	53	430	7.5	5.6	78	323	7.4	4.2	78	*253	11.5	3.3	121
RIPLEY'S BELIEVE IT - NOT	A	5345	*265	8.6	5.0	131	532	9.2	10.0	140	289	6.6	5.4	101	*182	8.3	3.4	126
RIPTIDE	N	6988	*206	6.7	2.9	78	448	7.8	6.4	90	360	8.3	5.2	96	*193	8.8	2.8	102
SCARECROW & MRS. KING	C	10002	323	10.5	3.2	85	754	13.1	7.5	106	496	11.4	5.0	92	278	12.7	2.8	103
SIMON & SIMON	C	10638	290	9.5	2.7	72	672	11.6	6.3	89	613	14.1	5.8	107	296	13.5	2.8	103
60 MINUTES	C	13293	666	21.7	5.0	132	938	16.3	7.1	99	761	17.5	5.7	106	393	17.9	3.0	109
ST. ELSEWHERE	N	7017	360	11.7	5.1	136	578	10.0	8.2	116	405	9.3	5.8	107	*235	10.7	3.3	124
THREE'S COMPANY	A	10917	388	12.7	3.6	94	802	13.9	7.3	103	583	13.4	5.3	99	280	12.8	2.6	95
T.J. HOOKER	A	9204	332	10.8	3.6	95	627	10.9	6.8	96	434	10.0	4.7	88	*190	8.7	2.1	76
TONIGHT SHOW	N	2372	71	2.3	3.0	79	158	2.7	6.7	93	158	3.6	6.7	124	61	2.8	2.6	95
TRAPPER JOHN, M.D.	C	9846	295	9.6	3.0	79	667	11.6	6.8	95	463	10.6	4.7	87	291	13.3	3.0	109
TV BLOOPERS & PRAC. JOKES	N	9105	306	10.0	3.4	89	595	10.3	6.5	92	450	10.3	4.9	92	*251	11.4	2.8	102
20/20	A	9387	405	13.2	4.3	114	637	11.0	6.8	95	393	9.0	4.2	78	313	14.3	3.3	123
WEBSTER	A	11067	439	14.3	4.0	105	817	14.2	7.4	104	435	10.0	3.9	73	270	12.3	2.4	90
WORLD NEWS - SUN	A	3062	*194	6.3	6.3	167	*229	4.0	7.5	105	*138	3.2	4.5	84	**90	4.1	2.9	108
YELLOW ROSE	N	4978	*273	8.9	5.5	145	377	6.5	7.6	106	*173	4.0	3.5	65	*122	5.6	2.5	90
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*469	15.3	5.3	140	813	14.1	9.2	129	657	15.1	7.4	138	*299	13.6	3.4	124
BASKETBALL - COLLEGE GAMES		4080	**123	4.0	3.0	80	*380	6.6	9.3	131	**278	6.4	6.8	127	*231	10.5	5.7	209
BASKETBALL - PRO GAMES		3607	**162	5.3	4.5	119	*398	6.9	11.0	155	**255	5.9	7.1	131	**153	7.0	4.2	156
BOWLING		3883	**197	6.4	5.1	134	*385	6.7	9.9	139	**119	2.7	3.1	57	**200	9.1	5.2	190
BOXING		3928	**238	7.8	6.1	160	*361	6.3	9.2	129	*352	8.1	9.0	167	**148	6.7	3.8	139
FOOTBALL - COLLEGE GAMES		6366	*277	9.0	4.4	115	595	10.3	9.3	131	*469	10.8	7.4	137	*327	14.9	5.1	189
FOOTBALL - PRO GAMES		11300	*466	15.2	4.1	109	899	15.6	8.0	112	815	18.7	7.2	134	*474	21.6	4.2	155
GOLF		3378	**241	7.9	7.1	189	*305	5.3	9.0	127	**260	6.0	7.7	143	**97	4.4	2.9	106
POST-SEASON COLL. FOOTBALL		4906	**186	6.1	3.8	100	*333	5.8	6.8	95	*410	9.4	8.4	155	*320	14.6	6.5	241
POST-SEASON PRO FOOTBALL		6120	**237	7.7	3.9	102	639	11.1	10.4	147	*440	10.1	7.2	134	**286	13.0	4.7	172
TENNIS		3033	**111	3.6	3.7	97	**177	3.1	5.8	82	**160	3.7	5.3	98	**162	7.4	5.3	197
WRESTLING - PROFESSIONAL		3344	**64	2.1	1.9	51	**234	4.1	7.0	98	*314	7.2	9.4	175	**101	4.6	3.0	111

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	MINUTE MAID REDUCED ACID A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID MORE PULP A '000	B % DOWN	C % ACROSS	D INDX	SNOWCROP A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2948	100.0	3.6	100	4678	100.0	5.8	100	2542	100.0	3.1	100	25440	100.0	31.4	100
18 - 24	9282	**301	10.2	3.2	89	710	15.2	7.6	132	**172	6.8	1.9	59	3035	11.9	32.7	104
25 - 34	19072	710	24.1	3.7	102	1094	23.4	5.7	99	612	24.1	3.2	102	6613	26.0	34.7	110
35 - 44	14591	*427	14.5	2.9	80	859	18.4	5.9	102	*497	19.6	3.4	109	4697	18.5	32.2	102
45 - 54	11345	*345	11.7	3.0	84	*507	10.8	4.5	77	*310	12.2	2.7	87	3410	13.4	30.1	96
55 - 64	11635	*508	17.2	4.4	120	745	15.9	6.4	111	*499	19.6	4.3	137	3681	14.5	31.6	101
65 OR OLDER	15061	656	22.3	4.4	120	763	16.3	5.1	88	453	17.8	3.0	96	4005	15.7	26.6	85
18 - 34	28354	1012	34.3	3.6	98	1804	38.6	6.4	110	783	30.8	2.8	88	9648	37.9	34.0	108
18 - 49	48339	1616	54.8	3.3	92	2935	62.7	6.1	105	1446	56.9	3.0	95	16046	63.1	33.2	106
25 - 54	45008	1482	50.3	3.3	90	2460	52.6	5.5	95	1419	55.8	3.2	100	14719	57.9	32.7	104
35 - 49	19985	604	20.5	3.0	83	1131	24.2	5.7	98	663	26.1	3.3	106	6399	25.2	32.0	102
50 OR OLDER	32647	1332	45.2	4.1	112	1743	37.3	5.3	92	1096	43.1	3.4	107	9393	36.9	28.8	92
GRADUATED COLLEGE	11155	*305	10.3	2.7	75	491	10.5	4.4	76	*399	15.7	3.6	114	4007	15.8	35.9	114
ATTENDED COLLEGE	13682	494	16.8	3.6	99	797	17.0	5.8	101	*551	21.7	4.0	128	4754	18.7	34.7	111
GRADUATED HIGH SCHOOL	33880	1120	38.0	3.3	91	1989	42.5	5.9	102	1017	40.0	3.0	96	10796	42.4	31.9	101
DID NOT GRADUATE HIGH SCHOOL	22270	1028	34.9	4.6	127	1400	29.9	6.3	109	576	22.7	2.6	82	5883	23.1	26.4	84
EMPLOYED	40306	1422	48.2	3.5	97	2262	48.4	5.6	97	1305	51.3	3.2	103	13461	52.9	33.4	106
EMPLOYED FULL-TIME	32850	1101	37.3	3.4	92	1881	40.2	5.7	99	998	39.3	3.0	97	11024	43.3	33.6	107
EMPLOYED PART-TIME	7456	*320	10.9	4.3	118	*381	8.1	5.1	88	*307	12.1	4.1	131	2437	9.6	32.7	104
NOT EMPLOYED	40680	1526	51.8	3.8	103	2416	51.6	5.9	103	1237	48.7	3.0	97	11978	47.1	29.4	94
PROFESSIONAL/MANAGER	10392	**301	10.2	2.9	80	*423	9.0	4.1	70	*292	11.5	2.8	90	3520	13.8	33.9	108
TECH/CLERICAL/SALES	17574	644	21.8	3.7	101	1094	23.4	6.2	108	685	26.9	3.9	124	6322	24.9	36.0	115
PRECISION/CRAFT	985	**4	0.1	0.4	11	**35	0.7	3.6	62	**23	0.9	2.3	74	*226	0.9	22.9	73
OTHER EMPLOYED	11354	*473	16.0	4.2	114	710	15.2	6.3	108	*306	12.0	2.7	86	3394	13.3	29.9	95
SINGLE	9863	*337	11.4	3.4	94	641	13.7	6.5	113	*250	9.8	2.5	81	3099	12.2	31.4	100
MARRIED	51375	1735	58.9	3.4	93	2945	63.0	5.7	99	1689	66.4	3.3	105	16828	66.1	32.8	104
DIVORCED/SEPARATED/WIDOWED	19748	876	29.7	4.4	122	1092	23.3	5.5	96	604	23.8	3.1	97	5513	21.7	27.9	89
PARENTS	32590	1024	34.7	3.1	86	1965	42.0	6.0	104	1013	39.9	3.1	99	10522	41.4	32.3	103
WHITE	70416	2459	83.4	3.5	96	4167	89.1	5.9	102	2191	86.2	3.1	99	22277	87.6	31.6	101
BLACK	8778	451	15.3	5.1	141	467	10.0	5.3	92	*297	11.7	3.4	108	2421	9.5	27.6	88
OTHER	1791	**38	1.3	2.1	58	**44	0.9	2.5	43	**55	2.2	3.1	98	*742	2.9	41.4	132
NORTHEAST-CENSUS	17786	769	26.1	4.3	119	1031	22.0	5.8	100	574	22.6	3.2	103	5045	19.8	28.4	90
NORTH CENTRAL	20741	642	21.8	3.1	85	1152	24.6	5.6	96	1035	40.7	5.0	159	6782	26.7	32.7	104
SOUTH	27775	1158	39.3	4.2	115	1441	30.8	5.2	90	521	20.5	1.9	60	8562	33.7	30.8	98
WEST	14683	*379	12.9	2.6	71	1054	22.5	7.2	124	**413	16.2	2.8	90	5051	19.9	34.4	110
NORTHEAST-MKTG.	17961	788	26.7	4.4	121	949	20.3	5.3	91	697	27.4	3.9	124	4762	18.7	26.5	84
EAST CENTRAL	11885	436	14.8	3.7	101	821	17.6	6.9	120	**147	5.8	1.2	39	3859	15.2	32.5	103
WEST CENTRAL	14090	*380	12.9	2.7	74	710	15.2	5.0	87	965	38.0	6.8	218	4788	18.8	34.0	108
SOUTH	24081	1009	34.2	4.2	115	1298	27.7	5.4	93	*389	15.3	1.6	51	7575	29.8	31.5	100
PACIFIC	12969	*335	11.4	2.6	71	900	19.2	6.9	120	**344	13.5	2.7	85	4455	17.5	34.4	109
COUNTY SIZE A	32439	1106	37.5	3.4	94	1809	38.7	5.6	97	970	38.2	3.0	95	9644	37.9	29.7	95
COUNTY SIZE B	24915	1020	34.6	4.1	112	1480	31.6	5.9	103	677	26.6	2.7	87	8411	33.1	33.8	107
COUNTY SIZE C	12930	*499	16.9	3.9	106	796	17.0	6.2	107	*439	17.3	3.4	108	3924	15.4	30.3	97
COUNTY SIZE D	10703	*322	10.9	3.0	83	592	12.7	5.5	96	*457	18.0	4.3	136	3460	13.6	32.3	103
METRO CENTRAL CITY	24518	998	33.9	4.1	112	1366	29.2	5.6	96	545	21.4	2.2	71	7634	30.0	31.1	99
METRO SUBURBAN	35919	1343	45.6	3.7	103	2129	45.5	5.9	103	1153	45.4	3.2	102	11240	44.2	31.3	100
NON METRO	20549	607	20.6	3.0	81	1182	25.3	5.8	100	844	33.2	4.1	131	6566	25.8	32.0	102
TOP 5 ADI'S	18341	649	22.0	3.5	97	923	19.7	5.0	87	559	22.0	3.0	97	5411	21.3	29.5	94
TOP 10 ADI'S	25378	969	32.9	3.8	105	1431	30.6	5.6	98	728	28.6	2.9	91	7260	28.5	28.6	91
TOP 20 ADI'S	36488	1288	43.7	3.5	97	2012	43.0	5.5	95	1111	43.7	3.0	97	10918	42.9	29.9	95
HSHLD INC. $50,000 OR MORE	6612	**92	3.1	1.4	38	*395	8.4	6.0	103	**302	11.9	4.6	146	2366	9.3	35.8	114
$40,000 OR MORE	12659	*324	11.0	2.6	70	825	17.6	6.5	113	*453	17.8	3.6	114	4705	18.5	37.2	118
$30,000 OR MORE	24698	804	27.3	3.3	89	1566	33.5	6.3	110	963	37.9	3.9	124	8821	34.7	35.7	114
$25,000 OR MORE	32077	1046	35.5	3.3	90	2048	43.8	6.4	111	1198	47.1	3.7	119	11310	44.5	35.3	112
$20,000 - $24,999	9144	*311	10.5	3.4	93	*388	8.3	4.2	73	*292	11.5	3.2	102	3098	12.2	33.9	108
$15,000 - $19,999	8728	*322	10.9	3.7	101	587	12.5	6.7	116	**195	7.7	2.2	71	2479	9.7	28.4	90
$10,000 - $14,999	12562	492	16.7	3.9	108	771	16.5	6.1	106	*468	18.4	3.7	119	3841	15.1	30.6	97
UNDER $10,000	18475	776	26.3	4.2	115	883	18.9	4.8	83	389	15.3	2.1	67	4712	18.5	25.5	81
HOUSEHOLD OF 1 PERSON	11987	439	14.9	3.7	101	532	11.4	4.4	77	281	11.1	2.3	75	3255	12.8	27.2	86
2 PEOPLE	26577	1110	37.7	4.2	115	1578	33.7	5.9	103	804	31.6	3.0	96	8654	34.0	32.6	104
3 OR 4 PEOPLE	30617	1119	38.0	3.7	100	1964	42.0	6.4	111	1082	42.6	3.5	113	9527	37.4	31.1	99
5 OR MORE PEOPLE	11804	**280	9.5	2.4	65	*604	12.9	5.1	89	*375	14.8	3.2	101	4003	15.7	33.9	108
NO CHILD IN HSHLD	46165	1846	62.6	4.0	110	2578	55.1	5.6	97	1451	57.1	3.1	100	14290	56.2	31.0	99
CHILD(REN) UNDER 2 YRS	5325	**140	4.7	2.6	72	**232	5.0	4.4	75	**122	4.8	2.3	73	1678	6.6	31.5	100
2 - 5 YEARS	14221	*573	19.4	4.0	111	925	19.8	6.5	113	595	23.4	4.2	133	4839	19.0	34.0	108
6 - 11 YEARS	15117	*466	15.8	3.1	85	988	21.1	6.5	113	*418	16.4	2.8	88	4794	18.8	31.7	101
12 - 17 YEARS	16611	*410	13.9	2.5	68	915	19.6	5.5	95	*395	15.5	2.4	76	5224	20.5	31.4	100
RESIDENCE OWNED	55884	1910	64.8	3.4	94	3257	69.6	5.8	101	1832	72.1	3.3	104	18385	72.3	32.9	105
VALUE: $50,000 OR MORE	31744	975	33.1	3.1	84	2020	43.2	6.4	110	1206	47.4	3.8	121	10779	42.4	34.0	108
VALUE: UNDER $50,000	24140	934	31.7	3.9	106	1237	26.4	5.1	89	626	24.6	2.6	83	7606	29.9	31.5	100

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	MINUTE MAID REDUCED ACID A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID MORE PULP A '000	B % DOWN	C % ACROSS	D INDX	SNOWCROP A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2948	100.0	3.6	100	4678	100.0	5.8	100	2542	100.0	3.1	100	25440	100.0	31.4	100
MAGAZINES	QUINTILE 1	15799	530	18.0	3.4	92	1157	24.7	7.3	127	514	20.2	3.3	104	6188	24.3	39.2	125
	QUINTILE 2	17259	777	26.4	4.5	124	948	20.3	5.5	95	603	23.7	3.5	111	5889	23.1	34.1	109
	QUINTILE 3	13545	*541	18.4	4.0	110	985	21.1	7.3	126	*552	21.7	4.1	130	4006	15.7	29.6	94
	QUINTILE 4	15133	*430	14.6	2.8	78	766	16.4	5.1	88	*426	16.8	2.8	90	4708	18.5	31.1	99
	QUINTILE 5	19250	671	22.8	3.5	96	821	17.6	4.3	74	449	17.7	2.3	74	4648	18.3	24.1	77
NEWSPAPERS	QUINTILE 1	12413	*429	14.6	3.5	95	854	18.3	6.9	119	*389	15.3	3.1	100	4319	17.0	34.8	111
	QUINTILE 2	24116	887	30.1	3.7	101	1336	28.6	5.5	96	927	36.5	3.8	122	7564	29.7	31.4	100
	QUINTILE 3	11261	*410	13.9	3.6	100	768	16.4	6.8	118	*211	8.3	1.9	60	3902	15.3	34.7	110
	QUINTILE 4	20255	785	26.6	3.9	106	1077	23.0	5.3	92	574	22.6	2.8	90	6147	24.2	30.3	97
	QUINTILE 5	12940	*437	14.8	3.4	93	642	13.7	5.0	86	*442	17.4	3.4	109	3508	13.8	27.1	86
OUTDOOR	QUINTILE 1	14852	*411	13.9	2.8	76	898	19.2	6.0	105	*393	15.5	2.6	84	4813	18.9	32.4	103
	QUINTILE 2	15725	710	24.1	4.5	124	867	18.5	5.5	95	474	18.6	3.0	96	5110	20.1	32.5	103
	QUINTILE 3	16330	714	24.2	4.4	120	910	19.5	5.6	96	528	20.8	3.2	103	5418	21.3	33.2	106
	QUINTILE 4	16744	631	21.4	3.8	104	1015	21.7	6.1	105	602	23.7	3.6	115	5411	21.3	32.3	103
	QUINTILE 5	17334	480	16.3	2.8	76	987	21.1	5.7	99	545	21.4	3.1	100	4687	18.4	27.0	86
RADIO-DRIVE TIME	QUINTILE 1	15911	550	18.7	3.5	95	912	19.5	5.7	99	512	20.1	3.2	103	4853	19.1	30.5	97
	QUINTILE 2	14837	519	17.6	3.5	96	771	16.5	5.2	90	597	23.5	4.0	128	4717	18.5	31.8	101
	QUINTILE 3	15339	569	19.3	3.7	102	898	19.2	5.9	101	*445	17.5	2.9	92	5004	19.7	32.6	104
	QUINTILE 4	16723	481	16.3	2.9	79	1017	21.7	6.1	105	472	18.6	2.8	90	5639	22.2	33.7	107
	QUINTILE 5	18176	828	28.1	4.6	125	1080	23.1	5.9	103	*516	20.3	2.8	90	5227	20.5	28.8	92
RADIO-MID-DAY	TERCILE 1	21020	714	24.2	3.4	93	1336	28.6	6.4	110	716	28.2	3.4	109	6599	25.9	31.4	100
	TERCILE 2	21610	922	31.3	4.3	117	1356	29.0	6.3	109	806	31.7	3.7	119	7379	29.0	34.1	109
	TERCILE 3	38355	1312	44.5	3.4	94	1986	42.5	5.2	90	1021	40.2	2.7	85	11461	45.1	29.9	95
RADIO-TOTAL	QUINTILE 1	15988	581	19.7	3.6	100	1021	21.8	6.4	111	521	20.5	3.3	104	4948	19.4	30.9	99
	QUINTILE 2	15626	563	19.1	3.6	99	960	20.5	6.1	106	*499	19.6	3.2	102	4849	19.1	31.0	99
	QUINTILE 3	16723	515	17.5	3.1	85	917	19.6	5.5	95	713	28.0	4.3	136	5541	21.8	33.1	105
	QUINTILE 4	16342	610	20.7	3.7	103	794	17.0	4.9	84	*412	16.2	2.5	80	5648	22.2	34.6	110
	QUINTILE 5	16306	679	23.0	4.2	114	986	21.1	6.0	105	*398	15.7	2.4	78	4454	17.5	27.3	87
TV-PRIME TIME	QUINTILE 1	15953	809	27.4	5.1	139	1013	21.7	6.3	110	462	18.2	2.9	92	4933	19.4	30.9	98
	QUINTILE 2	16137	518	17.6	3.2	88	1062	22.7	6.6	114	487	19.2	3.0	96	5000	19.7	31.0	99
	QUINTILE 3	16420	582	19.7	3.5	97	1008	21.5	6.1	106	599	23.6	3.6	116	5525	21.7	33.6	107
	QUINTILE 4	16687	554	18.8	3.3	91	935	20.0	5.6	97	*510	20.1	3.1	97	5202	20.4	31.2	99
	QUINTILE 5	15789	484	16.4	3.1	84	660	14.1	4.2	72	484	19.0	3.1	98	4779	18.8	30.3	96
TV-DAYTIME	TERCILE 1	27736	1138	38.6	4.1	113	1578	33.7	5.7	98	704	27.7	2.5	81	8656	34.0	31.2	99
	TERCILE 2	26489	1071	36.3	4.0	111	1590	34.0	6.0	104	872	34.3	3.3	105	8128	31.9	30.7	98
	TERCILE 3	26761	738	25.0	2.8	76	1509	32.3	5.6	98	966	38.0	3.6	115	8655	34.0	32.3	103
TV-TOTAL	QUINTILE 1	16345	679	23.0	4.2	114	1109	23.7	6.8	117	*455	17.9	2.8	89	4730	18.6	28.9	92
	QUINTILE 2	16447	721	24.5	4.4	120	886	18.9	5.4	93	409	16.1	2.5	79	5262	20.7	32.0	102
	QUINTILE 3	15980	535	18.1	3.3	92	1000	21.4	6.3	108	*440	17.3	2.8	88	5457	21.5	34.1	109
	QUINTILE 4	15887	562	19.1	3.5	97	961	20.5	6.0	105	705	27.7	4.4	141	5024	19.7	31.6	101
	QUINTILE 5	16326	449	15.2	2.8	76	723	15.5	4.4	77	533	21.0	3.3	104	4967	19.5	30.4	97
MAGAZINES-NEWSPAPERS: DUAL		20721	826	28.0	4.0	110	1457	31.1	7.0	122	683	26.9	3.3	105	7576	29.8	36.6	116
MAGAZINE IMPERATIVE		19186	806	27.3	4.2	115	1286	27.5	6.7	116	683	26.9	3.6	113	6619	26.0	34.5	110
NEWSPAPER IMPERATIVE		21899	717	24.3	3.3	90	1114	23.8	5.1	88	750	29.5	3.4	109	6299	24.8	28.8	92
MAGAZINES-OUTDOOR: DUAL		15451	557	18.9	3.6	99	995	21.3	6.4	111	481	18.9	3.1	99	5808	22.8	37.6	120
MAGAZINE IMPERATIVE		25953	997	33.8	3.8	106	1726	36.9	6.7	115	923	36.3	3.6	113	8867	34.9	34.2	109
OUTDOOR IMPERATIVE		24400	953	32.3	3.9	107	1236	26.4	5.1	88	715	28.1	2.9	93	6733	26.5	27.6	88
MAGAZINES-RADIO: DUAL		18049	743	25.2	4.1	113	1302	27.8	7.2	125	719	28.3	4.0	127	6199	24.4	34.3	109
MAGAZINE IMPERATIVE		23571	869	29.5	3.7	101	1392	29.8	5.9	102	795	31.3	3.4	107	8421	33.1	35.7	114
RADIO IMPERATIVE		23278	713	24.2	3.1	84	1224	26.2	5.3	91	752	29.6	3.2	103	6516	25.6	28.0	89
MAGAZINES-TELEVISION: DUAL		15459	630	21.4	4.1	112	1073	22.9	6.9	120	424	16.7	2.7	87	5472	21.5	35.4	113
MAGAZINE IMPERATIVE		25829	955	32.4	3.7	102	1695	36.2	6.6	114	1087	42.8	4.2	134	9067	35.6	35.1	112
TELEVISION IMPERATIVE		26039	1032	35.0	4.0	109	1340	28.6	5.1	89	662	26.0	2.5	81	7275	28.6	27.9	89
NEWSPAPERS-OUTDOOR: DUAL		16605	656	22.3	4.0	109	1062	22.7	6.4	111	533	21.0	3.2	102	5578	21.9	33.6	107
NEWSPAPER IMPERATIVE		26834	924	31.3	3.4	95	1607	34.4	6.0	104	918	36.1	3.4	109	8607	33.8	32.1	102
OUTDOOR IMPERATIVE		23346	943	32.0	4.0	111	1239	26.5	5.3	92	537	21.1	2.3	73	7396	29.1	31.7	101
NEWSPAPERS-RADIO: DUAL		17133	612	20.8	3.6	98	1076	23.0	6.3	109	548	21.6	3.2	102	5489	21.6	32.0	102
NEWSPAPER IMPERATIVE		25892	1007	34.2	3.9	107	1511	32.3	5.8	101	884	34.8	3.4	109	8598	33.8	33.2	106
RADIO IMPERATIVE		23167	793	26.9	3.4	94	1337	28.6	5.8	100	827	32.5	3.6	114	7149	28.1	30.9	98
NEWSPAPERS-TELEVISION: DUAL		17159	714	24.2	4.2	114	1089	23.3	6.3	110	488	19.2	2.8	91	5431	21.3	31.7	101
NEWSPAPER IMPERATIVE		26214	844	28.6	3.2	88	1530	32.7	5.8	101	987	38.8	3.8	120	8846	34.8	33.7	107
TELEVISION IMPERATIVE		23412	955	32.4	4.1	112	1379	29.5	5.9	102	537	21.1	2.3	73	7084	27.8	30.3	96
OUTDOOR-RADIO: DUAL		15303	540	18.3	3.5	97	844	18.0	5.5	95	496	19.5	3.2	103	5040	19.8	32.9	105
OUTDOOR IMPERATIVE		24901	1027	34.8	4.1	113	1430	30.6	5.7	99	714	28.1	2.9	91	7974	31.3	32.0	102
RADIO IMPERATIVE		26492	919	31.2	3.5	95	1654	35.4	6.2	108	1045	41.1	3.9	126	8333	32.8	31.5	100
OUTDOOR-TELEVISION: DUAL		14794	556	18.9	3.8	103	885	18.9	6.0	104	*302	11.9	2.0	65	4900	19.3	33.1	105
OUTDOOR IMPERATIVE		25437	898	30.5	3.5	97	1433	30.6	5.6	98	890	35.0	3.5	111	8389	33.0	33.0	105
TELEVISION IMPERATIVE		27877	1102	37.4	4.0	109	1673	35.8	6.0	104	829	32.6	3.0	95	8498	33.4	30.5	97
RADIO-TELEVISION: DUAL		15996	638	21.6	4.0	110	1109	23.7	6.9	120	*476	18.7	3.0	95	5209	20.5	32.6	104
RADIO IMPERATIVE		25478	823	27.9	3.2	89	1343	28.7	5.3	91	1015	39.9	4.0	127	8052	31.7	31.6	101
TELEVISION IMPERATIVE		26573	1068	36.2	4.0	110	1351	28.9	5.1	88	643	25.3	2.4	77	8200	32.2	30.9	98

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	MINUTE MAID REDUCED ACID A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID MORE PULP A '000	B % DOWN	C % ACROSS	D INDX	SNOWCROP A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2941	100.0	3.6	100	4678	100.0	5.8	100	2542	100.0	3.1	100	25440	100.0	31.4	100
ATLANTIC MONTHLY	415	**5	0.2	1.2	33	**9	0.2	2.2	38	**16	0.6	3.9	123	*204	0.8	49.2	156
BARRON'S	453	**9	0.3	2.0	55	**21	0.4	4.6	80	**16	0.6	3.5	113	**155	0.6	34.2	109
BETTER HOMES & GARDENS	16256	619	21.0	3.8	105	1094	23.4	6.7	117	645	25.4	4.0	126	5809	22.8	35.7	114
BON APPETIT	2535	*92	3.1	3.6	100	*208	4.4	8.2	142	*149	5.9	5.9	187	986	3.9	38.9	124
BUSINESS WEEK	1278	**17	0.6	1.3	37	**80	1.7	6.3	108	**33	1.3	2.6	82	467	1.8	36.5	116
CAR AND DRIVER	378	**5	0.2	1.3	36	**40	0.9	10.6	183	**8	0.3	2.1	67	**121	0.5	32.0	102
CBS MAGAZINE NETWORK (GROSS)	1498	**45	1.5	3.0	83	**113	2.4	7.5	131	**28	1.1	1.9	60	598	2.4	39.9	127
CHANGING TIMES	1505	**44	1.5	2.9	80	**144	3.1	9.6	166	**64	2.5	4.3	135	510	2.0	33.9	108
COLONIAL HOMES	1231	**83	2.8	6.7	185	**93	2.0	7.6	131	**50	2.0	4.1	129	380	1.5	30.9	98
CONDE NAST MAG. PKG. (GROSS)	14146	532	18.0	3.8	103	1410	30.1	10.0	173	394	15.5	2.8	89	4977	19.6	35.2	112
CONSUMERS DIGEST	1323	**46	1.6	3.5	96	**95	2.0	7.2	124	**28	1.1	2.1	67	541	2.1	40.9	130
COSMOPOLITAN	7102	272	9.2	3.8	105	543	11.6	7.6	132	211	8.3	3.0	95	2588	10.2	36.4	116
COUNTRY LIVING	2481	*126	4.3	5.1	140	*138	2.9	5.6	96	**143	5.6	5.8	184	948	3.7	38.2	122
CUISINE	1472	**25	0.8	1.7	47	**107	2.3	7.3	126	**83	3.3	5.6	180	549	2.2	37.3	119
CYCLE WORLD	425	**12	0.4	2.8	78	**35	0.7	8.2	143	**8	0.3	1.9	60	**135	0.5	31.8	101
DCI:CREATIVE IDEAS FOR LIV	2510	**102	3.5	4.1	112	*146	3.1	5.8	101	**74	2.9	2.9	94	980	3.9	39.0	124
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	247	8.4	3.7	101	391	8.4	5.8	101	*163	6.4	2.4	78	2668	10.5	39.9	127
DISCOVER	894	**70	2.4	7.8	215	**118	2.5	13.2	229	**7	0.3	0.8	25	355	1.4	39.7	126
EBONY	3507	206	7.0	5.9	161	188	4.0	5.4	93	**72	2.8	2.1	65	1079	4.2	30.8	98
ESQUIRE	1083	**36	1.2	3.3	91	**28	0.6	2.6	45	**19	0.7	1.8	56	316	1.2	29.2	93
ESSENCE	1830	**82	2.8	4.5	123	*131	2.8	7.2	124	**29	1.1	1.6	50	544	2.1	29.7	95
FAMILY CIRCLE	15930	740	25.1	4.6	128	1176	25.1	7.4	128	563	22.1	3.5	113	5613	22.1	35.2	112
THE FAMILY HANDYMAN	1126	**64	2.2	5.7	156	**74	1.6	6.6	114	**76	3.0	6.7	215	360	1.4	32.0	102
FAMILY WEEKLY	11468	442	15.0	3.9	106	785	16.8	6.8	119	237	9.3	2.1	66	3786	14.9	33.0	105
FIELD & STREAM	2234	**167	5.7	7.5	205	*160	3.4	7.2	124	**89	3.5	4.0	127	846	3.3	37.9	121
FOOD & WINE	579	**49	1.7	8.5	232	**55	1.2	9.5	164	**14	0.6	2.4	77	*240	0.9	41.5	132
FORBES	728	**16	0.5	2.2	60	**41	0.9	5.6	97	**25	1.0	3.4	109	*289	1.1	39.7	126
FORTUNE	906	**34	1.2	3.8	103	**64	1.4	7.1	122	**30	1.2	3.3	105	405	1.6	44.7	142
GENTLEMEN'S QUARTERLY	791	**39	1.3	4.9	135	**54	1.2	6.8	118	**12	0.5	1.5	48	324	1.3	41.0	130
GLAMOUR	5265	*189	6.4	3.6	99	597	12.8	11.3	196	*142	5.6	2.7	86	1913	7.5	36.3	116
GOLF DIGEST	636	**6	0.2	0.9	26	**30	0.6	4.7	82	**38	1.5	6.0	190	*229	0.9	36.0	115
GOLF DIGEST/TENNIS (GROSS)	1186	**34	1.2	2.9	79	**89	1.9	7.5	130	**61	2.4	5.1	164	425	1.7	35.8	114
GOLF MAGAZINE	441	**2	0.1	0.5	12	**30	0.6	6.8	118	**10	0.4	2.3	72	*229	0.9	51.9	165
GOLF MAGAZINE/SKI (GROSS)	922	**18	0.6	2.0	54	**47	1.0	5.1	88	**34	1.3	3.7	117	360	1.4	39.0	124
GOOD HOUSEKEEPING	16487	685	23.2	4.2	114	1151	24.6	7.0	121	587	23.1	3.6	113	5804	22.8	35.2	112
HARPER'S BAZAAR	2423	**98	3.3	4.0	111	*272	5.8	11.2	194	**47	1.8	1.9	62	917	3.6	37.8	120
HEALTH	1994	**93	3.2	4.7	128	**119	2.5	6.0	103	**42	1.7	2.1	67	757	3.0	38.0	121
HEARST MAG CORP. BUY (GROSS)	44101	1911	64.8	4.3	119	3252	69.5	7.4	128	1468	57.7	3.3	106	15802	62.1	35.8	114
HEARST MAN POWER (GROSS)	1993	*138	4.7	6.9	190	*169	3.6	8.5	147	**79	3.1	4.0	126	769	3.0	38.6	123
HEARST WOMAN POWER (GROSS)	31274	1262	42.8	4.0	111	2217	47.4	7.1	123	1004	39.5	3.2	102	11190	44.0	35.8	114
HOUSE BEAUTIFUL	3623	*150	5.1	4.1	114	290	6.2	8.0	139	*115	4.5	3.2	101	1244	4.9	34.3	109
INC.	283	**28	0.9	9.9	272	**8	0.2	2.8	49	**3	0.1	1.1	34	**96	0.4	33.9	108
JET	2928	*166	5.6	5.7	156	*168	3.6	5.7	99	**73	2.9	2.5	79	841	3.3	28.7	91
LADIES' HOME JOURNAL	11918	474	16.1	4.0	109	785	16.8	6.6	114	388	15.3	3.3	104	4056	15.9	34.0	108
LHJ FAMILY GRP COMBO(GROSS)	16764	715	24.3	4.3	117	1079	23.1	6.4	111	544	21.4	3.2	103	5837	22.9	34.8	111
LIFE	4254	*182	6.2	4.3	118	300	6.4	7.1	122	*130	5.1	3.1	97	1456	5.7	34.2	109
L.A. TIMES HOME MAGAZINE	1145	**45	1.5	3.9	108	**49	1.0	4.3	74	**45	1.8	3.9	125	480	1.9	41.9	133
MADEMOISELLE	2884	*140	4.7	4.9	133	*248	5.3	8.6	149	*76	3.0	2.6	84	1029	4.0	35.7	114
MC CALL'S	13460	595	20.2	4.4	121	855	18.3	6.4	110	510	20.1	3.8	121	4989	19.6	37.1	118
MC CALL'S/WRK MOTHER (GROSS)	14606	678	23.0	4.6	128	990	21.2	6.8	117	561	22.1	3.8	122	5443	21.4	37.3	119
MECHANIX ILLUSTRATED	772	**72	2.4	9.3	256	**100	2.1	13.0	224	**37	1.5	4.8	153	319	1.3	41.3	132
METROPOLITAN HOME	967	**58	2.0	6.0	165	**79	1.7	8.2	141	**45	1.8	4.7	148	391	1.5	40.4	129
MONEY	1588	**71	2.4	4.5	123	**84	1.8	5.3	92	**62	2.4	3.9	124	577	2.3	36.3	116
MOTHER EARTH NEWS	1002	**20	0.7	2.0	55	**53	1.1	5.3	92	**57	2.2	5.7	181	367	1.4	36.6	117
MS.	825	**31	1.1	3.8	103	**68	1.5	8.2	143	**26	1.0	3.2	100	300	1.2	36.4	116
NATIONAL ENQUIRER	10336	469	15.9	4.5	125	745	15.9	7.2	125	268	10.5	2.6	83	3454	13.6	33.4	106
NATIONAL GEOGRAPHIC	9597	335	11.4	3.5	96	532	11.4	5.5	96	369	14.5	3.8	122	3572	14.0	37.2	118
NATIONAL SUNDAY MAGAZINE PKG	49558	1859	63.1	3.8	103	3127	66.8	6.3	109	1480	58.2	3.0	95	16297	64.1	32.9	105
NATURAL HISTORY	573	**21	0.7	3.7	101	**48	1.0	8.4	145	**25	1.0	4.4	139	*131	0.5	22.9	73
NEW WOMAN	1699	**40	1.4	2.4	65	*142	3.0	8.4	145	**76	3.0	4.5	143	643	2.5	37.8	120
NEW YORK INCLUDING CUE	443	**30	1.0	6.8	186	**28	0.6	6.3	109	**25	1.0	5.6	180	*119	0.5	26.9	86
THE NEW YORKER	1270	**60	2.0	4.7	130	**75	1.6	5.9	102	**82	3.2	6.5	206	376	1.5	29.6	94
NEWSWEEK	6277	187	6.3	3.0	82	437	9.3	7.0	121	*198	7.8	3.2	100	2276	8.9	36.3	115
THE N.Y. TIMES DAILY EDITION	1205	**41	1.4	3.4	93	**54	1.2	4.5	78	**56	2.2	4.6	148	394	1.5	32.7	104
THE N.Y. TIMES MAGAZINE	2081	**82	2.8	3.9	108	*166	3.5	8.0	138	*169	6.6	8.1	259	682	2.7	32.8	104
OMNI	788	**58	2.0	7.4	202	**55	1.2	7.0	121	**24	0.9	3.0	97	275	1.1	34.9	111
ON CABLE	1158	**71	2.4	6.1	168	**64	1.4	5.5	96	**43	1.7	3.7	118	285	1.1	24.6	78
1001 HOME IDEAS	2852	*148	5.0	5.2	143	*175	3.7	6.1	106	**114	4.5	4.0	127	1024	4.0	35.9	114
ORGANIC GARDENING	1658	**75	2.5	4.5	124	*159	3.4	9.6	166	**110	4.3	6.6	211	594	2.3	35.8	114
OUTDOOR LIFE	896	**56	1.9	6.3	172	**65	1.4	7.3	126	**43	1.7	4.8	153	350	1.4	39.1	124
PARADE MAGAZINE	24275	919	31.2	3.8	104	1579	33.8	6.5	113	700	27.5	2.9	92	8097	31.8	33.4	106

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	MINUTE MAID REDUCED ACID A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID MORE PULP A '000	B % DOWN	C % ACROSS	D INDX	SNOWCROP A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2948	100.0	3.6	100	4678	100.0	5.8	100	2542	100.0	3.1	100	25440	100.0	31.4	100
PARENTS	3845	*156	5.3	4.1	111	*263	5.6	6.8	118	*110	4.3	2.9	91	1447	5.7	37.6	120
PENTHOUSE	831	**30	1.0	3.6	99	**81	1.7	9.7	169	**43	1.7	5.2	165	*320	1.3	38.5	123
PEOPLE	11645	387	13.1	3.3	91	860	18.4	7.4	128	344	13.5	3.0	94	4048	15.9	34.8	111
PLAYBOY	2006	**73	2.5	3.6	100	**104	2.2	5.2	90	**61	2.4	3.0	97	585	2.3	29.2	93
POPULAR HOT RODDING	297	**27	0.9	9.1	250	**38	0.8	12.8	222	**12	0.5	4.0	129	**137	0.5	46.1	147
POPULAR MECHANICS	1018	**58	2.0	5.7	157	**53	1.1	5.2	90	**58	2.3	5.7	182	493	1.9	48.4	154
POPULAR SCIENCE	878	**28	0.9	3.2	88	**52	1.1	5.9	103	**19	0.7	2.2	69	*313	1.2	35.6	113
PREVENTION	3913	*204	6.9	5.2	143	*230	4.9	5.9	102	**128	5.0	3.3	104	1208	4.7	30.9	98
PSYCHOLOGY TODAY	1710	**78	2.6	4.6	125	*199	4.3	11.6	201	**38	1.5	2.2	71	582	2.3	34.0	108
READER'S DIGEST	22204	893	30.3	4.0	110	1499	32.0	6.8	117	805	31.7	3.6	116	7688	30.2	34.6	110
REDBOOK	7684	305	10.3	4.0	109	523	11.2	6.8	118	205	8.1	2.7	85	2799	11.0	36.4	116
ROAD & TRACK	410	**14	0.5	3.4	94	**18	0.4	4.4	76	**4	0.2	1.0	31	**147	0.6	35.9	114
ROLLING STONE	969	**51	1.7	5.3	145	*152	3.2	15.7	272	**27	1.1	2.8	89	401	1.6	41.4	132
RUNNER'S WORLD	298	**22	0.7	7.4	203	**49	1.0	16.4	285	**4	0.2	1.3	43	**140	0.6	47.0	150
SATURDAY EVENING POST	1169	**30	1.0	2.6	70	**90	1.9	7.7	133	**75	3.0	6.4	204	416	1.6	35.6	113
SCIENCE 84	587	**14	0.5	2.4	66	**63	1.3	10.7	186	**22	0.9	3.7	119	*204	0.8	34.8	111
SCIENCE DIGEST	482	**38	1.3	7.9	217	**70	1.5	14.5	251	**6	0.2	1.2	40	*99	0.4	20.5	65
SCIENTIFIC AMERICAN	594	**14	0.5	2.4	65	**30	0.6	5.1	87	**17	0.7	2.9	91	*196	0.8	33.0	105
SELF	2089	**54	1.8	2.6	71	*179	3.8	8.6	148	**42	1.7	2.0	64	705	2.8	33.7	107
SEVENTEEN	2411	**118	4.0	4.9	134	*176	3.8	7.3	126	**57	2.2	2.4	75	925	3.6	38.4	122
SKI	480	**16	0.5	3.3	92	**17	0.4	3.5	61	**24	0.9	5.0	159	*131	0.5	27.3	87
SMITHSONIAN	2760	*88	3.0	3.2	88	*126	2.7	4.6	79	*164	6.5	5.9	189	1092	4.3	39.6	126
SOAP OPERA DIGEST	3013	*137	4.6	4.5	125	*228	4.9	7.6	131	**58	2.3	1.9	61	1030	4.0	34.2	109
SOUTHERN LIVING	4184	*146	5.0	3.5	96	245	5.2	5.9	101	**88	3.5	2.1	67	1688	6.6	40.3	128
SPORT	559	**31	1.1	5.5	152	**76	1.6	13.6	235	**13	0.5	2.3	74	*233	0.9	41.7	133
THE SPORTING NEWS	436	**4	0.1	0.9	25	**19	0.4	4.4	75	**12	0.5	2.8	88	**210	0.8	48.2	153
SPORTS AFIELD	493	**42	1.4	8.5	234	**46	1.0	9.3	162	**15	0.6	3.0	97	*178	0.7	36.1	115
SPORTS ILLUSTRATED	2758	**54	1.8	2.0	54	*199	4.3	7.2	125	**78	3.1	2.8	90	1117	4.4	40.5	129
STAR	7456	391	13.3	5.2	144	677	14.5	9.1	157	*190	7.5	2.5	81	2380	9.4	31.9	102
SUNDAY	24936	930	31.5	3.7	102	1459	31.2	5.9	101	833	32.8	3.3	106	8023	31.5	32.2	102
SUNSET	2124	**47	1.6	2.2	61	**117	2.5	5.5	95	**54	2.1	2.5	81	789	3.1	37.1	118
TV GUIDE	21661	874	29.6	4.0	111	1530	32.7	7.1	122	669	26.3	3.1	98	6732	26.5	31.1	99
TENNIS	550	**28	0.9	5.1	140	**59	1.3	10.7	186	**23	0.9	4.2	133	*196	0.8	35.6	113
TIME	8880	369	12.5	4.2	114	593	12.7	6.7	116	260	10.2	2.9	93	3278	12.9	36.9	118
TOWN & COUNTRY	917	**52	1.8	5.7	156	**44	0.9	4.8	83	**28	1.1	3.1	97	282	1.1	30.8	98
TRAVEL & LEISURE	972	**64	2.2	6.6	181	**52	1.1	5.3	93	**74	2.9	7.6	243	328	1.3	33.7	107
TRUE STORY	3356	**134	4.5	4.0	110	*126	2.7	3.8	65	**84	3.3	2.5	80	1180	4.6	35.2	112
U.S.NEWS & WORLD REPORT	3410	*133	4.5	3.9	107	*247	5.3	7.2	125	*151	5.9	4.4	141	1250	4.9	36.7	117
USA TODAY	1759	**66	2.2	3.8	103	**122	2.6	6.9	120	**56	2.2	3.2	101	698	2.7	39.7	126
US	1873	**69	2.3	3.7	101	*183	3.9	9.8	169	**77	3.0	4.1	131	708	2.8	37.8	120
VOGUE	3909	*149	5.1	3.8	105	386	8.3	9.9	171	*133	5.2	3.4	108	1331	5.2	34.0	108
WALL STREET JOURNAL	1886	**52	1.8	2.8	76	**96	2.1	5.1	88	**81	3.2	4.3	137	671	2.6	35.6	113
WEIGHT WATCHERS	2120	*164	5.6	7.7	213	*219	4.7	10.3	179	**72	2.8	3.4	108	753	3.0	35.5	113
WOMAN'S DAY	14172	614	20.8	4.3	119	1036	22.1	7.3	127	536	21.1	3.8	120	4933	19.4	34.8	111
WORKING MOTHER	1146	**82	2.8	7.2	197	**135	2.9	11.8	204	**51	2.0	4.5	142	454	1.8	39.6	126
WORKING WOMAN	1322	**50	1.7	3.8	104	**90	1.9	6.8	118	**66	2.6	5.0	159	468	1.8	35.4	113
WORLD TENNIS	*163	**7	0.2	4.3	118	**37	0.8	22.7	393	**7	0.3	4.3	137	**81	0.3	49.7	158
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**74	2.5	2.9	80	*200	4.3	7.9	137	**82	3.2	3.2	103	983	3.9	38.8	124
BLAIR INSERTS	43657	1663	56.4	3.8	105	2706	57.8	6.2	107	1458	57.4	3.3	106	14398	56.6	33.0	105
DAILY NEWSPAPERS																	
READ ANY	51633	1804	61.2	3.5	96	3083	65.9	6.0	103	1615	63.5	3.1	100	16595	65.2	32.1	102
READ ONE	43463	1586	53.8	3.6	100	2591	55.4	6.0	103	1345	52.9	3.1	99	13779	54.2	31.7	101
READ TWO OR MORE	8170	218	7.4	2.7	73	493	10.5	6.0	104	269	10.6	3.3	105	2816	11.1	34.5	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1988	67.4	3.8	104	3221	68.9	6.1	106	1731	68.1	3.3	105	17239	67.8	32.7	104
READ ONE	46126	1723	58.4	3.7	103	2768	59.2	6.0	104	1551	61.0	3.4	107	14943	58.7	32.4	103
READ TWO OR MORE	6552	265	9.0	4.0	111	453	9.7	6.9	120	*180	7.1	2.7	88	2296	9.0	35.0	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.07				28.64				24.64				28.52			
30 DAY REACH	71455	2673	90.7	3.7	103	4149	88.7	5.8	101	2262	89.0	3.2	101	22760	89.5	31.9	101
50 SHWG - 30 DAY AV FREQ	14.56	14.44				15.30				13.12				14.91			
30 DAY REACH	67742	2610	88.5	3.9	106	3897	83.3	5.8	100	2121	83.4	3.1	100	21808	85.7	32.2	102
25 SHWG - 30 DAY AV FREQ	7.94	7.66				8.23				7.06				8.03			
30 DAY REACH	62117	2451	83.1	3.9	108	3614	77.3	5.8	101	1972	77.6	3.2	101	20279	79.7	32.6	104
CABLE TV: HOME WIRED	32077	1299	44.1	4.0	111	1951	41.7	6.1	105	1013	39.9	3.2	101	11049	43.4	34.4	110
HOME NOT WIRED	48909	1649	55.9	3.4	93	2726	58.3	5.6	96	1530	60.2	3.1	100	14391	56.6	29.4	94
HAVE PAY CABLE	15935	*570	19.3	3.6	98	970	20.7	6.1	105	*577	22.7	3.6	115	5989	23.5	37.6	120

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MINUTE MAID REDUCED ACID A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID MORE PULP A '000	B % DOWN	C % ACROSS	D INDX	SNOWCROP A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2948	100.0	3.6	100	4678	100.0	5.8	100	2542	100.0	3.1	100	25440	100.0	31.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1446	49.1	3.3	90	2508	53.6	5.7	99	1465	57.6	3.3	106	14111	55.5	32.1	102
10:00 AM - 3:00 PM	30659	1109	37.6	3.6	99	1945	41.6	6.3	110	1073	42.2	3.5	112	10065	39.6	32.8	105
3:00 PM - 7:00 PM	31045	1089	36.9	3.5	96	1740	37.2	5.6	97	1002	39.4	3.2	103	10108	39.7	32.6	104
7:00 PM - MIDNIGHT	15767	586	19.9	3.7	102	1036	22.1	6.6	114	486	19.1	3.1	98	5160	20.3	32.7	104
MIDNIGHT - 6:00 AM	9120	304	10.3	3.3	92	620	13.3	6.8	118	242	9.5	2.7	85	3119	12.3	34.2	109
6:00 AM - MIDNIGHT	58527	2028	68.8	3.5	95	3366	72.0	5.8	100	1911	75.2	3.3	104	19087	75.0	32.6	104
ENTIRE DAY	59311	2052	69.6	3.5	95	3469	74.2	5.8	101	1923	75.6	3.2	103	19352	76.1	32.6	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	644	21.8	4.0	109	985	21.1	6.1	105	690	27.1	4.3	136	5348	21.0	33.1	105
ALL NEWS	2256	**102	3.5	4.5	124	*134	2.9	5.9	103	**110	4.3	4.9	155	697	2.7	30.9	98
AOR/PROGRESSIVE	3874	**86	2.9	2.2	61	*290	6.2	7.5	130	*170	6.7	4.4	140	1487	5.8	38.4	122
BEAUTIFUL MUSIC	5660	*90	3.1	1.6	44	353	7.5	6.2	108	*139	5.5	2.5	78	1888	7.4	33.4	106
BLACK	2204	**79	2.7	3.6	98	**90	1.9	4.1	71	**33	1.3	1.5	48	561	2.2	25.5	81
CLASSICAL	1418	**30	1.0	2.1	58	**54	1.2	3.8	66	**41	1.6	2.9	92	574	2.3	40.5	129
CHR/ROCK	9538	299	10.1	3.1	86	455	9.7	4.8	83	210	8.3	2.2	70	3400	13.4	35.6	113
COUNTRY	12648	462	15.7	3.7	100	766	16.4	6.1	105	340	13.4	2.7	86	4009	15.8	31.7	101
GOLDEN OLDIES	1191	**33	1.1	2.8	76	**40	0.9	3.4	58	**54	2.1	4.5	144	377	1.5	31.7	101
MOR/NOSTALGIA	4757	*159	5.4	3.3	92	*228	4.9	4.8	83	*177	7.0	3.7	119	1527	6.0	32.1	102
NEWS/TALK	3863	**93	3.2	2.4	66	*98	2.1	2.5	44	**82	3.2	2.1	68	1230	4.8	31.8	101
RELIGIOUS	3084	**140	4.7	4.5	125	*167	3.6	5.4	94	**144	5.7	4.7	149	913	3.6	29.6	94
SOFT ROCK	521	**16	0.5	3.1	84	**29	0.6	5.6	96	**6	0.2	1.2	37	*188	0.7	36.1	115
URBAN CONTEMPORARY	1585	**94	3.2	5.9	163	**109	2.3	6.9	119	**45	1.8	2.8	90	394	1.5	24.9	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**76	2.6	2.3	64	**131	2.8	4.0	70	**93	3.7	2.9	91	932	3.7	28.6	91
ABC DIRECTION	2316	**86	2.9	3.7	102	*94	2.0	4.1	70	**89	3.5	3.8	122	720	2.8	31.1	99
ABC ENTERTAINMENT	4834	*163	5.5	3.4	93	*193	4.1	4.0	69	**145	5.7	3.0	96	1579	6.2	32.7	104
ABC FM	2202	**72	2.4	3.3	90	**110	2.4	5.0	86	**25	1.0	1.1	36	650	2.6	29.5	94
ABC INFORMATION	5425	*214	7.3	3.9	108	261	5.6	4.8	83	*188	7.4	3.5	110	1774	7.0	32.7	104
ABC ROCK	1677	**31	1.1	1.8	51	**138	2.9	8.2	142	**36	1.4	2.1	68	628	2.5	37.4	119
CBS	4430	*160	5.4	3.6	99	292	6.2	6.6	114	*222	8.7	5.0	160	1442	5.7	32.6	104
MUTUAL	4992	*188	6.4	3.8	103	*215	4.6	4.3	75	*192	7.6	3.8	123	1694	6.7	33.9	108
NBC	4679	*247	8.4	5.3	145	277	5.9	5.9	102	*158	6.2	3.4	108	1421	5.6	30.4	97
RADIORADIO	1994	**76	2.6	3.8	105	**88	1.9	4.4	76	**29	1.1	1.5	46	781	3.1	39.2	125
RKO ONE	2298	*119	4.0	5.2	142	*145	3.1	6.3	109	**33	1.3	1.4	46	799	3.1	34.8	111
RKO TWO	3311	**134	4.5	4.0	111	*160	3.4	4.8	84	**41	1.6	1.2	39	1128	4.4	34.1	108
THE SOURCE	2114	**64	2.2	3.0	83	**138	2.9	6.5	113	**56	2.2	2.6	84	865	3.4	40.9	130
NON-WIRED : BLAIR	8654	311	10.5	3.6	99	463	9.9	5.4	93	299	11.8	3.5	110	2807	11.0	32.4	103
INTERNET	12025	434	14.7	3.6	99	640	13.7	5.3	92	356	14.0	3.0	94	4315	17.0	35.9	114
KATZ RADIO GROUP	15359	488	16.6	3.2	87	750	16.0	4.9	85	551	21.7	3.6	114	5074	19.9	33.0	105
SUPERNET	10628	361	12.2	3.4	93	593	12.7	5.6	97	345	13.6	3.2	103	3571	14.0	33.6	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	351	11.9	4.1	111	494	10.6	5.7	99	193	7.6	2.2	71	2623	10.3	30.3	96
WKDAY 9:00 AM - 1:00 PM	12163	486	16.5	4.0	110	703	15.0	5.8	100	306	12.0	2.5	80	3742	14.7	30.8	98
WKDAY 1:00 PM - 4:30 PM	16150	656	22.3	4.1	112	995	21.3	6.2	107	427	16.8	2.6	84	4891	19.2	30.3	96
WKDAY 4:30 PM - 7:30 PM	22463	870	29.5	3.9	106	1367	29.2	6.1	105	629	24.7	2.8	89	6575	25.8	29.3	93
WKDAY 7:30 PM - 8:00 PM	31795	1263	42.8	4.0	109	1990	42.5	6.3	108	915	36.0	2.9	92	9884	38.9	31.1	99
WKDAY 11:00 PM - 11:30 PM	23977	954	32.4	4.0	109	1509	32.3	6.3	109	812	31.9	3.4	108	7939	31.2	33.1	105
WKDAY 11:30 PM - 1:00 AM	7703	279	9.5	3.6	100	498	10.6	6.5	112	253	10.0	3.3	105	2619	10.3	34.0	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	1326	45.0	3.9	108	2112	45.1	6.2	108	1049	41.3	3.1	99	10615	41.7	31.4	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	314	10.7	4.8	132	398	8.5	6.1	105	121	4.8	1.9	59	1925	7.6	29.4	94
ANOTHER WORLD N	4620	*168	5.7	3.6	100	246	5.3	5.3	92	*98	3.9	2.1	68	1485	5.8	32.1	102
AS THE WORLD TURNS C	5614	201	6.8	3.6	98	391	8.4	7.0	121	155	6.1	2.8	88	1659	6.5	29.6	94
CAPITOL C	3396	*98	3.3	2.9	79	241	5.2	7.1	123	*98	3.9	2.9	92	1034	4.1	30.4	97
CBS MORN. NEWS 1 C	1446	*51	1.7	3.5	97	*91	1.9	6.3	109	**34	1.3	2.4	75	443	1.7	30.6	98
CBS MORN. NEWS 2 C	1207	**52	1.8	4.3	118	*54	1.2	4.5	77	**26	1.0	2.2	69	325	1.3	26.9	86
DAYS OF OUR LIVES N	5877	182	6.2	3.1	85	331	7.1	5.6	98	146	5.7	2.5	79	1957	7.7	33.3	106
FACTS OF LIFE - DAYTIME N	2290	*65	2.2	2.8	78	111	2.4	4.8	84	*55	2.2	2.4	77	666	2.6	29.1	93
FAMILY FEUD A	3023	*102	3.5	3.4	93	185	4.0	6.1	106	*52	2.0	1.7	55	787	3.1	26.0	83
GENERAL HOSPITAL A	6097	264	9.0	4.3	119	414	8.8	6.8	118	177	7.0	2.9	92	1773	7.0	29.1	93
GOOD MORNING, AMERICA-730 A	3515	182	6.2	5.2	142	204	4.4	5.8	100	*94	3.7	2.7	85	1085	4.3	30.9	98
GOOD MORNING, AMERICA-830 A	2818	117	4.0	4.2	114	204	4.4	7.2	125	*72	2.8	2.6	81	920	3.6	32.6	104
GUIDING LIGHT C	5339	207	7.0	3.9	107	366	7.8	6.9	119	164	6.5	3.1	98	1618	6.4	30.3	96
ONE LIFE TO LIVE A	4478	216	7.3	4.8	133	268	5.7	6.0	104	*111	4.4	2.5	79	1317	5.2	29.4	94
PRESS YOUR LUCK C	2244	*88	3.0	3.9	108	136	2.9	6.1	105	*50	2.0	2.2	71	719	2.8	32.0	102
PRICE IS RIGHT 1 C	4348	225	7.6	5.2	142	296	6.3	6.8	118	96	3.8	2.2	70	1267	5.0	29.1	93
PRICE IS RIGHT 2 C	5014	259	8.8	5.2	142	349	7.5	7.0	121	127	5.0	2.5	81	1457	5.7	29.1	93
RYAN'S HOPE A	3150	150	5.1	4.8	131	205	4.4	6.5	113	*68	2.7	2.2	69	888	3.5	28.2	90
SALE OF THE CENTURY N	2695	*114	3.9	4.2	116	*123	2.6	4.6	79	**81	3.2	3.0	96	799	3.1	29.6	94
SEARCH FOR TOMORROW N	2319	**58	2.0	2.5	69	*128	2.7	5.5	96	**44	1.7	1.9	60	726	2.9	31.3	100
TODAY SHOW 1 N	2693	*51	1.7	1.9	52	142	3.0	5.3	91	**31	1.2	1.2	37	768	3.0	28.5	91
TODAY SHOW 2 N	2498	*73	2.5	2.9	80	147	3.1	5.9	102	*43	1.7	1.7	55	725	2.8	29.0	92
$25,000 PYRAMID C	2753	*124	4.2	4.5	124	190	4.1	6.9	119	*71	2.8	2.6	82	889	3.5	32.3	103
WHEEL OF FORTUNE N	4388	192	6.5	4.4	120	223	4.8	5.1	88	154	6.1	3.5	112	1491	5.9	34.0	108
YOUNG AND THE RESTLESS C	5695	203	6.9	3.6	98	324	6.9	5.7	98	153	6.0	2.7	86	1717	6.7	30.1	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*64	2.2	3.6	100	*103	2.2	5.9	101	**47	1.8	2.7	85	531	2.1	30.2	96
NBA PLAYOFF GAME -1 C	1136	**119	4.0	10.5	288	**115	2.5	10.1	175	**72	2.8	6.3	202	340	1.3	29.9	95
NBC MAJOR LEAGUE PRE-GAME N	953	**36	1.2	3.8	104	**54	1.2	5.7	98	**17	0.7	1.8	57	274	1.1	28.8	92
SPORTSWORLD - SUN N	1233	**30	1.0	2.4	67	**113	2.4	9.2	159	**30	1.2	2.4	78	380	1.5	30.8	98
SUNDAY MORNING C	1611	**63	2.1	3.9	107	*92	2.0	5.7	99	**40	1.6	2.5	79	546	2.1	33.9	108

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

0419
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		TOTAL U.S. '000	MINUTE MAID REDUCED ACID A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID MORE PULP A '000	B % DOWN	C % ACROSS	D INDX	SNOWCROP A '000	B % DOWN	C % ACROSS	D INDX	MINUTE MAID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2948	100.0	3.6	100	4678	100.0	5.8	100	2542	100.0	3.1	100	25440	100.0	31.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1019	34.6	3.9	107	1416	30.3	5.4	94	741	29.2	2.8	91	7732	30.4	29.7	94
NETWORK AFFILIATES - LATE		20261	778	26.4	3.8	105	1285	27.5	6.3	110	665	26.2	3.3	105	6687	26.3	33.0	105
INDEPENDENTS - LATE		2076	104	3.5	5.0	138	160	3.4	7.7	133	*87	3.4	4.2	134	675	2.7	32.5	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	390	13.2	3.7	102	577	12.3	5.5	96	255	10.0	2.4	78	3326	13.1	31.8	101
ABC MONDAY NIGHT MOVIE	A	6412	231	7.8	3.6	99	382	8.2	6.0	103	*197	7.7	3.1	98	2200	8.6	34.3	109
ABC SUNDAY NIGHT MOVIE	A	12407	430	14.6	3.5	95	733	15.7	5.9	102	349	13.7	2.8	90	3937	15.5	31.7	101
ABC WORLD NEWS TONIGHT	A	6176	260	8.8	4.2	116	387	8.3	6.3	108	165	6.5	2.7	85	1702	6.7	27.6	88
AFTERMASH	C	5863	*306	10.4	5.2	143	416	8.9	7.1	123	*226	8.9	3.9	123	1754	6.9	29.9	95
ALICE	C	9594	420	14.2	4.4	120	674	14.4	7.0	122	272	10.7	2.8	90	2730	10.7	28.5	91
AMERICAN PARADE	C	6622	236	8.0	3.6	98	394	8.4	5.9	103	200	7.9	3.0	96	2027	8.0	30.6	97
BENSON	A	10886	467	15.8	4.3	118	662	14.2	6.1	105	381	15.0	3.5	112	3352	13.2	30.8	98
BLUE THUNDER	A	5036	*206	7.0	4.1	112	450	9.6	8.9	155	*140	5.5	2.8	89	1632	6.4	32.4	103
CAGNEY & LACEY	C	9965	416	14.1	4.2	115	533	11.4	5.3	93	400	15.7	4.0	128	3280	12.9	32.9	105
CBS EVENING NEWS-DEAN	C	3491	**97	3.3	2.8	76	*248	5.3	7.1	123	**94	3.7	2.7	86	995	3.9	28.5	91
CBS EVENING NEWS-RATHER	C	7123	251	8.5	3.5	97	391	8.4	5.5	95	296	11.6	4.2	132	2129	8.4	29.9	95
CBS SAT. NEWS-SCHIEFFER	C	3621	110	3.7	3.0	83	192	4.1	5.3	92	82	3.2	2.3	72	1081	4.2	29.9	95
CBS SATURDAY NIGHT MOVIE	C	5436	218	7.4	4.0	110	399	8.5	7.3	127	180	7.1	3.3	105	1702	6.7	31.3	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	222	7.5	3.6	100	410	8.8	6.7	116	186	7.3	3.0	97	1790	7.0	29.3	93
CHEERS	N	8889	362	12.3	4.1	112	541	11.6	6.1	105	326	12.8	3.7	117	2854	11.2	32.1	102
DALLAS	C	22109	705	23.9	3.2	88	1210	25.9	5.5	95	726	28.6	3.3	105	6947	27.3	31.4	100
DIFF'RENT STROKES	N	6940	284	9.6	4.1	112	425	9.1	6.1	106	*208	8.2	3.0	95	2214	8.7	31.9	102
DOUBLE TROUBLE	N	7223	*224	7.6	3.1	85	442	9.4	6.1	106	*200	7.9	2.8	88	2190	8.6	30.3	97
DUCK FACTORY	N	5595	*226	7.7	4.0	111	339	7.2	6.1	105	227	8.9	4.1	129	1801	7.1	32.2	102
DUKES OF HAZZARD	C	5768	277	9.4	4.8	132	432	9.2	7.5	130	*145	5.7	2.5	80	1732	6.8	30.0	96
DYNASTY	A	20053	780	26.5	3.9	107	1189	25.4	5.9	103	524	20.6	2.6	83	6062	23.8	30.2	96
FACTS OF LIFE	N	8087	285	9.7	3.5	97	533	11.4	6.6	114	*262	10.3	3.2	103	2341	9.2	28.9	92
FALCON CREST	C	20046	606	20.6	3.0	83	1103	23.6	5.5	95	661	26.0	3.3	105	6327	24.9	31.6	100
FALL GUY	A	9084	386	13.1	4.2	117	552	11.8	6.1	105	203	8.0	2.2	71	2686	10.6	29.6	94
FAMILY TIES	N	7964	329	11.2	4.1	113	413	8.8	5.2	90	351	13.8	4.4	140	2595	10.2	32.6	104
FANTASY ISLAND	A	7687	333	11.3	4.3	119	404	8.6	5.3	91	*173	6.8	2.3	72	2271	8.9	29.5	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	*218	7.4	2.5	68	660	14.1	7.4	129	315	12.4	3.6	113	2887	11.3	32.6	104
FOUR SEASONS	C	5095	*269	9.1	5.3	145	405	8.7	7.9	138	*192	7.6	3.8	120	1736	6.8	34.1	108
GIMME A BREAK	N	8838	386	13.1	4.4	120	520	11.1	5.9	102	349	13.7	3.9	126	2776	10.9	31.4	100
HART TO HART	A	8978	347	11.8	3.9	106	586	12.5	6.5	113	220	8.7	2.5	78	2799	11.0	31.2	99
HILL STREET BLUES	N	8590	394	13.4	4.6	126	499	10.7	5.8	101	243	9.6	2.8	90	2896	11.4	33.7	107
HOTEL	A	14085	515	17.5	3.7	100	934	20.0	6.6	115	427	16.8	3.0	97	4413	17.3	31.3	100
JEFFERSONS	C	9360	439	14.9	4.7	129	659	14.1	7.0	122	375	14.8	4.0	128	2713	10.7	29.0	92
JENNIFER SLEPT HERE	N	5841	*206	7.0	3.5	97	288	6.2	4.9	85	*165	6.5	2.8	90	1829	7.2	31.3	100
KATE & ALLIE	C	9206	367	12.4	4.0	110	572	12.2	6.2	108	366	14.4	4.0	127	2819	11.1	30.6	97
KNIGHT RIDER	N	7076	328	11.1	4.6	127	601	12.8	8.5	147	*207	8.1	2.9	93	2107	8.3	29.8	95
LOVE BOAT	A	12219	531	18.0	4.3	119	621	13.3	5.1	88	323	12.7	2.6	84	3580	14.1	29.3	93
MAGNUM PI	C	11199	451	15.3	4.0	111	701	15.0	6.3	108	279	11.0	2.5	79	3418	13.4	30.5	97
MAMA'S FAMILY	N	6057	*161	5.5	2.7	73	382	8.2	6.3	109	*222	8.7	3.7	117	1999	7.9	33.0	105
MASTER, THE	N	3598	*130	4.4	3.6	99	253	5.4	7.0	122	**61	2.4	1.7	54	1006	4.0	28.0	89
MATT HOUSTON	A	6344	300	10.2	4.7	130	503	10.8	7.9	137	*151	5.9	2.4	76	2003	7.9	31.6	101
NBC MONDAY NIGHT MOVIE	N	11994	345	11.7	2.9	79	699	14.9	5.8	101	354	13.9	3.0	94	3808	15.0	31.7	101
NBC NIGHTLY NEWS	N	5132	118	4.0	2.3	63	243	5.2	4.7	82	100	3.9	1.9	62	1571	6.2	30.6	97
NBC NIGHTLY NEWS-SAT	N	3375	**97	3.3	2.9	79	*189	4.0	5.6	97	**41	1.6	1.2	39	1048	4.1	31.1	99
NBC NIGHTLY NEWS-SUN	N	3130	**108	3.7	3.5	95	*182	3.9	5.8	101	**32	1.3	1.0	33	874	3.4	27.9	89
NBC SUNDAY NIGHT MOVIE	N	8284	*347	11.8	4.2	115	458	9.8	5.5	96	*296	11.6	3.6	114	2583	10.2	31.2	99
NEWHART	C	9240	433	14.7	4.7	129	533	11.4	5.8	100	441	17.3	4.8	152	2829	11.1	30.6	97
ONE DAY AT A TIME	C	7288	268	9.1	3.7	101	388	8.3	5.3	92	299	11.8	4.1	131	2201	8.7	30.2	96
PEOPLE ARE FUNNY	N	4855	*152	5.2	3.1	86	339	7.2	7.0	121	*182	7.2	3.7	119	1681	6.6	34.6	110
REAL PEOPLE	N	8869	273	9.3	3.1	85	542	11.6	6.1	106	274	10.8	3.1	98	2603	10.2	29.3	93
REMINGTON STEELE	N	7743	333	11.3	4.3	118	472	10.1	6.1	106	254	10.0	3.3	105	2377	9.3	30.7	98
RIPLEY'S BELIEVE IT - NOT	A	5345	*236	8.0	4.4	121	411	8.8	7.7	133	*182	7.2	3.4	108	1710	6.7	32.0	102
RIPTIDE	N	6988	*334	11.3	4.8	131	435	9.3	6.2	108	*261	10.3	3.7	119	2102	8.3	30.1	96
SCARECROW & MRS. KING	C	10002	416	14.1	4.2	114	393	8.4	3.9	68	349	13.7	3.5	111	3232	12.7	32.3	103
SIMON & SIMON	C	10638	436	14.8	4.1	113	720	15.4	6.8	117	313	12.3	2.9	94	3602	14.2	33.9	108
60 MINUTES	C	13293	468	15.9	3.5	97	830	17.7	6.2	108	405	15.9	3.0	97	4115	16.2	31.0	99
ST. ELSEWHERE	N	7017	279	9.5	4.0	109	477	10.2	6.8	118	*186	7.3	2.7	84	2577	10.1	36.7	117
THREE'S COMPANY	A	10917	357	12.1	3.3	90	683	14.6	6.3	108	295	11.6	2.7	86	3530	13.9	32.3	103
T.J. HOOKER	A	9204	295	10.0	3.2	88	544	11.6	5.9	102	233	9.2	2.5	81	2650	10.4	28.8	92
TONIGHT SHOW	N	2372	88	3.0	3.7	102	163	3.5	6.9	119	74	2.9	3.1	99	782	3.1	33.0	105
TRAPPER JOHN, M.D.	C	9846	422	14.3	4.3	118	646	13.8	6.6	114	334	13.1	3.4	108	2854	11.2	29.0	92
TV BLOOPERS & PRAC. JOKES	N	9105	290	9.8	3.2	87	708	15.1	7.8	135	293	11.5	3.2	103	2742	10.8	30.1	96
20/20	A	9387	325	11.0	3.5	95	618	13.2	6.6	114	247	9.7	2.6	84	3132	12.3	33.4	106
WEBSTER	A	11067	449	15.2	4.1	111	647	13.8	5.8	101	355	14.0	3.2	102	3308	13.0	29.9	95
WORLD NEWS - SUN	A	3062	**75	2.5	2.4	67	*132	2.8	4.3	75	**74	2.9	2.4	77	932	3.7	30.4	97
YELLOW ROSE	N	4978	*236	8.0	4.7	130	254	5.4	5.1	88	*174	6.8	3.5	111	1595	6.3	32.0	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*256	8.7	2.9	79	573	12.2	6.5	112	*264	10.4	3.0	95	3171	12.5	35.7	114
BASKETBALL - COLLEGE GAMES		4080	**190	6.4	4.7	128	*251	5.4	6.2	107	**187	7.4	4.6	146	1712	6.7	42.0	134
BASKETBALL - PRO GAMES		3607	**154	5.2	4.3	117	*282	6.0	7.8	135	**180	7.1	5.0	159	1409	5.5	39.1	124
BOWLING		3883	**183	6.2	4.7	129	*338	7.2	8.7	151	**161	6.3	4.1	132	1322	5.2	34.0	108
BOXING		3928	**170	5.8	4.3	119	**218	4.7	5.5	96	**78	3.1	2.0	63	1415	5.6	36.0	115
FOOTBALL - COLLEGE GAMES		6366	**204	6.9	3.2	88	*426	9.1	6.7	116	**299	11.8	4.7	150	2462	9.7	38.7	123
FOOTBALL - PRO GAMES		11300	*264	9.0	2.3	64	577	12.3	5.1	88	*470	18.5	4.2	133	4342	17.1	38.4	122
GOLF		3378	**122	4.1	3.6	99	**329	7.0	9.7	169	**79	3.1	2.3	75	1330	5.2	39.4	125
POST-SEASON COLL. FOOTBALL		4906	**175	5.9	3.6	98	*270	5.8	5.5	95	**159	6.3	3.2	103	1846	7.3	37.6	120
POST-SEASON PRO FOOTBALL		6120	**172	5.8	2.8	77	*412	8.8	6.7	117	*329	12.9	5.4	171	2263	8.9	37.0	118
TENNIS		3033	**146	5.0	4.8	132	**193	4.1	6.4	110	**110	4.3	3.6	116	1031	4.1	34.0	108
WRESTLING - PROFESSIONAL		3344	**136	4.6	4.1	112	*276	5.9	8.3	143	**151	5.9	4.5	144	1156	4.5	34.6	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

0420
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	TOTAL U.S. '000	SUNKIST A '000	SUNKIST B % DOWN	SUNKIST C % ACROSS	SUNKIST D INDX	TOP FROST A '000	TOP FROST B % DOWN	TOP FROST C % ACROSS	TOP FROST D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX
TOTAL FEMALE HOMEMAKERS	80986	6514	100.0	8.0	100	2059	100.0	2.5	100	6266	100.0	7.7	100	7855	100.0	9.7	100
18 - 24	9282	748	11.5	8.1	100	**56	2.7	0.6	24	688	11.0	7.4	96	1003	12.8	10.8	111
25 - 34	19072	1401	21.5	7.3	91	575	27.9	3.0	119	1436	22.9	7.5	97	1988	25.3	10.4	107
35 - 44	14591	1313	20.2	9.0	112	*562	27.3	3.9	151	1368	21.8	9.4	121	1365	17.4	9.4	96
45 - 54	11345	919	14.1	8.1	101	*271	13.2	2.4	94	692	11.0	6.1	79	1017	12.9	9.0	92
55 - 64	11635	1061	16.3	9.1	113	*253	12.3	2.2	86	1154	18.4	9.9	128	1118	14.2	9.6	99
65 OR OLDER	15061	1071	16.4	7.1	88	*341	16.6	2.3	89	929	14.8	6.2	80	1364	17.4	9.1	93
18 - 34	28354	2150	33.0	7.6	94	632	30.7	2.2	88	2124	33.9	7.5	97	2991	38.1	10.5	109
18 - 49	48339	3967	60.9	8.2	102	1347	65.4	2.8	110	3807	60.8	7.9	102	4891	62.3	10.1	104
25 - 54	45008	3634	55.8	8.1	100	1409	68.4	3.1	123	3495	55.8	7.8	100	4370	55.6	9.7	100
35 - 49	19985	1817	27.9	9.1	113	715	34.7	3.6	141	1684	26.9	8.4	109	1900	24.2	9.5	98
50 OR OLDER	32647	2548	39.1	7.8	97	712	34.6	2.2	86	2459	39.2	7.5	97	2964	37.7	9.1	94
GRADUATED COLLEGE	11155	812	12.5	7.3	91	*347	16.9	3.1	122	1233	19.7	11.1	143	1158	14.7	10.4	107
ATTENDED COLLEGE	13682	1271	19.5	9.3	115	*439	21.3	3.2	126	1203	19.2	8.8	114	1239	15.8	9.1	93
GRADUATED HIGH SCHOOL	33880	2583	39.7	7.6	95	916	44.5	2.7	106	2554	40.8	7.5	97	3607	45.9	10.6	110
DID NOT GRADUATE HIGH SCHOOL	22270	1849	28.4	8.3	103	*356	17.3	1.6	63	1277	20.4	5.7	74	1851	23.6	8.3	86
EMPLOYED	40306	2972	45.6	7.4	92	1087	52.8	2.7	106	3295	52.6	8.2	106	4094	52.1	10.2	105
EMPLOYED FULL-TIME	32850	2408	37.0	7.3	91	800	38.9	2.4	96	2455	39.2	7.5	97	3386	43.1	10.3	106
EMPLOYED PART-TIME	7456	563	8.6	7.6	94	**287	13.9	3.8	151	840	13.4	11.3	146	708	9.0	9.5	98
NOT EMPLOYED	40680	3543	54.4	8.7	108	972	47.2	2.4	94	2972	47.4	7.3	94	3761	47.9	9.2	95
PROFESSIONAL/MANAGER	10392	*688	10.6	6.6	82	**287	13.9	2.8	109	1053	16.8	10.1	131	964	12.3	9.3	96
TECH/CLERICAL/SALES	17574	1461	22.4	8.3	103	567	27.5	3.2	127	1438	22.9	8.2	106	1794	22.8	10.2	105
PRECISION/CRAFT	985	**47	0.7	4.8	59	**17	0.8	1.7	68	**45	0.7	4.6	59	**64	0.8	6.5	67
OTHER EMPLOYED	11354	776	11.9	6.8	85	**216	10.5	1.9	75	759	12.1	6.7	86	1271	16.2	11.2	115
SINGLE	9863	811	12.5	8.2	102	**130	6.3	1.3	52	629	10.0	6.4	82	1091	13.9	11.1	114
MARRIED	51375	4364	67.0	8.5	106	1463	71.1	2.8	112	4388	70.0	8.5	110	5016	63.9	9.8	101
DIVORCED/SEPARATED/WIDOWED	19748	1340	20.6	6.8	84	465	22.6	2.4	93	1249	19.9	6.3	82	1748	22.3	8.9	91
PARENTS	32590	2923	44.9	9.0	112	1076	52.3	3.3	130	2611	41.7	8.0	104	3223	41.0	9.9	102
WHITE	70416	5634	86.5	8.0	99	1904	92.5	2.7	106	5728	91.4	8.1	105	6583	83.8	9.3	96
BLACK	8778	642	9.9	7.3	91	**144	7.0	1.6	65	465	7.4	5.3	68	1131	14.4	12.9	133
OTHER	1791	**239	3.7	13.3	166	**11	0.5	0.6	24	**73	1.2	4.1	53	**141	1.8	7.9	81
NORTHEAST-CENSUS	17786	1000	15.4	5.6	70	*549	26.7	3.1	121	1539	24.6	8.7	112	2856	36.4	16.1	166
NORTH CENTRAL	20741	2070	31.8	10.0	124	622	30.2	3.0	118	1512	24.1	7.3	94	2446	31.1	11.8	122
SOUTH	27775	1272	19.5	4.6	57	607	29.5	2.2	86	1254	20.0	4.5	58	2191	27.9	7.9	81
WEST	14683	2173	33.4	14.8	184	*281	13.6	1.9	75	1961	31.3	13.4	173	*363	4.6	2.5	25
NORTHEAST-MKTG.	17961	860	13.2	4.8	60	*373	18.1	2.1	82	1348	21.5	7.5	97	2948	37.5	16.4	169
EAST CENTRAL	11885	1002	15.4	8.4	105	516	25.1	4.3	171	1263	20.2	10.6	137	1606	20.4	13.5	139
WEST CENTRAL	14090	1552	23.8	11.0	137	*429	20.8	3.0	120	569	9.1	4.0	52	1136	14.5	8.1	83
SOUTH	24081	1090	16.7	4.5	56	593	28.8	2.5	97	1236	19.7	5.1	66	1807	23.0	7.5	77
PACIFIC	12969	2011	30.9	15.5	193	**148	7.2	1.1	45	1851	29.5	14.3	184	*358	4.6	2.8	28
COUNTY SIZE A	32439	2533	38.9	7.8	97	665	32.3	2.1	81	2849	45.5	8.8	114	3799	48.4	11.7	121
COUNTY SIZE B	24915	1967	30.2	7.9	98	803	39.0	3.2	127	1829	29.2	7.3	95	2174	27.7	8.7	90
COUNTY SIZE C	12930	1047	16.1	8.1	101	*432	21.0	3.3	131	1048	16.7	8.1	105	1059	13.5	8.2	84
COUNTY SIZE D	10703	967	14.8	9.0	112	**159	7.7	1.5	58	*540	8.6	5.0	65	824	10.5	7.7	79
METRO CENTRAL CITY	24518	1710	26.3	7.0	87	542	26.3	2.2	87	2142	34.2	8.7	113	2453	31.2	10.0	103
METRO SUBURBAN	35919	3170	48.7	8.8	110	832	40.4	2.3	91	2814	44.9	7.8	101	3790	48.2	10.6	109
NON METRO	20549	1634	25.1	8.0	99	685	33.3	3.3	131	1311	20.9	6.4	82	1612	20.5	7.8	81
TOP 5 ADI'S	18341	1409	21.6	7.7	96	**172	8.4	0.9	37	1291	20.6	7.0	91	2480	31.6	13.5	139
TOP 10 ADI'S	25378	1675	25.7	6.6	82	*305	14.8	1.2	47	2352	37.5	9.3	120	3215	40.9	12.7	131
TOP 20 ADI'S	36488	2653	40.7	7.3	90	603	29.3	1.7	65	3329	53.1	9.1	118	4152	52.9	11.4	117
HSHLD INC. $50,000 OR MORE	6612	*468	7.2	7.1	88	**234	11.4	3.5	139	813	13.0	12.3	159	647	8.2	9.8	101
$40,000 OR MORE	12659	930	14.3	7.3	91	*395	19.2	3.1	123	1248	19.9	9.9	127	1335	17.0	10.5	109
$30,000 OR MORE	24698	1908	29.3	7.7	96	768	37.3	3.1	122	2305	36.8	9.3	121	2669	34.0	10.8	111
$25,000 OR MORE	32077	2528	38.8	7.9	98	1025	49.8	3.2	126	2877	45.9	9.0	116	3261	41.5	10.2	105
$20,000 - $24,999	9144	734	11.3	8.0	100	**205	10.0	2.2	88	745	11.9	8.1	105	901	11.5	9.9	102
$15,000 - $19,999	8728	674	10.3	7.7	96	**174	8.5	2.0	78	605	9.7	6.9	90	1015	12.9	11.6	120
$10,000 - $14,999	12562	1103	16.9	8.8	109	*257	12.5	2.0	80	1035	16.5	8.2	106	1042	13.3	8.3	86
UNDER $10,000	18475	1475	22.6	8.0	99	*398	19.3	2.2	85	1005	16.0	5.4	70	1637	20.8	8.9	91
HOUSEHOLD OF 1 PERSON	11987	806	12.4	6.7	84	*278	13.5	2.3	91	621	9.9	5.2	67	967	12.3	8.1	83
2 PEOPLE	26577	2110	32.4	7.9	99	580	28.2	2.2	86	2317	37.0	8.7	113	2635	33.5	9.9	102
3 OR 4 PEOPLE	30617	2616	40.2	8.5	106	772	37.5	2.5	99	2385	38.1	7.8	101	2989	38.1	9.8	101
5 OR MORE PEOPLE	11804	982	15.1	8.3	103	*429	20.8	3.6	143	944	15.1	8.0	103	1264	16.1	10.7	110
NO CHILD IN HSHLD	46165	3448	52.9	7.5	93	968	47.0	2.1	82	3478	55.5	7.5	97	4399	56.0	9.5	98
CHILD(REN) UNDER 2 YRS	5325	*351	5.4	6.6	82	**99	4.8	1.9	73	*425	6.8	8.0	103	*459	5.8	8.6	89
2 - 5 YEARS	14221	1172	18.0	8.2	102	*316	15.3	2.2	87	1236	19.7	8.7	112	1404	17.9	9.9	102
6 - 11 YEARS	15117	1400	21.5	9.3	115	588	28.6	3.9	153	1168	18.6	7.7	100	1644	20.9	10.9	112
12 - 17 YEARS	16611	1507	23.1	9.1	113	573	27.8	3.4	136	1173	18.7	7.1	91	1456	18.5	8.8	90
RESIDENCE OWNED	55884	4570	70.2	8.2	102	1705	82.8	3.1	120	4711	75.2	8.4	109	5251	66.8	9.4	97
VALUE: $50,000 OR MORE	31744	2632	40.4	8.3	103	956	46.4	3.0	118	2986	47.7	9.4	122	3094	39.4	9.7	100
VALUE: UNDER $50,000	24140	1938	29.8	8.0	100	749	36.4	3.1	122	1725	27.5	7.1	92	2158	27.5	8.9	92

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	SUNKIST A '000	SUNKIST B % DOWN	SUNKIST C % ACROSS	SUNKIST D INDX	TOP FROST A '000	TOP FROST B % DOWN	TOP FROST C % ACROSS	TOP FROST D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX
TOTAL FEMALE HOMEMAKERS		80986	6514	100.0	8.0	100	2059	100.0	2.5	100	6266	100.0	7.7	100	7855	100.0	9.7	100
MAGAZINES	QUINTILE 1	15799	1622	24.9	10.3	128	448	21.8	2.8	112	1457	23.3	9.2	119	2018	25.7	12.8	132
	QUINTILE 2	17259	1561	24.0	9.0	112	*555	27.0	3.2	126	1585	25.3	9.2	119	1697	21.6	9.8	101
	QUINTILE 3	13545	973	14.9	7.2	89	*395	19.2	2.9	115	1094	17.5	8.1	104	1297	16.5	9.6	99
	QUINTILE 4	15133	1043	16.0	6.9	86	*337	16.4	2.2	88	1020	16.3	6.7	87	1218	15.5	8.0	83
	QUINTILE 5	19250	1315	20.2	6.8	85	*323	15.7	1.7	66	1110	17.7	5.8	75	1625	20.7	8.4	87
NEWSPAPERS	QUINTILE 1	12413	1070	16.4	8.6	107	*339	16.5	2.7	107	1103	17.6	8.9	115	1767	22.5	14.2	147
	QUINTILE 2	24116	1864	28.6	7.7	96	667	32.4	2.8	109	2232	35.6	9.3	120	2437	31.0	10.1	104
	QUINTILE 3	11261	1114	17.1	9.9	123	**225	10.9	2.0	79	973	15.5	8.6	112	986	12.6	8.8	90
	QUINTILE 4	20255	1678	25.8	8.3	103	527	25.6	2.6	102	1265	20.2	6.2	81	1727	22.0	8.5	88
	QUINTILE 5	12940	788	12.1	6.1	76	*302	14.7	2.3	92	694	11.1	5.4	69	938	11.9	7.2	75
OUTDOOR	QUINTILE 1	14852	1320	20.3	8.9	110	*291	14.1	2.0	77	1173	18.7	7.9	102	1648	21.0	11.1	114
	QUINTILE 2	15725	1120	17.2	7.1	89	*349	16.9	2.2	87	1293	20.6	8.2	106	1586	20.2	10.1	104
	QUINTILE 3	16330	1489	22.9	9.1	113	*490	23.8	3.0	118	1376	22.0	8.4	109	1548	19.7	9.5	98
	QUINTILE 4	16744	1245	19.1	7.4	92	*457	22.2	2.7	107	1430	22.8	8.5	110	1691	21.5	10.1	104
	QUINTILE 5	17334	1341	20.6	7.7	96	*470	22.8	2.7	107	995	15.9	5.7	74	1383	17.6	8.0	82
RADIO-DRIVE TIME	QUINTILE 1	15911	1219	18.7	7.7	95	*549	26.7	3.5	136	1336	21.3	8.4	109	1507	19.2	9.5	98
	QUINTILE 2	14837	1200	18.4	8.1	101	*390	18.9	2.6	103	1112	17.7	7.5	97	1528	19.5	10.3	106
	QUINTILE 3	15339	1318	20.2	8.6	107	*305	14.8	2.0	78	1055	16.8	6.9	89	1442	18.4	9.4	97
	QUINTILE 4	16723	1312	20.1	7.8	98	*327	15.9	2.0	77	1256	20.0	7.5	97	1888	24.0	11.3	116
	QUINTILE 5	18176	1466	22.5	8.1	100	*488	23.7	2.7	106	1507	24.1	8.3	107	1491	19.0	8.2	85
RADIO-MID-DAY	TERCILE 1	21020	1758	27.0	8.4	104	665	32.3	3.2	124	1679	26.8	8.0	103	2234	28.4	10.6	110
	TERCILE 2	21610	2002	30.7	9.3	115	641	31.1	3.0	117	1914	30.5	8.9	114	2194	27.9	10.2	105
	TERCILE 3	38355	2754	42.3	7.2	89	752	36.5	2.0	77	2674	42.7	7.0	90	3427	43.6	8.9	92
RADIO-TOTAL	QUINTILE 1	15988	1291	19.8	8.1	100	579	28.1	3.6	142	1391	22.2	8.7	112	1646	21.0	10.3	106
	QUINTILE 2	15626	1302	20.0	8.3	104	*397	19.3	2.5	100	1137	18.1	7.3	94	1481	18.9	9.5	98
	QUINTILE 3	16723	1223	18.8	7.3	91	*342	16.6	2.0	80	1253	20.0	7.5	97	1794	22.8	10.7	111
	QUINTILE 4	16342	1500	23.0	9.2	114	*352	17.1	2.2	85	1312	20.9	8.0	104	1627	20.7	10.0	103
	QUINTILE 5	16306	1199	18.4	7.4	91	*389	18.9	2.4	94	1174	18.7	7.2	93	1307	16.6	8.0	83
TV-PRIME TIME	QUINTILE 1	15953	1355	20.8	8.5	106	*405	19.7	2.5	100	1171	18.7	7.3	95	1489	19.0	9.3	96
	QUINTILE 2	16137	1337	20.5	8.3	103	*420	20.4	2.6	102	1267	20.2	7.9	101	2143	27.3	13.3	137
	QUINTILE 3	16420	1229	18.9	7.5	93	*460	22.3	2.8	110	1291	20.6	7.9	102	1642	20.9	10.0	103
	QUINTILE 4	16687	1106	17.0	6.6	82	*376	18.3	2.3	89	1425	22.7	8.5	110	1388	17.7	8.3	86
	QUINTILE 5	15789	1487	22.8	9.4	117	*398	19.3	2.5	99	1114	17.8	7.1	91	1194	15.2	7.6	78
TV-DAYTIME	TERCILE 1	27736	2365	36.3	8.5	106	743	36.1	2.7	105	2162	34.5	7.8	101	2922	37.2	10.5	109
	TERCILE 2	26489	2101	32.3	7.9	99	677	32.9	2.6	101	2049	32.7	7.7	100	2473	31.5	9.3	96
	TERCILE 3	26761	2048	31.4	7.7	95	639	31.0	2.4	94	2055	32.8	7.7	99	2461	31.3	9.2	95
TV-TOTAL	QUINTILE 1	16345	1508	23.2	9.2	115	*395	19.2	2.4	95	1215	19.4	7.4	96	1549	19.7	9.5	98
	QUINTILE 2	16447	1242	19.1	7.6	94	*443	21.5	2.7	106	1129	18.0	6.9	89	2043	26.0	12.4	128
	QUINTILE 3	15980	1269	19.5	7.9	99	*435	21.1	2.7	107	1341	21.4	8.4	108	1622	20.6	10.2	105
	QUINTILE 4	15887	1160	17.8	7.3	91	*431	20.9	2.7	107	1281	20.4	8.1	104	1323	16.8	8.3	86
	QUINTILE 5	16326	1336	20.5	8.2	102	*356	17.3	2.2	86	1301	20.8	8.0	103	1317	16.8	8.1	83
MAGAZINES-NEWSPAPERS: DUAL		20721	2081	31.9	10.0	125	549	26.7	2.6	104	2089	33.3	10.1	130	2587	32.9	12.5	129
MAGAZINE IMPERATIVE		19186	1664	25.5	8.7	108	*554	26.9	2.9	114	1395	22.3	7.3	94	1612	20.5	8.4	87
NEWSPAPER IMPERATIVE		21899	1497	23.0	6.8	85	548	26.6	2.5	98	1754	28.0	8.0	104	2175	27.7	9.9	102
MAGAZINES-OUTDOOR: DUAL		15451	1486	22.8	9.6	120	*355	17.2	2.3	90	1430	22.8	9.3	120	1766	22.5	11.4	118
MAGAZINE IMPERATIVE		25953	2285	35.1	8.8	109	913	44.3	3.5	138	2186	34.9	8.4	109	2736	34.8	10.5	109
OUTDOOR IMPERATIVE		24400	1694	26.0	6.9	86	498	24.2	2.0	80	1669	26.6	6.8	88	2217	28.2	9.1	94
MAGAZINES-RADIO: DUAL		18049	1671	25.7	9.3	115	655	31.8	3.6	143	1714	27.4	9.5	123	1802	22.9	10.0	103
MAGAZINE IMPERATIVE		23571	2204	33.8	9.4	116	620	30.1	2.6	103	2015	32.2	8.5	110	2615	33.3	11.1	114
RADIO IMPERATIVE		23278	1523	23.4	6.5	81	492	23.9	2.1	83	1481	23.6	6.4	82	2201	28.0	9.5	97
MAGAZINES-TELEVISION: DUAL		15459	1422	21.8	9.2	114	*358	17.4	2.3	91	1294	20.7	8.4	108	1855	23.6	12.0	124
MAGAZINE IMPERATIVE		25829	2315	35.5	9.0	111	841	40.8	3.3	128	2456	39.2	9.5	123	2590	33.0	10.0	103
TELEVISION IMPERATIVE		26039	1843	28.3	7.1	88	623	30.3	2.4	94	1657	26.4	6.4	82	2468	31.4	9.5	98
NEWSPAPERS-OUTDOOR: DUAL		16605	1551	23.8	9.3	116	*352	17.1	2.1	83	1445	23.1	8.7	112	1845	23.5	11.1	115
NEWSPAPER IMPERATIVE		26834	2204	33.8	8.2	102	835	40.6	3.1	122	2407	38.4	9.0	116	2867	36.5	10.7	110
OUTDOOR IMPERATIVE		23346	1897	29.1	8.1	101	585	28.4	2.5	99	1619	25.8	6.9	90	2107	26.8	9.0	93
NEWSPAPERS-RADIO: DUAL		17133	1334	20.5	7.8	97	485	23.6	2.8	111	1592	25.4	9.3	120	1854	23.6	10.8	112
NEWSPAPER IMPERATIVE		25892	2298	35.3	8.9	110	646	31.4	2.5	98	2314	36.9	8.9	116	2908	37.0	11.2	116
RADIO IMPERATIVE		23167	1871	28.7	8.1	100	645	31.3	2.8	110	1526	24.4	6.6	85	2000	25.5	8.6	89
NEWSPAPERS-TELEVISION: DUAL		17159	1388	21.3	8.1	101	*489	23.7	2.8	112	1423	22.7	8.3	107	2183	27.8	12.7	131
NEWSPAPER IMPERATIVE		26214	2089	32.1	8.0	99	643	31.2	2.5	96	2537	40.5	9.7	125	2610	33.2	10.0	103
TELEVISION IMPERATIVE		23412	1878	28.8	8.0	100	570	27.7	2.4	96	1397	22.3	6.0	77	2063	26.3	8.8	91
OUTDOOR-RADIO: DUAL		15303	1277	19.6	8.3	104	*468	22.7	3.1	120	1125	18.0	7.4	95	1666	21.2	10.9	112
OUTDOOR IMPERATIVE		24901	2015	30.9	8.1	101	*463	22.5	1.9	73	2073	33.1	8.3	108	2405	30.6	9.7	100
RADIO IMPERATIVE		26492	2053	31.5	7.7	96	785	38.1	3.0	117	2127	33.9	8.0	104	2535	32.3	9.6	99
OUTDOOR-TELEVISION: DUAL		14794	1303	20.0	8.8	110	*363	17.6	2.5	97	1228	19.6	8.3	107	1680	21.4	11.4	117
OUTDOOR IMPERATIVE		25437	2042	31.3	8.0	100	612	29.7	2.4	95	2191	35.0	8.6	111	2382	30.3	9.4	97
TELEVISION IMPERATIVE		27877	2274	34.9	8.2	101	798	38.8	2.9	113	2024	32.3	7.3	94	2847	36.2	10.2	105
RADIO-TELEVISION: DUAL		15996	1301	20.0	8.1	101	*434	21.1	2.7	107	1281	20.4	8.0	104	1840	23.4	11.5	119
RADIO IMPERATIVE		25478	2012	30.9	7.9	98	758	36.8	3.0	117	2132	34.0	8.4	108	2222	28.3	8.7	90
TELEVISION IMPERATIVE		26573	2238	34.4	8.4	105	600	29.1	2.3	89	1978	31.6	7.4	96	2683	34.2	10.1	104

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SUNKIST A '000	SUNKIST B % DOWN	SUNKIST C % ACROSS	SUNKIST D INDX	TOP FROST A '000	TOP FROST B % DOWN	TOP FROST C % ACROSS	TOP FROST D INDX	TREESHEET A '000	TREESHEET B % DOWN	TREESHEET C % ACROSS	TREESHEET D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX
TOTAL FEMALE HOMEMAKERS	80986	6514	100.0	8.0	100	2059	100.0	2.5	100	6266	100.0	7.7	100	7855	100.0	9.7	100
ATLANTIC MONTHLY	415	**64	1.0	15.4	192	**3	0.1	0.7	28	**63	1.0	15.2	196	**64	0.8	15.4	159
BARRON'S	453	**68	1.0	15.0	187	**27	1.3	6.0	234	**32	0.5	7.1	91	**25	0.3	5.5	57
BETTER HOMES & GARDENS	16256	1580	24.3	9.7	121	537	26.1	3.3	130	1457	23.3	9.0	116	1756	22.4	10.8	111
BON APPETIT	2535	244	3.7	9.6	120	**60	2.9	2.4	93	379	6.0	15.0	193	386	4.9	15.2	157
BUSINESS WEEK	1278	**117	1.8	9.2	114	**34	1.7	2.7	105	**107	1.7	8.4	108	*121	1.5	9.5	98
CAR AND DRIVER	378	**33	0.5	8.7	109	**0	0.0	0.0	0	**11	0.2	2.9	38	**102	1.3	27.0	278
CBS MAGAZINE NETWORK (GROSS)	1498	**121	1.9	8.1	100	**52	2.5	3.5	137	*204	3.3	13.6	176	*307	3.9	20.5	211
CHANGING TIMES	1505	*161	2.5	10.7	133	**54	2.6	3.6	141	*188	3.0	12.5	161	*204	2.6	13.6	140
COLONIAL HOMES	1231	**114	1.8	9.3	115	**90	4.4	7.3	288	**84	1.3	6.8	88	*157	2.0	12.8	131
CONDE NAST MAG. PKG. (GROSS)	14146	1259	19.3	8.9	111	365	17.7	2.6	101	1223	19.5	8.6	112	1842	23.5	13.0	134
CONSUMERS DIGEST	1323	*113	1.7	8.5	106	**33	1.6	2.5	98	*162	2.6	12.2	158	*217	2.8	16.4	169
COSMOPOLITAN	7102	732	11.2	10.3	128	*196	9.5	2.8	109	527	8.4	7.4	96	1003	12.8	14.1	146
COUNTRY LIVING	2481	*208	3.2	8.4	104	**123	6.0	5.0	195	*197	3.1	7.9	103	304	3.9	12.3	126
CUISINE	1472	*148	2.3	10.1	125	**21	1.0	1.4	56	*140	2.2	9.5	123	*165	2.1	11.2	116
CYCLE WORLD	425	**39	0.6	9.2	114	**13	0.6	3.1	120	**100	1.6	23.5	304	**87	1.1	20.5	211
DCI:CREATIVE IDEAS FOR LIV	2510	*267	4.1	10.6	132	**94	4.6	3.7	147	*182	2.9	7.3	94	299	3.8	11.9	123
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	556	8.5	8.3	103	*229	11.1	3.4	135	434	6.9	6.5	84	623	7.9	9.3	96
DISCOVER	894	**73	1.1	8.2	102	**45	2.2	5.0	198	**111	1.8	12.4	160	**88	1.1	9.8	101
EBONY	3507	263	4.0	7.5	93	**57	2.8	1.6	64	188	3.0	5.4	69	519	6.6	14.8	153
ESQUIRE	1083	**133	2.0	12.3	153	**36	1.7	3.3	131	**42	0.7	3.9	50	*129	1.6	11.9	123
ESSENCE	1830	*155	2.4	8.5	105	**35	1.7	1.9	75	*102	1.6	5.6	72	297	3.8	16.2	167
FAMILY CIRCLE	15930	1579	24.2	9.9	123	481	23.4	3.0	119	1455	23.2	9.1	118	1872	23.8	11.8	121
THE FAMILY HANDYMAN	1126	**113	1.7	10.0	125	**61	3.0	5.4	213	**114	1.8	10.1	131	*154	2.0	13.7	141
FAMILY WEEKLY	11468	931	14.3	8.1	101	320	15.5	2.8	110	1094	17.5	9.5	123	1055	13.4	9.2	95
FIELD & STREAM	2234	*302	4.6	13.5	168	**64	3.1	2.9	113	*234	3.7	10.5	135	*209	2.7	9.4	96
FOOD & WINE	579	**32	0.5	5.5	69	**20	1.0	3.5	136	**86	1.4	14.9	192	**75	1.0	13.0	134
FORBES	728	**117	1.8	16.1	200	**34	1.7	4.7	184	**75	1.2	10.3	133	**101	1.3	13.9	143
FORTUNE	906	**97	1.5	10.7	133	**24	1.2	2.6	104	**91	1.5	10.0	130	**122	1.6	13.5	139
GENTLEMEN'S QUARTERLY	791	**63	1.0	8.0	99	**36	1.7	4.6	179	**61	1.0	7.7	100	**101	1.3	12.8	132
GLAMOUR	5265	479	7.4	9.1	113	*174	8.5	3.3	130	476	7.6	9.0	117	678	8.6	12.9	133
GOLF DIGEST	636	**128	2.0	20.1	250	**26	1.3	4.1	161	**55	0.9	8.6	112	**52	0.7	8.2	84
GOLF DIGEST/TENNIS (GROSS)	1186	*171	2.6	14.4	179	**40	1.9	3.4	133	**87	1.4	7.3	95	*214	2.7	18.0	186
GOLF MAGAZINE	441	**60	0.9	13.6	169	**6	0.3	1.4	54	**52	0.8	11.8	152	**62	0.8	14.1	145
GOLF MAGAZINE/SKI (GROSS)	922	**105	1.6	11.4	142	**25	1.2	2.7	107	**81	1.3	8.8	114	**118	1.5	12.8	132
GOOD HOUSEKEEPING	16487	1527	23.4	9.3	115	520	25.3	3.2	124	1530	24.4	9.3	120	1754	22.3	10.6	110
HARPER'S BAZAAR	2423	*321	4.9	13.2	165	**66	3.2	2.7	107	*209	3.3	8.6	111	373	4.7	15.4	159
HEALTH	1994	*243	3.7	12.2	152	**77	3.7	3.9	152	**115	1.8	5.8	75	*156	2.0	7.8	81
HEARST MAG CORP. BUY (GROSS)	44101	4346	66.7	9.9	123	1495	72.6	3.4	133	3844	61.3	8.7	113	4965	63.2	11.3	116
HEARST MAN POWER (GROSS)	1993	*295	4.5	14.8	184	**102	5.0	5.1	201	*201	3.2	10.1	130	*176	2.2	8.8	91
HEARST WOMAN POWER (GROSS)	31274	2975	45.7	9.5	118	952	46.2	3.0	120	2742	43.8	8.8	113	3492	44.5	11.2	115
HOUSE BEAUTIFUL	3623	309	4.7	8.5	106	**131	6.4	3.6	142	336	5.4	9.3	120	340	4.3	9.4	97
INC.	283	**37	0.6	13.1	163	**12	0.6	4.2	167	**10	0.2	3.5	46	**18	0.2	6.4	66
JET	2928	204	3.1	7.0	87	**66	3.2	2.3	89	198	3.2	6.8	87	442	5.6	15.1	156
LADIES' HOME JOURNAL	11918	1038	15.9	8.7	108	366	17.8	3.1	121	957	15.3	8.0	104	1297	16.5	10.9	112
LHJ FAMILY GRP COMBO(GROSS)	16764	1456	22.4	8.7	108	528	25.6	3.1	124	1281	20.4	7.6	99	1704	21.7	10.2	105
LIFE	4254	409	6.3	9.6	120	**82	4.0	1.9	76	503	8.0	11.8	153	655	8.3	15.4	159
L.A. TIMES HOME MAGAZINE	1145	*161	2.5	14.1	175	**8	0.4	0.7	27	*181	2.9	15.8	204	**23	0.3	2.0	21
MADEMOISELLE	2884	*246	3.8	8.5	106	**44	2.1	1.5	60	*239	3.8	8.3	107	458	5.8	15.9	164
MC CALL'S	13460	1263	19.4	9.4	117	338	16.4	2.5	99	1205	19.2	9.0	116	1358	17.3	10.1	104
MC CALL'S/WRK MOTHER (GROSS)	14606	1360	20.9	9.3	116	368	17.9	2.5	99	1280	20.4	8.8	113	1605	20.4	11.0	113
MECHANIX ILLUSTRATED	772	**96	1.5	12.4	155	**49	2.4	6.3	250	**50	0.8	6.5	84	**117	1.5	15.2	156
METROPOLITAN HOME	967	**92	1.4	9.5	118	**50	2.4	5.2	203	**60	1.0	6.2	80	*152	1.9	15.7	162
MONEY	1588	*227	3.5	14.3	178	**87	4.2	5.5	215	*182	2.9	11.5	148	*208	2.6	13.1	135
MOTHER EARTH NEWS	1002	**37	0.6	3.7	46	**4	0.2	0.4	16	**43	0.7	4.3	55	**47	0.6	4.7	48
MS.	825	**49	0.8	5.9	74	**19	0.9	2.3	91	**62	1.0	7.5	97	**73	0.9	8.8	91
NATIONAL ENQUIRER	10336	1021	15.7	9.9	123	306	14.9	3.0	116	614	9.8	5.9	77	1011	12.9	9.8	101
NATIONAL GEOGRAPHIC	9597	795	12.2	8.3	103	249	12.1	2.6	102	1028	16.4	10.7	138	983	12.5	10.2	106
NATIONAL SUNDAY MAGAZINE PKG	49558	4185	64.2	8.4	105	1197	58.1	2.4	95	4306	68.7	8.7	112	5298	67.4	10.7	110
NATURAL HISTORY	573	**43	0.7	7.5	93	**18	0.9	3.1	124	**120	1.9	20.9	271	**45	0.6	7.9	81
NEW WOMAN	1699	**123	1.9	7.2	90	**20	1.0	1.2	46	**72	1.1	4.2	55	*181	2.3	10.7	110
NEW YORK INCLUDING CUE	443	**18	0.3	4.1	51	**2	0.1	0.5	18	**19	0.3	4.3	55	**47	0.6	10.6	109
THE NEW YORKER	1270	**89	1.4	7.0	87	**49	2.4	3.9	152	**138	2.2	10.9	140	238	3.0	18.7	193
NEWSWEEK	6277	494	7.6	7.9	98	*146	7.1	2.3	91	607	9.7	9.7	125	699	8.9	11.1	115
THE N.Y. TIMES DAILY EDITION	1205	**55	0.8	4.6	57	**12	0.6	1.0	39	**53	0.8	4.4	57	288	3.7	23.9	246
THE N.Y. TIMES MAGAZINE	2081	**73	1.1	3.5	44	**62	3.0	3.0	117	**168	2.7	8.1	104	540	6.9	25.9	268
OMNI	788	**64	1.0	8.1	101	**34	1.7	4.3	170	**50	0.8	6.3	82	**101	1.3	12.8	132
ON CABLE	1158	**137	2.1	11.8	147	**61	3.0	5.3	207	**103	1.6	8.9	115	**131	1.7	11.3	117
1001 HOME IDEAS	2852	*176	2.7	6.2	77	**86	4.2	3.0	119	*209	3.3	7.3	95	252	3.2	8.8	91
ORGANIC GARDENING	1658	*167	2.6	10.1	125	**84	4.1	5.1	199	*221	3.5	13.3	172	*199	2.5	12.0	124
OUTDOOR LIFE	896	**102	1.6	11.4	142	**34	1.7	3.8	149	**85	1.4	9.5	123	*113	1.4	12.6	130
PARADE MAGAZINE	24275	1902	29.2	7.8	97	597	29.0	2.5	97	2071	33.1	8.5	110	2822	35.9	11.6	120

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SUNKIST A '000	SUNKIST B % DOWN	SUNKIST C % ACROSS	SUNKIST D INDX	TOP FROST A '000	TOP FROST B % DOWN	TOP FROST C % ACROSS	TOP FROST D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX
TOTAL FEMALE HOMEMAKERS	80986	6514	100.0	8.0	100	2059	100.0	2.5	100	6266	100.0	7.7	100	7855	100.0	9.7	100
PARENTS	3845	270	4.1	7.0	87	**92	4.5	2.4	94	394	6.3	10.2	132	473	6.0	12.3	127
PENTHOUSE	831	**43	0.7	5.2	64	**28	1.4	3.4	133	**58	0.9	7.0	90	**102	1.3	12.3	127
PEOPLE	11645	1144	17.6	9.8	122	240	11.7	2.1	81	1040	16.6	8.9	115	1277	16.3	11.0	113
PLAYBOY	2006	*123	1.9	6.1	76	**73	3.5	3.6	143	**108	1.7	5.4	70	*209	2.7	10.4	107
POPULAR HOT RODDING	297	**56	0.9	18.9	234	**40	1.9	13.5	530	**25	0.4	8.4	109	**51	0.6	17.2	177
POPULAR MECHANICS	1018	**205	3.1	20.1	250	**40	1.9	3.9	155	**56	0.9	5.5	71	**104	1.3	10.2	105
POPULAR SCIENCE	878	**38	0.6	4.3	54	**37	1.8	4.2	166	**73	1.2	8.3	107	**93	1.2	10.6	109
PREVENTION	3913	351	5.4	9.0	112	**89	4.3	2.3	89	384	6.1	9.8	127	371	4.7	9.5	98
PSYCHOLOGY TODAY	1710	**90	1.4	5.3	65	**36	1.7	2.1	83	*165	2.6	9.6	125	*167	2.1	9.8	101
READER'S DIGEST	22204	1977	30.4	8.9	111	671	32.6	3.0	119	1869	29.8	8.4	109	1977	25.2	8.9	92
REDBOOK	7684	716	11.0	9.3	116	*236	11.5	3.1	121	685	10.9	8.9	115	735	9.4	9.6	99
ROAD & TRACK	410	**37	0.6	9.0	112	**14	0.7	3.4	134	**25	0.4	6.1	79	**57	0.7	13.9	143
ROLLING STONE	969	*106	1.6	10.9	136	**42	2.0	4.3	170	**71	1.1	7.3	95	*124	1.6	12.8	132
RUNNER'S WORLD	298	**45	0.7	15.1	188	**33	1.6	11.1	436	**29	0.5	9.7	126	**26	0.3	8.7	90
SATURDAY EVENING POST	1169	**49	0.8	4.2	52	**30	1.5	2.6	101	**89	1.4	7.6	98	*130	1.7	11.1	115
SCIENCE 84	587	**81	1.2	13.8	172	**15	0.7	2.6	101	**24	0.4	4.1	53	**47	0.6	8.0	83
SCIENCE DIGEST	482	**15	0.2	3.1	39	**48	2.3	10.0	392	**64	1.0	13.3	172	**38	0.5	7.9	81
SCIENTIFIC AMERICAN	594	**29	0.4	4.9	61	**32	1.6	5.4	212	**35	0.6	5.9	76	**30	0.4	5.1	52
SELF	2089	*189	2.9	9.0	112	**56	2.7	2.7	105	*165	2.6	7.9	102	*198	2.5	9.5	98
SEVENTEEN	2411	*296	4.5	12.3	153	**56	2.7	2.3	91	*168	2.7	7.0	90	380	4.8	15.8	162
SKI	480	**45	0.7	9.4	117	**18	0.9	3.8	147	**29	0.5	6.0	78	**56	0.7	11.7	120
SMITHSONIAN	2760	*200	3.1	7.2	90	**58	2.8	2.1	83	*386	6.2	14.0	181	280	3.6	10.1	105
SOAP OPERA DIGEST	3013	304	4.7	10.1	125	**146	7.1	4.8	191	*208	3.3	6.9	89	429	5.5	14.2	147
SOUTHERN LIVING	4184	*289	4.4	6.9	86	**134	6.5	3.2	126	*253	4.0	6.0	78	324	4.1	7.7	80
SPORT	559	**44	0.7	7.9	98	**7	0.3	1.3	49	**14	0.2	2.5	32	**47	0.6	8.4	87
THE SPORTING NEWS	436	**49	0.8	11.2	140	**2	0.1	0.5	18	**12	0.2	2.8	36	**54	0.7	12.4	128
SPORTS AFIELD	493	**75	1.2	15.2	189	**15	0.7	3.0	120	**82	1.3	16.6	215	**34	0.4	6.9	71
SPORTS ILLUSTRATED	2758	*271	4.2	9.8	122	**85	4.1	3.1	121	*156	2.5	5.7	73	292	3.7	10.6	109
STAR	7456	678	10.4	9.1	113	*143	6.9	1.9	75	371	5.9	5.0	64	897	11.4	12.0	124
SUNDAY	24936	2147	33.0	8.6	107	696	33.8	2.8	110	2480	39.6	9.9	129	3130	39.8	12.6	129
SUNSET	2124	*287	4.4	13.5	168	**53	2.6	2.5	98	381	6.1	17.9	232	**84	1.1	4.0	41
TV GUIDE	21661	1971	30.3	9.1	113	481	23.4	2.2	87	1548	24.7	7.1	92	2266	28.8	10.5	108
TENNIS	550	**44	0.7	8.0	99	**14	0.7	2.5	100	**32	0.5	5.8	75	**162	2.1	29.5	304
TIME	8880	816	12.5	9.2	114	*243	11.8	2.7	108	758	12.1	8.5	110	1109	14.1	12.5	129
TOWN & COUNTRY	917	**87	1.3	9.5	118	**17	0.8	1.9	73	**65	1.0	7.1	92	**110	1.4	12.0	124
TRAVEL & LEISURE	972	**90	1.4	9.3	115	**22	1.1	2.3	89	**88	1.4	9.1	117	*126	1.6	13.0	134
TRUE STORY	3356	331	5.1	9.9	123	**82	4.0	2.4	96	**120	1.9	3.6	46	322	4.1	9.6	99
U.S.NEWS & WORLD REPORT	3410	366	5.6	10.7	133	*104	5.1	3.0	120	284	4.5	8.3	108	322	4.1	9.4	97
USA TODAY	1759	*187	2.9	10.6	132	**51	2.5	2.9	114	*167	2.7	9.5	123	258	3.3	14.7	151
US	1873	*176	2.7	9.4	117	**27	1.3	1.4	57	*110	1.8	5.9	76	*236	3.0	12.6	130
VOGUE	3909	345	5.3	8.8	110	**91	4.4	2.3	92	343	5.5	8.8	113	508	6.5	13.0	134
WALL STREET JOURNAL	1886	*225	3.5	11.9	148	**57	2.8	3.0	119	*186	3.0	9.9	127	*191	2.4	10.1	104
WEIGHT WATCHERS	2120	*213	3.3	10.0	125	**109	5.3	5.1	202	*249	4.0	11.7	152	291	3.7	13.7	142
WOMAN'S DAY	14172	1464	22.5	10.3	128	495	24.0	3.5	137	1383	22.1	9.8	126	1684	21.4	11.9	123
WORKING MOTHER	1146	**97	1.5	8.5	105	**30	1.5	2.6	103	**75	1.2	6.5	85	*247	3.1	21.6	222
WORKING WOMAN	1322	*143	2.2	10.8	134	**37	1.8	2.8	110	**59	0.9	4.5	58	*168	2.1	12.7	131
WORLD TENNIS	*163	**28	0.4	17.2	214	**7	0.3	4.3	169	**22	0.4	13.5	174	**17	0.2	10.4	108
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*216	3.3	8.5	106	**88	4.3	3.5	137	*150	2.4	5.9	77	338	4.3	13.3	138
BLAIR INSERTS	43657	3692	56.7	8.5	105	1125	54.6	2.6	101	3826	61.1	8.8	113	5197	66.2	11.9	123
DAILY NEWSPAPERS																	
READ ANY	51633	4411	67.7	8.5	106	1327	64.4	2.6	101	4361	69.6	8.4	109	5251	66.8	10.2	105
READ ONE	43463	3812	58.5	8.8	109	1112	54.0	2.6	101	3685	58.8	8.5	110	4107	52.3	9.4	97
READ TWO OR MORE	8170	599	9.2	7.3	91	*215	10.4	2.6	104	676	10.8	8.3	107	1144	14.6	14.0	144
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4338	66.6	8.2	102	1408	68.4	2.7	105	4651	74.2	8.8	114	5773	73.5	11.0	113
READ ONE	46126	3792	58.2	8.2	102	1254	60.9	2.7	107	4003	63.9	8.7	112	4880	62.1	10.6	109
READ TWO OR MORE	6552	546	8.4	8.3	104	*154	7.5	2.4	92	648	10.3	9.9	128	893	11.4	13.6	141
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.94				22.57				27.78				29.62			
30 DAY REACH	71455	5661	86.9	7.9	98	1850	89.8	2.6	102	5724	91.4	8.0	104	7163	91.2	10.0	103
50 SHWG - 30 DAY AV FREQ	14.56	15.31				12.31				14.60				15.61			
30 DAY REACH	67742	5360	82.3	7.9	98	1697	82.4	2.5	99	5437	86.8	8.0	104	6800	86.6	10.0	103
25 SHWG - 30 DAY AV FREQ	7.94	8.08				6.67				7.63				8.41			
30 DAY REACH	62117	5086	78.1	8.2	102	1558	75.7	2.5	99	5197	82.9	8.4	108	6324	80.5	10.2	105
CABLE TV: HOME WIRED	32077	2793	42.9	8.7	108	974	47.3	3.0	119	2871	45.8	9.0	116	2852	36.3	8.9	92
HOME NOT WIRED	48909	3721	57.1	7.6	95	1085	52.7	2.2	87	3396	54.2	6.9	90	5003	63.7	10.2	105
HAVE PAY CABLE	15935	1632	25.1	10.2	127	*547	26.6	3.4	135	1407	22.5	8.8	114	1684	21.4	10.6	109

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SUNKIST A '000	SUNKIST B % DOWN	SUNKIST C % ACROSS	SUNKIST D INDX	TOP FROST A '000	TOP FROST B % DOWN	TOP FROST C % ACROSS	TOP FROST D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX
TOTAL FEMALE HOMEMAKERS	80986	6514	100.0	8.0	100	2059	100.0	2.5	100	6266	100.0	7.7	100	7855	100.0	9.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3429	52.6	7.8	97	1177	57.2	2.7	105	3352	53.5	7.6	99	4479	57.0	10.2	105
10:00 AM - 3:00 PM	30659	2708	41.6	8.8	110	976	47.4	3.2	125	2544	40.6	8.3	107	3206	40.8	10.5	108
3:00 PM - 7:00 PM	31045	2299	35.3	7.4	92	891	43.3	2.9	113	2484	39.6	8.0	103	3122	39.7	10.1	104
7:00 PM - MIDNIGHT	15767	1309	20.1	8.3	103	432	21.0	2.7	108	1269	20.3	8.0	104	1662	21.2	10.5	109
MIDNIGHT - 6:00 AM	9120	670	10.3	7.3	91	288	14.0	3.2	124	810	12.9	8.9	115	906	11.5	9.9	102
6:00 AM - MIDNIGHT	58527	4693	72.0	8.0	100	1562	75.9	2.7	105	4625	73.8	7.9	102	5950	75.7	10.2	105
ENTIRE DAY	59311	4731	72.6	8.0	99	1585	77.0	2.7	105	4702	75.0	7.9	102	6081	77.4	10.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1476	22.7	9.1	113	604	29.3	3.7	147	1463	23.3	9.0	117	1724	21.9	10.7	110
ALL NEWS	2256	*177	2.7	7.8	98	**51	2.5	2.3	89	*209	3.3	9.3	120	345	4.4	15.3	158
AOR/PROGRESSIVE	3874	387	5.9	10.0	124	**92	4.5	2.4	93	495	7.9	12.8	165	560	7.1	14.5	149
BEAUTIFUL MUSIC	5660	342	5.3	6.0	75	*175	8.5	3.1	122	434	6.9	7.7	99	644	8.2	11.4	117
BLACK	2204	*141	2.2	6.4	80	**66	3.2	3.0	118	*187	3.0	8.5	110	278	3.5	12.6	130
CLASSICAL	1418	**188	2.9	13.3	165	**2	0.1	0.1	6	**144	2.3	10.2	131	*188	2.4	13.3	137
CHR/ROCK	9538	730	11.2	7.7	95	*272	13.2	2.9	112	688	11.0	7.2	93	879	11.2	9.2	95
COUNTRY	12648	1059	16.3	8.4	104	330	16.0	2.6	103	903	14.4	7.1	92	985	12.5	7.8	80
GOLDEN OLDIES	1191	**83	1.3	7.0	87	**5	0.2	0.4	17	**112	1.8	9.4	122	**113	1.4	9.5	98
MOR/NOSTALGIA	4757	354	5.4	7.4	93	*120	5.8	2.5	99	347	5.5	7.3	94	456	5.8	9.6	99
NEWS/TALK	3863	*204	3.1	5.3	66	**80	3.9	2.1	81	*197	3.1	5.1	66	431	5.5	11.2	115
RELIGIOUS	3084	*141	2.2	4.6	57	**69	3.4	2.2	88	*208	3.3	6.7	87	*180	2.3	5.8	60
SOFT ROCK	521	**73	1.1	14.0	174	**8	0.4	1.5	60	**42	0.7	8.1	104	**47	0.6	9.0	93
URBAN CONTEMPORARY	1585	**71	1.1	4.5	56	**27	1.3	1.7	67	**85	1.4	5.4	69	280	3.6	17.7	182
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*179	2.7	5.5	68	**91	4.4	2.8	110	*254	4.1	7.8	101	345	4.4	10.6	109
ABC DIRECTION	2316	266	4.1	11.5	143	**61	3.0	2.6	104	*185	3.0	8.0	103	257	3.3	11.1	114
ABC ENTERTAINMENT	4834	318	4.9	6.6	82	*240	11.7	5.0	195	336	5.4	7.0	90	458	5.8	9.5	98
ABC FM	2202	*171	2.6	7.8	97	**104	5.1	4.7	186	*144	2.3	6.5	85	222	2.8	10.1	104
ABC INFORMATION	5425	525	8.1	9.7	120	*192	9.3	3.5	139	418	6.7	7.7	100	485	6.2	8.9	92
ABC ROCK	1677	*164	2.5	9.8	122	**67	3.3	4.0	157	*181	2.9	10.8	139	*254	3.2	15.1	156
CBS	4430	356	5.5	8.0	100	**106	5.1	2.4	94	404	6.4	9.1	118	393	5.0	8.9	91
MUTUAL	4992	414	6.4	8.3	103	*245	11.9	4.9	193	361	5.8	7.2	93	667	8.5	13.4	138
NBC	4679	375	5.8	8.0	100	**115	5.6	2.5	97	406	6.5	8.7	112	456	5.8	9.7	100
RADIORADIO	1994	**154	2.4	7.7	96	**32	1.6	1.6	63	**113	1.8	5.7	73	291	3.7	14.6	150
RKO ONE	2298	*110	1.7	4.8	60	**45	2.2	2.0	77	*145	2.3	6.3	82	*135	1.7	5.9	61
RKO TWO	3311	*171	2.6	5.2	64	**121	5.9	3.7	144	*181	2.9	5.5	71	296	3.8	8.9	92
THE SOURCE	2114	*161	2.5	7.6	95	**23	1.1	1.1	43	*139	2.2	6.6	85	329	4.2	15.6	160
NON-WIRED : BLAIR	8654	723	11.1	8.4	104	342	16.6	4.0	155	630	10.1	7.3	94	864	11.0	10.0	103
INTERNET	12025	982	15.1	8.2	102	329	16.0	2.7	108	1102	17.6	9.2	118	1253	16.0	10.4	107
KATZ RADIO GROUP	15359	1187	18.2	7.7	96	451	21.9	2.9	115	1201	19.2	7.8	101	1833	23.3	11.9	123
SUPERNET	10628	907	13.9	8.5	106	203	9.9	1.9	75	852	13.6	8.0	104	877	11.2	8.3	85
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	684	10.5	7.9	98	201	9.8	2.3	91	742	11.8	8.6	111	717	9.1	8.3	85
WKDAY 9:00 AM - 1:00 PM	12163	1071	16.4	8.8	109	292	14.2	2.4	94	905	14.4	7.4	96	1193	15.2	9.8	101
WKDAY 1:00 PM - 4:30 PM	16150	1431	22.0	8.9	110	438	21.3	2.7	107	1220	19.5	7.6	98	1664	21.2	10.3	106
WKDAY 4:30 PM - 7:30 PM	22463	1877	28.8	8.4	104	535	26.0	2.4	94	1707	27.2	7.6	98	2261	28.8	10.1	104
WKDAY 7:30 PM - 8:00 PM	31795	2493	38.3	7.8	97	763	37.1	2.4	94	2394	38.2	7.5	97	3224	41.0	10.1	105
WKDAY 11:00 PM - 11:30 PM	23977	1975	30.3	8.2	102	705	34.2	2.9	116	1804	28.8	7.5	97	2394	30.5	10.0	103
WKDAY 11:30 PM - 1:00 AM	7703	708	10.9	9.2	114	246	11.9	3.2	126	507	8.1	6.6	85	772	9.8	10.0	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	2712	41.6	8.0	100	865	42.0	2.6	101	2624	41.9	7.8	100	3508	44.7	10.4	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	603	9.3	9.2	115	118	5.7	1.8	71	498	7.9	7.6	98	786	10.0	12.0	124
ANOTHER WORLD N	4620	445	6.8	9.6	120	*148	7.2	3.2	126	339	5.4	7.3	95	445	5.7	9.6	99
AS THE WORLD TURNS C	5614	473	7.3	8.4	105	163	7.9	2.9	114	347	5.5	6.2	80	533	6.8	9.5	98
CAPITOL C	3396	298	4.6	8.8	109	*130	6.3	3.8	151	220	3.5	6.5	84	358	4.6	10.5	109
CBS MORN. NEWS 1 C	1446	*114	1.8	7.9	98	**41	2.0	2.8	112	*84	1.3	5.8	75	110	1.4	7.6	78
CBS MORN. NEWS 2 C	1207	*82	1.3	6.8	84	**28	1.4	2.3	91	*75	1.2	6.2	80	*76	1.0	6.3	65
DAYS OF OUR LIVES N	5877	599	9.2	10.2	127	167	8.1	2.8	112	442	7.1	7.5	97	680	8.7	11.6	119
FACTS OF LIFE - DAYTIME N	2290	199	3.1	8.7	108	**37	1.8	1.6	64	127	2.0	5.5	72	205	2.6	9.0	92
FAMILY FEUD A	3023	255	3.9	8.4	105	**42	2.0	1.4	55	154	2.5	5.1	66	238	3.0	7.9	81
GENERAL HOSPITAL A	6097	573	8.8	9.4	117	123	6.0	2.0	79	473	7.5	7.8	100	618	7.9	10.1	105
GOOD MORNING, AMERICA-730 A	3515	312	4.8	8.9	110	*93	4.5	2.6	104	367	5.9	10.4	135	260	3.3	7.4	76
GOOD MORNING, AMERICA-830 A	2818	233	3.6	8.3	103	*81	3.9	2.9	113	293	4.7	10.4	134	266	3.4	9.4	97
GUIDING LIGHT C	5339	407	6.2	7.6	95	183	8.9	3.4	135	379	6.0	7.1	92	635	8.1	11.9	123
ONE LIFE TO LIVE A	4478	407	6.2	9.1	113	*53	2.6	1.2	47	414	6.6	9.2	119	405	5.2	9.0	93
PRESS YOUR LUCK C	2244	207	3.2	9.2	115	**27	1.3	1.2	47	153	2.4	6.8	88	204	2.6	9.1	94
PRICE IS RIGHT 1 C	4348	338	5.2	7.8	97	*98	4.8	2.3	89	262	4.2	6.0	78	453	5.8	10.4	107
PRICE IS RIGHT 2 C	5014	405	6.2	8.1	100	137	6.7	2.7	107	321	5.1	6.4	83	502	6.4	10.0	103
RYAN'S HOPE A	3150	221	3.4	7.0	87	*43	2.1	1.4	54	220	3.5	7.0	90	449	5.7	14.3	147
SALE OF THE CENTURY N	2695	165	2.5	6.1	76	*77	3.7	2.9	112	236	3.8	8.8	113	318	4.0	11.8	122
SEARCH FOR TOMORROW N	2319	*170	2.6	7.3	91	**50	2.4	2.2	85	*191	3.0	8.2	106	228	2.9	9.8	101
TODAY SHOW 1 N	2693	237	3.6	8.8	109	*48	2.3	1.8	70	202	3.2	7.5	97	232	3.0	8.6	89
TODAY SHOW 2 N	2498	244	3.7	9.8	121	*74	3.6	3.0	117	230	3.7	9.2	119	204	2.6	8.2	84
$25,000 PYRAMID C	2753	269	4.1	9.8	121	**75	3.6	2.7	107	269	4.3	9.8	126	325	4.1	11.8	122
WHEEL OF FORTUNE N	4388	373	5.7	8.5	106	*108	5.2	2.5	97	380	6.1	8.7	112	392	5.0	8.9	92
YOUNG AND THE RESTLESS C	5695	438	6.7	7.7	96	*139	6.8	2.4	96	330	5.3	5.8	75	551	7.0	9.7	100
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	161	2.5	9.1	114	*66	3.2	3.8	147	133	2.1	7.6	98	168	2.1	9.5	98
NBA PLAYOFF GAME -1 C	1136	**68	1.0	6.0	74	**27	1.3	2.4	93	*71	1.1	6.3	81	*169	2.2	14.9	153
NBC MAJOR LEAGUE PRE-GAME N	953	**40	0.6	4.2	52	**18	0.9	1.9	74	**33	0.5	3.5	45	**55	0.7	5.8	60
SPORTSWORLD - SUN N	1233	*121	1.9	9.8	122	**33	1.6	2.7	105	**99	1.6	8.0	104	*78	1.0	6.3	65
SUNDAY MORNING C	1611	*99	1.5	6.1	76	**33	1.6	2.0	81	*111	1.8	6.9	89	172	2.2	10.7	110

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FROZEN ORANGE JUICE: BRANDS
(FEMALE HOMEMAKERS)

0425
P-18

		TOTAL U.S. '000	SUNKIST A '000	SUNKIST B % DOWN	SUNKIST C % ACROSS	SUNKIST D INDX	TOP FROST A '000	TOP FROST B % DOWN	TOP FROST C % ACROSS	TOP FROST D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX
TOTAL FEMALE HOMEMAKERS		80986	6514	100.0	8.0	100	2059	100.0	2.5	100	6266	100.0	7.7	100	7855	100.0	9.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2030	31.2	7.8	97	696	33.8	2.7	105	1918	30.6	7.4	95	2512	32.0	9.6	99
NETWORK AFFILIATES - LATE		20261	1694	26.0	8.4	104	559	27.1	2.8	109	1591	25.4	7.9	101	1879	23.9	9.3	96
INDEPENDENTS - LATE		2076	115	1.8	5.5	69	**33	1.6	1.6	63	142	2.3	6.8	88	299	3.8	14.4	148
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	751	11.5	7.2	89	317	15.4	3.0	119	794	12.7	7.6	98	1079	13.7	10.3	106
ABC MONDAY NIGHT MOVIE	A	6412	497	7.6	7.8	96	*182	8.8	2.8	112	550	8.8	8.6	111	650	8.3	10.1	105
ABC SUNDAY NIGHT MOVIE	A	12407	967	14.8	7.8	97	261	12.7	2.1	83	1057	16.9	8.5	110	1305	16.6	10.5	108
ABC WORLD NEWS TONIGHT	A	6176	551	8.5	8.9	111	203	9.9	3.3	129	416	6.6	6.7	87	495	6.3	8.0	83
AFTERMASH	C	5863	626	9.6	10.7	133	**189	9.2	3.2	127	509	8.1	8.7	112	650	8.3	11.1	114
ALICE	C	9594	845	13.0	8.8	110	*254	12.3	2.6	104	691	11.0	7.2	93	962	12.2	10.0	103
AMERICAN PARADE	C	6622	510	7.8	7.7	96	*135	6.6	2.0	80	484	7.7	7.3	94	595	7.6	9.0	93
BENSON	A	10886	950	14.6	8.7	108	268	13.0	2.5	97	824	13.2	7.6	98	957	12.2	8.8	91
BLUE THUNDER	A	5036	514	7.9	10.2	127	*122	5.9	2.4	95	439	7.0	8.7	113	479	6.1	9.5	98
CAGNEY & LACEY	C	9965	808	12.4	8.1	101	317	15.4	3.2	125	855	13.6	8.6	111	1056	13.4	10.6	109
CBS EVENING NEWS-DEAN	C	3491	362	5.6	10.4	129	**97	4.7	2.8	109	282	4.5	8.1	104	401	5.1	11.5	118
CBS EVENING NEWS-RATHER	C	7123	638	9.8	9.0	111	162	7.9	2.3	89	595	9.5	8.4	108	769	9.8	10.8	111
CBS SAT. NEWS-SCHIEFFER	C	3621	245	3.8	6.8	84	*64	3.1	1.8	70	281	4.5	7.8	100	370	4.7	10.2	105
CBS SATURDAY NIGHT MOVIE	C	5436	448	6.9	8.2	102	174	8.5	3.2	126	436	7.0	8.0	104	554	7.1	10.2	105
CBS WEDNESDAY NIGHT MOVIE	C	6100	571	8.8	9.4	116	209	10.2	3.4	135	429	6.8	7.0	91	574	7.3	9.4	97
CHEERS	N	8889	793	12.2	8.9	111	290	14.1	3.3	128	688	11.0	7.7	100	948	12.1	10.7	110
DALLAS	C	22109	1824	28.0	8.3	103	590	28.7	2.7	105	1628	26.0	7.4	95	2323	29.6	10.5	108
DIFF'RENT STROKES	N	6940	516	7.9	7.4	92	*195	9.5	2.8	111	429	6.8	6.2	80	671	8.5	9.7	100
DOUBLE TROUBLE	N	7223	618	9.5	8.6	106	*174	8.5	2.4	95	596	9.5	8.3	107	666	8.5	9.2	95
DUCK FACTORY	N	5595	514	7.9	9.2	114	*178	8.6	3.2	125	427	6.8	7.6	99	563	7.2	10.1	104
DUKES OF HAZZARD	C	5768	536	8.2	9.3	116	*204	9.9	3.5	139	324	5.2	5.6	73	557	7.1	9.7	100
DYNASTY	A	20053	1548	23.8	7.7	96	509	24.7	2.5	100	1520	24.3	7.6	98	2085	26.5	10.4	107
FACTS OF LIFE	N	8087	733	11.3	9.1	113	*185	9.0	2.3	90	601	9.6	7.4	96	772	9.8	9.5	98
FALCON CREST	C	20046	1651	25.3	8.2	102	510	24.8	2.5	100	1533	24.5	7.6	99	2118	27.0	10.6	109
FALL GUY	A	9084	682	10.5	7.5	93	284	13.8	3.1	123	688	11.0	7.6	98	963	12.3	10.6	109
FAMILY TIES	N	7964	722	11.1	9.1	113	*215	10.4	2.7	106	627	10.0	7.9	102	784	10.0	9.8	101
FANTASY ISLAND	A	7687	558	8.6	7.3	90	*200	9.7	2.6	102	585	9.3	7.6	98	844	10.7	11.0	113
FOULUPS,BLEEPS & BLUNDERS	A	8861	760	11.7	8.6	107	*221	10.7	2.5	98	687	11.0	7.8	100	992	12.6	11.2	115
FOUR SEASONS	C	5095	564	8.7	11.1	138	**173	8.4	3.4	134	*367	5.9	7.2	93	552	7.0	10.8	112
GIMME A BREAK	N	8838	762	11.7	8.6	107	*233	11.3	2.6	104	553	8.8	6.3	81	972	12.4	11.0	113
HART TO HART	A	8978	754	11.6	8.4	104	292	14.2	3.3	128	779	12.4	8.7	112	760	9.7	8.5	87
HILL STREET BLUES	N	8590	711	10.9	8.3	103	*216	10.5	2.5	99	620	9.9	7.2	93	921	11.7	10.7	111
HOTEL	A	14085	1143	17.5	8.1	101	416	20.2	3.0	116	1215	19.4	8.6	111	1453	18.5	10.3	106
JEFFERSONS	C	9360	841	12.9	9.0	112	276	13.4	2.9	116	684	10.9	7.3	94	1028	13.1	11.0	113
JENNIFER SLEPT HERE	N	5841	455	7.0	7.8	97	**128	6.2	2.2	86	384	6.1	6.6	85	595	7.6	10.2	105
KATE & ALLIE	C	9206	732	11.2	8.0	99	*258	12.5	2.8	110	690	11.0	7.5	97	922	11.7	10.0	103
KNIGHT RIDER	N	7076	637	9.8	9.0	112	*174	8.5	2.5	97	532	8.5	7.5	97	663	8.4	9.4	97
LOVE BOAT	A	12219	922	14.2	7.5	94	258	12.5	2.1	83	953	15.2	7.8	101	1283	16.3	10.5	108
MAGNUM PI	C	11199	868	13.3	7.8	96	360	17.5	3.2	126	786	12.5	7.0	91	1116	14.2	10.0	103
MAMA'S FAMILY	N	6057	532	8.2	8.8	109	**133	6.5	2.2	86	462	7.4	7.6	99	591	7.5	9.8	101
MASTER, THE	N	3598	287	4.4	8.0	99	**79	3.8	2.2	86	228	3.6	6.3	82	332	4.2	9.2	95
MATT HOUSTON	A	6344	536	8.2	8.4	105	*167	8.1	2.6	104	615	9.8	9.7	125	557	7.1	8.8	91
NBC MONDAY NIGHT MOVIE	N	11994	963	14.8	8.0	100	278	13.5	2.3	91	898	14.3	7.5	97	1226	15.6	10.2	105
NBC NIGHTLY NEWS	N	5132	360	5.5	7.0	87	143	6.9	2.8	110	440	7.0	8.6	111	578	7.4	11.3	116
NBC NIGHTLY NEWS-SAT	N	3375	289	4.4	8.6	106	**81	3.9	2.4	94	*220	3.5	6.5	84	333	4.2	9.9	102
NBC NIGHTLY NEWS-SUN	N	3130	*207	3.2	6.6	82	**81	3.9	2.6	102	*271	4.3	8.7	112	276	3.5	8.8	91
NBC SUNDAY NIGHT MOVIE	N	8284	632	9.7	7.6	95	*215	10.4	2.6	102	634	10.1	7.7	99	933	11.9	11.3	116
NEWHART	C	9240	777	11.9	8.4	105	297	14.4	3.2	126	799	12.8	8.6	112	977	12.4	10.6	109
ONE DAY AT A TIME	C	7288	647	9.9	8.9	110	*102	5.0	1.4	55	558	8.9	7.7	99	714	9.1	9.8	101
PEOPLE ARE FUNNY	N	4855	464	7.1	9.6	119	**105	5.1	2.2	85	268	4.3	5.5	71	408	5.2	8.4	87
REAL PEOPLE	N	8869	769	11.8	8.7	108	*166	8.1	1.9	74	630	10.1	7.1	92	890	11.3	10.0	103
REMINGTON STEELE	N	7743	623	9.6	8.0	100	*151	7.3	2.0	77	444	7.1	5.7	74	828	10.5	10.7	110
RIPLEY'S BELIEVE IT - NOT	A	5345	513	7.9	9.6	119	*143	6.9	2.7	105	596	9.5	11.2	144	508	6.5	9.5	98
RIPTIDE	N	6988	569	8.7	8.1	101	*195	9.5	2.8	110	637	10.2	9.1	118	694	8.8	9.9	102
SCARECROW & MRS. KING	C	10002	680	10.4	6.8	85	272	13.2	2.7	107	818	13.1	8.2	106	1021	13.0	10.2	105
SIMON & SIMON	C	10638	980	15.0	9.2	115	351	17.0	3.3	130	862	13.8	8.1	105	1107	14.1	10.4	107
60 MINUTES	C	13293	1098	16.9	8.3	103	364	17.7	2.7	108	1045	16.7	7.9	102	1191	15.2	9.0	92
ST. ELSEWHERE	N	7017	516	7.9	7.4	91	*143	6.9	2.0	80	533	8.5	7.6	98	697	8.9	9.9	102
THREE'S COMPANY	A	10917	1088	16.7	10.0	124	*235	11.4	2.2	85	968	15.4	8.9	115	1045	13.3	9.6	99
T.J. HOOKER	A	9204	737	11.3	8.0	100	*185	9.0	2.0	79	672	10.7	7.3	94	896	11.4	9.7	100
TONIGHT SHOW	N	2372	211	3.2	8.9	111	*62	3.0	2.6	103	133	2.1	5.6	72	223	2.8	9.4	97
TRAPPER JOHN, M.D.	C	9846	815	12.5	8.3	103	*241	11.7	2.4	96	782	12.5	7.9	103	1069	13.6	10.9	112
TV BLOOPERS & PRAC. JOKES	N	9105	917	14.1	10.1	125	*192	9.3	2.1	83	820	13.1	9.0	116	799	10.2	8.8	90
20/20	A	9387	843	12.9	9.0	112	313	15.2	3.3	131	907	14.5	9.7	125	926	11.8	9.9	102
WEBSTER	A	11067	875	13.4	7.9	98	*259	12.6	2.3	92	879	14.0	7.9	103	1025	13.0	9.3	95
WORLD NEWS - SUN	A	3062	*243	3.7	7.9	99	**104	5.1	3.4	134	*257	4.1	8.4	108	217	2.8	7.1	73
YELLOW ROSE	N	4978	461	7.1	9.3	115	**90	4.4	1.8	71	285	4.5	5.7	74	508	6.5	10.2	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	966	14.8	10.9	135	**148	7.2	1.7	66	752	12.0	8.5	109	1010	12.9	11.4	117
BASKETBALL - COLLEGE GAMES		4080	*383	5.9	9.4	117	**110	5.3	2.7	106	**234	3.7	5.7	74	444	5.7	10.9	112
BASKETBALL - PRO GAMES		3607	*382	5.9	10.6	132	**70	3.4	1.9	76	*432	6.9	12.0	155	*376	4.8	10.4	107
BOWLING		3883	*343	5.3	8.8	110	**130	6.3	3.3	132	*528	8.4	13.6	176	627	8.0	16.1	166
BOXING		3928	*298	4.6	7.6	94	**142	6.9	3.6	142	**143	2.3	3.6	47	501	6.4	12.8	132
FOOTBALL - COLLEGE GAMES		6366	538	8.3	8.5	105	*283	13.7	4.4	175	*537	8.6	8.4	109	671	8.5	10.5	109
FOOTBALL - PRO GAMES		11300	1066	16.4	9.4	117	*286	13.9	2.5	100	1091	17.4	9.7	125	1077	13.7	9.5	98
GOLF		3378	*398	6.1	11.8	146	**69	3.4	2.0	80	*302	4.8	8.9	116	*336	4.3	9.9	103
POST-SEASON COLL. FOOTBALL		4906	549	8.4	11.2	139	**173	8.4	3.5	139	*411	6.6	8.4	108	563	7.2	11.5	118
POST-SEASON PRO FOOTBALL		6120	639	9.8	10.4	130	**201	9.8	3.3	129	*565	9.0	9.2	119	659	8.4	10.8	111
TENNIS		3033	*278	4.3	9.2	114	**69	3.4	2.3	89	**231	3.7	7.6	98	*401	5.1	13.2	136
WRESTLING - PROFESSIONAL		3344	*330	5.1	9.9	123	**108	5.2	3.2	127	**220	3.5	6.6	85	530	6.7	15.8	163

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	39032	48.2	4463
	NO	41954	51.8	4972

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
BOTTLED	15914	19.7	9054	11.2	5430	6.7	1430	1.8	1760
CANNED	7598	9.4	3697	4.6	3048	3.8	853	1.1	848
CARTON	22301	27.5	15433	19.1	5643	7.0	1225	1.5	2598
PAPER BOXES/FOIL POUCHES	2978	3.7	757	.9	1117	1.4	1104	1.4	315
OTHER	1133	1.4	498	.6	338	.4	298	.4	125
DO NOT KNOW	719	.9							90
4C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P	920	1.1	199	.2	505	.6	216	.3	121
HOOD	1775	2.2	345	.4	1099	1.4	332	.4	215
KRAFT	2937	3.6	1129	1.4	1387	1.7	420	.5	349
LIBBY'S	1874	2.3	570	.7	993	1.2	311	.4	236
MINUTE MAID	15026	18.6	6201	7.7	7165	8.8	1660	2.0	1727
TREESWEET	2608	3.2	704	.9	1496	1.8	407	.5	317
TROPICANA	16216	20.0	7591	9.4	6801	8.4	1824	2.3	1854
VITA-PAKT	1100	1.4	295	.4	659	.8	146	.2	115
WAGNER	1732	2.1	501	.6	923	1.1	309	.4	206
OTHER BRANDS	13355	16.5	7289	9.0	3895	4.8	2171	2.7	1452
DO NOT KNOW	479	.6							71

		'000	%	UNWEIGHTED
4D. IN THE LAST 30 DAYS ABOUT HOW MANY GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	4862	6.0	517
7 - 9	H	2452	3.0	236
4 - 6	H	4779	5.9	533
3	M	5085	6.3	562
2	M	7455	9.2	836
1	L	7385	9.1	936
LESS THAN 1	L	4401	5.4	538
NONE	L	2612	3.2	305

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0428
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	39032	100.0	48.2	100	12093	100.0	14.9	100	12540	100.0	15.5	100	14399	100.0	17.8	100
18 - 24	9282	4018	10.3	43.3	90	1269	10.5	13.7	92	1177	9.4	12.7	82	1571	10.9	16.9	95
25 - 34	19072	9949	25.5	52.2	108	3035	25.1	15.9	107	2747	21.9	14.4	93	4167	28.9	21.8	123
35 - 44	14591	7369	18.9	50.5	105	2426	20.1	16.6	111	2574	20.5	17.6	114	2370	16.5	16.2	91
45 - 54	11345	5712	14.6	50.3	104	1961	16.2	17.3	116	2004	16.0	17.7	114	1748	12.1	15.4	87
55 - 64	11635	5442	13.9	46.8	97	1640	13.6	14.1	94	2170	17.3	18.7	120	1633	11.3	14.0	79
65 OR OLDER	15061	6541	16.8	43.4	90	1762	14.6	11.7	78	1869	14.9	12.4	80	2911	20.2	19.3	109
18 - 34	28354	13967	35.8	49.3	102	4304	35.6	15.2	102	3924	31.3	13.8	89	5739	39.9	20.2	114
18 - 49	48339	24253	62.1	50.2	104	7677	63.5	15.9	106	7590	60.5	15.7	101	8986	62.4	18.6	105
25 - 54	45008	23031	59.0	51.2	106	7423	61.4	16.5	110	7324	58.4	16.3	105	8285	57.5	18.4	104
35 - 49	19985	10286	26.4	51.5	107	3373	27.9	16.9	113	3666	29.2	18.3	118	3247	22.6	16.2	91
50 OR OLDER	32647	14779	37.9	45.3	94	4416	36.5	13.5	91	4950	39.5	15.2	98	5413	37.6	16.6	93
GRADUATED COLLEGE	11155	4844	12.4	43.4	90	1076	8.9	9.6	65	1543	12.3	13.8	89	2225	15.5	19.9	112
ATTENDED COLLEGE	13682	6321	16.2	46.2	96	1840	15.2	13.4	90	1949	15.5	14.2	92	2533	17.6	18.5	104
GRADUATED HIGH SCHOOL	33880	16704	42.8	49.3	102	5175	42.8	15.3	102	5293	42.2	15.6	101	6236	43.3	18.4	104
DID NOT GRADUATE HIGH SCHOOL	22270	11162	28.6	50.1	104	4003	33.1	18.0	120	3755	29.9	16.9	109	3405	23.6	15.3	86
EMPLOYED	40306	20155	51.6	50.0	104	5675	46.9	14.1	94	6642	53.0	16.5	106	7838	54.4	19.4	109
EMPLOYED FULL-TIME	32850	16583	42.5	50.5	105	4690	38.8	14.3	96	5425	43.3	16.5	107	6467	44.9	19.7	111
EMPLOYED PART-TIME	7456	3573	9.2	47.9	99	984	8.1	13.2	88	1217	9.7	16.3	105	1372	9.5	18.4	103
NOT EMPLOYED	40680	18876	48.4	46.4	96	6418	53.1	15.8	106	5897	47.0	14.5	94	6561	45.6	16.1	91
PROFESSIONAL/MANAGER	10392	5034	12.9	48.4	101	1292	10.7	12.4	83	1627	13.0	15.7	101	2115	14.7	20.4	114
TECH/CLERICAL/SALES	17574	8566	21.9	48.7	101	2285	18.9	13.0	87	2671	21.3	15.2	98	3610	25.1	20.5	116
PRECISION/CRAFT	985	*508	1.3	51.6	107	**122	1.0	12.4	83	**188	1.5	19.1	123	**198	1.4	20.1	113
OTHER EMPLOYED	11354	6048	15.5	53.3	111	1976	16.3	17.4	117	2156	17.2	19.0	123	1916	13.3	16.9	95
SINGLE	9863	4859	12.4	49.3	102	1413	11.7	14.3	96	1242	9.9	12.6	81	2204	15.3	22.3	126
MARRIED	51375	24747	63.4	48.2	100	7890	65.2	15.4	103	8670	69.1	16.9	109	8188	56.9	15.9	90
DIVORCED/SEPARATED/WIDOWED	19748	9425	24.1	47.7	99	2790	23.1	14.1	95	2628	21.0	13.3	86	4007	27.8	20.3	114
PARENTS	32590	16890	43.3	51.8	108	5896	48.8	18.1	121	5563	44.4	17.1	110	5432	37.7	16.7	94
WHITE	70416	32848	84.2	46.6	97	9535	78.8	13.5	91	10611	84.6	15.1	97	12703	88.2	18.0	101
BLACK	8778	5305	13.6	60.4	125	2239	18.5	25.5	171	1781	14.2	20.3	131	1284	8.9	14.6	82
OTHER	1791	*879	2.3	49.1	102	**319	2.6	17.8	119	**148	1.2	8.3	53	**412	2.9	23.0	129
NORTHEAST-CENSUS	17786	11039	28.3	62.1	129	3642	30.1	20.5	137	3826	30.5	21.5	139	3571	24.8	20.1	113
NORTH CENTRAL	20741	8928	22.9	43.0	89	2868	23.7	13.8	93	2465	19.7	11.9	77	3595	25.0	17.3	97
SOUTH	27775	13849	35.5	49.9	103	4246	35.1	15.3	102	4736	37.8	17.1	110	4868	33.8	17.5	99
WEST	14683	5216	13.4	35.5	74	1338	11.1	9.1	61	1513	12.1	10.3	67	2365	16.4	16.1	91
NORTHEAST-MKTG.	17961	11062	28.3	61.6	128	3428	28.3	19.1	128	3839	30.6	21.4	138	3796	26.4	21.1	119
EAST CENTRAL	11885	5427	13.9	45.7	95	1781	14.7	15.0	100	1601	12.8	13.5	87	2046	14.2	17.2	97
WEST CENTRAL	14090	6000	15.4	42.6	88	1867	15.4	13.3	89	1517	12.1	10.8	70	2616	18.2	18.6	104
SOUTH	24081	11921	30.5	49.5	103	3868	32.0	16.1	108	4206	33.5	17.5	113	3847	26.7	16.0	90
PACIFIC	12969	4621	11.8	35.6	74	1150	9.5	8.9	59	1377	11.0	10.6	69	2095	14.5	16.2	91
COUNTY SIZE A	32439	16047	41.1	49.5	103	4700	38.9	14.5	97	5255	41.9	16.2	105	6092	42.3	18.8	106
COUNTY SIZE B	24915	11992	30.7	48.1	100	4155	34.4	16.7	112	3718	29.6	14.9	96	4119	28.6	16.5	93
COUNTY SIZE C	12930	6251	16.0	48.3	100	1927	15.9	14.9	100	1916	15.3	14.8	96	2408	16.7	18.6	105
COUNTY SIZE D	10703	4741	12.1	44.3	92	1311	10.8	12.2	82	1651	13.2	15.4	100	1780	12.4	16.6	94
METRO CENTRAL CITY	24518	12239	31.4	49.9	104	4131	34.2	16.8	113	3550	28.3	14.5	94	4558	31.7	18.6	105
METRO SUBURBAN	35919	17362	44.5	48.3	100	5002	41.4	13.9	93	6032	48.1	16.8	108	6328	43.9	17.6	99
NON METRO	20549	9431	24.2	45.9	95	2960	24.5	14.4	96	2958	23.6	14.4	93	3513	24.4	17.1	96
TOP 5 ADI'S	18341	9931	25.4	54.1	112	2825	23.4	15.4	103	3415	27.2	18.6	120	3691	25.6	20.1	113
TOP 10 ADI'S	25378	12982	33.3	51.2	106	3701	30.6	14.6	98	4312	34.4	17.0	110	4969	34.5	19.6	110
TOP 20 ADI'S	36488	18120	46.4	49.7	103	5285	43.7	14.5	97	5777	46.1	15.8	102	7058	49.0	19.3	109
HSHLD INC. $50,000 OR MORE	6612	3535	9.1	53.5	111	994	8.2	15.0	101	1201	9.6	18.2	117	1339	9.3	20.3	114
$40,000 OR MORE	12659	6274	16.1	49.6	103	1823	15.1	14.4	96	2019	16.1	15.9	103	2432	16.9	19.2	108
$30,000 OR MORE	24698	12301	31.5	49.8	103	3551	29.4	14.4	96	3984	31.8	16.1	104	4766	33.1	19.3	109
$25,000 OR MORE	32077	15776	40.4	49.2	102	4617	38.2	14.4	96	5103	40.7	15.9	103	6057	42.1	18.9	106
$20,000 - $24,999	9144	4298	11.0	47.0	98	1395	11.5	15.3	102	1250	10.0	13.7	88	1653	11.5	18.1	102
$15,000 - $19,999	8728	4007	10.3	45.9	95	1168	9.7	13.4	90	1378	11.0	15.8	102	1462	10.2	16.8	94
$10,000 - $14,999	12562	6264	16.0	49.9	103	1940	16.0	15.4	103	2055	16.4	16.4	106	2270	15.8	18.1	102
UNDER $10,000	18475	8686	22.3	47.0	98	2974	24.6	16.1	108	2754	22.0	14.9	96	2958	20.5	16.0	90
HOUSEHOLD OF 1 PERSON	11987	4925	12.6	41.1	85	1022	8.5	8.5	57	988	7.9	8.2	53	2915	20.2	24.3	137
2 PEOPLE	26577	12029	30.8	45.3	94	2848	23.6	10.7	72	4365	34.8	16.4	106	4816	33.4	18.1	102
3 OR 4 PEOPLE	30617	15606	40.0	51.0	106	5281	43.7	17.2	116	5434	43.3	17.7	115	4891	34.0	16.0	90
5 OR MORE PEOPLE	11804	6472	16.6	54.8	114	2942	24.3	24.9	167	1753	14.0	14.9	96	1776	12.3	15.0	85
NO CHILD IN HSHLD	46165	20908	53.6	45.3	94	5637	46.6	12.2	82	6695	53.4	14.5	94	8575	59.6	18.6	104
CHILD(REN) UNDER 2 YRS	5325	2584	6.6	48.5	101	1077	8.9	20.2	135	555	4.4	10.4	67	952	6.6	17.9	101
2 - 5 YEARS	14221	7241	18.6	50.9	106	2961	24.5	20.8	139	1839	14.7	12.9	84	2441	17.0	17.2	97
6 - 11 YEARS	15117	7941	20.3	52.5	109	3154	26.1	20.9	140	2251	18.0	14.9	96	2536	17.6	16.8	94
12 - 17 YEARS	16611	8925	22.9	53.7	111	3342	27.6	20.1	135	3211	25.6	19.3	125	2372	16.5	14.3	80
RESIDENCE OWNED	55884	26492	67.9	47.4	98	7739	64.0	13.8	93	8737	69.7	15.6	101	10017	69.6	17.9	101
VALUE: $50,000 OR MORE	31744	14490	37.1	45.6	95	3891	32.2	12.3	82	4966	39.6	15.6	101	5633	39.1	17.7	100
VALUE: UNDER $50,000	24140	12002	30.7	49.7	103	3848	31.8	15.9	107	3771	30.1	15.6	101	4384	30.4	18.2	102

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0429
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	39032	100.0	48.2	100	12093	100.0	14.9	100	12540	100.0	15.5	100	14399	100.0	17.8	100
MAGAZINES	QUINTILE 1	15799	8476	21.7	53.6	111	2790	23.1	17.7	118	2730	21.8	17.3	112	2957	20.5	18.7	105
	QUINTILE 2	17259	8024	20.6	46.5	96	2232	18.5	12.9	87	2755	22.0	16.0	103	3036	21.1	17.6	99
	QUINTILE 3	13545	6479	16.6	47.8	99	1917	15.9	14.2	95	2181	17.4	16.1	104	2381	16.5	17.6	99
	QUINTILE 4	15133	6987	17.9	46.2	96	2246	18.6	14.8	99	2182	17.4	14.4	93	2559	17.8	16.9	95
	QUINTILE 5	19250	9065	23.2	47.1	98	2908	24.0	15.1	101	2691	21.5	14.0	90	3466	24.1	18.0	101
NEWSPAPERS	QUINTILE 1	12413	6716	17.2	54.1	112	2231	18.4	18.0	120	2233	17.8	18.0	116	2252	15.6	18.1	102
	QUINTILE 2	24116	11758	30.1	48.8	101	3527	29.2	14.6	98	3855	30.7	16.0	103	4376	30.4	18.1	102
	QUINTILE 3	11261	5444	13.9	48.3	100	1775	14.7	15.8	106	1757	14.0	15.6	101	1913	13.3	17.0	96
	QUINTILE 4	20255	8985	23.0	44.4	92	2497	20.6	12.3	83	2743	21.9	13.5	87	3745	26.0	18.5	104
	QUINTILE 5	12940	6128	15.7	47.4	98	2063	17.1	15.9	107	1951	15.6	15.1	97	2114	14.7	16.3	92
OUTDOOR	QUINTILE 1	14852	7629	19.5	51.4	107	2098	17.3	14.1	95	2514	20.0	16.9	109	3018	21.0	20.3	114
	QUINTILE 2	15725	7523	19.3	47.8	99	2150	17.8	13.7	92	2414	19.3	15.4	99	2959	20.6	18.8	106
	QUINTILE 3	16330	7585	19.4	46.4	96	2502	20.7	15.3	103	2307	18.4	14.1	91	2776	19.3	17.0	96
	QUINTILE 4	16744	8076	20.7	48.2	100	2714	22.4	16.2	109	2712	21.6	16.2	105	2650	18.4	15.8	89
	QUINTILE 5	17334	8218	21.1	47.4	98	2629	21.7	15.2	102	2592	20.7	15.0	97	2997	20.8	17.3	97
RADIO-DRIVE TIME	QUINTILE 1	15911	8219	21.1	51.7	107	2554	21.1	16.1	107	2608	20.8	16.4	106	3058	21.2	19.2	108
	QUINTILE 2	14837	7394	18.9	49.8	103	2314	19.1	15.6	104	2480	19.8	16.7	108	2600	18.1	17.5	99
	QUINTILE 3	15339	7498	19.2	48.9	101	2043	16.9	13.3	89	2568	20.5	16.7	108	2887	20.1	18.8	106
	QUINTILE 4	16723	7868	20.2	47.0	98	2755	22.8	16.5	110	2307	18.4	13.8	89	2806	19.5	16.8	94
	QUINTILE 5	18176	8052	20.6	44.3	92	2427	20.1	13.4	89	2577	20.6	14.2	92	3049	21.2	16.8	94
RADIO-MID-DAY	TERCILE 1	21020	10571	27.1	50.3	104	3208	26.5	15.3	102	3647	29.1	17.4	112	3715	25.8	17.7	99
	TERCILE 2	21610	10548	27.0	48.8	101	3445	28.5	15.9	107	3374	26.9	15.6	101	3729	25.9	17.3	97
	TERCILE 3	38355	17913	45.9	46.7	97	5440	45.0	14.2	95	5518	44.0	14.4	93	6955	48.3	18.1	102
RADIO-TOTAL	QUINTILE 1	15988	8399	21.5	52.5	109	2681	22.2	16.8	112	2796	22.3	17.5	113	2922	20.3	18.3	103
	QUINTILE 2	15626	7716	19.8	49.4	102	2362	19.5	15.1	101	2534	20.2	16.2	105	2820	19.6	18.0	102
	QUINTILE 3	16723	8163	20.9	48.8	101	2271	18.8	13.6	91	2628	21.0	15.7	101	3264	22.7	19.5	110
	QUINTILE 4	16342	7672	19.7	46.9	97	2520	20.8	15.4	103	2439	19.4	14.9	96	2713	18.8	16.6	93
	QUINTILE 5	16306	7082	18.1	43.4	90	2259	18.7	13.9	93	2142	17.1	13.1	85	2681	18.6	16.4	92
TV-PRIME TIME	QUINTILE 1	15953	7864	20.1	49.3	102	2674	22.1	16.8	112	2440	19.5	15.3	99	2751	19.1	17.2	97
	QUINTILE 2	16137	8030	20.6	49.8	103	2797	23.1	17.3	116	2451	19.5	15.2	98	2782	19.3	17.2	97
	QUINTILE 3	16420	7961	20.4	48.5	101	2225	18.4	13.6	91	2574	20.5	15.7	101	3162	22.0	19.3	108
	QUINTILE 4	16687	7811	20.0	46.8	97	2269	18.8	13.6	91	2477	19.8	14.8	96	3064	21.3	18.4	103
	QUINTILE 5	15789	7367	18.9	46.7	97	2128	17.6	13.5	90	2598	20.7	16.5	106	2640	18.3	16.7	94
TV-DAYTIME	TERCILE 1	27736	13485	34.5	48.6	101	4793	39.6	17.3	116	4269	34.0	15.4	99	4423	30.7	15.9	90
	TERCILE 2	26489	12868	33.0	48.6	101	3969	32.8	15.0	100	3866	30.8	14.6	94	5033	35.0	19.0	107
	TERCILE 3	26761	12678	32.5	47.4	98	3331	27.5	12.4	83	4404	35.1	16.5	106	4943	34.3	18.5	104
TV-TOTAL	QUINTILE 1	16345	7822	20.0	47.9	99	2938	24.3	18.0	120	2440	19.5	14.9	96	2444	17.0	15.0	84
	QUINTILE 2	16447	8417	21.6	51.2	106	2759	22.8	16.8	112	2517	20.1	15.3	99	3141	21.8	19.1	107
	QUINTILE 3	15980	7726	19.8	48.3	100	2363	19.5	14.8	99	2384	19.0	14.9	96	2979	20.7	18.6	105
	QUINTILE 4	15887	7357	18.8	46.3	96	2072	17.1	13.0	87	2385	19.0	15.0	97	2900	20.1	18.3	103
	QUINTILE 5	16326	7711	19.8	47.2	98	1962	16.2	12.0	80	2814	22.4	17.2	111	2935	20.4	18.0	101
MAGAZINES-NEWSPAPERS: DUAL		20721	10511	26.9	50.7	105	3582	29.6	17.3	116	3336	26.6	16.1	104	3593	25.0	17.3	98
MAGAZINE IMPERATIVE		19186	9141	23.4	47.6	99	2493	20.6	13.0	87	3083	24.6	16.1	104	3565	24.8	18.6	105
NEWSPAPER IMPERATIVE		21899	10738	27.5	49.0	102	3220	26.6	14.7	98	3482	27.8	15.9	103	4036	28.0	18.4	104
MAGAZINES-OUTDOOR: DUAL		15451	7828	20.1	50.7	105	2200	18.2	14.2	95	2614	20.8	16.9	109	3014	20.9	19.5	110
MAGAZINE IMPERATIVE		25953	12597	32.3	48.5	101	4066	33.6	15.7	105	4149	33.1	16.0	103	4382	30.4	16.9	95
OUTDOOR IMPERATIVE		24400	11432	29.3	46.9	97	3521	29.1	14.4	97	3460	27.6	14.2	92	4451	30.9	18.2	103
MAGAZINES-RADIO: DUAL		18049	9162	23.5	50.8	105	2748	22.7	15.2	102	3057	24.4	16.9	109	3356	23.3	18.6	105
MAGAZINE IMPERATIVE		23571	11208	28.7	47.5	99	3345	27.7	14.2	95	3700	29.5	15.7	101	4163	28.9	17.7	99
RADIO IMPERATIVE		23278	11486	29.4	49.3	102	3530	29.2	15.2	102	3609	28.8	15.5	100	4347	30.2	18.7	105
MAGAZINES-TELEVISION: DUAL		15459	7679	19.7	49.7	103	2561	21.2	16.6	111	2487	19.8	16.1	104	2630	18.3	17.0	96
MAGAZINE IMPERATIVE		25829	12652	32.4	49.0	102	3367	27.8	13.0	87	4406	35.1	17.1	110	4879	33.9	18.9	106
TELEVISION IMPERATIVE		26039	12421	31.8	47.7	99	4224	34.9	16.2	109	3611	28.8	13.9	90	4585	31.8	17.6	99
NEWSPAPERS-OUTDOOR: DUAL		16605	8587	22.0	51.7	107	2527	20.9	15.2	102	2780	22.2	16.7	108	3280	22.8	19.8	111
NEWSPAPER IMPERATIVE		26834	13276	34.0	49.5	103	4375	36.2	16.3	109	4428	35.3	16.5	107	4473	31.1	16.7	94
OUTDOOR IMPERATIVE		23346	10842	27.8	46.4	96	3250	26.9	13.9	93	3396	27.1	14.5	94	4196	29.1	18.0	101
NEWSPAPERS-RADIO: DUAL		17133	9141	23.4	53.4	111	2829	23.4	16.5	111	3120	24.9	18.2	118	3192	22.2	18.6	105
NEWSPAPER IMPERATIVE		25892	12433	31.9	48.0	100	3878	32.1	15.0	100	3910	31.2	15.1	98	4645	32.3	17.9	101
RADIO IMPERATIVE		23167	11101	28.4	47.9	99	3386	28.0	14.6	98	3458	27.6	14.9	96	4258	29.6	18.4	103
NEWSPAPERS-TELEVISION: DUAL		17159	8915	22.8	52.0	108	2875	23.8	16.8	112	2956	23.6	17.2	111	3084	21.4	18.0	101
NEWSPAPER IMPERATIVE		26214	12789	32.8	48.8	101	3745	31.0	14.3	96	4261	34.0	16.3	105	4783	33.2	18.2	103
TELEVISION IMPERATIVE		23412	10865	27.8	46.4	96	3754	31.0	16.0	107	3077	24.5	13.1	85	4034	28.0	17.2	97
OUTDOOR-RADIO: DUAL		15303	7874	20.2	51.5	107	2253	18.6	14.7	99	2566	20.5	16.8	108	3055	21.2	20.0	112
OUTDOOR IMPERATIVE		24901	11656	29.9	46.8	97	3489	28.9	14.0	94	3685	29.4	14.8	96	4482	31.1	18.0	101
RADIO IMPERATIVE		26492	13099	33.6	49.4	103	4171	34.5	15.7	105	4367	34.8	16.5	106	4561	31.7	17.2	97
OUTDOOR-TELEVISION: DUAL		14794	7140	18.3	48.3	100	2298	19.0	15.5	104	2122	16.9	14.3	93	2720	18.9	18.4	103
OUTDOOR IMPERATIVE		25437	12447	31.9	48.9	102	3254	26.9	12.8	86	4271	34.1	16.8	108	4922	34.2	19.3	109
TELEVISION IMPERATIVE		27877	13780	35.3	49.4	103	4967	41.1	17.8	119	4309	34.4	15.5	100	4504	31.3	16.2	91
RADIO-TELEVISION: DUAL		15996	8334	21.4	52.1	108	2846	23.5	17.8	119	2862	22.8	17.9	116	2627	18.2	16.4	92
RADIO IMPERATIVE		25478	12432	31.9	48.8	101	3335	27.6	13.1	88	4106	32.7	16.1	104	4991	34.7	19.6	110
TELEVISION IMPERATIVE		26573	12456	31.9	46.9	97	4279	35.4	16.1	108	3508	28.0	13.2	85	4670	32.4	17.6	99

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	39032	100.0	48.2	100	12093	100.0	14.9	100	12540	100.0	15.5	100	14399	100.0	17.8	100
ATLANTIC MONTHLY	415	*171	0.4	41.2	85	**49	0.4	11.8	79	**72	0.6	17.3	112	**51	0.4	12.3	69
BARRON'S	453	*223	0.6	49.2	102	**54	0.4	11.9	80	**64	0.5	14.1	91	**106	0.7	23.4	132
BETTER HOMES & GARDENS	16256	7809	20.0	48.0	100	2400	19.8	14.8	99	2559	20.4	15.7	102	2850	19.8	17.5	99
BON APPETIT	2535	1274	3.3	50.3	104	290	2.4	11.4	77	307	2.4	12.1	78	677	4.7	26.7	150
BUSINESS WEEK	1278	656	1.7	51.3	107	*189	1.6	14.8	99	*233	1.9	18.2	118	*234	1.6	18.3	103
CAR AND DRIVER	378	*238	0.6	63.0	131	**55	0.5	14.6	97	**79	0.6	20.9	135	**105	0.7	27.8	156
CBS MAGAZINE NETWORK (GROSS)	1498	861	2.2	57.5	119	364	3.0	24.3	163	*256	2.0	17.1	110	*241	1.7	16.1	90
CHANGING TIMES	1505	774	2.0	51.4	107	*165	1.4	11.0	73	276	2.2	18.3	118	333	2.3	22.1	124
COLONIAL HOMES	1231	636	1.6	51.7	107	*192	1.6	15.6	104	*172	1.4	14.0	90	272	1.9	22.1	124
CONDE NAST MAG. PKG. (GROSS)	14146	7582	19.4	53.6	111	2165	17.9	15.3	102	2474	19.7	17.5	113	2942	20.4	20.8	117
CONSUMERS DIGEST	1323	785	2.0	59.3	123	*261	2.2	19.7	132	319	2.5	24.1	156	*205	1.4	15.5	87
COSMOPOLITAN	7102	3958	10.1	55.7	116	1155	9.6	16.3	109	1279	10.2	18.0	116	1523	10.6	21.4	121
COUNTRY LIVING	2481	1143	2.9	46.1	96	345	2.9	13.9	93	282	2.2	11.4	73	516	3.6	20.8	117
CUISINE	1472	778	2.0	52.9	110	*247	2.0	16.8	112	254	2.0	17.3	111	*278	1.9	18.9	106
CYCLE WORLD	425	*222	0.6	52.2	108	**130	1.1	30.6	205	**51	0.4	12.0	77	**41	0.3	9.6	54
DCI:CREATIVE IDEAS FOR LIV	2510	1164	3.0	46.4	96	405	3.3	16.1	108	452	3.6	18.0	116	307	2.1	12.2	69
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3180	8.1	47.5	99	1082	8.9	16.2	108	1092	8.7	16.3	105	1006	7.0	15.0	85
DISCOVER	894	419	1.1	46.9	97	*159	1.3	17.8	119	*130	1.0	14.5	94	*130	0.9	14.5	82
EBONY	3507	2117	5.4	60.4	125	975	8.1	27.8	186	735	5.9	21.0	135	406	2.8	11.6	65
ESQUIRE	1083	660	1.7	60.9	126	*242	2.0	22.3	150	*211	1.7	19.5	126	*207	1.4	19.1	108
ESSENCE	1830	1150	2.9	62.8	130	544	4.5	29.7	199	414	3.3	22.6	146	192	1.3	10.5	59
FAMILY CIRCLE	15930	7831	20.1	49.2	102	2452	20.3	15.4	103	2520	20.1	15.8	102	2859	19.9	17.9	101
THE FAMILY HANDYMAN	1126	569	1.5	50.5	105	*211	1.7	18.7	125	*200	1.6	17.8	115	*157	1.1	13.9	78
FAMILY WEEKLY	11468	5298	13.6	46.2	96	1630	13.5	14.2	95	1784	14.2	15.6	100	1884	13.1	16.4	92
FIELD & STREAM	2234	1129	2.9	50.5	105	393	3.2	17.6	118	335	2.7	15.0	97	400	2.8	17.9	101
FOOD & WINE	579	343	0.9	59.2	123	*103	0.9	17.8	119	*157	1.3	27.1	175	**83	0.6	14.3	81
FORBES	728	442	1.1	60.7	126	**104	0.9	14.3	96	**111	0.9	15.2	98	*226	1.6	31.0	175
FORTUNE	906	485	1.2	53.5	111	**111	0.9	12.3	82	*169	1.3	18.7	120	*205	1.4	22.6	127
GENTLEMEN'S QUARTERLY	791	421	1.1	53.2	110	*187	1.5	23.6	158	*83	0.7	10.5	68	*152	1.1	19.2	108
GLAMOUR	5265	2831	7.3	53.8	112	839	6.9	15.9	107	928	7.4	17.6	114	1064	7.4	20.2	114
GOLF DIGEST	636	*258	0.7	40.6	84	**66	0.5	10.4	69	**122	1.0	19.2	124	**70	0.5	11.0	62
GOLF DIGEST/TENNIS (GROSS)	1186	537	1.4	45.3	94	*153	1.3	12.9	86	*249	2.0	21.0	136	*135	0.9	11.4	64
GOLF MAGAZINE	441	*181	0.5	41.0	85	**42	0.3	9.5	64	**75	0.6	17.0	110	**65	0.5	14.7	83
GOLF MAGAZINE/SKI (GROSS)	922	462	1.2	50.1	104	**125	1.0	13.6	91	*178	1.4	19.3	125	*159	1.1	17.2	97
GOOD HOUSEKEEPING	16487	8069	20.7	48.9	102	2381	19.7	14.4	97	2696	21.5	16.4	106	2992	20.8	18.1	102
HARPER'S BAZAAR	2423	1402	3.6	57.9	120	362	3.0	14.9	100	356	2.8	14.7	95	684	4.8	28.2	159
HEALTH	1994	1239	3.2	62.1	129	533	4.4	26.7	179	337	2.7	16.9	109	370	2.6	18.6	104
HEARST MAG CORP. BUY (GROSS)	44101	22428	57.5	50.9	106	6785	56.1	15.4	103	7277	58.0	16.5	107	8366	58.1	19.0	107
HEARST MAN POWER (GROSS)	1993	888	2.3	44.6	92	349	2.9	17.5	117	275	2.2	13.8	89	*263	1.8	13.2	74
HEARST WOMAN POWER (GROSS)	31274	15939	40.8	51.0	106	4858	40.2	15.5	104	5319	42.4	17.0	110	5762	40.0	18.4	104
HOUSE BEAUTIFUL	3623	1849	4.7	51.0	106	528	4.4	14.6	98	654	5.2	18.1	117	667	4.6	18.4	104
INC.	283	*178	0.5	62.9	131	**49	0.4	17.3	116	**68	0.5	24.0	155	**61	0.4	21.6	121
JET	2928	1792	4.6	61.2	127	807	6.7	27.6	185	642	5.1	21.9	142	343	2.4	11.7	66
LADIES' HOME JOURNAL	11918	6103	15.6	51.2	106	1922	15.9	16.1	108	1997	15.9	16.8	108	2185	15.2	18.3	103
LHJ FAMILY GRP COMBO(GROSS)	16764	8640	22.1	51.5	107	2910	24.1	17.4	116	2711	21.6	16.2	104	3020	21.0	18.0	101
LIFE	4254	2445	6.3	57.5	119	787	6.5	18.5	124	794	6.3	18.7	121	865	6.0	20.3	114
L.A. TIMES HOME MAGAZINE	1145	486	1.2	42.4	88	**58	0.5	5.1	34	*147	1.2	12.8	83	*281	2.0	24.5	138
MADEMOISELLE	2884	1601	4.1	55.5	115	420	3.5	14.6	98	531	4.2	18.4	119	650	4.5	22.5	127
MC CALL'S	13460	6706	17.2	49.8	103	2312	19.1	17.2	115	2085	16.6	15.5	100	2310	16.0	17.2	97
MC CALL'S/WRK MOTHER (GROSS)	14606	7478	19.2	51.2	106	2547	21.1	17.4	117	2353	18.8	16.1	104	2578	17.9	17.7	99
MECHANIX ILLUSTRATED	772	339	0.9	43.9	91	*138	1.1	17.9	120	**135	1.1	17.5	113	**65	0.5	8.4	47
METROPOLITAN HOME	967	559	1.4	57.8	120	*150	1.2	15.5	104	222	1.8	23.0	148	*187	1.3	19.3	109
MONEY	1588	889	2.3	56.0	116	*266	2.2	16.8	112	240	1.9	15.1	98	384	2.7	24.2	136
MOTHER EARTH NEWS	1002	393	1.0	39.2	81	**79	0.7	7.9	53	**130	1.0	13.0	84	*183	1.3	18.3	103
MS.	825	374	1.0	45.3	94	*117	1.0	14.2	95	*135	1.1	16.4	106	*122	0.8	14.8	83
NATIONAL ENQUIRER	10336	5575	14.3	53.9	112	1976	16.3	19.1	128	1945	15.5	18.8	122	1654	11.5	16.0	90
NATIONAL GEOGRAPHIC	9597	4225	10.8	44.0	91	1034	8.6	10.8	72	1365	10.9	14.2	92	1826	12.7	19.0	107
NATIONAL SUNDAY MAGAZINE PKG	49558	24355	62.4	49.1	102	7481	61.9	15.1	101	7858	62.7	15.9	102	9016	62.6	18.2	102
NATURAL HISTORY	573	269	0.7	46.9	97	**60	0.5	10.5	70	**89	0.7	15.5	100	*119	0.8	20.8	117
NEW WOMAN	1699	890	2.3	52.4	109	310	2.6	18.2	122	*234	1.9	13.8	89	346	2.4	20.4	115
NEW YORK INCLUDING CUE	443	293	0.8	66.1	137	**95	0.8	21.4	144	*130	1.0	29.3	190	*68	0.5	15.3	86
THE NEW YORKER	1270	729	1.9	57.4	119	*178	1.5	14.0	94	265	2.1	20.9	135	286	2.0	22.5	127
NEWSWEEK	6277	3221	8.3	51.3	106	909	7.5	14.5	97	1041	8.3	16.6	107	1270	8.8	20.2	114
THE N.Y. TIMES DAILY EDITION	1205	818	2.1	67.9	141	281	2.3	23.3	156	285	2.3	23.7	153	252	1.8	20.9	118
THE N.Y. TIMES MAGAZINE	2081	1439	3.7	69.1	143	379	3.1	18.2	122	521	4.2	25.0	162	538	3.7	25.9	145
OMNI	788	435	1.1	55.2	115	*122	1.0	15.5	104	**80	0.6	10.2	66	*233	1.6	29.6	166
ON CABLE	1158	582	1.5	50.3	104	*180	1.5	15.5	104	*173	1.4	14.9	96	*229	1.6	19.8	111
1001 HOME IDEAS	2852	1298	3.3	45.5	94	455	3.8	16.0	107	378	3.0	13.3	86	465	3.2	16.3	92
ORGANIC GARDENING	1658	653	1.7	39.4	82	*214	1.8	12.9	86	*213	1.7	12.8	83	*226	1.6	13.6	77
OUTDOOR LIFE	896	420	1.1	46.9	97	*192	1.6	21.4	144	*138	1.1	15.4	99	**91	0.6	10.2	57
PARADE MAGAZINE	24275	12356	31.7	50.9	106	3914	32.4	16.1	108	3839	30.6	15.8	102	4603	32.0	19.0	107

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0431
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	39032	100.0	48.2	100	12093	100.0	14.9	100	12540	100.0	15.5	100	14399	100.0	17.8	100
PARENTS	3845	1957	5.0	50.9	106	654	5.4	17.0	114	671	5.4	17.5	113	631	4.4	16.4	92
PENTHOUSE	831	505	1.3	60.8	126	*197	1.6	23.7	159	*125	1.0	15.0	97	*183	1.3	22.0	124
PEOPLE	11645	6123	15.7	52.6	109	1697	14.0	14.6	98	2024	16.1	17.4	112	2402	16.7	20.6	116
PLAYBOY	2006	1077	2.8	53.7	111	340	2.8	16.9	114	336	2.7	16.7	108	401	2.8	20.0	112
POPULAR HOT RODDING	297	*154	0.4	51.9	108	**99	0.8	33.3	223	**31	0.2	10.4	67	**23	0.2	7.7	44
POPULAR MECHANICS	1018	357	0.9	35.1	73	**139	1.1	13.7	91	**124	1.0	12.2	79	**93	0.6	9.1	51
POPULAR SCIENCE	878	421	1.1	47.9	99	**117	1.0	13.3	89	*164	1.3	18.7	121	**140	1.0	15.9	90
PREVENTION	3913	1916	4.9	49.0	102	509	4.2	13.0	87	649	5.2	16.6	107	758	5.3	19.4	109
PSYCHOLOGY TODAY	1710	1004	2.6	58.7	122	*241	2.0	14.1	94	316	2.5	18.5	119	447	3.1	26.1	147
READER'S DIGEST	22204	10365	26.6	46.7	97	3012	24.9	13.6	91	3377	26.9	15.2	98	3976	27.6	17.9	101
REDBOOK	7684	3912	10.0	50.9	106	1321	10.9	17.2	115	1344	10.7	17.5	113	1247	8.7	16.2	91
ROAD & TRACK	410	*199	0.5	48.5	101	**37	0.3	9.0	60	**60	0.5	14.6	95	**103	0.7	25.1	141
ROLLING STONE	969	531	1.4	54.8	114	*171	1.4	17.6	118	*120	1.0	12.4	80	239	1.7	24.7	139
RUNNER'S WORLD	298	*145	0.4	48.7	101	**58	0.5	19.5	130	**40	0.3	13.4	87	**47	0.3	15.8	89
SATURDAY EVENING POST	1169	597	1.5	51.1	106	*175	1.4	15.0	100	244	1.9	20.9	135	*178	1.2	15.2	86
SCIENCE 84	587	283	0.7	48.2	100	**55	0.5	9.4	63	**75	0.6	12.8	83	*153	1.1	26.1	147
SCIENCE DIGEST	482	*226	0.6	46.9	97	**103	0.9	21.4	143	**70	0.6	14.5	94	**53	0.4	11.0	62
SCIENTIFIC AMERICAN	594	301	0.8	50.7	105	**73	0.6	12.3	82	**60	0.5	10.1	65	*168	1.2	28.3	159
SELF	2089	1158	3.0	55.4	115	315	2.6	15.1	101	404	3.2	19.3	125	440	3.1	21.1	118
SEVENTEEN	2411	1265	3.2	52.5	109	399	3.3	16.5	111	422	3.4	17.5	113	443	3.1	18.4	103
SKI	480	281	0.7	58.5	121	**83	0.7	17.3	116	**104	0.8	21.7	140	**94	0.7	19.6	110
SMITHSONIAN	2760	1333	3.4	48.3	100	293	2.4	10.6	71	486	3.9	17.6	114	553	3.8	20.0	113
SOAP OPERA DIGEST	3013	1777	4.6	59.0	122	652	5.4	21.6	145	683	5.4	22.7	146	442	3.1	14.7	83
SOUTHERN LIVING	4184	2016	5.2	48.2	100	677	5.6	16.2	108	640	5.1	15.3	99	699	4.9	16.7	94
SPORT	559	312	0.8	55.8	116	**110	0.9	19.7	132	*171	1.4	30.6	198	**32	0.2	5.7	32
THE SPORTING NEWS	436	*240	0.6	55.0	114	**99	0.8	22.7	152	**86	0.7	19.7	127	**55	0.4	12.6	71
SPORTS AFIELD	493	305	0.8	61.9	128	**107	0.9	21.7	145	**81	0.6	16.4	106	**117	0.8	23.7	133
SPORTS ILLUSTRATED	2758	1455	3.7	52.8	109	603	5.0	21.9	146	470	3.7	17.0	110	383	2.7	13.9	78
STAR	7456	4256	10.9	57.1	118	1499	12.4	20.1	135	1396	11.1	18.7	121	1361	9.5	18.3	103
SUNDAY	24936	12374	31.7	49.6	103	3824	31.6	15.3	103	3879	30.9	15.6	100	4671	32.4	18.7	105
SUNSET	2124	626	1.6	29.5	61	**124	1.0	5.8	39	**146	1.2	6.9	44	356	2.5	16.8	94
TV GUIDE	21661	11635	29.8	53.7	111	3574	29.6	16.5	110	3966	31.6	18.3	118	4094	28.4	18.9	106
TENNIS	550	*279	0.7	50.7	105	**87	0.7	15.8	106	**127	1.0	23.1	149	**65	0.5	11.8	66
TIME	8880	4655	11.9	52.4	109	1479	12.2	16.7	112	1404	11.2	15.8	102	1772	12.3	20.0	112
TOWN & COUNTRY	917	469	1.2	51.1	106	*131	1.1	14.3	96	*161	1.3	17.6	113	*177	1.2	19.3	109
TRAVEL & LEISURE	972	493	1.3	50.7	105	**98	0.8	10.1	68	256	2.0	26.3	170	*139	1.0	14.3	80
TRUE STORY	3356	1969	5.0	58.7	122	726	6.0	21.6	145	763	6.1	22.7	147	481	3.3	14.3	81
U.S.NEWS & WORLD REPORT	3410	1658	4.2	48.6	101	376	3.1	11.0	74	608	4.8	17.8	115	674	4.7	19.8	111
USA TODAY	1759	961	2.5	54.6	113	*299	2.5	17.0	114	287	2.3	16.3	105	375	2.6	21.3	120
US	1873	1047	2.7	55.9	116	*288	2.4	15.4	103	347	2.8	18.5	120	412	2.9	22.0	124
VOGUE	3909	1991	5.1	50.9	106	591	4.9	15.1	101	612	4.9	15.7	101	789	5.5	20.2	114
WALL STREET JOURNAL	1886	925	2.4	49.0	102	*238	2.0	12.6	85	307	2.4	16.3	105	381	2.6	20.2	114
WEIGHT WATCHERS	2120	1001	2.6	47.2	98	302	2.5	14.2	95	309	2.5	14.6	94	390	2.7	18.4	103
WOMAN'S DAY	14172	6803	17.4	48.0	100	2362	19.5	16.7	112	2250	17.9	15.9	103	2191	15.2	15.5	87
WORKING MOTHER	1146	772	2.0	67.4	140	*235	1.9	20.5	137	*268	2.1	23.4	151	*269	1.9	23.5	132
WORKING WOMAN	1322	754	1.9	57.0	118	254	2.1	19.2	129	237	1.9	17.9	116	*264	1.8	20.0	112
WORLD TENNIS	*163	**90	0.2	55.2	115	**33	0.3	20.2	136	**33	0.3	20.2	131	**24	0.2	14.7	83
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1442	3.7	57.0	118	460	3.8	18.2	122	591	4.7	23.3	151	391	2.7	15.4	87
BLAIR INSERTS	43657	22091	56.6	50.6	105	6723	55.6	15.4	103	7240	57.7	16.6	107	8128	56.4	18.6	105
DAILY NEWSPAPERS																	
READ ANY	51633	25422	65.1	49.2	102	7954	65.8	15.4	103	8206	65.4	15.9	103	9261	64.3	17.9	101
READ ONE	43463	21137	54.2	48.6	101	6547	54.1	15.1	101	6701	53.4	15.4	100	7889	54.8	18.2	102
READ TWO OR MORE	8170	4285	11.0	52.4	109	1407	11.6	17.2	115	1505	12.0	18.4	119	1372	9.5	16.8	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25941	66.5	49.2	102	7904	65.4	15.0	100	8425	67.2	16.0	103	9613	66.8	18.2	103
READ ONE	46126	22495	57.6	48.8	101	6792	56.2	14.7	99	7268	58.0	15.8	102	8435	58.6	18.3	103
READ TWO OR MORE	6552	3447	8.8	52.6	109	1112	9.2	17.0	114	1157	9.2	17.7	114	1177	8.2	18.0	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.86				26.51				30.18				29.69			
30 DAY REACH	71455	34215	87.7	47.9	99	10602	87.7	14.8	99	10888	86.8	15.2	98	12725	88.4	17.8	100
50 SHWG - 30 DAY AV FREQ	14.56	15.13				13.85				15.75				15.68			
30 DAY REACH	67742	32678	83.7	48.2	100	10136	83.8	15.0	100	10464	83.4	15.4	100	12077	83.9	17.8	100
25 SHWG - 30 DAY AV FREQ	7.94	8.26				7.67				8.52				8.51			
30 DAY REACH	62117	29963	76.8	48.2	100	9158	75.7	14.7	99	9692	77.3	15.6	101	11113	77.2	17.9	101
CABLE TV: HOME WIRED	32077	15770	40.4	49.2	102	5166	42.7	16.1	108	5115	40.8	15.9	103	5489	38.1	17.1	96
HOME NOT WIRED	48909	23262	59.6	47.6	99	6927	57.3	14.2	95	7424	59.2	15.2	98	8910	61.9	18.2	102
HAVE PAY CABLE	15935	8163	20.9	51.2	106	2786	23.0	17.5	117	2567	20.5	16.1	104	2810	19.5	17.6	99

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0432
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS %	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS %	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	39032	100.0	48.2	100	12093	100.0	14.9	100	12540	100.0	15.5	100	14399	100.0	17.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21807	55.9	49.7	103	6595	54.5	15.0	101	7151	57.0	16.3	105	8061	56.0	18.4	103
10:00 AM - 3:00 PM	30659	14978	38.4	48.9	101	4722	39.0	15.4	103	5036	40.2	16.4	106	5220	36.3	17.0	96
3:00 PM - 7:00 PM	31045	15324	39.3	49.4	102	4594	38.0	14.8	99	4885	39.0	15.7	102	5844	40.6	18.8	106
7:00 PM - MIDNIGHT	15767	7834	20.1	49.7	103	2435	20.1	15.4	103	2391	19.1	15.2	98	3009	20.9	19.1	107
MIDNIGHT - 6:00 AM	9120	4690	12.0	51.4	107	1460	12.1	16.0	107	1481	11.8	16.2	105	1748	12.1	19.2	108
6:00 AM - MIDNIGHT	58527	28933	74.1	49.4	103	8966	74.1	15.3	103	9413	75.1	16.1	104	10554	73.3	18.0	101
ENTIRE DAY	59311	29377	75.3	49.5	103	9104	75.3	15.3	103	9521	75.9	16.1	104	10752	74.7	18.1	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7823	20.0	48.4	100	2477	20.5	15.3	103	2403	19.2	14.9	96	2943	20.4	18.2	102
ALL NEWS	2256	1188	3.0	52.7	109	329	2.7	14.6	98	423	3.4	18.8	121	436	3.0	19.3	109
AOR/PROGRESSIVE	3874	1921	4.9	49.6	103	477	3.9	12.3	82	547	4.4	14.1	91	898	6.2	23.2	130
BEAUTIFUL MUSIC	5660	2792	7.2	49.3	102	821	6.8	14.5	97	1068	8.5	18.9	122	903	6.3	16.0	90
BLACK	2204	1257	3.2	57.0	118	468	3.9	21.2	142	444	3.5	20.1	130	345	2.4	15.7	88
CLASSICAL	1418	617	1.6	43.5	90	*170	1.4	12.0	80	*224	1.8	15.8	102	*223	1.5	15.7	88
CHR/ROCK	9538	5064	13.0	53.1	110	1527	12.6	16.0	107	1534	12.2	16.1	104	2003	13.9	21.0	118
COUNTRY	12648	6094	15.6	48.2	100	1746	14.4	13.8	92	2235	17.8	17.7	114	2113	14.7	16.7	94
GOLDEN OLDIES	1191	636	1.6	53.4	111	*184	1.5	15.4	103	*203	1.6	17.0	110	*249	1.7	20.9	118
MOR/NOSTALGIA	4757	2310	5.9	48.6	101	717	5.9	15.1	101	695	5.5	14.6	94	898	6.2	18.9	106
NEWS/TALK	3863	1886	4.8	48.8	101	552	4.6	14.3	96	575	4.6	14.9	96	759	5.3	19.6	111
RELIGIOUS	3084	1322	3.4	42.9	89	493	4.1	16.0	107	331	2.6	10.7	69	497	3.5	16.1	91
SOFT ROCK	521	*242	0.6	46.4	96	**103	0.9	19.8	132	**79	0.6	15.2	98	**60	0.4	11.5	65
URBAN CONTEMPORARY	1585	1065	2.7	67.2	139	422	3.5	26.6	178	375	3.0	23.7	153	267	1.9	16.8	95
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1656	4.2	50.8	105	610	5.0	18.7	125	495	3.9	15.2	98	551	3.8	16.9	95
ABC DIRECTION	2316	1331	3.4	57.5	119	325	2.7	14.0	94	418	3.3	18.0	117	588	4.1	25.4	143
ABC ENTERTAINMENT	4834	2572	6.6	53.2	110	749	6.2	15.5	104	910	7.3	18.8	122	914	6.3	18.9	106
ABC FM	2202	1208	3.1	54.9	114	371	3.1	16.8	113	377	3.0	17.1	111	460	3.2	20.9	117
ABC INFORMATION	5425	2389	6.1	44.0	91	794	6.6	14.6	98	706	5.6	13.0	84	889	6.2	16.4	92
ABC ROCK	1677	837	2.1	49.9	104	*233	1.9	13.9	93	249	2.0	14.8	96	356	2.5	21.2	119
CBS	4430	1880	4.8	42.4	88	581	4.8	13.1	88	537	4.3	12.1	78	763	5.3	17.2	97
MUTUAL	4992	2595	6.6	52.0	108	899	7.4	18.0	121	774	6.2	15.5	100	923	6.4	18.5	104
NBC	4679	2410	6.2	51.5	107	609	5.0	13.0	87	973	7.8	20.8	134	828	5.8	17.7	100
RADIORADIO	1994	1126	2.9	56.5	117	330	2.7	16.5	111	364	2.9	18.3	118	432	3.0	21.7	122
RKO ONE	2298	1219	3.1	53.0	110	401	3.3	17.4	117	370	3.0	16.1	104	448	3.1	19.5	110
RKO TWO	3311	1691	4.3	51.1	106	511	4.2	15.4	103	576	4.6	17.4	112	603	4.2	18.2	102
THE SOURCE	2114	1089	2.8	51.5	107	*279	2.3	13.2	88	334	2.7	15.8	102	477	3.3	22.6	127
NON-WIRED : BLAIR	8654	4097	10.5	47.3	98	1175	9.7	13.6	91	1427	11.4	16.5	106	1495	10.4	17.3	97
INTERNET	12025	6365	16.3	52.9	110	1884	15.6	15.7	105	1958	15.6	16.3	105	2523	17.5	21.0	118
KATZ RADIO GROUP	15359	7878	20.2	51.3	106	2187	18.1	14.2	95	2639	21.0	17.2	111	3052	21.2	19.9	112
SUPERNET	10628	4937	12.6	46.5	96	1755	14.5	16.5	111	1537	12.3	14.5	93	1645	11.4	15.5	87
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4066	10.4	47.0	97	1411	11.7	16.3	109	1152	9.2	13.3	86	1504	10.4	17.4	98
WKDAY 9:00 AM - 1:00 PM	12163	5875	15.1	48.3	100	2117	17.5	17.4	117	1819	14.5	15.0	97	1940	13.5	16.0	90
WKDAY 1:00 PM - 4:30 PM	16150	8001	20.5	49.5	103	2888	23.9	17.9	120	2467	19.7	15.3	99	2646	18.4	16.4	92
WKDAY 4:30 PM - 7:30 PM	22463	10862	27.8	48.4	100	3541	29.3	15.8	106	3380	27.0	15.0	97	3942	27.4	17.5	99
WKDAY 7:30 PM - 8:00 PM	31795	15270	39.1	48.0	100	5060	41.8	15.9	107	4585	36.6	14.4	93	5625	39.1	17.7	100
WKDAY 11:00 PM - 11:30 PM	23977	11611	29.7	48.4	100	3983	32.9	16.6	111	3612	28.8	15.1	97	4016	27.9	16.7	94
WKDAY 11:30 PM - 1:00 AM	7703	3785	9.7	49.1	102	1307	10.8	17.0	114	1068	8.5	13.9	90	1410	9.8	18.3	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	16516	42.3	48.9	101	5342	44.2	15.8	106	5170	41.2	15.3	99	6004	41.7	17.8	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3517	9.0	53.8	112	1348	11.1	20.6	138	1012	8.1	15.5	100	1158	8.0	17.7	100
ANOTHER WORLD N	4620	2350	6.0	50.9	106	845	7.0	18.3	122	791	6.3	17.1	111	713	5.0	15.4	87
AS THE WORLD TURNS C	5614	2555	6.5	45.5	94	930	7.7	16.6	111	746	5.9	13.3	86	878	6.1	15.6	88
CAPITOL C	3396	1685	4.3	49.6	103	628	5.2	18.5	124	542	4.3	16.0	103	516	3.6	15.2	85
CBS MORN. NEWS 1 C	1446	663	1.7	45.9	95	282	2.3	19.5	131	188	1.5	13.0	84	194	1.3	13.4	75
CBS MORN. NEWS 2 C	1207	458	1.2	37.9	79	169	1.4	14.0	94	157	1.3	13.0	84	132	0.9	10.9	62
DAYS OF OUR LIVES N	5877	2765	7.1	47.0	98	890	7.4	15.1	101	917	7.3	15.6	101	958	6.7	16.3	92
FACTS OF LIFE - DAYTIME N	2290	1308	3.4	57.1	119	403	3.3	17.6	118	449	3.6	19.6	127	456	3.2	19.9	112
FAMILY FEUD A	3023	1452	3.7	48.0	100	502	4.2	16.6	111	442	3.5	14.6	94	508	3.5	16.8	95
GENERAL HOSPITAL A	6097	3057	7.8	50.1	104	1221	10.1	20.0	134	844	6.7	13.8	89	993	6.9	16.3	92
GOOD MORNING, AMERICA-730 A	3515	1728	4.4	49.2	102	564	4.7	16.0	107	472	3.8	13.4	87	692	4.8	19.7	111
GOOD MORNING, AMERICA-830 A	2818	1370	3.5	48.6	101	449	3.7	15.9	107	425	3.4	15.1	97	496	3.4	17.6	99
GUIDING LIGHT C	5339	2648	6.8	49.6	103	944	7.8	17.7	118	831	6.6	15.6	101	872	6.1	16.3	92
ONE LIFE TO LIVE A	4478	2318	5.9	51.8	107	925	7.6	20.7	138	631	5.0	14.1	91	762	5.3	17.0	96
PRESS YOUR LUCK C	2244	1031	2.6	45.9	95	367	3.0	16.4	110	314	2.5	14.0	90	350	2.4	15.6	88
PRICE IS RIGHT 1 C	4348	2062	5.3	47.4	98	823	6.8	18.9	127	571	4.6	13.1	85	668	4.6	15.4	86
PRICE IS RIGHT 2 C	5014	2354	6.0	46.9	97	881	7.3	17.6	118	694	5.5	13.8	89	778	5.4	15.5	87
RYAN'S HOPE A	3150	1781	4.6	56.5	117	606	5.0	19.2	129	629	5.0	20.0	129	546	3.8	17.3	97
SALE OF THE CENTURY N	2695	1421	3.6	52.7	109	489	4.0	18.1	122	520	4.1	19.3	125	412	2.9	15.3	86
SEARCH FOR TOMORROW N	2319	1252	3.2	54.0	112	334	2.8	14.4	96	479	3.8	20.7	133	440	3.1	19.0	107
TODAY SHOW 1 N	2693	1276	3.3	47.4	98	403	3.3	15.0	100	326	2.6	12.1	78	547	3.8	20.3	114
TODAY SHOW 2 N	2498	1160	3.0	46.4	96	340	2.8	13.6	91	351	2.8	14.1	91	468	3.3	18.7	105
$25,000 PYRAMID C	2753	1244	3.2	45.2	94	413	3.4	15.0	100	441	3.5	16.0	103	390	2.7	14.2	80
WHEEL OF FORTUNE N	4388	2146	5.5	48.9	101	786	6.5	17.9	120	712	5.7	16.2	105	647	4.5	14.7	83
YOUNG AND THE RESTLESS C	5695	2704	6.9	47.5	99	1070	8.8	18.8	126	787	6.3	13.8	89	847	5.9	14.9	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	813	2.1	46.2	96	257	2.1	14.6	98	293	2.3	16.6	108	264	1.8	15.0	84
NBA PLAYOFF GAME -1 C	1136	589	1.5	51.8	108	234	1.9	20.6	138	171	1.4	15.1	97	184	1.3	16.2	91
NBC MAJOR LEAGUE PRE-GAME N	953	461	1.2	48.4	100	**132	1.1	13.9	93	*199	1.6	20.9	135	*130	0.9	13.6	77
SPORTSWORLD - SUN N	1233	583	1.5	47.3	98	*239	2.0	19.4	130	*153	1.2	12.4	80	191	1.3	15.5	87
SUNDAY MORNING C	1611	585	1.5	36.3	75	*132	1.1	8.2	55	200	1.6	12.4	80	253	1.8	15.7	88

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0433
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	39032	100.0	48.2	100	12093	100.0	14.9	100	12540	100.0	15.5	100	14399	100.0	17.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12506	32.0	48.0	100	3976	32.9	15.3	102	3862	30.8	14.8	96	4668	32.4	17.9	101
NETWORK AFFILIATES - LATE		20261	9707	24.9	47.9	99	3345	27.7	16.5	111	3023	24.1	14.9	96	3340	23.2	16.5	93
INDEPENDENTS - LATE		2076	1056	2.7	50.9	106	307	2.5	14.8	99	368	2.9	17.7	114	381	2.6	18.4	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5445	14.0	52.1	108	1982	16.4	19.0	127	1635	13.0	15.6	101	1829	12.7	17.5	98
ABC MONDAY NIGHT MOVIE	A	6412	3147	8.1	49.1	102	905	7.5	14.1	95	937	7.5	14.6	94	1305	9.1	20.4	114
ABC SUNDAY NIGHT MOVIE	A	12407	6148	15.8	49.6	103	1826	15.1	14.7	99	1923	15.3	15.5	100	2399	16.7	19.3	109
ABC WORLD NEWS TONIGHT	A	6176	2968	7.6	48.1	100	985	8.1	15.9	107	859	6.9	13.9	90	1124	7.8	18.2	102
AFTERMASH	C	5863	2749	7.0	46.9	97	1016	8.4	17.3	116	822	6.6	14.0	91	912	6.3	15.6	87
ALICE	C	9594	4566	11.7	47.6	99	1512	12.5	15.8	106	1348	10.7	14.1	91	1706	11.8	17.8	100
AMERICAN PARADE	C	6622	3102	7.9	46.8	97	1007	8.3	15.2	102	858	6.8	13.0	84	1237	8.6	18.7	105
BENSON	A	10886	4948	12.7	45.5	94	1656	13.7	15.2	102	1324	10.6	12.2	79	1968	13.7	18.1	102
BLUE THUNDER	A	5036	2406	6.2	47.8	99	917	7.6	18.2	122	715	5.7	14.2	92	774	5.4	15.4	86
CAGNEY & LACEY	C	9965	4588	11.8	46.0	96	1499	12.4	15.0	101	1446	11.5	14.5	94	1643	11.4	16.5	93
CBS EVENING NEWS-DEAN	C	3491	1539	3.9	44.1	91	493	4.1	14.1	95	457	3.6	13.1	85	589	4.1	16.9	95
CBS EVENING NEWS-RATHER	C	7123	3376	8.6	47.4	98	1080	8.9	15.2	102	1067	8.5	15.0	97	1229	8.5	17.3	97
CBS SAT. NEWS-SCHIEFFER	C	3621	1631	4.2	45.0	93	489	4.0	13.5	90	523	4.2	14.4	93	620	4.3	17.1	96
CBS SATURDAY NIGHT MOVIE	C	5436	2612	6.7	48.1	100	965	8.0	17.8	119	752	6.0	13.8	89	895	6.2	16.5	93
CBS WEDNESDAY NIGHT MOVIE	C	6100	2898	7.4	47.5	99	1068	8.8	17.5	117	815	6.5	13.4	86	1016	7.1	16.7	94
CHEERS	N	8889	4459	11.4	50.2	104	1373	11.4	15.4	103	1233	9.8	13.9	90	1853	12.9	20.8	117
DALLAS	C	22109	10658	27.3	48.2	100	3481	28.8	15.7	105	3347	26.7	15.1	98	3830	26.6	17.3	97
DIFF'RENT STROKES	N	6940	3456	8.9	49.8	103	1273	10.5	18.3	123	986	7.9	14.2	92	1198	8.3	17.3	97
DOUBLE TROUBLE	N	7223	3404	8.7	47.1	98	1098	9.1	15.2	102	1065	8.5	14.7	95	1241	8.6	17.2	97
DUCK FACTORY	N	5595	2649	6.8	47.3	98	828	6.8	14.8	99	812	6.5	14.5	94	1009	7.0	18.0	101
DUKES OF HAZZARD	C	5768	2778	7.1	48.2	100	932	7.7	16.2	108	859	6.9	14.9	96	987	6.9	17.1	96
DYNASTY	A	20053	10076	25.8	50.2	104	3385	28.0	16.9	113	3149	25.1	15.7	101	3542	24.6	17.7	99
FACTS OF LIFE	N	8087	3780	9.7	46.7	97	1290	10.7	16.0	107	1240	9.9	15.3	99	1251	8.7	15.5	87
FALCON CREST	C	20046	9914	25.4	49.5	103	3133	25.9	15.6	105	3202	25.5	16.0	103	3578	24.8	17.8	100
FALL GUY	A	9084	4526	11.6	49.8	103	1629	13.5	17.9	120	1344	10.7	14.8	96	1553	10.8	17.1	96
FAMILY TIES	N	7964	4058	10.4	51.0	106	1363	11.3	17.1	115	1187	9.5	14.9	96	1507	10.5	18.9	106
FANTASY ISLAND	A	7687	3870	9.9	50.3	104	1305	10.8	17.0	114	1223	9.8	15.9	103	1341	9.3	17.4	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	4156	10.6	46.9	97	1226	10.1	13.8	93	1275	10.2	14.4	93	1655	11.5	18.7	105
FOUR SEASONS	C	5095	2348	6.0	46.1	96	834	6.9	16.4	110	767	6.1	15.1	97	748	5.2	14.7	83
GIMME A BREAK	N	8838	4449	11.4	50.3	104	1573	13.0	17.8	119	1360	10.8	15.4	99	1515	10.5	17.1	96
HART TO HART	A	8978	4321	11.1	48.1	100	1511	12.5	16.8	113	1322	10.5	14.7	95	1488	10.3	16.6	93
HILL STREET BLUES	N	8590	4349	11.1	50.6	105	1157	9.6	13.5	90	1208	9.6	14.1	91	1984	13.8	23.1	130
HOTEL	A	14085	7058	18.1	50.1	104	2462	20.4	17.5	117	2160	17.2	15.3	99	2436	16.9	17.3	97
JEFFERSONS	C	9360	4400	11.3	47.0	98	1489	12.3	15.9	107	1451	11.6	15.5	100	1461	10.1	15.6	88
JENNIFER SLEPT HERE	N	5841	3007	7.7	51.5	107	1058	8.7	18.1	121	887	7.1	15.2	98	1061	7.4	18.2	102
KATE & ALLIE	C	9206	4202	10.8	45.6	95	1483	12.3	16.1	108	1283	10.2	13.9	90	1437	10.0	15.6	88
KNIGHT RIDER	N	7076	3368	8.6	47.6	99	1000	8.3	14.1	95	1211	9.7	17.1	111	1156	8.0	16.3	92
LOVE BOAT	A	12219	5835	14.9	47.8	99	1912	15.8	15.6	105	1849	14.7	15.1	98	2074	14.4	17.0	95
MAGNUM PI	C	11199	5194	13.3	46.4	96	1736	14.4	15.5	104	1570	12.5	14.0	91	1888	13.1	16.9	95
MAMA'S FAMILY	N	6057	2912	7.5	48.1	100	978	8.1	16.1	108	1016	8.1	16.8	108	918	6.4	15.2	85
MASTER, THE	N	3598	1760	4.5	48.9	101	645	5.3	17.9	120	469	3.7	13.0	84	645	4.5	17.9	101
MATT HOUSTON	A	6344	3087	7.9	48.7	101	1159	9.6	18.3	122	943	7.5	14.9	96	985	6.8	15.5	87
NBC MONDAY NIGHT MOVIE	N	11994	6189	15.9	51.6	107	1981	16.4	16.5	111	2007	16.0	16.7	108	2201	15.3	18.4	103
NBC NIGHTLY NEWS	N	5132	2458	6.3	47.9	99	702	5.8	13.7	92	743	5.9	14.5	94	1013	7.0	19.7	111
NBC NIGHTLY NEWS-SAT	N	3375	1572	4.0	46.6	97	537	4.4	15.9	107	436	3.5	12.9	83	599	4.2	17.7	100
NBC NIGHTLY NEWS-SUN	N	3130	1376	3.5	44.0	91	375	3.1	12.0	80	414	3.3	13.2	85	586	4.1	18.7	105
NBC SUNDAY NIGHT MOVIE	N	8284	4435	11.4	53.5	111	1490	12.3	18.0	120	1507	12.0	18.2	117	1438	10.0	17.4	98
NEWHART	C	9240	4150	10.6	44.9	93	1330	11.0	14.4	96	1340	10.7	14.5	94	1480	10.3	16.0	90
ONE DAY AT A TIME	C	7288	3446	8.8	47.3	98	1147	9.5	15.7	105	1033	8.2	14.2	92	1266	8.8	17.4	98
PEOPLE ARE FUNNY	N	4855	2235	5.7	46.0	96	783	6.5	16.1	108	732	5.8	15.1	97	720	5.0	14.8	83
REAL PEOPLE	N	8869	4292	11.0	48.4	100	1415	11.7	16.0	107	1495	11.9	16.9	109	1382	9.6	15.6	88
REMINGTON STEELE	N	7743	3755	9.6	48.5	101	1122	9.3	14.5	97	1217	9.7	15.7	102	1416	9.8	18.3	103
RIPLEY'S BELIEVE IT - NOT	A	5345	2639	6.8	49.4	102	881	7.3	16.5	110	866	6.9	16.2	105	892	6.2	16.7	94
RIPTIDE	N	6988	3359	8.6	48.1	100	1016	8.4	14.5	97	1069	8.5	15.3	99	1274	8.8	18.2	103
SCARECROW & MRS. KING	C	10002	4668	12.0	46.7	97	1370	11.3	13.7	92	1530	12.2	15.3	99	1768	12.3	17.7	99
SIMON & SIMON	C	10638	5184	13.3	48.7	101	1782	14.7	16.8	112	1576	12.6	14.8	96	1827	12.7	17.2	97
60 MINUTES	C	13293	5946	15.2	44.7	93	1844	15.2	13.9	93	1780	14.2	13.4	86	2321	16.1	17.5	98
ST. ELSEWHERE	N	7017	3492	8.9	49.8	103	1069	8.8	15.2	102	966	7.7	13.8	89	1456	10.1	20.7	117
THREE'S COMPANY	A	10917	5157	13.2	47.2	98	1783	14.7	16.3	109	1591	12.7	14.6	94	1783	12.4	16.3	92
T.J. HOOKER	A	9204	4464	11.4	48.5	101	1427	11.8	15.5	104	1375	11.0	14.9	96	1661	11.5	18.0	102
TONIGHT SHOW	N	2372	1118	2.9	47.1	98	326	2.7	13.7	92	310	2.5	13.1	84	481	3.3	20.3	114
TRAPPER JOHN, M.D.	C	9846	4896	12.5	49.7	103	1830	15.1	18.6	124	1490	11.9	15.1	98	1576	10.9	16.0	90
TV BLOOPERS & PRAC. JOKES	N	9105	4193	10.7	46.1	96	1322	10.9	14.5	97	1375	11.0	15.1	98	1496	10.4	16.4	92
20/20	A	9387	4215	10.8	44.9	93	1394	11.5	14.9	99	1237	9.9	13.2	85	1583	11.0	16.9	95
WEBSTER	A	11067	5139	13.2	46.4	96	1796	14.9	16.2	109	1451	11.6	13.1	85	1892	13.1	17.1	96
WORLD NEWS - SUN	A	3062	1385	3.5	45.2	94	469	3.9	15.3	103	458	3.7	15.0	97	458	3.2	15.0	84
YELLOW ROSE	N	4978	2268	5.8	45.6	95	652	5.4	13.1	88	725	5.8	14.6	94	891	6.2	17.9	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4527	11.6	51.0	106	1372	11.3	15.5	103	1788	14.3	20.1	130	1367	9.5	15.4	87
BASKETBALL - COLLEGE GAMES		4080	2142	5.5	52.5	109	579	4.8	14.2	95	822	6.6	20.1	130	741	5.1	18.2	102
BASKETBALL - PRO GAMES		3607	1836	4.7	50.9	106	565	4.7	15.7	105	761	6.1	21.1	136	510	3.5	14.1	80
BOWLING		3883	2061	5.3	53.1	110	717	5.9	18.5	124	785	6.3	20.2	131	559	3.9	14.4	81
BOXING		3928	2224	5.7	56.6	117	879	7.3	22.4	150	699	5.6	17.8	115	647	4.5	16.5	93
FOOTBALL - COLLEGE GAMES		6366	3130	8.0	49.2	102	850	7.0	13.4	89	1212	9.7	19.0	123	1068	7.4	16.8	94
FOOTBALL - PRO GAMES		11300	5276	13.5	46.7	97	1524	12.6	13.5	90	1930	15.4	17.1	110	1822	12.7	16.1	91
GOLF		3378	1471	3.8	43.5	90	*382	3.2	11.3	76	725	5.8	21.5	139	*363	2.5	10.7	60
POST-SEASON COLL. FOOTBALL		4906	2205	5.6	44.9	93	661	5.5	13.5	90	840	6.7	17.1	111	703	4.9	14.3	81
POST-SEASON PRO FOOTBALL		6120	2746	7.0	44.9	93	817	6.8	13.3	89	903	7.2	14.8	95	1026	7.1	16.8	94
TENNIS		3033	1463	3.7	48.2	100	*565	4.7	18.6	125	491	3.9	16.2	105	*407	2.8	13.4	75
WRESTLING - PROFESSIONAL		3344	2138	5.5	63.9	133	952	7.9	28.5	191	671	5.4	20.1	130	*515	3.6	15.4	87

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	PAPER BOXES/ FOIL POUCHES A '000	PAPER BOXES/ FOIL POUCHES B % DOWN	PAPER BOXES/ FOIL POUCHES C % ACROSS	PAPER BOXES/ FOIL POUCHES D INDX
TOTAL FEMALE HOMEMAKERS	80986	15914	100.0	19.7	100	7598	100.0	9.4	100	22301	100.0	27.5	100	2978	100.0	3.7	100
18 - 24	9282	1834	11.5	19.8	101	844	11.1	9.1	97	2278	10.2	24.5	89	*411	13.8	4.4	120
25 - 34	19072	3922	24.6	20.6	105	2063	27.2	10.8	115	5992	26.9	31.4	114	973	32.7	5.1	139
35 - 44	14591	3066	19.3	21.0	107	1355	17.8	9.3	99	4297	19.3	29.4	107	575	19.3	3.9	107
45 - 54	11345	2383	15.0	21.0	107	1001	13.2	8.8	94	3347	15.0	29.5	107	*348	11.7	3.1	83
55 - 64	11635	2186	13.7	18.8	96	1115	14.7	9.6	102	3006	13.5	25.8	94	*386	13.0	3.3	90
65 OR OLDER	15061	2524	15.9	16.8	85	1220	16.1	8.1	86	3381	15.2	22.4	82	*285	9.6	1.9	51
18 - 34	28354	5756	36.2	20.3	103	2907	38.3	10.3	109	8269	37.1	29.2	106	1383	46.4	4.9	133
18 - 49	48339	10195	64.1	21.1	107	4746	62.5	9.8	105	14200	63.7	29.4	107	2159	72.5	4.5	121
25 - 54	45008	9370	58.9	20.8	106	4419	58.2	9.8	105	13636	61.1	30.3	110	1896	63.7	4.2	115
35 - 49	19985	4439	27.9	22.2	113	1838	24.2	9.2	98	5931	26.6	29.7	108	776	26.1	3.9	106
50 OR OLDER	32647	5719	35.9	17.5	89	2852	37.5	8.7	93	8101	36.3	24.8	90	819	27.5	2.5	68
GRADUATED COLLEGE	11155	1667	10.5	14.9	76	562	7.4	5.0	54	3284	14.7	29.4	107	*446	15.0	4.0	109
ATTENDED COLLEGE	13682	2494	15.7	18.2	93	784	10.3	5.7	61	3770	16.9	27.6	100	*691	23.2	5.1	137
GRADUATED HIGH SCHOOL	33880	6862	43.1	20.3	103	3400	44.7	10.0	107	9763	43.8	28.8	105	1157	38.9	3.4	93
DID NOT GRADUATE HIGH SCHOOL	22270	4890	30.7	22.0	112	2852	37.5	12.8	137	5483	24.6	24.6	89	684	23.0	3.1	84
EMPLOYED	40306	8025	50.4	19.9	101	3208	42.2	8.0	85	12191	54.7	30.2	110	1829	61.4	4.5	123
EMPLOYED FULL-TIME	32850	6582	41.4	20.0	102	2680	35.3	8.2	87	10163	45.6	30.9	112	1493	50.1	4.5	124
EMPLOYED PART-TIME	7456	1444	9.1	19.4	99	*528	6.9	7.1	75	2028	9.1	27.2	99	*336	11.3	4.5	123
NOT EMPLOYED	40680	7888	49.6	19.4	99	4390	57.8	10.8	115	10110	45.3	24.9	90	1149	38.6	2.8	77
PROFESSIONAL/MANAGER	10392	1987	12.5	19.1	97	*663	8.7	6.4	68	3226	14.5	31.0	113	*514	17.3	4.9	135
TECH/CLERICAL/SALES	17574	3155	19.8	18.0	91	1150	15.1	6.5	70	5322	23.9	30.3	110	759	25.5	4.3	117
PRECISION/CRAFT	985	**188	1.2	19.1	97	**88	1.2	8.9	95	*307	1.4	31.2	113	**37	1.2	3.8	102
OTHER EMPLOYED	11354	2696	16.9	23.7	121	1307	17.2	11.5	123	3336	15.0	29.4	107	*520	17.5	4.6	125
SINGLE	9863	2021	12.7	20.5	104	890	11.7	9.0	96	2961	13.3	30.0	109	*490	16.5	5.0	135
MARRIED	51375	9786	61.5	19.0	97	4847	63.8	9.4	101	14251	63.9	27.7	101	1877	63.0	3.7	99
DIVORCED/SEPARATED/WIDOWED	19748	4106	25.8	20.8	106	1861	24.5	9.4	100	5089	22.8	25.8	94	610	20.5	3.1	84
PARENTS	32590	7034	44.2	21.6	110	3831	50.4	11.8	125	9688	43.4	29.7	108	1503	50.5	4.6	125
WHITE	70416	12944	81.3	18.4	94	5948	78.3	8.4	90	18950	85.0	26.9	98	2494	83.7	3.5	96
BLACK	8778	2654	16.7	30.2	154	1525	20.1	17.4	185	2832	12.7	32.3	117	*324	10.9	3.7	100
OTHER	1791	**315	2.0	17.6	90	**125	1.6	7.0	74	*519	2.3	29.0	105	**160	5.4	8.9	243
NORTHEAST-CENSUS	17786	2654	16.7	14.9	76	1241	16.3	7.0	74	8759	39.3	49.2	179	724	24.3	4.1	111
NORTH CENTRAL	20741	4101	25.8	19.8	101	1801	23.7	8.7	93	4132	18.5	19.9	72	787	26.4	3.8	103
SOUTH	27775	6693	42.1	24.1	123	3536	46.5	12.7	136	6938	31.1	25.0	91	991	33.3	3.6	97
WEST	14683	2466	15.5	16.8	85	1019	13.4	6.9	74	2472	11.1	16.8	61	*476	16.0	3.2	88
NORTHEAST-MKTG.	17961	2518	15.8	14.0	71	1229	16.2	6.8	73	8858	39.7	49.3	179	775	26.0	4.3	117
EAST CENTRAL	11885	2577	16.2	21.7	110	1150	15.1	9.7	103	2734	12.3	23.0	84	*521	17.5	4.4	119
WEST CENTRAL	14090	2686	16.9	19.1	97	1249	16.4	8.9	94	2757	12.4	19.6	71	*431	14.5	3.1	83
SOUTH	24081	5970	37.5	24.8	126	3159	41.6	13.1	140	5710	25.6	23.7	86	799	26.8	3.3	90
PACIFIC	12969	2163	13.6	16.7	85	812	10.7	6.3	67	2242	10.1	17.3	63	*453	15.2	3.5	95
COUNTY SIZE A	32439	5890	37.0	18.2	92	2243	29.5	6.9	74	10119	45.4	31.2	113	1217	40.9	3.8	102
COUNTY SIZE B	24915	5192	32.6	20.8	106	2585	34.0	10.4	111	6778	30.4	27.2	99	1017	34.2	4.1	111
COUNTY SIZE C	12930	2470	15.5	19.1	97	1425	18.8	11.0	117	3349	15.0	25.9	94	*404	13.6	3.1	85
COUNTY SIZE D	10703	2362	14.8	22.1	112	1345	17.7	12.6	134	2055	9.2	19.2	70	*340	11.4	3.2	86
METRO CENTRAL CITY	24518	5072	31.9	20.7	105	2281	30.0	9.3	99	7233	32.4	29.5	107	855	28.7	3.5	95
METRO SUBURBAN	35919	6509	40.9	18.1	92	2696	35.5	7.5	80	10545	47.3	29.4	107	1500	50.4	4.2	114
NON METRO	20549	4333	27.2	21.1	107	2620	34.5	12.8	136	4522	20.3	22.0	80	623	20.9	3.0	82
TOP 5 ADI'S	18341	3171	19.9	17.3	88	1233	16.2	6.7	72	6950	31.2	37.9	138	749	25.2	4.1	111
TOP 10 ADI'S	25378	4296	27.0	16.9	86	1683	22.2	6.6	71	8769	39.3	34.6	125	1019	34.2	4.0	109
TOP 20 ADI'S	36488	6506	40.9	17.8	91	2567	33.8	7.0	75	11521	51.7	31.6	115	1330	44.7	3.6	99
HSHLD INC. $50,000 OR MORE	6612	1157	7.3	17.5	89	*443	5.8	6.7	71	2350	10.5	35.5	129	**293	9.8	4.4	121
$40,000 OR MORE	12659	2260	14.2	17.9	91	696	9.2	5.5	59	4136	18.5	32.7	119	*583	19.6	4.6	125
$30,000 OR MORE	24698	4350	27.3	17.6	90	1736	22.8	7.0	75	7902	35.4	32.0	116	1125	37.8	4.6	124
$25,000 OR MORE	32077	5730	36.0	17.9	91	2269	29.9	7.1	75	10051	45.1	31.3	114	1390	46.7	4.3	118
$20,000 - $24,999	9144	1808	11.4	19.8	101	773	10.2	8.5	90	2412	10.8	26.4	96	*274	9.2	3.0	81
$15,000 - $19,999	8728	1595	10.0	18.3	93	764	10.1	8.8	93	2432	10.9	27.9	101	**216	7.3	2.5	67
$10,000 - $14,999	12562	2632	16.5	21.0	107	1474	19.4	11.7	125	3271	14.7	26.0	95	*586	19.7	4.7	127
UNDER $10,000	18475	4149	26.1	22.5	114	2318	30.5	12.5	134	4134	18.5	22.4	81	512	17.2	2.8	75
HOUSEHOLD OF 1 PERSON	11987	1899	11.9	15.8	81	826	10.9	6.9	73	2710	12.2	22.6	82	*245	8.2	2.0	56
2 PEOPLE	26577	4558	28.6	17.2	87	2097	27.6	7.9	84	6977	31.3	26.3	95	920	30.9	3.5	94
3 OR 4 PEOPLE	30617	6697	42.1	21.9	111	3008	39.6	9.8	105	9119	40.9	29.8	108	1262	42.4	4.1	112
5 OR MORE PEOPLE	11804	2760	17.3	23.4	119	1667	21.9	14.1	151	3495	15.7	29.6	108	*551	18.5	4.7	127
NO CHILD IN HSHLD	46165	8277	52.0	17.9	91	3474	45.7	7.5	80	11961	53.6	25.9	94	1358	45.6	2.9	80
CHILD(REN) UNDER 2 YRS	5325	1126	7.1	21.1	108	787	10.4	14.8	158	1369	6.1	25.7	93	**161	5.4	3.0	82
2 - 5 YEARS	14221	3150	19.8	22.2	113	1971	25.9	13.9	148	3905	17.5	27.5	100	739	24.8	5.2	141
6 - 11 YEARS	15117	3508	22.0	23.2	118	1982	26.1	13.1	140	4436	19.9	29.3	107	678	22.8	4.5	122
12 - 17 YEARS	16611	3757	23.6	22.6	115	1830	24.1	11.0	117	5146	23.1	31.0	113	689	23.1	4.1	113
RESIDENCE OWNED	55884	10919	68.6	19.5	99	4996	65.8	8.9	95	15037	67.4	26.9	98	1981	66.5	3.5	96
VALUE: $50,000 OR MORE	31744	5174	32.5	16.3	83	2124	28.0	6.7	71	9090	40.8	28.6	104	1098	36.9	3.5	94
VALUE: UNDER $50,000	24140	5745	36.1	23.8	121	2872	37.8	11.9	127	5947	26.7	24.6	89	882	29.6	3.7	99

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS - TYPES
(FEMALE HOMEMAKERS)

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P-18

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	PAPER BOXES/ FOIL POUCHES A '000	PAPER BOXES/ FOIL POUCHES B % DOWN	PAPER BOXES/ FOIL POUCHES C % ACROSS	PAPER BOXES/ FOIL POUCHES D INDX
TOTAL FEMALE HOMEMAKERS		80986	15914	100.0	19.7	100	7598	100.0	9.4	100	22301	100.0	27.5	100	2978	100.0	3.7	100
MAGAZINES	QUINTILE 1	15799	3646	22.9	23.1	117	1343	17.7	8.5	91	5050	22.6	32.0	116	673	22.6	4.3	116
	QUINTILE 2	17259	3014	18.9	17.5	89	1386	18.2	8.0	86	5162	23.1	29.9	109	715	24.0	4.1	113
	QUINTILE 3	13545	2462	15.5	18.2	92	1322	17.4	9.8	104	3943	17.7	29.1	106	*589	19.8	4.3	118
	QUINTILE 4	15133	2787	17.5	18.4	94	1364	18.0	9.0	96	3756	16.8	24.8	90	*401	13.5	2.6	72
	QUINTILE 5	19250	4004	25.2	20.8	106	2183	28.7	11.3	121	4390	19.7	22.8	83	599	20.1	3.1	85
NEWSPAPERS	QUINTILE 1	12413	2271	14.3	18.3	93	871	11.5	7.0	75	4685	21.0	37.7	137	*524	17.6	4.2	115
	QUINTILE 2	24116	4578	28.8	19.0	97	1970	25.9	8.2	87	7025	31.5	29.1	106	857	28.8	3.6	97
	QUINTILE 3	11261	2371	14.9	21.1	107	1137	15.0	10.1	108	3055	13.7	27.1	99	*464	15.6	4.1	112
	QUINTILE 4	20255	3727	23.4	18.4	94	1820	24.0	9.0	96	4778	21.4	23.6	86	709	23.8	3.5	95
	QUINTILE 5	12940	2966	18.6	22.9	117	1801	23.7	13.9	148	2758	12.4	21.3	77	*424	14.2	3.3	89
OUTDOOR	QUINTILE 1	14852	2931	18.4	19.7	100	1414	18.6	9.5	101	4721	21.2	31.8	115	*502	16.9	3.4	92
	QUINTILE 2	15725	2800	17.6	17.8	91	1550	20.4	9.9	105	4386	19.7	27.9	101	636	21.4	4.0	110
	QUINTILE 3	16330	3201	20.1	19.6	100	1234	16.2	7.6	81	4344	19.5	26.6	97	635	21.3	3.9	106
	QUINTILE 4	16744	3492	21.9	20.9	106	1588	20.9	9.5	101	4442	19.9	26.5	96	672	22.6	4.0	109
	QUINTILE 5	17334	3490	21.9	20.1	102	1814	23.9	10.5	112	4407	19.8	25.4	92	533	17.9	3.1	84
RADIO-DRIVE TIME	QUINTILE 1	15911	3225	20.3	20.3	103	1570	20.7	9.9	105	4866	21.8	30.6	111	562	18.9	3.5	96
	QUINTILE 2	14837	3083	19.4	20.8	106	1565	20.6	10.5	112	4339	19.5	29.2	106	*539	18.1	3.6	99
	QUINTILE 3	15339	3019	19.0	19.7	100	1340	17.6	8.7	93	4242	19.0	27.7	100	744	25.0	4.9	132
	QUINTILE 4	16723	3069	19.3	18.4	93	1558	20.5	9.3	99	4590	20.6	27.4	100	*474	15.9	2.8	77
	QUINTILE 5	18176	3518	22.1	19.4	98	1565	20.6	8.6	92	4264	19.1	23.5	85	659	22.1	3.6	99
RADIO-MID-DAY	TERCILE 1	21020	4026	25.3	19.2	97	2012	26.5	9.6	102	6602	29.6	31.4	114	723	24.3	3.4	94
	TERCILE 2	21610	4605	28.9	21.3	108	2206	29.0	10.2	109	5771	25.9	26.7	97	955	32.1	4.4	120
	TERCILE 3	38355	7282	45.8	19.0	97	3380	44.5	8.8	94	9928	44.5	25.9	94	1300	43.7	3.4	92
RADIO-TOTAL	QUINTILE 1	15988	3327	20.9	20.8	106	1621	21.3	10.1	108	5079	22.8	31.8	115	584	19.6	3.7	99
	QUINTILE 2	15626	3180	20.0	20.4	104	1519	20.0	9.7	104	4397	19.7	28.1	102	*563	18.9	3.6	98
	QUINTILE 3	16723	3375	21.2	20.2	103	1585	20.9	9.5	101	4777	21.4	28.6	104	706	23.7	4.2	115
	QUINTILE 4	16342	3038	19.1	18.6	95	1492	19.6	9.1	97	4373	19.6	26.8	97	633	21.3	3.9	105
	QUINTILE 5	16306	2993	18.8	18.4	93	1381	18.2	8.5	90	3676	16.5	22.5	82	*491	16.5	3.0	82
TV-PRIME TIME	QUINTILE 1	15953	3459	21.7	21.7	110	1601	21.1	10.0	107	4567	20.5	28.6	104	*518	17.4	3.2	88
	QUINTILE 2	16137	3046	19.1	18.9	96	1418	18.7	8.8	94	4946	22.2	30.7	111	625	21.0	3.9	105
	QUINTILE 3	16420	3087	19.4	18.8	96	1625	21.4	9.9	105	4665	20.9	28.4	103	575	19.3	3.5	95
	QUINTILE 4	16687	3145	19.8	18.8	96	1329	17.5	8.0	85	4510	20.2	27.0	98	727	24.4	4.4	118
	QUINTILE 5	15789	3177	20.0	20.1	102	1625	21.4	10.3	110	3613	16.2	22.9	83	533	17.9	3.4	92
TV-DAYTIME	TERCILE 1	27736	6064	38.1	21.9	111	3011	39.6	10.9	116	7528	33.8	27.1	99	889	29.9	3.2	87
	TERCILE 2	26489	4991	31.4	18.8	96	2429	32.0	9.2	98	7561	33.9	28.5	104	1053	35.4	4.0	108
	TERCILE 3	26761	4859	30.5	18.2	92	2157	28.4	8.1	86	7211	32.3	26.9	98	1036	34.8	3.9	105
TV-TOTAL	QUINTILE 1	16345	3496	22.0	21.4	109	1917	25.2	11.7	125	4425	19.8	27.1	98	*528	17.7	3.2	88
	QUINTILE 2	16447	3529	22.2	21.5	109	1598	21.0	9.7	104	4766	21.4	29.0	105	*601	20.2	3.7	99
	QUINTILE 3	15980	3076	19.3	19.2	98	1260	16.6	7.9	84	4608	20.7	28.8	105	625	21.0	3.9	106
	QUINTILE 4	15887	2829	17.8	17.8	91	1348	17.7	8.5	90	4420	19.8	27.8	101	530	17.8	3.3	91
	QUINTILE 5	16326	2984	18.8	18.3	93	1474	19.4	9.0	96	4082	18.3	25.0	91	695	23.3	4.3	116
MAGAZINES-NEWSPAPERS: DUAL		20721	3997	25.1	19.3	98	1602	21.1	7.7	82	6812	30.5	32.9	119	984	33.0	4.7	129
MAGAZINE IMPERATIVE		19186	4054	25.5	21.1	108	1923	25.3	10.0	107	5135	23.0	26.8	97	719	24.1	3.7	102
NEWSPAPER IMPERATIVE		21899	4098	25.8	18.7	95	1839	24.2	8.4	90	6371	28.6	29.1	106	681	22.9	3.1	85
MAGAZINES-OUTDOOR: DUAL		15451	2975	18.7	19.3	98	1380	18.2	8.9	95	4915	22.0	31.8	116	686	23.0	4.4	121
MAGAZINE IMPERATIVE		25953	5217	32.8	20.1	102	2129	28.0	8.2	87	7595	34.1	29.3	106	1073	36.0	4.1	112
OUTDOOR IMPERATIVE		24400	4618	29.0	18.9	96	2295	30.2	9.4	100	6316	28.3	25.9	94	785	26.4	3.2	87
MAGAZINES-RADIO: DUAL		18049	3708	23.3	20.5	105	1476	19.4	8.2	87	5484	24.6	30.4	110	714	24.0	4.0	108
MAGAZINE IMPERATIVE		23571	4389	27.6	18.6	95	1945	25.6	8.3	88	7021	31.5	29.8	108	1028	34.5	4.4	119
RADIO IMPERATIVE		23278	4721	29.7	20.3	103	2644	34.8	11.4	121	6341	28.4	27.2	99	756	25.4	3.2	88
MAGAZINES-TELEVISION: DUAL		15459	3311	20.8	21.4	109	1436	18.9	9.3	99	4651	20.9	30.1	109	*457	15.3	3.0	80
MAGAZINE IMPERATIVE		25829	4730	29.7	18.3	93	1924	25.3	7.4	79	7863	35.3	30.4	111	1192	40.0	4.6	126
TELEVISION IMPERATIVE		26039	5253	33.0	20.2	103	2843	37.4	10.9	116	6635	29.8	25.5	93	933	31.3	3.6	97
NEWSPAPERS-OUTDOOR: DUAL		16605	3060	19.2	18.4	94	1266	16.7	7.6	81	5709	25.6	34.4	125	*645	21.7	3.9	106
NEWSPAPER IMPERATIVE		26834	5257	33.0	19.6	100	2176	28.6	8.1	86	7899	35.4	29.4	107	1007	33.8	3.8	102
OUTDOOR IMPERATIVE		23346	4633	29.1	19.8	101	2495	32.8	10.7	114	5680	25.5	24.3	88	858	28.8	3.7	100
NEWSPAPERS-RADIO: DUAL		17133	3395	21.3	19.8	101	1460	19.2	8.5	91	5872	26.3	34.3	124	653	21.9	3.8	104
NEWSPAPER IMPERATIVE		25892	4761	29.9	18.4	94	1945	25.6	7.5	80	7627	34.2	29.5	107	1031	34.6	4.0	108
RADIO IMPERATIVE		23167	4884	30.7	21.1	107	2661	35.0	11.5	122	5897	26.4	25.5	92	805	27.0	3.5	94
NEWSPAPERS-TELEVISION: DUAL		17159	3650	22.9	21.3	108	1534	20.2	8.9	95	5429	24.3	31.6	115	630	21.2	3.7	100
NEWSPAPER IMPERATIVE		26214	4586	28.8	17.5	89	1927	25.4	7.4	78	8081	36.2	30.8	112	1027	34.5	3.9	107
TELEVISION IMPERATIVE		23412	4911	30.9	21.0	107	2690	35.4	11.5	122	5565	25.0	23.8	86	805	27.0	3.4	94
OUTDOOR-RADIO: DUAL		15303	3003	18.9	19.6	100	1506	19.8	9.8	105	4756	21.3	31.1	113	519	17.4	3.4	92
OUTDOOR IMPERATIVE		24901	4634	29.1	18.6	95	2245	29.5	9.0	96	6751	30.3	27.1	98	914	30.7	3.7	100
RADIO IMPERATIVE		26492	5700	35.8	21.5	109	2578	33.9	9.7	104	7396	33.2	27.9	101	1035	34.8	3.9	106
OUTDOOR-TELEVISION: DUAL		14794	2813	17.7	19.0	97	1453	19.1	9.8	105	4372	19.6	29.6	107	*439	14.7	3.0	81
OUTDOOR IMPERATIVE		25437	4779	30.0	18.8	96	2102	27.7	8.3	88	7287	32.7	28.6	104	1113	37.4	4.4	119
TELEVISION IMPERATIVE		27877	6202	39.0	22.2	113	2794	36.8	10.0	107	7543	33.8	27.1	98	992	33.3	3.6	97
RADIO-TELEVISION: DUAL		15996	3592	22.6	22.5	114	1928	25.4	12.1	128	4988	22.4	31.2	113	558	18.7	3.5	95
RADIO IMPERATIVE		25478	4729	29.7	18.6	94	2119	27.9	8.3	89	7258	32.5	28.5	103	1029	34.6	4.0	110
TELEVISION IMPERATIVE		26573	5332	33.5	20.1	102	2369	31.2	8.9	95	6915	31.0	26.0	95	923	31.0	3.5	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS - TYPES
(FEMALE HOMEMAKERS)

0436
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	PAPER BOXES/ FOIL POUCHES A '000	PAPER BOXES/ FOIL POUCHES B % DOWN	PAPER BOXES/ FOIL POUCHES C % ACROSS	PAPER BOXES/ FOIL POUCHES D INDX
TOTAL FEMALE HOMEMAKERS	80986	15914	100.0	19.7	100	7598	100.0	9.4	100	22301	100.0	27.5	100	2978	100.0	3.7	100
ATLANTIC MONTHLY	415	**80	0.5	19.3	98	**29	0.4	7.0	74	**119	0.5	28.7	104	**10	0.3	2.4	66
BARRON'S	453	**57	0.4	12.6	64	**23	0.3	5.1	54	**175	0.8	38.6	140	**9	0.3	2.0	54
BETTER HOMES & GARDENS	16256	3200	20.1	19.7	100	1334	17.6	8.2	87	4743	21.3	29.2	106	632	21.2	3.9	106
BON APPETIT	2535	526	3.3	20.7	106	*227	3.0	9.0	95	873	3.9	34.4	125	**154	5.2	6.1	165
BUSINESS WEEK	1278	*224	1.4	17.5	89	**103	1.4	8.1	86	461	2.1	36.1	131	**58	1.9	4.5	123
CAR AND DRIVER	378	**60	0.4	15.9	81	**23	0.3	6.1	65	*164	0.7	43.4	158	**33	1.1	8.7	237
CBS MAGAZINE NETWORK (GROSS)	1498	424	2.7	28.3	144	*155	2.0	10.3	110	541	2.4	36.1	131	**53	1.8	3.5	96
CHANGING TIMES	1505	354	2.2	23.5	120	*183	2.4	12.2	130	444	2.0	29.5	107	**95	3.2	6.3	172
COLONIAL HOMES	1231	327	2.1	26.6	135	**130	1.7	10.6	113	425	1.9	34.5	125	**41	1.4	3.3	91
CONDE NAST MAG. PKG. (GROSS)	14146	3260	20.5	23.0	117	1065	14.0	7.5	80	4742	21.3	33.5	122	709	23.8	5.0	136
CONSUMERS DIGEST	1323	384	2.4	29.0	148	*126	1.7	9.5	102	485	2.2	36.7	133	**69	2.3	5.2	142
COSMOPOLITAN	7102	1527	9.6	21.5	109	702	9.2	9.9	105	2352	10.5	33.1	120	320	10.7	4.5	123
COUNTRY LIVING	2481	519	3.3	20.9	106	*139	1.8	5.6	60	662	3.0	26.7	97	**74	2.5	3.0	81
CUISINE	1472	411	2.6	27.9	142	**70	0.9	4.8	51	470	2.1	31.9	116	**62	2.1	4.2	115
CYCLE WORLD	425	**101	0.6	23.8	121	**49	0.6	11.5	123	**146	0.7	34.4	125	**17	0.6	4.0	109
DCI:CREATIVE IDEAS FOR LIV	2510	565	3.6	22.5	115	*208	2.7	8.3	88	606	2.7	24.1	88	**123	4.1	4.9	133
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1510	9.5	22.6	115	624	8.2	9.3	99	1754	7.9	26.2	95	*301	10.1	4.5	122
DISCOVER	894	*171	1.1	19.1	97	**72	0.9	8.1	86	247	1.1	27.6	100	**54	1.8	6.0	164
EBONY	3507	1000	6.3	28.5	145	548	7.2	15.6	167	1306	5.9	37.2	135	*127	4.3	3.6	98
ESQUIRE	1083	289	1.8	26.7	136	*141	1.9	13.0	139	391	1.8	36.1	131	**35	1.2	3.2	88
ESSENCE	1830	637	4.0	34.8	177	326	4.3	17.8	190	669	3.0	36.6	133	**92	3.1	5.0	137
FAMILY CIRCLE	15930	3263	20.5	20.5	104	1073	14.1	6.7	72	4852	21.8	30.5	111	740	24.8	4.6	126
THE FAMILY HANDYMAN	1126	338	2.1	30.0	153	*119	1.6	10.6	113	283	1.3	25.1	91	**81	2.7	7.2	196
FAMILY WEEKLY	11468	2349	14.8	20.5	104	1052	13.8	9.2	98	2876	12.9	25.1	91	321	10.8	2.8	76
FIELD & STREAM	2234	513	3.2	23.0	117	*262	3.4	11.7	125	533	2.4	23.9	87	**116	3.9	5.2	141
FOOD & WINE	579	*149	0.9	25.7	131	**51	0.7	8.8	94	240	1.1	41.5	151	**15	0.5	2.6	70
FORBES	728	*147	0.9	20.2	103	**51	0.7	7.0	75	318	1.4	43.7	159	**28	0.9	3.8	105
FORTUNE	906	*163	1.0	18.0	92	**53	0.7	5.8	62	384	1.7	42.4	154	**39	1.3	4.3	117
GENTLEMEN'S QUARTERLY	791	*255	1.6	32.2	164	**77	1.0	9.7	104	*220	1.0	27.8	101	**55	1.8	7.0	189
GLAMOUR	5265	1121	7.0	21.3	108	454	6.0	8.6	92	1766	7.9	33.5	122	*309	10.4	5.9	160
GOLF DIGEST	636	**125	0.8	19.7	100	**45	0.6	7.1	75	*143	0.6	22.5	82	**7	0.2	1.1	30
GOLF DIGEST/TENNIS (GROSS)	1186	*264	1.7	22.3	113	**81	1.1	6.8	73	352	1.6	29.7	108	**46	1.5	3.9	105
GOLF MAGAZINE	441	**50	0.3	11.3	58	**23	0.3	5.2	56	**129	0.6	29.3	106	**29	1.0	6.6	179
GOLF MAGAZINE/SKI (GROSS)	922	*150	0.9	16.3	83	**69	0.9	7.5	80	350	1.6	38.0	138	**54	1.8	5.9	159
GOOD HOUSEKEEPING	16487	3262	20.5	19.8	101	1366	18.0	8.3	88	4924	22.1	29.9	108	577	19.4	3.5	95
HARPER'S BAZAAR	2423	624	3.9	25.8	131	*217	2.9	9.0	95	854	3.8	35.2	128	**167	5.6	6.9	187
HEALTH	1994	635	4.0	31.8	162	*252	3.3	12.6	135	659	3.0	33.0	120	**115	3.9	5.8	157
HEARST MAG CORP. BUY (GROSS)	44101	9470	59.5	21.5	109	3808	50.1	8.6	92	13296	59.6	30.1	109	1676	56.3	3.8	103
HEARST MAN POWER (GROSS)	1993	411	2.6	20.6	105	*257	3.4	12.9	137	421	1.9	21.1	77	**82	2.8	4.1	112
HEARST WOMAN POWER (GROSS)	31274	6561	41.2	21.0	107	2732	36.0	8.7	93	9426	42.3	30.1	109	1187	39.9	3.8	103
HOUSE BEAUTIFUL	3623	845	5.3	23.3	119	274	3.6	7.6	81	1116	5.0	30.8	112	**101	3.4	2.8	76
INC.	283	**74	0.5	26.1	133	**20	0.3	7.1	75	**115	0.5	40.6	148	**13	0.4	4.6	125
JET	2928	907	5.7	31.0	158	543	7.1	18.5	198	1111	5.0	37.9	138	*123	4.1	4.2	114
LADIES' HOME JOURNAL	11918	2590	16.3	21.7	111	978	12.9	8.2	87	3628	16.3	30.4	111	453	15.2	3.8	103
LHJ FAMILY GRP COMBO(GROSS)	16764	3709	23.3	22.1	113	1414	18.6	8.4	90	5125	23.0	30.6	111	641	21.5	3.8	104
LIFE	4254	1044	6.6	24.5	125	423	5.6	9.9	106	1436	6.4	33.8	123	*250	8.4	5.9	160
L.A. TIMES HOME MAGAZINE	1145	*202	1.3	17.6	90	**45	0.6	3.9	42	*275	1.2	24.0	87	**65	2.2	5.7	154
MADEMOISELLE	2884	689	4.3	23.9	122	*154	2.0	5.3	57	1019	4.6	35.3	128	**119	4.0	4.1	112
MC CALL'S	13460	3016	19.0	22.4	114	1259	16.6	9.4	100	3836	17.2	28.5	103	478	16.1	3.6	97
MC CALL'S/WRK MOTHER (GROSS)	14606	3359	21.1	23.0	117	1389	18.3	9.5	101	4279	19.2	29.3	106	542	18.2	3.7	101
MECHANIX ILLUSTRATED	772	**110	0.7	14.2	73	**65	0.9	8.4	90	*228	1.0	29.5	107	**52	1.7	6.7	183
METROPOLITAN HOME	967	308	1.9	31.9	162	**47	0.6	4.9	52	325	1.5	33.6	122	**25	0.8	2.6	70
MONEY	1588	461	2.9	29.0	148	*150	2.0	9.4	101	491	2.2	30.9	112	**48	1.6	3.0	82
MOTHER EARTH NEWS	1002	*174	1.1	17.4	88	**58	0.8	5.8	62	*168	0.8	16.8	61	**83	2.8	8.3	225
MS.	825	*190	1.2	23.0	117	**62	0.8	7.5	80	243	1.1	29.5	107	**42	1.4	5.1	138
NATIONAL ENQUIRER	10336	2428	15.3	23.5	120	1112	14.6	10.8	115	3141	14.1	30.4	110	392	13.2	3.8	103
NATIONAL GEOGRAPHIC	9597	1654	10.4	17.2	88	569	7.5	5.9	63	2575	11.5	26.8	97	323	10.8	3.4	92
NATIONAL SUNDAY MAGAZINE PKG	49558	9331	58.6	18.8	96	4027	53.0	8.1	87	14712	66.0	29.7	108	1903	63.9	3.8	104
NATURAL HISTORY	573	*116	0.7	20.2	103	**41	0.5	7.2	76	*201	0.9	35.1	127	**13	0.4	2.3	62
NEW WOMAN	1699	443	2.8	26.1	133	*145	1.9	8.5	91	475	2.1	28.0	102	**84	2.8	4.9	134
NEW YORK INCLUDING CUE	443	*80	0.5	18.1	92	**28	0.4	6.3	67	239	1.1	54.0	196	**10	0.3	2.3	61
THE NEW YORKER	1270	263	1.7	20.7	105	**75	1.0	5.9	63	526	2.4	41.4	150	**50	1.7	3.9	107
NEWSWEEK	6277	1155	7.3	18.4	94	449	5.9	7.2	76	2059	9.2	32.8	119	334	11.2	5.3	145
THE N.Y. TIMES DAILY EDITION	1205	*108	0.7	9.0	46	**63	0.8	5.2	56	708	3.2	58.8	213	**83	2.8	6.9	187
THE N.Y. TIMES MAGAZINE	2081	299	1.9	14.4	73	**157	2.1	7.5	80	1277	5.7	61.4	223	**154	5.2	7.4	201
OMNI	788	*247	1.6	31.3	160	**53	0.7	6.7	72	242	1.1	30.7	112	**46	1.5	5.8	159
ON CABLE	1158	*212	1.3	18.3	93	**103	1.4	8.9	95	367	1.6	31.7	115	**40	1.3	3.5	94
1001 HOME IDEAS	2852	484	3.0	17.0	86	*184	2.4	6.5	69	838	3.8	29.4	107	**72	2.4	2.5	69
ORGANIC GARDENING	1658	291	1.8	17.6	89	*114	1.5	6.9	73	363	1.6	21.9	80	**74	2.5	4.5	121
OUTDOOR LIFE	896	*199	1.3	22.2	113	**85	1.1	9.5	101	*219	1.0	24.4	89	**25	0.8	2.8	76
PARADE MAGAZINE	24275	4371	27.5	18.0	92	2125	28.0	8.8	93	7798	35.0	32.1	117	917	30.8	3.8	103

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS - TYPES
(FEMALE HOMEMAKERS)

0437
P-18

	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	PAPER BOXES/ FOIL POUCHES A '000	PAPER BOXES/ FOIL POUCHES B % DOWN	PAPER BOXES/ FOIL POUCHES C % ACROSS	PAPER BOXES/ FOIL POUCHES D INDX
TOTAL FEMALE HOMEMAKERS	80986	15914	100.0	19.7	100	7598	100.0	9.4	100	22301	100.0	27.5	100	2978	100.0	3.7	100
PARENTS	3845	822	5.2	21.4	109	364	4.8	9.5	101	1113	5.0	28.9	105	**120	4.0	3.1	85
PENTHOUSE	831	*208	1.3	25.0	127	**149	2.0	17.9	191	359	1.6	43.2	157	**45	1.5	5.4	147
PEOPLE	11645	2452	15.4	21.1	107	1067	14.0	9.2	98	3728	16.7	32.0	116	542	18.2	4.7	127
PLAYBOY	2006	428	2.7	21.3	109	*249	3.3	12.4	132	705	3.2	35.1	128	**54	1.8	2.7	73
POPULAR HOT RODDING	297	**62	0.4	20.9	106	**38	0.5	12.8	136	**112	0.5	37.7	137	**18	0.6	6.1	165
POPULAR MECHANICS	1018	*129	0.8	12.7	64	**120	1.6	11.8	126	*175	0.8	17.2	62	**47	1.6	4.6	126
POPULAR SCIENCE	878	*171	1.1	19.5	99	**69	0.9	7.9	84	*262	1.2	29.8	108	**34	1.1	3.9	105
PREVENTION	3913	691	4.3	17.7	90	350	4.6	8.9	95	1137	5.1	29.1	106	**118	4.0	3.0	82
PSYCHOLOGY TODAY	1710	400	2.5	23.4	119	*133	1.8	7.8	83	660	3.0	38.6	140	**151	5.1	8.8	240
READER'S DIGEST	22204	4322	27.2	19.5	99	1704	22.4	7.7	82	5933	26.6	26.7	97	795	26.7	3.6	97
REDBOOK	7684	1772	11.1	23.1	117	664	8.7	8.6	92	2150	9.6	28.0	102	*291	9.8	3.8	103
ROAD & TRACK	410	**72	0.5	17.6	89	**15	0.2	3.7	39	**134	0.6	32.7	119	**5	0.2	1.2	33
ROLLING STONE	969	242	1.5	25.0	127	**105	1.4	10.8	115	336	1.5	34.7	126	**29	1.0	3.0	81
RUNNER'S WORLD	298	**80	0.5	26.8	137	**40	0.5	13.4	143	**71	0.3	23.8	87	**14	0.5	4.7	128
SATURDAY EVENING POST	1169	249	1.6	21.3	108	*103	1.4	8.8	94	340	1.5	29.1	106	**17	0.6	1.5	40
SCIENCE 84	587	**128	0.8	21.8	111	**33	0.4	5.6	60	*162	0.7	27.6	100	**29	1.0	4.9	134
SCIENCE DIGEST	482	**117	0.7	24.3	124	**34	0.4	7.1	75	*146	0.7	30.3	110	**14	0.5	2.9	79
SCIENTIFIC AMERICAN	594	**137	0.9	23.1	117	**33	0.4	5.6	59	*191	0.9	32.2	117	**12	0.4	2.0	55
SELF	2089	606	3.8	29.0	148	*182	2.4	8.7	93	717	3.2	34.3	125	**130	4.4	6.2	169
SEVENTEEN	2411	503	3.2	20.9	106	*188	2.5	7.8	83	760	3.4	31.5	114	**101	3.4	4.2	114
SKI	480	**100	0.6	20.8	106	**46	0.6	9.6	102	*221	1.0	46.0	167	**25	0.8	5.2	142
SMITHSONIAN	2760	610	3.8	22.1	112	*226	3.0	8.2	87	853	3.8	30.9	112	**74	2.5	2.7	73
SOAP OPERA DIGEST	3013	861	5.4	28.6	145	406	5.3	13.5	144	1035	4.6	34.4	125	*116	3.9	3.8	105
SOUTHERN LIVING	4184	945	5.9	22.6	115	416	5.5	9.9	106	1148	5.1	27.4	100	*178	6.0	4.3	116
SPORT	559	*107	0.7	19.1	97	**99	1.3	17.7	189	*188	0.8	33.6	122	**19	0.6	3.4	92
THE SPORTING NEWS	436	**85	0.5	19.5	99	**55	0.7	12.6	134	**135	0.6	31.0	112	**28	0.9	6.4	175
SPORTS AFIELD	493	*165	1.0	33.5	170	**103	1.4	20.9	223	**100	0.4	20.3	74	**20	0.7	4.1	110
SPORTS ILLUSTRATED	2758	601	3.8	21.8	111	*225	3.0	8.2	87	997	4.5	36.1	131	**131	4.4	4.7	129
STAR	7456	1876	11.8	25.2	128	826	10.9	11.1	118	2439	10.9	32.7	119	*309	10.4	4.1	113
SUNDAY	24936	4506	28.3	18.1	92	1760	23.2	7.1	75	7712	34.6	30.9	112	1060	35.6	4.3	116
SUNSET	2124	*266	1.7	12.5	64	**120	1.6	5.6	60	330	1.5	15.5	56	**66	2.2	3.1	85
TV GUIDE	21661	4828	30.3	22.3	113	2169	28.5	10.0	107	6920	31.0	31.9	116	712	23.9	3.3	89
TENNIS	550	*139	0.9	25.3	129	**36	0.5	6.5	70	*208	0.9	37.8	137	**40	1.3	7.3	198
TIME	8880	1787	11.2	20.1	102	711	9.4	8.0	85	3080	13.8	34.7	126	408	13.7	4.6	125
TOWN & COUNTRY	917	*159	1.0	17.3	88	**52	0.7	5.7	60	315	1.4	34.4	125	**20	0.7	2.2	59
TRAVEL & LEISURE	972	*200	1.3	20.6	105	**111	1.5	11.4	122	297	1.3	30.6	111	**38	1.3	3.9	106
TRUE STORY	3356	920	5.8	27.4	140	568	7.5	16.9	180	989	4.4	29.5	107	**96	3.2	2.9	78
U.S.NEWS & WORLD REPORT	3410	682	4.3	20.0	102	222	2.9	6.5	69	1049	4.7	30.8	112	*132	4.4	3.9	105
USA TODAY	1759	405	2.5	23.0	117	**95	1.3	5.4	58	639	2.9	36.3	132	**100	3.4	5.7	155
US	1873	575	3.6	30.7	156	*178	2.3	9.5	101	645	2.9	34.4	125	**92	3.1	4.9	134
VOGUE	3909	844	5.3	21.6	110	275	3.6	7.0	75	1240	5.6	31.7	115	*152	5.1	3.9	106
WALL STREET JOURNAL	1886	332	2.1	17.6	90	**146	1.9	7.7	83	618	2.8	32.8	119	**87	2.9	4.6	125
WEIGHT WATCHERS	2120	433	2.7	20.4	104	*184	2.4	8.7	93	621	2.8	29.3	106	**116	3.9	5.5	149
WOMAN'S DAY	14172	2799	17.6	19.8	101	1293	17.0	9.1	97	4144	18.6	29.2	106	628	21.1	4.4	121
WORKING MOTHER	1146	343	2.2	29.9	152	*130	1.7	11.3	121	443	2.0	38.7	140	**64	2.1	5.6	152
WORKING WOMAN	1322	343	2.2	25.9	132	*138	1.8	10.4	111	427	1.9	32.3	117	**92	3.1	7.0	189
WORLD TENNIS	*163	**58	0.4	35.6	181	**31	0.4	19.0	203	**51	0.2	31.3	114	**11	0.4	6.7	184
ZIFF-DAVIS MAG NETWK (GROSS)	2532	616	3.9	24.3	124	296	3.9	11.7	125	855	3.8	33.8	123	**136	4.6	5.4	146
BLAIR INSERTS	43657	8234	51.7	18.9	96	3554	46.8	8.1	87	13890	62.3	31.8	116	1892	63.5	4.3	118
DAILY NEWSPAPERS																	
READ ANY	51633	10003	62.9	19.4	99	4269	56.2	8.3	88	15485	69.4	30.0	109	1869	62.8	3.6	98
READ ONE	43463	8705	54.7	20.0	102	3716	48.9	8.5	91	12402	55.6	28.5	104	1572	52.8	3.6	98
READ TWO OR MORE	8170	1299	8.2	15.9	81	554	7.3	6.8	72	3083	13.8	37.7	137	*297	10.0	3.6	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9930	62.4	18.9	96	4384	57.7	8.3	89	15780	70.8	30.0	109	2072	69.6	3.9	107
READ ONE	46126	8735	54.9	18.9	96	3972	52.3	8.6	92	13429	60.2	29.1	106	1728	58.0	3.7	102
READ TWO OR MORE	6552	1195	7.5	18.2	93	412	5.4	6.3	67	2351	10.5	35.9	130	*344	11.6	5.3	143
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.42				27.90				30.47				25.57			
30 DAY REACH	71455	13891	87.3	19.4	99	6364	83.8	8.9	95	19739	88.5	27.6	100	2742	92.1	3.8	104
50 SHWG - 30 DAY AV FREQ	14.56	14.39				14.45				16.02				13.64			
30 DAY REACH	67742	13253	83.3	19.6	100	6150	80.9	9.1	97	18801	84.3	27.8	101	2568	86.2	3.8	103
25 SHWG - 30 DAY AV FREQ	7.94	7.91				7.90				8.65				7.38			
30 DAY REACH	62117	12057	75.8	19.4	99	5643	74.3	9.1	97	17439	78.2	28.1	102	2348	78.8	3.8	103
CABLE TV: HOME WIRED	32077	6397	40.2	19.9	101	2968	39.1	9.3	99	9501	42.6	29.6	108	1188	39.9	3.7	101
HOME NOT WIRED	48909	9517	59.8	19.5	99	4629	60.9	9.5	101	12800	57.4	26.2	95	1790	60.1	3.7	100
HAVE PAY CABLE	15935	3254	20.4	20.4	104	1426	18.8	8.9	95	5092	22.8	32.0	116	746	25.1	4.7	127

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS - TYPES
(FEMALE HOMEMAKERS)

0438
P-18

	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	PAPER BOXES/ FOIL POUCHES A '000	PAPER BOXES/ FOIL POUCHES B % DOWN	PAPER BOXES/ FOIL POUCHES C % ACROSS	PAPER BOXES/ FOIL POUCHES D INDX
TOTAL FEMALE HOMEMAKERS	80986	15914	100.0	19.7	100	7598	100.0	9.4	100	22301	100.0	27.5	100	2978	100.0	3.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8730	54.9	19.9	101	4045	53.2	9.2	98	12835	57.6	29.2	106	1645	55.2	3.7	102
10:00 AM - 3:00 PM	30659	6081	38.2	19.8	101	2934	38.6	9.6	102	8846	39.7	28.9	105	1149	38.6	3.7	102
3:00 PM - 7:00 PM	31045	6038	37.9	19.4	99	2981	39.2	9.6	102	8981	40.3	28.9	105	1245	41.8	4.0	109
7:00 PM - MIDNIGHT	15767	3394	21.3	21.5	110	1620	21.3	10.3	110	4384	19.7	27.8	101	642	21.6	4.1	111
MIDNIGHT - 6:00 AM	9120	1825	11.5	20.0	102	842	11.1	9.2	98	2677	12.0	29.4	107	303	10.2	3.3	90
6:00 AM - MIDNIGHT	58527	11688	73.4	20.0	102	5649	74.3	9.7	103	16820	75.4	28.7	104	2256	75.8	3.9	105
ENTIRE DAY	59311	11841	74.4	20.0	102	5720	75.3	9.6	103	17060	76.5	28.8	104	2312	77.6	3.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2952	18.5	18.3	93	1483	19.5	9.2	98	4554	20.4	28.2	102	586	19.7	3.6	99
ALL NEWS	2256	299	1.9	13.3	67	**126	1.7	5.6	60	874	3.9	38.7	141	**64	2.1	2.8	77
AOR/PROGRESSIVE	3874	722	4.5	18.6	95	342	4.5	8.8	94	1328	6.0	34.3	124	*219	7.4	5.7	154
BEAUTIFUL MUSIC	5660	1123	7.1	19.8	101	417	5.5	7.4	79	1689	7.6	29.8	108	*206	6.9	3.6	99
BLACK	2204	689	4.3	31.3	159	303	4.0	13.7	147	679	3.0	30.8	112	**101	3.4	4.6	125
CLASSICAL	1418	*206	1.3	14.5	74	**40	0.5	2.8	30	461	2.1	32.5	118	**53	1.8	3.7	102
CHR/ROCK	9538	2031	12.8	21.3	108	823	10.8	8.6	92	3094	13.9	32.4	118	409	13.7	4.3	117
COUNTRY	12648	2544	16.0	20.1	102	1483	19.5	11.7	125	3238	14.5	25.6	93	442	14.8	3.5	95
GOLDEN OLDIES	1191	*228	1.4	19.1	97	**111	1.5	9.3	99	381	1.7	32.0	116	**47	1.6	3.9	107
MOR/NOSTALGIA	4757	866	5.4	18.2	93	367	4.8	7.7	82	1402	6.3	29.5	107	*226	7.6	4.8	129
NEWS/TALK	3863	651	4.1	16.9	86	322	4.2	8.3	89	1112	5.0	28.8	105	**86	2.9	2.2	61
RELIGIOUS	3084	516	3.2	16.7	85	400	5.3	13.0	138	702	3.1	22.8	83	**156	5.2	5.1	138
SOFT ROCK	521	**81	0.5	15.5	79	**40	0.5	7.7	82	*185	0.8	35.5	129	**34	1.1	6.5	177
URBAN CONTEMPORARY	1585	450	2.8	28.4	144	*203	2.7	12.8	137	726	3.3	45.8	166	**67	2.2	4.2	115
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	662	4.2	20.3	103	337	4.4	10.3	110	1042	4.7	32.0	116	**119	4.0	3.6	99
ABC DIRECTION	2316	494	3.1	21.3	109	*269	3.5	11.6	124	871	3.9	37.6	137	**92	3.1	4.0	108
ABC ENTERTAINMENT	4834	1006	6.3	20.8	106	440	5.8	9.1	97	1525	6.8	31.5	115	*215	7.2	4.4	121
ABC FM	2202	490	3.1	22.3	113	290	3.8	13.2	140	675	3.0	30.7	111	**92	3.1	4.2	114
ABC INFORMATION	5425	818	5.1	15.1	77	514	6.8	9.5	101	1457	6.5	26.9	98	*184	6.2	3.4	92
ABC ROCK	1677	332	2.1	19.8	101	*154	2.0	9.2	98	618	2.8	36.9	134	**75	2.5	4.5	122
CBS	4430	686	4.3	15.5	79	342	4.5	7.7	82	1061	4.8	24.0	87	**74	2.5	1.7	45
MUTUAL	4992	1152	7.2	23.1	117	625	8.2	12.5	133	1385	6.2	27.7	101	*271	9.1	5.4	148
NBC	4679	903	5.7	19.3	98	347	4.6	7.4	79	1409	6.3	30.1	109	*142	4.8	3.0	83
RADIORADIO	1994	328	2.1	16.4	84	*165	2.2	8.3	88	746	3.3	37.4	136	**97	3.3	4.9	132
RKO ONE	2291	495	3.1	21.5	110	*206	2.7	9.0	96	701	3.1	30.5	111	**93	3.1	4.0	110
RKO TWO	3311	639	4.0	19.3	98	305	4.0	9.2	98	1058	4.7	32.0	116	**96	3.2	2.9	79
THE SOURCE	2114	386	2.4	18.3	93	*118	1.6	5.6	59	738	3.3	34.9	127	**88	3.0	4.2	113
NON-WIRED : BLAIR	8654	1634	10.3	18.9	96	804	10.6	9.3	99	2466	11.1	28.5	103	*237	8.0	2.7	74
INTERNET	12025	2380	15.0	19.8	101	1069	14.1	8.9	95	3976	17.8	33.1	120	501	16.8	4.2	113
KATZ RADIO GROUP	15359	3006	18.9	19.6	100	1290	17.0	8.4	90	4789	21.5	31.2	113	720	24.2	4.7	127
SUPERNET	10628	2071	13.0	19.5	99	1009	13.3	9.5	101	2831	12.7	26.6	97	436	14.6	4.1	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1648	10.4	19.0	97	939	12.4	10.8	116	2286	10.3	26.4	96	229	7.7	2.6	72
WKDAY 9:00 AM - 1:00 PM	12163	2663	16.7	21.9	111	1429	18.8	11.7	125	3199	14.3	26.3	96	336	11.3	2.8	75
WKDAY 1:00 PM - 4:30 PM	16150	3558	22.4	22.0	112	1915	25.2	11.9	126	4435	19.9	27.5	100	514	17.3	3.2	87
WKDAY 4:30 PM - 7:30 PM	22463	4472	28.1	19.9	101	2293	30.2	10.2	109	6326	28.4	28.2	102	746	25.1	3.3	90
WKDAY 7:30 PM - 8:00 PM	31795	6324	39.7	19.9	101	3076	40.5	9.7	103	8812	39.5	27.7	101	1047	35.2	3.3	90
WKDAY 11:00 PM - 11:30 PM	23977	5016	31.5	20.9	106	2266	29.8	9.5	101	6755	30.3	28.2	102	829	27.8	3.5	94
WKDAY 11:30 PM - 1:00 AM	7703	1840	11.6	23.9	122	762	10.0	9.9	105	2068	9.3	26.8	97	315	10.6	4.1	111
M-SAT 8-11 PM+SUN 7-11 PM	33800	6729	42.3	19.9	101	3172	41.7	9.4	100	9779	43.9	28.9	105	1231	41.3	3.6	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1690	10.6	25.8	132	857	11.3	13.1	140	1899	8.5	29.0	105	298	10.0	4.6	124
ANOTHER WORLD N	4620	981	6.2	21.2	108	659	8.7	14.3	152	1299	5.8	28.1	102	*91	3.1	2.0	54
AS THE WORLD TURNS C	5614	1175	7.4	20.9	107	629	8.3	11.2	119	1340	6.0	23.9	87	169	5.7	3.0	82
CAPITOL C	3396	832	5.2	24.5	125	416	5.5	12.2	131	855	3.8	25.2	91	*128	4.3	3.8	103
CBS MORN. NEWS 1 C	1446	241	1.5	16.7	85	176	2.3	12.2	130	375	1.7	25.9	94	*40	1.3	2.8	75
CBS MORN. NEWS 2 C	1207	167	1.0	13.8	70	107	1.4	8.9	94	291	1.3	24.1	88	**26	0.9	2.2	59
DAYS OF OUR LIVES N	5877	1160	7.3	19.7	100	680	8.9	11.6	123	1574	7.1	26.8	97	*108	3.6	1.8	50
FACTS OF LIFE - DAYTIME N	2290	581	3.7	25.4	129	369	4.9	16.1	172	616	2.8	26.9	98	*73	2.5	3.2	87
FAMILY FEUD A	3023	694	4.4	23.0	117	373	4.9	12.3	132	793	3.6	26.2	95	*66	2.2	2.2	59
GENERAL HOSPITAL A	6097	1444	9.1	23.7	121	718	9.4	11.8	126	1709	7.7	28.0	102	189	6.3	3.1	84
GOOD MORNING, AMERICA-730 A	3515	721	4.5	20.5	104	391	5.1	11.1	119	932	4.2	26.5	96	*103	3.5	2.9	80
GOOD MORNING, AMERICA-830 A	2818	537	3.4	19.1	97	309	4.1	11.0	117	770	3.5	27.3	99	*89	3.0	3.2	86
GUIDING LIGHT C	5339	1165	7.3	21.8	111	685	9.0	12.8	137	1493	6.7	28.0	102	175	5.9	3.3	89
ONE LIFE TO LIVE A	4478	1137	7.1	25.4	129	459	6.0	10.3	109	1239	5.6	27.7	100	157	5.3	3.5	95
PRESS YOUR LUCK C	2244	427	2.7	19.0	97	248	3.3	11.1	118	555	2.5	24.7	90	*67	2.2	3.0	81
PRICE IS RIGHT 1 C	4348	939	5.9	21.6	110	456	6.0	10.5	112	1091	4.9	25.1	91	*100	3.4	2.3	63
PRICE IS RIGHT 2 C	5014	1106	6.9	22.1	112	555	7.3	11.1	118	1248	5.6	24.9	90	*122	4.1	2.4	66
RYAN'S HOPE A	3150	788	5.0	25.0	127	348	4.6	11.0	118	1053	4.7	33.4	121	*134	4.5	4.3	116
SALE OF THE CENTURY N	2695	605	3.8	22.4	114	365	4.8	13.5	144	762	3.4	28.3	103	**80	2.7	3.0	81
SEARCH FOR TOMORROW N	2319	515	3.2	22.2	113	334	4.4	14.4	154	722	3.2	31.1	113	**29	1.0	1.3	34
TODAY SHOW 1 N	2693	454	2.9	16.9	86	288	3.8	10.7	114	781	3.5	29.0	105	**58	1.9	2.2	59
TODAY SHOW 2 N	2498	391	2.5	15.7	80	260	3.4	10.4	111	668	3.0	26.7	97	*38	1.3	1.5	41
$25,000 PYRAMID C	2753	567	3.6	20.6	105	299	3.9	10.9	116	709	3.2	25.8	94	*70	2.4	2.5	69
WHEEL OF FORTUNE N	4388	988	6.2	22.5	115	549	7.2	12.5	133	1192	5.3	27.2	99	*106	3.6	2.4	66
YOUNG AND THE RESTLESS C	5695	1390	8.7	24.4	124	747	9.8	13.1	140	1249	5.6	21.9	80	158	5.3	2.8	75
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	326	2.0	18.5	94	153	2.0	8.7	93	473	2.1	26.9	98	*61	2.0	3.5	94
NBA PLAYOFF GAME -1 C	1136	294	1.8	25.9	132	*165	2.2	14.5	155	333	1.5	29.3	106	**89	3.0	7.8	213
NBC MAJOR LEAGUE PRE-GAME N	953	*199	1.3	20.9	106	**129	1.7	13.5	144	*207	0.9	21.7	79	**37	1.2	3.9	106
SPORTSWORLD - SUN N	1233	308	1.9	25.0	127	*110	1.4	8.9	95	278	1.2	22.5	82	**43	1.4	3.5	95
SUNDAY MORNING C	1611	247	1.6	15.3	78	*113	1.5	7.0	75	354	1.6	22.0	80	**27	0.9	1.7	46

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	PAPER BOXES/ FOIL POUCHES A '000	PAPER BOXES/ FOIL POUCHES B % DOWN	PAPER BOXES/ FOIL POUCHES C % ACROSS	PAPER BOXES/ FOIL POUCHES D INDX
TOTAL FEMALE HOMEMAKERS		80986	15914	100.0	19.7	100	7598	100.0	9.4	100	22301	100.0	27.5	100	2978	100.0	3.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5120	32.2	19.6	100	2630	34.6	10.1	108	7108	31.9	27.3	99	688	23.1	2.6	72
NETWORK AFFILIATES - LATE		20261	4187	26.3	20.7	105	1912	25.2	9.4	101	5604	25.1	27.7	100	660	22.2	3.3	89
INDEPENDENTS - LATE		2076	328	2.1	15.8	80	170	2.2	8.2	87	758	3.4	36.5	133	*130	4.4	6.3	170
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2348	14.8	22.5	114	1222	16.1	11.7	125	3183	14.3	30.5	111	402	13.5	3.8	105
ABC MONDAY NIGHT MOVIE	A	6412	1228	7.7	19.2	97	599	7.9	9.3	100	1845	8.3	28.8	104	*202	6.8	3.2	86
ABC SUNDAY NIGHT MOVIE	A	12407	2520	15.8	20.3	103	1103	14.5	8.9	95	3623	16.2	29.2	106	494	16.6	4.0	108
ABC WORLD NEWS TONIGHT	A	6176	1117	7.0	18.1	92	631	8.3	10.2	109	1721	7.7	27.9	101	167	5.6	2.7	74
AFTERMASH	C	5863	1151	7.2	19.6	100	497	6.5	8.5	90	1562	7.0	26.6	97	*209	7.0	3.6	97
ALICE	C	9594	1828	11.5	19.1	97	850	11.2	8.9	94	2739	12.3	28.5	104	316	10.6	3.3	90
AMERICAN PARADE	C	6622	1359	8.5	20.5	104	570	7.5	8.6	92	1847	8.3	27.9	101	*206	6.9	3.1	85
BENSON	A	10886	1936	12.2	17.8	91	813	10.7	7.5	80	2946	13.2	27.1	98	370	12.4	3.4	92
BLUE THUNDER	A	5036	1094	6.9	21.7	111	546	7.2	10.8	116	1325	5.9	26.3	96	*235	7.9	4.7	127
CAGNEY & LACEY	C	9965	1994	12.5	20.0	102	831	10.9	8.3	89	2780	12.5	27.9	101	375	12.6	3.8	102
CBS EVENING NEWS-DEAN	C	3491	652	4.1	18.7	95	286	3.8	8.2	87	896	4.0	25.7	93	**104	3.5	3.0	81
CBS EVENING NEWS-RATHER	C	7123	1387	8.7	19.5	99	674	8.9	9.5	101	2005	9.0	28.1	102	218	7.3	3.1	83
CBS SAT. NEWS-SCHIEFFER	C	3621	605	3.8	16.7	85	399	5.3	11.0	117	957	4.3	26.4	96	*100	3.4	2.8	75
CBS SATURDAY NIGHT MOVIE	C	5436	1053	6.6	19.4	99	517	6.8	9.5	101	1535	6.9	28.2	103	244	8.2	4.5	122
CBS WEDNESDAY NIGHT MOVIE	C	6100	1156	7.3	19.0	96	623	8.2	10.2	109	1701	7.6	27.9	101	175	5.9	2.9	78
CHEERS	N	8889	1730	10.9	19.5	99	663	8.7	7.5	80	2841	12.7	32.0	116	420	14.1	4.7	128
DALLAS	C	22109	4217	26.5	19.1	97	2152	28.3	9.7	104	6189	27.8	28.0	102	592	19.9	2.7	73
DIFF'RENT STROKES	N	6940	1375	8.6	19.8	101	838	11.0	12.1	129	1873	8.4	27.0	98	*276	9.3	4.0	108
DOUBLE TROUBLE	N	7223	1621	10.2	22.4	114	715	9.4	9.9	106	1873	8.4	25.9	94	*260	8.7	3.6	98
DUCK FACTORY	N	5595	1108	7.0	19.8	101	409	5.4	7.3	78	1637	7.3	29.3	106	*197	6.6	3.5	96
DUKES OF HAZZARD	C	5768	1267	8.0	22.0	112	720	9.5	12.5	133	1465	6.6	25.4	92	*142	4.8	2.5	67
DYNASTY	A	20053	4351	27.3	21.7	110	2192	28.8	10.9	117	5756	25.8	28.7	104	681	22.9	3.4	92
FACTS OF LIFE	N	8087	1703	10.7	21.1	107	717	9.4	8.9	95	2059	9.2	25.5	92	*226	7.6	2.8	76
FALCON CREST	C	20046	3907	24.6	19.5	99	2053	27.0	10.2	109	5742	25.7	28.6	104	491	16.5	2.4	67
FALL GUY	A	9084	2168	13.6	23.9	121	1044	13.7	11.5	122	2570	11.5	28.3	103	281	9.4	3.1	84
FAMILY TIES	N	7964	1739	10.9	21.8	111	780	10.3	9.8	104	2369	10.6	29.7	108	434	14.6	5.4	148
FANTASY ISLAND	A	7687	1724	10.8	22.4	114	810	10.7	10.5	112	2125	9.5	27.6	100	251	8.4	3.3	89
FOULUPS, BLEEPS & BLUNDERS	A	8861	1749	11.0	19.7	100	755	9.9	8.5	91	2309	10.4	26.1	95	292	9.8	3.3	90
FOUR SEASONS	C	5095	947	6.0	18.6	95	396	5.2	7.8	83	1456	6.5	28.6	104	**193	6.5	3.8	103
GIMME A BREAK	N	8838	2006	12.6	22.7	116	1014	13.3	11.5	122	2567	11.5	29.0	105	472	15.8	5.3	145
HART TO HART	A	8978	1928	12.1	21.5	109	869	11.4	9.7	103	2254	10.1	25.1	91	369	12.4	4.1	112
HILL STREET BLUES	N	8590	1629	10.2	19.0	97	707	9.3	8.2	88	2789	12.5	32.5	118	449	15.1	5.2	142
HOTEL	A	14085	2859	18.0	20.3	103	1460	19.2	10.4	110	4106	18.4	29.2	106	447	15.0	3.2	86
JEFFERSONS	C	9360	1801	11.3	19.2	98	805	10.6	8.6	92	2666	12.0	28.5	103	267	9.0	2.9	78
JENNIFER SLEPT HERE	N	5841	1156	7.3	19.8	101	633	8.3	10.8	116	1723	7.7	29.5	107	*208	7.0	3.6	97
KATE & ALLIE	C	9206	1690	10.6	18.4	93	758	10.0	8.2	88	2566	11.5	27.9	101	385	12.9	4.2	114
KNIGHT RIDER	N	7076	1490	9.4	21.1	107	678	8.9	9.6	102	1967	8.8	27.8	101	*284	9.5	4.0	109
LOVE BOAT	A	12219	2491	15.7	20.4	104	1244	16.4	10.2	109	3264	14.6	26.7	97	359	12.1	2.9	80
MAGNUM PI	C	11199	2299	14.4	20.5	104	1084	14.3	9.7	103	2962	13.3	26.4	96	367	12.3	3.3	89
MAMA'S FAMILY	N	6057	1219	7.7	20.1	102	522	6.9	8.6	92	1615	7.2	26.7	97	*238	8.0	3.9	107
MASTER, THE	N	3598	827	5.2	23.0	117	339	4.5	9.4	100	1006	4.5	28.0	102	**124	4.2	3.4	94
MATT HOUSTON	A	6344	1385	8.7	21.8	111	595	7.8	9.4	100	1888	8.5	29.8	108	287	9.6	4.5	123
NBC MONDAY NIGHT MOVIE	N	11994	2554	16.0	21.3	108	1235	16.3	10.3	110	3619	16.2	30.2	110	459	15.4	3.8	104
NBC NIGHTLY NEWS	N	5132	988	6.2	19.3	98	483	6.4	9.4	100	1424	6.4	27.7	101	120	4.0	2.3	64
NBC NIGHTLY NEWS-SAT	N	3375	552	3.5	16.4	83	378	5.0	11.2	119	925	4.1	27.4	100	**57	1.9	1.7	46
NBC NIGHTLY NEWS-SUN	N	3130	501	3.1	16.0	81	*241	3.2	7.7	82	818	3.7	26.1	95	**57	1.9	1.8	50
NBC SUNDAY NIGHT MOVIE	N	8284	1974	12.4	23.8	121	912	12.0	11.0	117	2699	12.1	32.6	118	*386	13.0	4.7	127
NEWHART	C	9240	1693	10.6	18.3	93	756	9.9	8.2	87	2442	11.0	26.4	96	373	12.5	4.0	110
ONE DAY AT A TIME	C	7288	1410	8.9	19.3	98	761	10.0	10.4	111	2014	9.0	27.6	100	*217	7.3	3.0	81
PEOPLE ARE FUNNY	N	4855	978	6.1	20.1	103	318	4.2	6.5	70	1267	5.7	26.1	95	**135	4.5	2.8	76
REAL PEOPLE	N	8869	1884	11.8	21.2	108	846	11.1	9.5	102	2326	10.4	26.2	95	245	8.2	2.8	75
REMINGTON STEELE	N	7743	1597	10.0	20.6	105	673	8.9	8.7	93	2200	9.9	28.4	103	309	10.4	4.0	109
RIPLEY'S BELIEVE IT - NOT	A	5345	1077	6.8	20.1	103	432	5.7	8.1	86	1614	7.2	30.2	110	*167	5.6	3.1	85
RIPTIDE	N	6988	1467	9.2	21.0	107	622	8.2	8.9	95	1940	8.7	27.8	101	*279	9.4	4.0	109
SCARECROW & MRS. KING	C	10002	1825	11.5	18.2	93	1000	13.2	10.0	107	2667	12.0	26.7	97	332	11.1	3.3	90
SIMON & SIMON	C	10638	2260	14.2	21.2	108	1227	16.1	11.5	123	2886	12.9	27.1	99	256	8.6	2.4	65
60 MINUTES	C	13293	2352	14.8	17.7	90	949	12.5	7.1	76	3499	15.7	26.3	96	408	13.7	3.1	83
ST. ELSEWHERE	N	7017	1538	9.7	21.9	112	632	8.3	9.0	96	1994	8.9	28.4	103	304	10.2	4.3	118
THREE'S COMPANY	A	10917	2276	14.3	20.8	106	1168	15.4	10.7	114	2777	12.5	25.4	92	366	12.3	3.4	91
T.J. HOOKER	A	9204	1957	12.3	21.3	108	947	12.5	10.3	110	2480	11.1	26.9	98	324	10.9	3.5	96
TONIGHT SHOW	N	2372	525	3.3	22.1	113	154	2.0	6.5	69	650	2.9	27.4	100	79	2.7	3.3	91
TRAPPER JOHN, M.D.	C	9846	1884	11.8	19.1	97	1110	14.6	11.3	120	2841	12.7	28.9	105	339	11.4	3.4	94
TV BLOOPERS & PRAC. JOKES	N	9105	1531	9.6	16.8	86	761	10.0	8.4	89	2573	11.5	28.3	103	316	10.6	3.5	94
20/20	A	9387	1573	9.9	16.8	85	630	8.3	6.7	72	2535	11.4	27.0	98	256	8.6	2.7	74
WEBSTER	A	11067	1943	12.2	17.6	89	924	12.2	8.3	89	2995	13.4	27.1	98	361	12.1	3.3	89
WORLD NEWS - SUN	A	3062	457	2.9	14.9	76	*249	3.3	8.1	87	768	3.4	25.1	91	**72	2.4	2.4	64
YELLOW ROSE	N	4978	937	5.9	18.8	96	371	4.9	7.5	79	1305	5.9	26.2	95	**77	2.6	1.5	42
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2004	12.6	22.6	115	782	10.3	8.8	94	2930	13.1	33.0	120	**228	7.7	2.6	70
BASKETBALL - COLLEGE GAMES		4080	956	6.0	23.4	119	*330	4.3	8.1	86	1394	6.3	34.2	124	**164	5.5	4.0	109
BASKETBALL - PRO GAMES		3607	834	5.2	23.1	118	*319	4.2	8.8	94	1141	5.1	31.6	115	**131	4.4	3.6	99
BOWLING		3883	960	6.0	24.7	126	*421	5.5	10.8	116	1162	5.2	29.9	109	**168	5.6	4.3	118
BOXING		3928	1007	6.3	25.6	130	609	8.0	15.5	165	1275	5.7	32.5	118	**161	5.4	4.1	111
FOOTBALL - COLLEGE GAMES		6366	1355	8.5	21.3	108	709	9.3	11.1	119	1829	8.2	28.7	104	*301	10.1	4.7	129
FOOTBALL - PRO GAMES		11300	2227	14.0	19.7	100	1134	14.9	10.0	107	3338	15.0	29.5	107	*373	12.5	3.3	90
GOLF		3378	706	4.4	20.9	106	**167	2.2	4.9	53	976	4.4	28.9	105	**117	3.9	3.5	94
POST-SEASON COLL. FOOTBALL		4906	878	5.5	17.9	91	*427	5.6	8.7	93	1439	6.5	29.3	107	**199	6.7	4.1	110
POST-SEASON PRO FOOTBALL		6120	1218	7.7	19.9	101	*396	5.2	6.5	69	1756	7.9	28.7	104	**272	9.1	4.4	121
TENNIS		3033	642	4.0	21.2	108	**155	2.0	5.1	54	1000	4.5	33.0	120	**123	4.1	4.1	110
WRESTLING - PROFESSIONAL		3344	886	5.6	26.5	135	699	9.2	20.9	223	1246	5.6	37.3	135	**140	4.7	4.2	114

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: BRANDS
(FEMALE HOMEMAKERS)

0440
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	TOTAL U.S. '000	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS %	KRAFT D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS %	MINUTE MAID D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS %	TROPICANA D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2937	100.0	3.6	100	15026	100.0	18.6	100	16216	100.0	20.0	100				
18 - 24	9282	**137	4.7	1.5	41	1799	12.0	19.4	104	1719	10.6	18.5	92				
25 - 34	19072	702	23.9	3.7	101	4040	26.9	21.2	114	4068	25.1	21.3	107				
35 - 44	14591	571	19.4	3.9	108	2566	17.1	17.6	95	3115	19.2	21.3	107				
45 - 54	11345	*545	18.6	4.8	132	2085	13.9	18.4	99	2518	15.5	22.2	111				
55 - 64	11635	*411	14.0	3.5	97	2114	14.1	18.2	98	2237	13.8	19.2	96				
65 OR OLDER	15061	571	19.4	3.8	105	2421	16.1	16.1	87	2560	15.8	17.0	85				
18 - 34	28354	839	28.6	3.0	82	5839	38.9	20.6	111	5787	35.7	20.4	102				
18 - 49	48339	1692	57.6	3.5	97	9478	63.1	19.6	106	10255	63.2	21.2	106				
25 - 54	45008	1817	61.9	4.0	111	8691	57.8	19.3	104	9700	59.8	21.6	108				
35 - 49	19985	853	29.0	4.3	118	3638	24.2	18.2	98	4469	27.6	22.4	112				
50 OR OLDER	32647	1245	42.4	3.8	105	5548	36.9	17.0	92	5961	36.8	18.3	91				
GRADUATED COLLEGE	11155	**165	5.6	1.5	41	2040	13.6	18.3	99	2290	14.1	20.5	103				
ATTENDED COLLEGE	13682	*349	11.9	2.6	70	2609	17.4	19.1	103	2565	15.8	18.7	94				
GRADUATED HIGH SCHOOL	33880	1388	47.3	4.1	113	6350	42.3	18.7	101	7040	43.4	20.8	104				
DID NOT GRADUATE HIGH SCHOOL	22270	1034	35.2	4.6	128	4027	26.8	18.1	97	4321	26.6	19.4	97				
EMPLOYED	40306	1338	45.6	3.3	92	8022	53.4	19.9	107	8568	52.8	21.3	106				
EMPLOYED FULL-TIME	32850	1192	40.6	3.6	100	6612	44.0	20.1	108	7028	43.3	21.4	107				
EMPLOYED PART-TIME	7456	**146	5.0	2.0	54	1410	9.4	18.9	102	1540	9.5	20.7	103				
NOT EMPLOYED	40680	1599	54.4	3.9	108	7004	46.6	17.2	93	7648	47.2	18.8	94				
PROFESSIONAL/MANAGER	10392	**230	7.8	2.2	61	2065	13.7	19.9	107	2299	14.2	22.1	110				
TECH/CLERICAL/SALES	17574	*428	14.6	2.4	67	3361	22.4	19.1	103	3473	21.4	19.8	99				
PRECISION/CRAFT	985	**28	1.0	2.8	78	**170	1.1	17.3	93	**218	1.3	22.1	111				
OTHER EMPLOYED	11354	652	22.2	5.7	158	2426	16.1	21.4	115	2578	15.9	22.7	113				
SINGLE	9863	*259	8.8	2.6	72	2032	13.5	20.6	111	2128	13.1	21.6	108				
MARRIED	51375	1858	63.3	3.6	100	9586	63.8	18.7	101	10315	63.6	20.1	100				
DIVORCED/SEPARATED/WIDOWED	19748	820	27.9	4.2	114	3407	22.7	17.3	93	3773	23.3	19.1	95				
PARENTS	32590	1280	43.6	3.9	108	6467	43.0	19.8	107	7033	43.4	21.6	108				
WHITE	70416	2214	75.4	3.1	87	12709	84.6	18.0	97	13352	82.3	19.0	95				
BLACK	8778	696	23.7	7.9	219	1942	12.9	22.1	119	2535	15.6	28.9	144				
OTHER	1791	**26	0.9	1.5	40	**375	2.5	20.9	113	**329	2.0	18.4	92				
NORTHEAST-CENSUS	17786	*330	11.2	1.9	51	4560	30.3	25.6	138	5886	36.3	33.1	165				
NORTH CENTRAL	20741	625	21.3	3.0	83	3614	24.1	17.4	94	2672	16.5	12.9	64				
SOUTH	27775	1845	62.8	6.6	183	4377	29.1	15.8	85	6535	40.3	23.5	118				
WEST	14683	**136	4.6	0.9	26	2475	16.5	16.9	91	1123	6.9	7.6	38				
NORTHEAST-MKTG.	17961	*238	8.1	1.3	37	4445	29.6	24.7	133	5959	36.7	33.2	166				
EAST CENTRAL	11885	551	18.8	4.6	128	1954	13.0	16.4	89	1985	12.2	16.7	83				
WEST CENTRAL	14090	*382	13.0	2.7	75	2633	17.5	18.7	101	1540	9.5	10.9	55				
SOUTH	24081	1665	56.7	6.9	191	3758	25.0	15.6	84	5693	35.1	23.6	118				
PACIFIC	12969	**101	3.4	0.8	21	2236	14.9	17.2	93	1039	6.4	8.0	40				
COUNTY SIZE A	32439	692	23.6	2.1	59	6183	41.1	19.1	103	7473	46.1	23.0	115				
COUNTY SIZE B	24915	1094	37.2	4.4	121	4494	29.9	18.0	97	4810	29.7	19.3	96				
COUNTY SIZE C	12930	*497	16.9	3.8	106	2543	16.9	19.7	106	2415	14.9	18.7	93				
COUNTY SIZE D	10703	654	22.3	6.1	168	1806	12.0	16.9	91	1519	9.4	14.2	71				
METRO CENTRAL CITY	24518	774	26.4	3.2	87	4896	32.6	20.0	108	5187	32.0	21.2	106				
METRO SUBURBAN	35919	1148	39.1	3.2	88	6415	42.7	17.9	96	7687	47.4	21.4	107				
NON METRO	20549	1014	34.5	4.9	136	3715	24.7	18.1	97	3341	20.6	16.3	81				
TOP 5 ADI'S	18341	*252	8.6	1.4	38	4170	27.8	22.7	123	4931	30.4	26.9	134				
TOP 10 ADI'S	25378	*436	14.8	1.7	47	5179	34.5	20.4	110	6097	37.6	24.0	120				
TOP 20 ADI'S	36488	883	30.1	2.4	67	7100	47.3	19.5	105	7998	49.3	21.9	109				
HSHLD INC. $50,000 OR MORE	6612	**73	2.5	1.1	30	1355	9.0	20.5	110	1543	9.5	23.3	117				
$40,000 OR MORE	12659	**158	5.4	1.2	34	2586	17.2	20.4	110	2834	17.5	22.4	112				
$30,000 OR MORE	24698	*506	17.2	2.0	56	4907	32.7	19.9	107	5481	33.8	22.2	111				
$25,000 OR MORE	32077	746	25.4	2.3	64	6309	42.0	19.7	106	6852	42.3	21.4	107				
$20,000 - $24,999	9144	*352	12.0	3.8	106	1490	9.9	16.3	88	1906	11.8	20.8	104				
$15,000 - $19,999	8728	*311	10.6	3.6	98	1522	10.1	17.4	94	1578	9.7	18.1	90				
$10,000 - $14,999	12562	733	25.0	5.8	161	2495	16.6	19.9	107	2487	15.3	19.8	99				
UNDER $10,000	18475	794	27.0	4.3	119	3209	21.4	17.4	94	3393	20.9	18.4	92				
HOUSEHOLD OF 1 PERSON	11987	374	12.7	3.1	86	1906	12.7	15.9	86	1956	12.1	16.3	81				
2 PEOPLE	26577	778	26.5	2.9	81	4556	30.3	17.1	92	4968	30.6	18.7	93				
3 OR 4 PEOPLE	30617	1332	45.4	4.4	120	6050	40.3	19.8	107	6644	41.0	21.7	108				
5 OR MORE PEOPLE	11804	*453	15.4	3.8	106	2514	16.7	21.3	115	2648	16.3	22.4	112				
NO CHILD IN HSHLD	46165	1585	54.0	3.4	95	8109	54.0	17.6	95	8653	53.4	18.7	94				
CHILD(REN) UNDER 2 YRS	5325	**141	4.8	2.6	73	1199	8.0	22.5	121	1104	6.8	20.7	104				
2 - 5 YEARS	14221	*544	18.5	3.8	105	2866	19.1	20.2	109	2879	17.8	20.2	101				
6 - 11 YEARS	15117	790	26.9	5.2	144	2999	20.0	19.8	107	3106	19.2	20.5	103				
12 - 17 YEARS	16611	738	25.1	4.4	123	3149	21.0	19.0	102	3683	22.7	22.2	111				
RESIDENCE OWNED	55884	2225	75.8	4.0	110	9946	66.2	17.8	96	11047	68.1	19.8	99				
VALUE: $50,000 OR MORE	31744	862	29.3	2.7	75	5458	36.3	17.2	93	6284	38.8	19.8	99				
VALUE: UNDER $50,000	24140	1363	46.4	5.6	156	4487	29.9	18.6	100	4763	29.4	19.7	99				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2937	100.0	3.6	100	15026	100.0	18.6	100	16216	100.0	20.0	100				
MAGAZINES	QUINTILE 1	15799	610	20.8	3.9	106	3365	22.4	21.3	115	3756	23.2	23.8	119				
	QUINTILE 2	17259	561	19.1	3.3	90	3414	22.7	19.8	107	3621	22.3	21.0	105				
	QUINTILE 3	13545	*453	15.4	3.3	92	2498	16.6	18.4	99	2896	17.9	21.4	107				
	QUINTILE 4	15133	519	17.7	3.4	95	2447	16.3	16.2	87	2670	16.5	17.6	88				
	QUINTILE 5	19250	793	27.0	4.1	114	3303	22.0	17.2	92	3273	20.2	17.0	85				
NEWSPAPERS	QUINTILE 1	12413	*314	10.7	2.5	70	2773	18.5	22.3	120	3290	20.3	26.5	132				
	QUINTILE 2	24116	908	30.9	3.8	104	4221	28.1	17.5	94	4900	30.2	20.3	101				
	QUINTILE 3	11261	*502	17.1	4.5	123	2431	16.2	21.6	116	2279	14.1	20.2	101				
	QUINTILE 4	20255	600	20.4	3.0	82	3428	22.8	16.9	91	3659	22.6	18.1	90				
	QUINTILE 5	12940	*613	20.9	4.7	131	2174	14.5	16.8	91	2087	12.9	16.1	81				
OUTDOOR	QUINTILE 1	14852	*524	17.8	3.5	97	3126	20.8	21.0	113	3381	20.8	22.8	114				
	QUINTILE 2	15725	549	18.7	3.5	96	2964	19.7	18.8	102	3168	19.5	20.1	101				
	QUINTILE 3	16330	552	18.8	3.4	93	2951	19.6	18.1	97	3025	18.7	18.5	93				
	QUINTILE 4	16744	759	25.8	4.5	125	3121	20.8	18.6	100	3272	20.2	19.5	98				
	QUINTILE 5	17334	553	18.8	3.2	88	2863	19.1	16.5	89	3369	20.8	19.4	97				
RADIO-DRIVE TIME	QUINTILE 1	15911	714	24.3	4.5	124	3215	21.4	20.2	109	3810	23.5	23.9	120				
	QUINTILE 2	14837	741	25.2	5.0	138	2811	18.7	18.9	102	3103	19.1	20.9	104				
	QUINTILE 3	15339	*418	14.2	2.7	75	2553	17.0	16.6	90	3102	19.1	20.2	101				
	QUINTILE 4	16723	467	15.9	2.8	77	3314	22.1	19.8	107	3446	21.3	20.6	103				
	QUINTILE 5	18176	597	20.3	3.3	91	3133	20.9	17.2	93	2754	17.0	15.2	76				
RADIO-MID-DAY	TERCILE 1	21020	814	27.7	3.9	107	4094	27.2	19.5	105	4692	28.9	22.3	111				
	TERCILE 2	21610	907	30.9	4.2	116	4110	27.4	19.0	103	4714	29.1	21.8	109				
	TERCILE 3	38355	1216	41.4	3.2	87	6823	45.4	17.8	96	6810	42.0	17.8	89				
RADIO-TOTAL	QUINTILE 1	15988	710	24.2	4.4	122	3309	22.0	20.7	112	3835	23.6	24.0	120				
	QUINTILE 2	15626	681	23.2	4.4	120	2666	17.7	17.1	92	3288	20.3	21.0	105				
	QUINTILE 3	16723	672	22.9	4.0	111	3105	20.7	18.6	100	3550	21.9	21.2	106				
	QUINTILE 4	16342	467	15.9	2.9	79	3299	22.0	20.2	109	3104	19.1	19.0	95				
	QUINTILE 5	16306	407	13.9	2.5	69	2646	17.6	16.2	87	2438	15.0	15.0	75				
TV-PRIME TIME	QUINTILE 1	15953	763	26.0	4.8	132	2923	19.5	18.3	99	3319	20.5	20.8	104				
	QUINTILE 2	16137	*481	16.4	3.0	82	3161	21.0	19.6	106	3669	22.6	22.7	114				
	QUINTILE 3	16420	514	17.5	3.1	86	3216	21.4	19.6	106	3308	20.4	20.1	101				
	QUINTILE 4	16687	*550	18.7	3.3	91	2894	19.3	17.3	93	3197	19.7	19.2	96				
	QUINTILE 5	15789	629	21.4	4.0	110	2831	18.8	17.9	97	2724	16.8	17.3	86				
TV-DAYTIME	TERCILE 1	27736	1123	38.2	4.0	112	5356	35.6	19.3	104	5697	35.1	20.5	103				
	TERCILE 2	26489	900	30.6	3.4	94	4930	32.8	18.6	100	5312	32.8	20.1	100				
	TERCILE 3	26761	914	31.1	3.4	94	4741	31.6	17.7	95	5207	32.1	19.5	97				
TV-TOTAL	QUINTILE 1	16345	669	22.8	4.1	113	3155	21.0	19.3	104	3330	20.5	20.4	102				
	QUINTILE 2	16447	712	24.2	4.3	119	3244	21.6	19.7	106	3489	21.5	21.2	106				
	QUINTILE 3	15980	517	17.6	3.2	89	3015	20.1	18.9	102	3145	19.4	19.7	98				
	QUINTILE 4	15887	*410	14.0	2.6	71	2863	19.1	18.0	97	3204	19.8	20.2	101				
	QUINTILE 5	16326	629	21.4	3.9	106	2749	18.3	16.8	91	3048	18.8	18.7	93				
MAGAZINES-NEWSPAPERS: DUAL		20721	609	20.7	2.9	81	4300	28.6	20.8	112	4817	29.7	23.2	116				
MAGAZINE IMPERATIVE		19186	788	26.8	4.1	113	3670	24.4	19.1	103	3880	23.9	20.2	101				
NEWSPAPER IMPERATIVE		21899	815	27.7	3.7	103	3970	26.4	18.1	98	4585	28.3	20.9	105				
MAGAZINES-OUTDOOR: DUAL		15451	492	16.8	3.2	88	3307	22.0	21.4	115	3459	21.3	22.4	112				
MAGAZINE IMPERATIVE		25953	991	33.7	3.8	105	4889	32.5	18.8	102	5593	34.5	21.6	108				
OUTDOOR IMPERATIVE		24400	882	30.0	3.6	100	4363	29.0	17.9	96	4554	28.1	18.7	93				
MAGAZINES-RADIO: DUAL		18049	644	21.9	3.6	98	3714	24.7	20.6	111	4188	25.8	23.2	116				
MAGAZINE IMPERATIVE		23571	700	23.8	3.0	82	4683	31.2	19.9	107	4828	29.8	20.5	102				
RADIO IMPERATIVE		23278	1083	36.9	4.7	128	3926	26.1	16.9	91	4757	29.3	20.4	102				
MAGAZINES-TELEVISION: DUAL		15459	670	22.8	4.3	120	3040	20.2	19.7	106	3389	20.9	21.9	109				
MAGAZINE IMPERATIVE		25829	762	25.9	3.0	81	5120	34.1	19.8	107	5597	34.5	21.7	108				
TELEVISION IMPERATIVE		26039	1053	35.9	4.0	112	4712	31.4	18.1	98	4906	30.3	18.8	94				
NEWSPAPERS-OUTDOOR: DUAL		16605	592	20.2	3.6	98	3521	23.4	21.2	114	3843	23.7	23.1	116				
NEWSPAPER IMPERATIVE		26834	945	32.2	3.5	97	5011	33.3	18.7	101	5722	35.3	21.3	106				
OUTDOOR IMPERATIVE		23346	831	28.3	3.6	98	4454	29.6	19.1	103	4297	26.5	18.4	92				
NEWSPAPERS-RADIO: DUAL		17133	688	23.4	4.0	111	3449	23.0	20.1	108	4058	25.0	23.7	118				
NEWSPAPER IMPERATIVE		25892	759	25.8	2.9	81	4902	32.6	18.9	102	5328	32.9	20.6	103				
RADIO IMPERATIVE		23167	1034	35.2	4.5	123	4233	28.2	18.3	98	4567	28.2	19.7	98				
NEWSPAPERS-TELEVISION: DUAL		17159	797	27.1	4.6	128	3442	22.9	20.1	108	4012	24.7	23.4	117				
NEWSPAPER IMPERATIVE		26214	756	25.7	2.9	80	4994	33.2	19.1	103	5423	33.4	20.7	103				
TELEVISION IMPERATIVE		23412	872	29.7	3.7	103	4310	28.7	18.4	99	4154	25.6	17.7	89				
OUTDOOR-RADIO: DUAL		15303	617	21.0	4.0	111	3175	21.1	20.7	112	3472	21.4	22.7	113				
OUTDOOR IMPERATIVE		24901	754	25.7	3.0	83	4723	31.4	19.0	102	4646	28.7	18.7	93				
RADIO IMPERATIVE		26492	1193	40.6	4.5	124	4730	31.5	17.9	96	5678	35.0	21.4	107				
OUTDOOR-TELEVISION: DUAL		14794	606	20.6	4.1	113	2875	19.1	19.4	105	3132	19.3	21.2	106				
OUTDOOR IMPERATIVE		25437	783	26.7	3.1	85	4972	33.1	19.5	105	5166	31.9	20.3	101				
TELEVISION IMPERATIVE		27877	1122	38.2	4.0	111	5289	35.2	19.0	102	5514	34.0	19.8	99				
RADIO-TELEVISION: DUAL		15996	728	24.8	4.6	125	3069	20.4	19.2	103	3798	23.4	23.7	119				
RADIO IMPERATIVE		25478	1035	35.2	4.1	112	4548	30.3	17.9	96	5412	33.4	21.2	106				
TELEVISION IMPERATIVE		26573	886	30.2	3.3	92	5128	34.1	19.3	104	4746	29.3	17.9	89				

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: BRANDS
(FEMALE HOMEMAKERS)

0442
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	TOTAL U.S. '000	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2937	100.0	3.6	100	15026	100.0	18.6	100	16216	100.0	20.0	100				
ATLANTIC MONTHLY	415	**9	0.3	2.2	60	**89	0.6	21.4	116	**82	0.5	19.8	99				
BARRON'S	453	**13	0.4	2.9	79	**83	0.6	18.3	99	**132	0.8	29.1	146				
BETTER HOMES & GARDENS	16256	508	17.3	3.1	86	3041	20.2	18.7	101	3526	21.7	21.7	108				
BON APPETIT	2535	**55	1.9	2.2	60	550	3.7	21.7	117	629	3.9	24.8	124				
BUSINESS WEEK	1278	**62	2.1	4.9	134	*226	1.5	17.7	95	286	1.8	22.4	112				
CAR AND DRIVER	378	**1	0.0	0.3	7	**68	0.5	18.0	97	*135	0.8	35.7	178				
CBS MAGAZINE NETWORK (GROSS)	1498	**61	2.1	4.1	112	451	3.0	30.1	162	441	2.7	29.4	147				
CHANGING TIMES	1505	**80	2.7	5.3	147	285	1.9	18.9	102	413	2.5	27.4	137				
COLONIAL HOMES	1231	**89	3.0	7.2	199	226	1.5	18.4	99	294	1.8	23.9	119				
CONDE NAST MAG. PKG. (GROSS)	14146	557	19.0	3.9	109	2907	19.3	20.5	111	3344	20.6	23.6	118				
CONSUMERS DIGEST	1323	**46	1.6	3.5	96	337	2.2	25.5	137	436	2.7	33.0	165				
COSMOPOLITAN	7102	*167	5.7	2.4	65	1696	11.3	23.9	129	1675	10.3	23.6	118				
COUNTRY LIVING	2481	**93	3.2	3.7	103	307	2.0	12.4	67	517	3.2	20.8	104				
CUISINE	1472	**90	3.1	6.1	169	337	2.2	22.9	123	346	2.1	23.5	117				
CYCLE WORLD	425	**22	0.7	5.2	143	**89	0.6	20.9	113	**117	0.7	27.5	137				
DCI:CREATIVE IDEAS FOR LIV	2510	**112	3.8	4.5	123	353	2.3	14.1	76	436	2.7	17.4	87				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	344	11.7	5.1	142	1104	7.3	16.5	89	1495	9.2	22.3	112				
DISCOVER	894	**14	0.5	1.6	43	*128	0.9	14.3	77	*209	1.3	23.4	117				
EBONY	3507	*198	6.7	5.6	156	846	5.6	24.1	130	1048	6.5	29.9	149				
ESQUIRE	1083	**58	2.0	5.4	148	354	2.4	32.7	176	286	1.8	26.4	132				
ESSENCE	1830	**110	3.7	6.0	166	527	3.5	28.8	155	529	3.3	28.9	144				
FAMILY CIRCLE	15930	541	18.4	3.4	94	3115	20.7	19.6	105	3573	22.0	22.4	112				
THE FAMILY HANDYMAN	1126	**67	2.3	6.0	164	*274	1.8	24.3	131	*248	1.5	22.0	110				
FAMILY WEEKLY	11468	543	18.5	4.7	131	2055	13.7	17.9	97	1938	12.0	16.9	84				
FIELD & STREAM	2234	**58	2.0	2.6	72	472	3.1	21.1	114	467	2.9	20.9	104				
FOOD & WINE	579	**15	0.5	2.6	71	*141	0.9	24.4	131	*165	1.0	28.5	142				
FORBES	728	**14	0.5	1.9	53	*151	1.0	20.7	112	*233	1.4	32.0	160				
FORTUNE	906	**9	0.3	1.0	27	*170	1.1	18.8	101	292	1.8	32.2	161				
GENTLEMEN'S QUARTERLY	791	**29	1.0	3.7	101	*189	1.3	23.9	129	*211	1.3	26.7	133				
GLAMOUR	5265	*208	7.1	4.0	109	1075	7.2	20.4	110	1233	7.6	23.4	117				
GOLF DIGEST	636	**10	0.3	1.6	43	**124	0.8	19.5	105	**131	0.8	20.6	103				
GOLF DIGEST/TENNIS (GROSS)	1186	**24	0.8	2.0	56	*236	1.6	19.9	107	*263	1.6	22.2	111				
GOLF MAGAZINE	441	**0	0.0	0.0	0	**91	0.6	20.6	111	**82	0.5	18.6	93				
GOLF MAGAZINE/SKI (GROSS)	922	**3	0.1	0.3	9	*205	1.4	22.2	120	*225	1.4	24.4	122				
GOOD HOUSEKEEPING	16487	675	23.0	4.1	113	3333	22.2	20.2	109	3371	20.8	20.4	102				
HARPER'S BAZAAR	2423	**104	3.5	4.3	118	476	3.2	19.6	106	644	4.0	26.6	133				
HEALTH	1994	**174	5.9	8.7	241	561	3.7	28.1	152	626	3.9	31.4	157				
HEARST MAG CORP. BUY (GROSS)	44101	1774	60.4	4.0	111	8839	58.8	20.0	108	9870	60.9	22.4	112				
HEARST MAN POWER (GROSS)	1993	**37	1.3	1.9	51	404	2.7	20.3	109	415	2.6	20.8	104				
HEARST WOMAN POWER (GROSS)	31274	1248	42.5	4.0	110	6587	43.8	21.1	114	6747	41.6	21.6	108				
HOUSE BEAUTIFUL	3623	*160	5.4	4.4	122	667	4.4	18.4	99	955	5.9	26.4	132				
INC.	283	**7	0.2	2.5	68	**85	0.6	30.0	162	**47	0.3	16.6	83				
JET	2928	*220	7.5	7.5	207	776	5.2	26.5	143	929	5.7	31.7	158				
LADIES' HOME JOURNAL	11918	479	16.3	4.0	111	2287	15.2	19.2	103	2822	17.4	23.7	118				
LHJ FAMILY GRP COMBO(GROSS)	16764	735	25.0	4.4	121	3398	22.6	20.3	109	3942	24.3	23.5	117				
LIFE	4254	*154	5.2	3.6	100	974	6.5	22.9	123	1133	7.0	26.6	133				
L.A. TIMES HOME MAGAZINE	1145	**6	0.2	0.5	14	*248	1.7	21.7	117	*115	0.7	10.0	50				
MADEMOISELLE	2884	**117	4.0	4.1	112	604	4.0	20.9	113	737	4.5	25.6	128				
MC CALL'S	13460	541	18.4	4.0	111	2675	17.8	19.9	107	2914	18.0	21.6	108				
MC CALL'S/WRK MOTHER (GROSS)	14606	593	20.2	4.1	112	2994	19.9	20.5	110	3324	20.5	22.8	114				
MECHANIX ILLUSTRATED	772	**42	1.4	5.4	150	*166	1.1	21.5	116	*191	1.2	24.7	124				
METROPOLITAN HOME	967	**32	1.1	3.3	91	*169	1.1	17.5	94	261	1.6	27.0	135				
MONEY	1588	**48	1.6	3.0	83	350	2.3	22.0	119	446	2.8	28.1	140				
MOTHER EARTH NEWS	1002	**41	1.4	4.1	113	*137	0.9	13.7	74	*118	0.7	11.8	59				
MS.	825	**37	1.3	4.5	124	*178	1.2	21.6	116	*193	1.2	23.4	117				
NATIONAL ENQUIRER	10336	419	14.3	4.1	112	2277	15.2	22.0	119	2495	15.4	24.1	121				
NATIONAL GEOGRAPHIC	9597	185	6.3	1.9	53	1725	11.5	18.0	97	1759	10.8	18.3	92				
NATIONAL SUNDAY MAGAZINE PKG	49558	1601	54.5	3.2	89	9394	62.5	19.0	102	10412	64.2	21.0	105				
NATURAL HISTORY	573	**23	0.8	4.0	111	**89	0.6	15.5	84	*139	0.9	24.3	121				
NEW WOMAN	1699	**89	3.0	5.2	144	376	2.5	22.1	119	418	2.6	24.6	123				
NEW YORK INCLUDING CUE	443	**16	0.5	3.6	100	*128	0.9	28.9	156	214	1.3	48.3	241				
THE NEW YORKER	1270	**37	1.3	2.9	80	283	1.9	22.3	120	419	2.6	33.0	165				
NEWSWEEK	6277	*169	5.8	2.7	74	1130	7.5	18.0	97	1473	9.1	23.5	117				
THE N.Y. TIMES DAILY EDITION	1205	**2	0.1	0.2	5	315	2.1	26.1	141	582	3.6	48.3	241				
THE N.Y. TIMES MAGAZINE	2081	**10	0.3	0.5	13	613	4.1	29.5	159	943	5.8	45.3	226				
OMNI	788	**27	0.9	3.4	94	*158	1.1	20.1	108	*156	1.0	19.8	99				
ON CABLE	1158	**37	1.3	3.2	88	*244	1.6	21.1	114	*255	1.6	22.0	110				
1001 HOME IDEAS	2852	**82	2.8	2.9	79	550	3.7	19.3	104	494	3.0	17.3	87				
ORGANIC GARDENING	1658	**64	2.2	3.9	106	280	1.9	16.9	91	324	2.0	19.5	98				
OUTDOOR LIFE	896	**22	0.7	2.5	68	*191	1.3	21.3	115	*229	1.4	25.6	128				
PARADE MAGAZINE	24275	709	24.1	2.9	81	4777	31.8	19.7	106	5678	35.0	23.4	117				

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KRAFT A '000	KRAFT B % ACROSS DOWN	KRAFT C % ACROSS	KRAFT D INDX	MINUTE MAID A '000	MINUTE MAID B % ACROSS DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	TROPICANA A '000	TROPICANA B % ACROSS DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	A '000	B % ACROSS DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2937	100.0	3.6	100	15026	100.0	18.6	100	16216	100.0	20.0	100				
PARENTS	3845	*109	3.7	2.8	78	769	5.1	20.0	108	872	5.4	22.7	113				
PENTHOUSE	831	**21	0.7	2.5	70	*278	1.9	33.5	180	*252	1.6	30.3	151				
PEOPLE	11645	257	8.8	2.2	61	2438	16.2	20.9	113	2546	15.7	21.9	109				
PLAYBOY	2006	**31	1.1	1.5	43	387	2.6	19.3	104	493	3.0	24.6	123				
POPULAR HOT RODDING	297	**0	0.0	0.0	0	**75	0.5	25.3	136	**49	0.3	16.5	82				
POPULAR MECHANICS	1018	**13	0.4	1.3	35	*208	1.4	20.4	110	*160	1.0	15.7	78				
POPULAR SCIENCE	878	**21	0.7	2.4	66	*162	1.1	18.5	99	*203	1.3	23.1	115				
PREVENTION	3913	*137	4.7	3.5	97	732	4.9	18.7	101	847	5.2	21.6	108				
PSYCHOLOGY TODAY	1710	**71	2.4	4.2	114	467	3.1	27.3	147	400	2.5	23.4	117				
READER'S DIGEST	22204	890	30.3	4.0	111	3978	26.5	17.9	97	4365	26.9	19.7	98				
REDBOOK	7684	407	13.9	5.3	146	1558	10.4	20.3	109	1701	10.5	22.1	111				
ROAD & TRACK	410	**12	0.4	2.9	81	**87	0.6	21.2	114	**116	0.7	28.3	141				
ROLLING STONE	969	**10	0.3	1.0	28	*197	1.3	20.3	110	226	1.4	23.3	116				
RUNNER'S WORLD	298	**14	0.5	4.7	130	**72	0.5	24.2	130	**60	0.4	20.1	101				
SATURDAY EVENING POST	1169	**54	1.8	4.6	127	252	1.7	21.6	116	215	1.3	18.4	92				
SCIENCE 84	587	**0	0.0	0.0	0	**100	0.7	17.0	92	**58	0.4	9.9	49				
SCIENCE DIGEST	482	**10	0.3	2.1	57	**70	0.5	14.5	78	**123	0.8	25.5	127				
SCIENTIFIC AMERICAN	594	**15	0.5	2.5	70	**94	0.6	15.8	85	**113	0.7	19.0	95				
SELF	2089	**112	3.8	5.4	148	447	3.0	21.4	115	406	2.5	19.4	97				
SEVENTEEN	2411	**63	2.1	2.6	72	418	2.8	17.3	93	537	3.3	22.3	111				
SKI	480	**3	0.1	0.6	17	**114	0.8	23.8	128	**143	0.9	29.8	149				
SMITHSONIAN	2760	**93	3.2	3.4	93	577	3.8	20.9	113	582	3.6	21.1	105				
SOAP OPERA DIGEST	3013	*168	5.7	5.6	154	709	4.7	23.5	127	773	4.8	25.7	128				
SOUTHERN LIVING	4184	*232	7.9	5.5	153	751	5.0	17.9	97	1059	6.5	25.3	126				
SPORT	559	**22	0.7	3.9	109	**91	0.6	16.3	88	**136	0.8	24.3	122				
THE SPORTING NEWS	436	**11	0.4	2.5	70	**64	0.4	14.7	79	**121	0.7	27.8	139				
SPORTS AFIELD	493	**15	0.5	3.0	84	**126	0.8	25.6	138	**132	0.8	26.8	134				
SPORTS ILLUSTRATED	2758	**58	2.0	2.1	58	614	4.1	22.3	120	677	4.2	24.5	123				
STAR	7456	321	10.9	4.3	119	1694	11.3	22.7	122	1850	11.4	24.8	124				
SUNDAY	24936	637	21.7	2.6	70	4735	31.5	19.0	102	5442	33.6	21.8	109				
SUNSET	2124	**11	0.4	0.5	14	*287	1.9	13.5	73	*220	1.4	10.4	52				
TV GUIDE	21661	960	32.7	4.4	122	4612	30.7	21.3	115	5117	31.6	23.6	118				
TENNIS	550	**14	0.5	2.5	70	**112	0.7	20.4	110	**132	0.8	24.0	120				
TIME	8880	*224	7.6	2.5	70	1865	12.4	21.0	113	2159	13.3	24.3	121				
TOWN & COUNTRY	917	**42	1.4	4.6	126	*159	1.1	17.3	93	255	1.6	27.8	139				
TRAVEL & LEISURE	972	**26	0.9	2.7	74	*144	1.0	14.8	80	285	1.8	29.3	146				
TRUE STORY	3356	*222	7.6	6.6	182	748	5.0	22.3	120	810	5.0	24.1	121				
U.S.NEWS & WORLD REPORT	3410	**77	2.6	2.3	62	629	4.2	18.4	99	756	4.7	22.2	111				
USA TODAY	1759	**60	2.0	3.4	94	371	2.5	21.1	114	533	3.3	30.3	151				
US	1873	**46	1.6	2.5	68	398	2.6	21.2	115	486	3.0	25.9	130				
VOGUE	3909	*120	4.1	3.1	85	781	5.2	20.0	108	968	6.0	24.8	124				
WALL STREET JOURNAL	1886	**33	1.1	1.7	48	416	2.8	22.1	119	390	2.4	20.7	103				
WEIGHT WATCHERS	2120	**89	3.0	4.2	116	399	2.7	18.8	101	341	2.1	16.1	80				
WOMAN'S DAY	14172	446	15.2	3.1	87	2831	18.8	20.0	108	2963	18.3	20.9	104				
WORKING MOTHER	1146	**52	1.8	4.5	125	319	2.1	27.8	150	410	2.5	35.8	179				
WORKING WOMAN	1322	**87	3.0	6.6	181	303	2.0	22.9	124	269	1.7	20.3	102				
WORLD TENNIS	*163	**5	0.2	3.1	85	**46	0.3	28.2	152	**26	0.2	16.0	80				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**77	2.6	3.0	84	538	3.6	21.2	115	742	4.6	29.3	146				
BLAIR INSERTS	43657	1365	46.5	3.1	86	8671	57.7	19.9	107	10050	62.0	23.0	115				
DAILY NEWSPAPERS																	
READ ANY	51633	1841	62.7	3.6	98	9942	66.2	19.3	104	11031	68.0	21.4	107				
READ ONE	43463	1606	54.7	3.7	102	8257	55.0	19.0	102	8963	55.3	20.6	103				
READ TWO OR MORE	8170	*235	8.0	2.9	79	1685	11.2	20.6	111	2068	12.8	25.3	126				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1772	60.3	3.4	93	10038	66.8	19.1	103	11308	69.7	21.5	107				
READ ONE	46126	1551	52.8	3.4	93	8581	57.1	18.6	100	9780	60.3	21.2	106				
READ TWO OR MORE	6552	*221	7.5	3.4	93	1457	9.7	22.2	120	1528	9.4	23.3	116				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.50				29.80				29.86							
30 DAY REACH	71455	2599	88.5	3.6	100	13177	87.7	18.4	99	14375	88.6	20.1	100				
50 SHWG - 30 DAY AV FREQ	14.56	13.61				15.50				15.67							
30 DAY REACH	67742	2531	86.2	3.7	103	12698	84.5	18.7	101	13719	84.6	20.3	101				
25 SHWG - 30 DAY AV FREQ	7.94	7.43				8.30				8.62							
30 DAY REACH	62117	2318	78.9	3.7	103	11847	78.8	19.1	103	12494	77.0	20.1	100				
CABLE TV: HOME WIRED	32077	1162	39.6	3.6	100	6581	43.8	20.5	111	6250	38.5	19.5	97				
HOME NOT WIRED	48909	1774	60.4	3.6	100	8444	56.2	17.3	93	9966	61.5	20.4	102				
HAVE PAY CABLE	15935	473	16.1	3.0	82	3462	23.0	21.7	117	3250	20.0	20.4	102				

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: BRANDS
(FEMALE HOMEMAKERS)

0444
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	TOTAL U.S.	KRAFT				MINUTE MAID				TROPICANA							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	2937	100.0	3.6	100	15026	100.0	18.6	100	16216	100.0	20.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1623	55.3	3.7	102	8242	54.9	18.8	101	9685	59.7	22.1	110				
10:00 AM - 3:00 PM	30659	1215	41.4	4.0	109	5945	39.6	19.4	105	6611	40.8	21.6	108				
3:00 PM - 7:00 PM	31045	1293	44.0	4.2	115	5869	39.1	18.9	102	6559	40.4	21.1	106				
7:00 PM - MIDNIGHT	15767	661	22.5	4.2	116	3042	20.2	19.3	104	3479	21.5	22.1	110				
MIDNIGHT - 6:00 AM	9120	358	12.2	3.9	108	1776	11.8	19.5	105	1864	11.5	20.4	102				
6:00 AM - MIDNIGHT	58527	2210	75.2	3.8	104	11258	74.9	19.2	104	12549	77.4	21.4	107				
ENTIRE DAY	59311	2281	77.7	3.8	106	11429	76.1	19.3	104	12721	78.4	21.4	107				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	442	15.0	2.7	75	3394	22.6	21.0	113	3093	19.1	19.1	96				
ALL NEWS	2256	**9	0.3	0.4	11	517	3.4	22.9	124	556	3.4	24.6	123				
AOR/PROGRESSIVE	3874	**75	2.6	1.9	53	793	5.3	20.5	110	982	6.1	25.3	127				
BEAUTIFUL MUSIC	5660	*203	6.9	3.6	99	952	6.3	16.8	91	1431	8.8	25.3	126				
BLACK	2204	*176	6.0	8.0	220	483	3.2	21.9	118	604	3.7	27.4	137				
CLASSICAL	1418	**26	0.9	1.8	51	290	1.9	20.5	110	244	1.5	17.2	86				
CHR/ROCK	9538	386	13.1	4.0	112	1853	12.3	19.4	105	2318	14.3	24.3	121				
COUNTRY	12648	605	20.6	4.8	132	2296	15.3	18.2	98	2420	14.9	19.1	96				
GOLDEN OLDIES	1191	**48	1.6	4.0	111	*198	1.3	16.6	90	292	1.8	24.5	122				
MOR/NOSTALGIA	4757	**170	5.8	3.6	99	946	6.3	19.9	107	1034	6.4	21.7	109				
NEWS/TALK	3863	*156	5.3	4.0	111	756	5.0	19.6	105	853	5.3	22.1	110				
RELIGIOUS	3084	**124	4.2	4.0	111	454	3.0	14.7	79	468	2.9	15.2	76				
SOFT ROCK	521	**10	0.3	1.9	53	**73	0.5	14.0	76	**161	1.0	30.9	154				
URBAN CONTEMPORARY	1585	**62	2.1	3.9	108	412	2.7	26.0	140	687	4.2	43.3	216				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**67	2.3	2.1	57	651	4.3	20.0	108	665	4.1	20.4	102				
ABC DIRECTION	2316	*162	5.5	7.0	193	530	3.5	22.9	123	623	3.8	26.9	134				
ABC ENTERTAINMENT	4834	*155	5.3	3.2	88	1071	7.1	22.2	119	1136	7.0	23.5	117				
ABC FM	2202	**87	3.0	4.0	109	408	2.7	18.5	100	643	4.0	29.2	146				
ABC INFORMATION	5425	*177	6.0	3.3	90	1041	6.9	19.2	103	979	6.0	18.0	90				
ABC ROCK	1677	**41	1.4	2.4	67	400	2.7	23.9	129	420	2.6	25.0	125				
CBS	4430	*139	4.7	3.1	87	726	4.8	16.4	88	701	4.3	15.8	79				
MUTUAL	4992	340	11.6	6.8	188	1056	7.0	21.2	114	1204	7.4	24.1	120				
NBC	4679	*110	3.7	2.4	65	1179	7.8	25.2	136	914	5.6	19.5	98				
RADIORADIO	1994	**45	1.5	2.3	62	313	2.1	15.7	85	610	3.8	30.6	153				
RKO ONE	2298	**106	3.6	4.6	127	340	2.3	14.8	80	507	3.1	22.1	110				
RKO TWO	3311	*109	3.7	3.3	91	665	4.4	20.1	108	885	5.5	26.7	133				
THE SOURCE	2114	**63	2.1	3.0	82	396	2.6	18.7	101	695	4.3	32.9	164				
NON-WIRED : BLAIR	8654	227	7.7	2.6	72	1588	10.6	18.3	99	1789	11.0	20.7	103				
INTERNET	12025	392	13.3	3.3	90	2802	18.6	23.3	126	2775	17.1	23.1	115				
KATZ RADIO GROUP	15359	501	17.1	3.3	90	3006	20.0	19.6	105	3876	23.9	25.2	126				
SUPERNET	10628	427	14.5	4.0	111	2015	13.4	19.0	102	2062	12.7	19.4	97				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	296	10.1	3.4	94	1698	11.3	19.6	106	1657	10.2	19.1	96				
WKDAY 9:00 AM - 1:00 PM	12163	436	14.8	3.6	99	2416	16.1	19.9	107	2436	15.0	20.0	100				
WKDAY 1:00 PM - 4:30 PM	16150	673	22.9	4.2	115	3204	21.3	19.8	107	3350	20.7	20.7	104				
WKDAY 4:30 PM - 7:30 PM	22463	819	27.9	3.6	101	4272	28.4	19.0	103	4531	27.9	20.2	101				
WKDAY 7:30 PM - 8:00 PM	31795	1149	39.1	3.6	100	5901	39.3	18.6	100	6445	39.7	20.3	101				
WKDAY 11:00 PM - 11:30 PM	23977	867	29.5	3.6	100	4566	30.4	19.0	103	4703	29.0	19.6	98				
WKDAY 11:30 PM - 1:00 AM	7703	360	12.3	4.7	129	1515	10.1	19.7	106	1557	9.6	20.2	101				
M-SAT 8-11 PM+SUN 7-11 PM	33800	1267	43.1	3.7	103	6386	42.5	18.9	102	7107	43.8	21.0	105				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	235	8.0	3.6	99	1486	9.9	22.7	123	1530	9.4	23.4	117				
ANOTHER WORLD N	4620	247	8.4	5.3	147	886	5.9	19.2	103	1075	6.6	23.3	116				
AS THE WORLD TURNS C	5614	246	8.4	4.4	121	994	6.6	17.7	95	997	6.1	17.8	89				
CAPITOL C	3396	134	4.6	3.9	109	688	4.6	20.3	109	658	4.1	19.4	97				
CBS MORN. NEWS 1 C	1446	*52	1.8	3.6	99	310	2.1	21.4	116	250	1.5	17.3	86				
CBS MORN. NEWS 2 C	1207	*48	1.6	4.0	110	167	1.1	13.8	75	196	1.2	16.2	81				
DAYS OF OUR LIVES N	5877	285	9.7	4.8	134	977	6.5	16.6	90	1358	8.4	23.1	115				
FACTS OF LIFE - DAYTIME N	2290	*143	4.9	6.2	172	449	3.0	19.6	106	537	3.3	23.4	117				
FAMILY FEUD A	3023	*91	3.1	3.0	83	577	3.8	19.1	103	518	3.2	17.1	86				
GENERAL HOSPITAL A	6097	253	8.6	4.1	114	1236	8.2	20.3	109	1304	8.0	21.4	107				
GOOD MORNING, AMERICA-730 A	3515	145	4.9	4.1	114	742	4.9	21.1	114	687	4.2	19.5	98				
GOOD MORNING, AMERICA-830 A	2818	98	3.3	3.5	96	596	4.0	21.1	114	545	3.4	19.3	97				
GUIDING LIGHT C	5339	216	7.4	4.0	112	1171	7.8	21.9	118	1143	7.0	21.4	107				
ONE LIFE TO LIVE A	4478	172	5.9	3.8	106	960	6.4	21.4	116	843	5.2	18.8	94				
PRESS YOUR LUCK C	2244	*74	2.5	3.3	91	458	3.0	20.4	110	355	2.2	15.8	79				
PRICE IS RIGHT 1 C	4348	175	6.0	4.0	111	852	5.7	19.6	106	800	4.9	18.4	92				
PRICE IS RIGHT 2 C	5014	203	6.9	4.0	112	976	6.5	19.5	105	925	5.7	18.4	92				
RYAN'S HOPE A	3150	*99	3.4	3.1	87	651	4.3	20.7	111	866	5.3	27.5	137				
SALE OF THE CENTURY N	2695	*105	3.6	3.9	107	569	3.8	21.1	114	571	3.5	21.2	106				
SEARCH FOR TOMORROW N	2319	*108	3.7	4.7	128	429	2.9	18.5	100	576	3.6	24.8	124				
TODAY SHOW 1 N	2693	*85	2.9	3.2	87	470	3.1	17.5	94	540	3.3	20.1	100				
TODAY SHOW 2 N	2498	*66	2.2	2.6	73	452	3.0	18.1	98	434	2.7	17.4	87				
$25,000 PYRAMID C	2753	*86	2.9	3.1	86	601	4.0	21.8	118	509	3.1	18.5	92				
WHEEL OF FORTUNE N	4388	170	5.8	3.9	107	938	6.2	21.4	115	888	5.5	20.2	101				
YOUNG AND THE RESTLESS C	5695	272	9.3	4.8	132	1063	7.1	18.7	101	1168	7.2	20.5	102				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*74	2.5	4.2	116	349	2.3	19.8	107	315	1.9	17.9	89				
NBA PLAYOFF GAME -1 C	1136	**74	2.5	6.5	180	194	1.3	17.1	92	310	1.9	27.3	136				
NBC MAJOR LEAGUE PRE-GAME N	953	**58	2.0	6.1	168	*158	1.1	16.6	89	*193	1.2	20.3	101				
SPORTSWORLD - SUN N	1233	**83	2.8	6.7	186	200	1.3	16.2	87	179	1.1	14.5	73				
SUNDAY MORNING C	1611	**49	1.7	3.0	84	235	1.6	14.6	79	259	1.6	16.1	80				

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ORANGE JUICE IN BOTTLES, CANS, OR CARTONS: BRANDS
(FEMALE HOMEMAKERS)

0445
P-18

		TOTAL U.S. '000	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS %	KRAFT D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS %	MINUTE MAID D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS %	TROPICANA D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2937	100.0	3.6	100	15026	100.0	18.6	100	16216	100.0	20.0	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1006	34.3	3.9	106	4899	32.6	18.8	101	5027	31.0	19.3	96				
NETWORK AFFILIATES - LATE		20261	777	26.5	3.8	106	3800	25.3	18.8	101	3830	23.6	18.9	94				
INDEPENDENTS - LATE		2076	*48	1.6	2.3	64	449	3.0	21.6	117	500	3.1	24.1	120				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	446	15.2	4.3	118	2011	13.4	19.2	104	2479	15.3	23.7	118				
ABC MONDAY NIGHT MOVIE	A	6412	252	8.6	3.9	108	1258	8.4	19.6	106	1265	7.8	19.7	99				
ABC SUNDAY NIGHT MOVIE	A	12407	419	14.3	3.4	93	2296	15.3	18.5	100	2658	16.4	21.4	107				
ABC WORLD NEWS TONIGHT	A	6176	178	6.1	2.9	79	1174	7.8	19.0	102	1140	7.0	18.5	92				
AFTERMASH	C	5863	*173	5.9	3.0	81	1253	8.3	21.4	115	1202	7.4	20.5	102				
ALICE	C	9594	304	10.4	3.2	87	1824	12.1	19.0	102	1969	12.1	20.5	102				
AMERICAN PARADE	C	6622	275	9.4	4.2	115	1334	8.9	20.1	109	1328	8.2	20.1	100				
BENSON	A	10886	352	12.0	3.2	89	1976	13.2	18.2	98	2074	12.8	19.1	95				
BLUE THUNDER	A	5036	*273	9.3	5.4	149	931	6.2	18.5	100	988	6.1	19.6	98				
CAGNEY & LACEY	C	9965	325	11.1	3.3	90	1880	12.5	18.9	102	1905	11.7	19.1	95				
CBS EVENING NEWS-DEAN	C	3491	*136	4.6	3.9	107	596	4.0	17.1	92	662	4.1	19.0	95				
CBS EVENING NEWS-RATHER	C	7123	311	10.6	4.4	120	1500	10.0	21.1	113	1350	8.3	19.0	95				
CBS SAT. NEWS-SCHIEFFER	C	3621	127	4.3	3.5	97	582	3.9	16.1	87	713	4.4	19.7	98				
CBS SATURDAY NIGHT MOVIE	C	5436	259	8.8	4.8	131	1018	6.8	18.7	101	1161	7.2	21.4	107				
CBS WEDNESDAY NIGHT MOVIE	C	6100	216	7.4	3.5	98	1250	8.3	20.5	110	1165	7.2	19.1	95				
CHEERS	N	8889	308	10.5	3.5	96	1846	12.3	20.8	112	1911	11.8	21.5	107				
DALLAS	C	22109	821	28.0	3.7	102	4204	28.0	19.0	102	4605	28.4	20.8	104				
DIFF'RENT STROKES	N	6940	344	11.7	5.0	137	1326	8.8	19.1	103	1360	8.4	19.6	98				
DOUBLE TROUBLE	N	7223	270	9.2	3.7	103	1398	9.3	19.4	104	1448	8.9	20.0	100				
DUCK FACTORY	N	5595	*252	8.6	4.5	124	1026	6.8	18.3	99	1130	7.0	20.2	101				
DUKES OF HAZZARD	C	5768	287	9.8	5.0	137	991	6.6	17.2	93	1085	6.7	18.8	94				
DYNASTY	A	20053	875	29.8	4.4	120	3512	23.4	17.5	94	4416	27.2	22.0	110				
FACTS OF LIFE	N	8087	293	10.0	3.6	100	1403	9.3	17.3	94	1661	10.2	20.5	103				
FALCON CREST	C	20046	758	25.8	3.8	104	3858	25.7	19.2	104	4227	26.1	21.1	105				
FALL GUY	A	9084	416	14.2	4.6	126	1561	10.4	17.2	93	2006	12.4	22.1	110				
FAMILY TIES	N	7964	381	13.0	4.8	132	1562	10.4	19.6	106	1744	10.8	21.9	109				
FANTASY ISLAND	A	7687	315	10.7	4.1	113	1399	9.3	18.2	98	1542	9.5	20.1	100				
FOULUPS,BLEEPS & BLUNDERS	A	8861	335	11.4	3.8	104	1713	11.4	19.3	104	1677	10.3	18.9	95				
FOUR SEASONS	C	5095	*157	5.3	3.1	85	1045	7.0	20.5	111	1061	6.5	20.8	104				
GIMME A BREAK	N	8838	494	16.8	5.6	154	1729	11.5	19.6	105	1993	12.3	22.6	113				
HART TO HART	A	8978	335	11.4	3.7	103	1508	10.0	16.8	91	1709	10.5	19.0	95				
HILL STREET BLUES	N	8590	*255	8.7	3.0	82	1678	11.2	19.5	105	1870	11.5	21.8	109				
HOTEL	A	14085	581	19.8	4.1	114	2606	17.3	18.5	100	3021	18.6	21.4	107				
JEFFERSONS	C	9360	333	11.3	3.6	98	1712	11.4	18.3	99	2003	12.4	21.4	107				
JENNIFER SLEPT HERE	N	5841	*282	9.6	4.8	133	1156	7.7	19.8	107	1210	7.5	20.7	103				
KATE & ALLIE	C	9206	307	10.5	3.3	92	1670	11.1	18.1	98	1749	10.8	19.0	95				
KNIGHT RIDER	N	7076	279	9.5	3.9	109	1256	8.4	17.8	96	1431	8.8	20.2	101				
LOVE BOAT	A	12219	475	16.2	3.9	107	2108	14.0	17.3	93	2393	14.8	19.6	98				
MAGNUM PI	C	11199	365	12.4	3.3	90	2029	13.5	18.1	98	2264	14.0	20.2	101				
MAMA'S FAMILY	N	6057	287	9.8	4.7	131	1207	8.0	19.9	107	1180	7.3	19.5	97				
MASTER, THE	N	3598	*223	7.6	6.2	171	652	4.3	18.1	98	739	4.6	20.5	103				
MATT HOUSTON	A	6344	273	9.3	4.3	119	1157	7.7	18.2	98	1355	8.4	21.4	107				
NBC MONDAY NIGHT MOVIE	N	11994	441	15.0	3.7	101	2409	16.0	20.1	108	2581	15.9	21.5	107				
NBC NIGHTLY NEWS	N	5132	274	9.3	5.3	147	858	5.7	16.7	90	1075	6.6	20.9	105				
NBC NIGHTLY NEWS-SAT	N	3375	*103	3.5	3.1	84	627	4.2	18.6	100	687	4.2	20.4	102				
NBC NIGHTLY NEWS-SUN	N	3130	**125	4.3	4.0	110	482	3.2	15.4	83	556	3.4	17.8	89				
NBC SUNDAY NIGHT MOVIE	N	8284	*412	14.0	5.0	137	1621	10.8	19.6	105	2215	13.7	26.7	134				
NEWHART	C	9240	249	8.5	2.7	74	1667	11.1	18.0	97	1776	11.0	19.2	96				
ONE DAY AT A TIME	C	7288	*215	7.3	3.0	81	1371	9.1	18.8	101	1484	9.2	20.4	102				
PEOPLE ARE FUNNY	N	4855	298	10.1	6.1	169	925	6.2	19.1	103	907	5.6	18.7	93				
REAL PEOPLE	N	8869	310	10.6	3.5	96	1669	11.1	18.8	101	1767	10.9	19.9	100				
REMINGTON STEELE	N	7743	253	8.6	3.3	90	1454	9.7	18.8	101	1587	9.8	20.5	102				
RIPLEY'S BELIEVE IT - NOT	A	5345	*203	6.9	3.8	105	963	6.4	18.0	97	1025	6.3	19.2	96				
RIPTIDE	N	6988	278	9.5	4.0	110	1203	8.0	17.2	93	1392	8.6	19.9	99				
SCARECROW & MRS. KING	C	10002	326	11.1	3.3	90	1797	12.0	18.0	97	1861	11.5	18.6	93				
SIMON & SIMON	C	10638	467	15.9	4.4	121	2016	13.4	19.0	102	2171	13.4	20.4	102				
60 MINUTES	C	13293	455	15.5	3.4	94	2474	16.5	18.6	100	2375	14.6	17.9	89				
ST. ELSEWHERE	N	7017	251	8.5	3.6	99	1489	9.9	21.2	114	1563	9.6	22.3	111				
THREE'S COMPANY	A	10917	290	9.9	2.7	73	1970	13.1	18.0	97	2085	12.9	19.1	95				
T.J. HOOKER	A	9204	334	11.4	3.6	100	1596	10.6	17.3	93	1882	11.6	20.4	102				
TONIGHT SHOW	N	2372	144	4.9	6.1	167	432	2.9	18.2	98	420	2.6	17.7	88				
TRAPPER JOHN, M.D.	C	9846	326	11.1	3.3	91	1990	13.2	20.2	109	2101	13.0	21.3	107				
TV BLOOPERS & PRAC. JOKES	N	9105	374	12.7	4.1	113	1697	11.3	18.6	100	1712	10.6	18.8	94				
20/20	A	9387	394	13.4	4.2	116	1589	10.6	16.9	91	1681	10.4	17.9	89				
WEBSTER	A	11067	352	12.0	3.2	88	1960	13.0	17.7	95	2161	13.3	19.5	98				
WORLD NEWS - SUN	A	3062	**69	2.3	2.3	62	587	3.9	19.2	103	479	3.0	15.6	78				
YELLOW ROSE	N	4978	*179	6.1	3.6	99	930	6.2	18.7	101	815	5.0	16.4	82				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*296	10.1	3.3	92	1852	12.3	20.9	112	2173	13.4	24.5	122				
BASKETBALL - COLLEGE GAMES		4080	**246	8.4	6.0	166	1006	6.7	24.7	133	1019	6.3	25.0	125				
BASKETBALL - PRO GAMES		3607	**147	5.0	4.1	112	928	6.2	25.7	139	950	5.9	26.3	132				
BOWLING		3883	**120	4.1	3.1	85	1000	6.7	25.8	139	873	5.4	22.5	112				
BOXING		3928	**160	5.4	4.1	112	1041	6.9	26.5	143	1093	6.7	27.8	139				
FOOTBALL - COLLEGE GAMES		6366	*403	13.7	6.3	175	1176	7.8	18.5	100	1376	8.5	21.6	108				
FOOTBALL - PRO GAMES		11300	*422	14.4	3.7	103	2432	16.2	21.5	116	2142	13.2	19.0	95				
GOLF		3378	**78	2.7	2.3	64	767	5.1	22.7	122	732	4.5	21.7	108				
POST-SEASON COLL. FOOTBALL		4906	**234	8.0	4.8	132	966	6.4	19.7	106	1152	7.1	23.5	117				
POST-SEASON PRO FOOTBALL		6120	**241	8.2	3.9	109	1267	8.4	20.7	112	1312	8.1	21.4	107				
TENNIS		3033	**169	5.8	5.6	154	729	4.9	24.0	130	724	4.5	23.9	119				
WRESTLING - PROFESSIONAL		3344	**220	7.5	6.6	181	872	5.8	26.1	141	985	6.1	29.5	147				

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-16

	'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	50475	62.3	5749
NO	30511	37.7	3686

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
BOTTLED	26284	32.5	12465	15.4	11361	14.0	2459	3.0	3026
CANNED	21076	26.0	8587	10.6	9496	11.7	2994	3.7	2340
CARTON	5849	7.2	1527	1.9	3177	3.9	1145	1.4	716
FROZEN	15281	18.9	5190	6.4	7545	9.3	2545	3.1	1717
PAPER BOXES/FOIL POUCHES	6030	7.4	1062	1.3	2825	3.5	2142	2.6	638
OTHER	1054	1.3	446	.6	379	.5	229	.3	122
DO NOT KNOW	2110	2.6							267
2C. WHAT FRUIT FLAVORS ARE USED BY YOUR HOUSEHOLD?									
MIXED	11813	14.6	2032	2.5	7363	9.1	2418	3.0	1293
APPLE	25738	31.8	3940	4.9	18675	23.1	3123	3.9	2874
CRANBERRY	16370	20.2	2505	3.1	10769	13.3	3097	3.8	1913
GRAPE	18303	22.6	2106	2.6	12189	15.1	4007	4.9	2056
GRAPEFRUIT	15353	19.0	2723	3.4	9660	11.9	2970	3.7	1765
PINEAPPLE	11535	14.2	1081	1.3	6999	8.6	3455	4.3	1314
OTHER FLAVORS	11236	13.9	2286	2.8	5726	7.1	3224	4.0	1220
DO NOT KNOW	1516	1.9							181
2D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
AWAKE	2510	3.1			1629	2.0	882	1.1	281
BRIGHT & EARLY	935	1.2	19	*	569	.7	347	.4	106
COUNTRY TIME	2909	3.6	36	*	1854	2.3	1020	1.3	300
DEL MONTE	6551	8.1	595	.7	4687	5.8	1270	1.6	789
DOLE	5555	6.9	300	.4	3915	4.8	1341	1.7	672
FIVE ALIVE	6615	8.2	227	.3	4406	5.4	1982	2.4	704
GATORADE	3121	3.9	190	.2	2031	2.5	901	1.1	328
HAWAIIAN PUNCH	10372	12.8	429	.5	7157	8.8	2786	3.4	1152
HEARTS DELIGHT	895	1.1	48	.1	650	.8	197	.2	108
HI-C	10196	12.6	1066	1.3	6597	8.1	2532	3.1	1140
JUICY JUICE	1593	2.0	81	.1	1029	1.3	484	.6	190
KOOL-AID	8137	10.0	679	.8	5782	7.1	1676	2.1	897
KRAFT	1657	2.0	201	.2	1075	1.3	381	.5	173
LIBBY'S	4049	5.0	343	.4	2488	3.1	1218	1.5	432
MINUTE MAID	10230	12.6	854	1.1	7104	8.8	2271	2.8	1186
MOTT'S	4757	5.9	354	.4	3056	3.8	1347	1.7	545
OCEAN SPRAY	14257	17.6	1987	2.5	9471	11.7	2799	3.5	1635
ORANGE PLUS	1698	2.1	135	.2	1179	1.5	383	.5	184
PUROM CIDER	251	.3	4	*	154	.2	94	.1	28
REALEMON	4605	5.7	110	.1	2876	3.6	1618	2.0	525
REALIME	1252	1.5			692	.9	560	.7	148
RED CHEEK	1212	1.5	34	*	758	.9	420	.5	139
ROSE'S LIME JUICE	968	1.2			508	.6	461	.6	101
SENECA	5147	6.4	153	.2	3448	4.3	1545	1.9	546
SUNNY DELIGHT	2225	2.7	84	.1	1531	1.9	609	.8	224
SUNSWEET	2099	2.6	76	.1	1324	1.6	698	.9	235
TREESWEET	4769	5.9	414	.5	3091	3.8	1265	1.6	509
TREE TOP	7192	8.9	379	.5	5238	6.5	1574	1.9	770
TROPICANA	6069	7.5	403	.5	4195	5.2	1472	1.8	704
WAGNER	1812	2.2	95	.1	1119	1.4	598	.7	186
WELCH'S	14163	17.5	946	1.2	9167	11.3	4050	5.0	1573
OTHER BRANDS	12559	15.5	3917	4.8	6464	8.0	2178	2.7	1402
DO NOT KNOW	1563	1.9							178

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) (CONTINUED) BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
2E. IN THE LAST 30 DAYS ABOUT HOW MANY GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	6168	7.6	665
7 - 9	H	2657	3.3	284
4 - 6	H	6922	8.5	738
3	M	5618	6.9	633
2	M	8062	10.0	946
1	L	10327	12.8	1195
LESS THAN 1	L	6993	8.6	841
NONE	L	3728	4.6	447

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OTHER FRUIT JUICES & DRINKS (EXCL. CARBONATED DRINKS, ORANGE & TOMATO JUICE): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0450 P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	15748	100.0	19.4	100	13680	100.0	16.9	100	21048	100.0	26.0	100
18 - 24	9282	5248	10.4	56.5	91	1630	10.4	17.6	90	1504	11.0	16.2	96	2113	10.0	22.8	88
25 - 34	19072	13162	26.1	69.0	111	4634	29.4	24.3	125	3498	25.6	18.3	109	5031	23.9	26.4	101
35 - 44	14591	9689	19.2	66.4	107	3372	21.4	23.1	119	2637	19.3	18.1	107	3680	17.5	25.2	97
45 - 54	11345	7297	14.5	64.3	103	2083	13.2	18.4	94	2080	15.2	18.3	109	3133	14.9	27.6	106
55 - 64	11635	7107	14.1	61.1	98	1978	12.6	17.0	87	1917	14.0	16.5	98	3212	15.3	27.6	106
65 OR OLDER	15061	7973	15.8	52.9	85	2050	13.0	13.6	70	2043	14.9	13.6	80	3879	18.4	25.8	99
18 - 34	28354	18410	36.5	64.9	104	6264	39.8	22.1	114	5003	36.6	17.6	104	7144	33.9	25.2	97
18 - 49	48339	31680	62.8	65.5	105	10776	68.4	22.3	115	8651	63.2	17.9	106	12253	58.2	25.3	98
25 - 54	45008	30148	59.7	67.0	107	10089	64.1	22.4	115	8215	60.1	18.3	108	11844	56.3	26.3	101
35 - 49	19985	13270	26.3	66.4	107	4513	28.7	22.6	116	3648	26.7	18.3	108	5110	24.3	25.6	98
50 OR OLDER	32647	18795	37.2	57.6	92	4971	31.6	15.2	78	5029	36.8	15.4	91	8795	41.8	26.9	104
GRADUATED COLLEGE	11155	7541	14.9	67.6	108	1996	12.7	17.9	92	2088	15.3	18.7	111	3457	16.4	31.0	119
ATTENDED COLLEGE	13682	9227	18.3	67.4	108	2410	15.3	17.6	91	2596	19.0	19.0	112	4221	20.1	30.9	119
GRADUATED HIGH SCHOOL	33880	21588	42.8	63.7	102	6830	43.4	20.2	104	5839	42.7	17.2	102	8918	42.4	26.3	101
DID NOT GRADUATE HIGH SCHOOL	22270	12120	24.0	54.4	87	4512	28.7	20.3	104	3156	23.1	14.2	84	4452	21.2	20.0	77
EMPLOYED	40306	26305	52.1	65.3	105	7742	49.2	19.2	99	7145	52.2	17.7	105	11417	54.2	28.3	109
EMPLOYED FULL-TIME	32850	21244	42.1	64.7	104	6275	39.8	19.1	98	5764	42.1	17.5	104	9205	43.7	28.0	108
EMPLOYED PART-TIME	7456	5060	10.0	67.9	109	1467	9.3	19.7	101	1380	10.1	18.5	110	2213	10.5	29.7	114
NOT EMPLOYED	40680	24171	47.9	59.4	95	8005	50.8	19.7	101	6535	47.8	16.1	95	9631	45.8	23.7	91
PROFESSIONAL/MANAGER	10392	7010	13.9	67.5	108	2010	12.8	19.3	99	1907	13.9	18.4	109	3093	14.7	29.8	115
TECH/CLERICAL/SALES	17574	11736	23.3	66.8	107	3023	19.2	17.2	88	3227	23.6	18.4	109	5487	26.1	31.2	120
PRECISION/CRAFT	985	623	1.2	63.2	101	**159	1.0	16.1	83	**168	1.2	17.1	101	*296	1.4	30.1	116
OTHER EMPLOYED	11354	6936	13.7	61.1	98	2551	16.2	22.5	116	1843	13.5	16.2	96	2542	12.1	22.4	86
SINGLE	9863	5840	11.6	59.2	95	1588	10.1	16.1	83	1369	10.0	13.9	82	2883	13.7	29.2	112
MARRIED	51375	33464	66.3	65.1	105	11072	70.3	21.6	111	9536	69.7	18.6	110	12856	61.1	25.0	96
DIVORCED/SEPARATED/WIDOWED	19748	11172	22.1	56.6	91	3088	19.6	15.6	80	2775	20.3	14.1	83	5309	25.2	26.9	103
PARENTS	32590	22387	44.4	68.7	110	8875	56.4	27.2	140	6277	45.9	19.3	114	7235	34.4	22.2	85
WHITE	70416	44153	87.5	62.7	101	13084	83.1	18.6	96	11972	87.5	17.0	101	19096	90.7	27.1	104
BLACK	8778	5281	10.5	60.2	97	2404	15.3	27.4	141	1358	9.9	15.5	92	1519	7.2	17.3	67
OTHER	1791	*1042	2.1	58.2	93	**259	1.6	14.5	74	**350	2.6	19.5	116	**432	2.1	24.1	93
NORTHEAST-CENSUS	17786	11673	23.1	65.6	105	4143	26.3	23.3	120	3013	22.0	16.9	100	4518	21.5	25.4	98
NORTH CENTRAL	20741	13142	26.0	63.4	102	3917	24.9	18.9	97	3603	26.3	17.4	103	5621	26.7	27.1	104
SOUTH	27775	16097	31.9	58.0	93	5161	32.8	18.6	96	4137	30.2	14.9	88	6799	32.3	24.5	94
WEST	14683	9564	18.9	65.1	105	2527	16.0	17.2	89	2927	21.4	19.9	118	4110	19.5	28.0	108
NORTHEAST-MKTG.	17961	11654	23.1	64.9	104	4018	25.5	22.4	115	3209	23.5	17.9	106	4428	21.0	24.7	95
EAST CENTRAL	11885	7336	14.5	61.7	99	2233	14.2	18.8	97	1850	13.5	15.6	92	3254	15.5	27.4	105
WEST CENTRAL	14090	9117	18.1	64.7	104	2706	17.2	19.2	99	2490	18.2	17.7	105	3921	18.6	27.8	107
SOUTH	24081	13961	27.7	58.0	93	4677	29.7	19.4	100	3464	25.3	14.4	85	5820	27.7	24.2	93
PACIFIC	12969	8408	16.7	64.8	104	2114	13.4	16.3	84	2667	19.5	20.6	122	3626	17.2	28.0	108
COUNTY SIZE A	32439	20507	40.6	63.2	101	6107	38.8	18.8	97	5775	42.2	17.8	105	8626	41.0	26.6	102
COUNTY SIZE B	24915	15846	31.4	63.6	102	5090	32.3	20.4	105	4309	31.5	17.3	102	6448	30.6	25.9	100
COUNTY SIZE C	12930	8058	16.0	62.3	100	2759	17.5	21.3	110	1885	13.8	14.6	86	3415	16.2	26.4	102
COUNTY SIZE D	10703	6064	12.0	56.7	91	1792	11.4	16.7	86	1711	12.5	16.0	95	2560	12.2	23.9	92
METRO CENTRAL CITY	24518	14867	29.5	60.6	97	4765	30.3	19.4	100	3934	28.8	16.0	95	6169	29.3	25.2	97
METRO SUBURBAN	35919	23500	46.6	65.4	105	7114	45.2	19.8	102	6691	48.9	18.6	110	9695	46.1	27.0	104
NON METRO	20549	12108	24.0	58.9	95	3869	24.6	18.8	97	3055	22.3	14.9	88	5184	24.6	25.2	97
TOP 5 ADI'S	18341	12006	23.8	65.5	105	3378	21.5	18.4	95	3689	27.0	20.1	119	4940	23.5	26.9	104
TOP 10 ADI'S	25378	15970	31.6	62.9	101	4627	29.4	18.2	94	4616	33.7	18.2	108	6728	32.0	26.5	102
TOP 20 ADI'S	36488	23156	45.9	63.5	102	6746	42.8	18.5	95	6518	47.6	17.9	106	9892	47.0	27.1	104
HSHLD INC. $50,000 OR MORE	6612	4825	9.6	73.0	117	1233	7.8	18.6	96	1324	9.7	20.0	119	2268	10.8	34.3	132
$40,000 OR MORE	12659	9056	17.9	71.5	115	2463	15.6	19.5	100	2445	17.9	19.3	114	4149	19.7	32.8	126
$30,000 OR MORE	24698	17148	34.0	69.4	111	5029	31.9	20.4	105	4767	34.8	19.3	114	7351	34.9	29.8	115
$25,000 OR MORE	32077	21955	43.5	68.4	110	6460	41.0	20.1	104	6280	45.9	19.6	116	9215	43.8	28.7	111
$20,000 - $24,999	9144	5824	11.5	63.7	102	1779	11.3	19.5	100	1689	12.3	18.5	109	2357	11.2	25.8	99
$15,000 - $19,999	8728	5286	10.5	60.6	97	1564	9.9	17.9	92	1448	10.6	16.6	98	2275	10.8	26.1	100
$10,000 - $14,999	12562	7626	15.1	60.7	97	2686	17.1	21.4	110	2006	14.7	16.0	95	2933	13.9	23.3	90
UNDER $10,000	18475	9785	19.4	53.0	85	3258	20.7	17.6	91	2257	16.5	12.2	72	4269	20.3	23.1	89
HOUSEHOLD OF 1 PERSON	11987	6330	12.5	52.8	85	1200	7.6	10.0	51	1451	10.6	12.1	72	3679	17.5	30.7	118
2 PEOPLE	26577	15817	31.3	59.5	95	3749	23.8	14.1	73	4182	30.6	15.7	93	7885	37.5	29.7	114
3 OR 4 PEOPLE	30617	20430	40.5	66.7	107	7306	46.4	23.9	123	6174	45.1	20.2	119	6950	33.0	22.7	87
5 OR MORE PEOPLE	11804	7899	15.6	66.9	107	3493	22.2	29.6	152	1873	13.7	15.9	94	2534	12.0	21.5	83
NO CHILD IN HSHLD	46165	26749	53.0	57.9	93	6312	40.1	13.7	70	7045	51.5	15.3	90	13392	63.6	29.0	112
CHILD(REN) UNDER 2 YRS	5325	3906	7.7	73.4	118	1696	10.8	31.8	164	1080	7.9	20.3	120	1129	5.4	21.2	82
2 - 5 YEARS	14221	9629	19.1	67.7	109	4348	27.6	30.6	157	2500	18.3	17.6	104	2781	13.2	19.6	75
6 - 11 YEARS	15117	10654	21.1	70.5	113	4524	28.7	29.9	154	2787	20.4	18.4	109	3343	15.9	22.1	85
12 - 17 YEARS	16611	11069	21.9	66.6	107	4369	27.7	26.3	135	2961	21.6	17.8	106	3739	17.8	22.5	87
RESIDENCE OWNED	55884	36073	71.5	64.5	104	10752	68.3	19.2	99	10200	74.6	18.3	108	15121	71.8	27.1	104
VALUE: $50,000 OR MORE	31744	21218	42.0	66.8	107	5820	37.0	18.3	94	6495	47.5	20.5	121	8903	42.3	28.0	108
VALUE: UNDER $50,000	24140	14855	29.4	61.5	99	4932	31.3	20.4	105	3705	27.1	15.3	91	6218	29.5	25.8	99

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	50475	100.0	62.3	100	15748	100.0	19.4	100	13680	100.0	16.9	100	21048	100.0	26.0	100
MAGAZINES	QUINTILE 1	15799	11114	22.0	70.3	113	3860	24.5	24.4	126	2813	20.6	17.8	105	4441	21.1	28.1	108
	QUINTILE 2	17259	11059	21.9	64.1	103	3244	20.6	18.8	97	3051	22.3	17.7	105	4765	22.6	27.6	106
	QUINTILE 3	13545	8645	17.1	63.8	102	2641	16.8	19.5	100	2640	19.3	19.5	115	3364	16.0	24.8	96
	QUINTILE 4	15133	9190	18.2	60.7	97	2939	18.7	19.4	100	2431	17.8	16.1	95	3820	18.1	25.2	97
	QUINTILE 5	19250	10468	20.7	54.4	87	3064	19.5	15.9	82	2745	20.1	14.3	84	4659	22.1	24.2	93
NEWSPAPERS	QUINTILE 1	12413	8012	15.9	64.5	104	2520	16.0	20.3	104	2096	15.3	16.9	100	3396	16.1	27.4	105
	QUINTILE 2	24116	15376	30.5	63.8	102	4630	29.4	19.2	99	4172	30.5	17.3	102	6575	31.2	27.3	105
	QUINTILE 3	11261	7370	14.6	65.4	105	2570	16.3	22.8	117	2114	15.5	18.8	111	2687	12.8	23.9	92
	QUINTILE 4	20255	12760	25.3	63.0	101	3793	24.1	18.7	96	3436	25.1	17.0	100	5532	26.3	27.3	105
	QUINTILE 5	12940	6957	13.8	53.8	86	2235	14.2	17.3	89	1863	13.6	14.4	85	2859	13.6	22.1	85
OUTDOOR	QUINTILE 1	14852	9859	19.5	66.4	107	3039	19.3	20.5	105	2539	18.6	17.1	101	4281	20.3	28.8	111
	QUINTILE 2	15725	9959	19.7	63.3	102	2946	18.7	18.7	96	2655	19.4	16.9	100	4358	20.7	27.7	107
	QUINTILE 3	16330	10505	20.8	64.3	103	3346	21.2	20.5	105	2802	20.5	17.2	102	4357	20.7	26.7	103
	QUINTILE 4	16744	9934	19.7	59.3	95	3361	21.3	20.1	103	2600	19.0	15.5	92	3972	18.9	23.7	91
	QUINTILE 5	17334	10219	20.2	59.0	95	3055	19.4	17.6	91	3083	22.5	17.8	105	4081	19.4	23.5	91
RADIO-DRIVE TIME	QUINTILE 1	15911	10436	20.7	65.6	105	3558	22.6	22.4	115	2813	20.6	17.7	105	4066	19.3	25.6	98
	QUINTILE 2	14837	9465	18.8	63.8	102	3045	19.3	20.5	106	2521	18.4	17.0	101	3899	18.5	26.3	101
	QUINTILE 3	15339	9237	18.3	60.2	97	2770	17.6	18.1	93	2562	18.7	16.7	99	3905	18.6	25.5	98
	QUINTILE 4	16723	10328	20.5	61.8	99	3160	20.1	18.9	97	2946	21.5	17.6	104	4222	20.1	25.2	97
	QUINTILE 5	18176	11010	21.8	60.6	97	3216	20.4	17.7	91	2838	20.7	15.6	92	4957	23.6	27.3	105
RADIO-MID-DAY	TERCILE 1	21020	13772	27.3	65.5	105	4556	28.9	21.7	111	3676	26.9	17.5	104	5541	26.3	26.4	101
	TERCILE 2	21610	13881	27.5	64.2	103	4699	29.8	21.7	112	3694	27.0	17.1	101	5488	26.1	25.4	98
	TERCILE 3	38355	22822	45.2	59.5	95	6493	41.2	16.9	87	6310	46.1	16.5	97	10019	47.6	26.1	101
RADIO-TOTAL	QUINTILE 1	15988	10635	21.1	66.5	107	3643	23.1	22.8	117	2774	20.3	17.4	103	4218	20.0	26.4	102
	QUINTILE 2	15626	9885	19.6	63.3	101	3304	21.0	21.1	109	2660	19.4	17.0	101	3922	18.6	25.1	97
	QUINTILE 3	16723	10422	20.6	62.3	100	3315	21.1	19.8	102	2763	20.2	16.5	98	4344	20.6	26.0	100
	QUINTILE 4	16342	10121	20.1	61.9	99	2721	17.3	16.7	86	2876	21.0	17.6	104	4523	21.5	27.7	106
	QUINTILE 5	16306	9414	18.7	57.7	93	2765	17.6	17.0	87	2607	19.1	16.0	95	4041	19.2	24.8	95
TV-PRIME TIME	QUINTILE 1	15953	9974	19.8	62.5	100	2953	18.8	18.5	95	2806	20.5	17.6	104	4214	20.0	26.4	102
	QUINTILE 2	16137	10484	20.8	65.0	104	3427	21.8	21.2	109	2845	20.8	17.6	104	4212	20.0	26.1	100
	QUINTILE 3	16420	10457	20.7	63.7	102	3247	20.6	19.8	102	2896	21.2	17.6	104	4314	20.5	26.3	101
	QUINTILE 4	16687	10031	19.9	60.1	96	3195	20.3	19.1	98	2675	19.6	16.0	95	4161	19.8	24.9	96
	QUINTILE 5	15789	9530	18.9	60.4	97	2925	18.6	18.5	95	2458	18.0	15.6	92	4147	19.7	26.3	101
TV-DAYTIME	TERCILE 1	27736	17368	34.4	62.6	100	5791	36.8	20.9	107	5003	36.6	18.0	107	6574	31.2	23.7	91
	TERCILE 2	26489	16381	32.5	61.8	99	5086	32.3	19.2	99	4387	32.1	16.6	98	6907	32.8	26.1	100
	TERCILE 3	26761	16727	33.1	62.5	100	4871	30.9	18.2	94	4289	31.4	16.0	95	7566	35.9	28.3	109
TV-TOTAL	QUINTILE 1	16345	9892	19.6	60.5	97	3355	21.3	20.5	106	2680	19.6	16.4	97	3857	18.3	23.6	91
	QUINTILE 2	16447	10357	20.5	63.0	101	2959	18.8	18.0	93	3056	22.3	18.6	110	4341	20.6	26.4	102
	QUINTILE 3	15980	10355	20.5	64.8	104	3314	21.0	20.7	107	2740	20.0	17.1	102	4302	20.4	26.9	104
	QUINTILE 4	15887	10020	19.9	63.1	101	3089	19.6	19.4	100	2640	19.3	16.6	98	4291	20.4	27.0	104
	QUINTILE 5	16326	9852	19.5	60.3	97	3031	19.2	18.6	95	2564	18.7	15.7	93	4257	20.2	26.1	100
MAGAZINES-NEWSPAPERS: DUAL		20721	13834	27.4	66.8	107	4332	27.5	20.9	108	3746	27.4	18.1	107	5756	27.3	27.8	107
MAGAZINE IMPERATIVE		19186	12818	25.4	66.8	107	4130	26.2	21.5	111	3571	26.1	18.6	110	5116	24.3	26.7	103
NEWSPAPER IMPERATIVE		21899	13447	26.6	61.4	99	4153	26.4	19.0	98	3620	26.5	16.5	98	5675	27.0	25.9	100
MAGAZINES-OUTDOOR: DUAL		15451	10438	20.7	67.6	108	3275	20.8	21.2	109	2686	19.6	17.4	103	4477	21.3	29.0	111
MAGAZINE IMPERATIVE		25953	16801	33.3	64.7	104	5464	34.7	21.1	108	4685	34.2	18.1	107	6652	31.6	25.6	99
OUTDOOR IMPERATIVE		24400	14843	29.4	60.8	98	4393	27.9	18.0	93	3943	28.8	16.2	96	6507	30.9	26.7	103
MAGAZINES-RADIO: DUAL		18049	12001	23.8	66.5	107	4173	26.5	23.1	119	3026	22.1	16.8	99	4803	22.8	26.6	102
MAGAZINE IMPERATIVE		23571	15517	30.7	65.8	106	4457	28.3	18.9	97	4562	33.3	19.4	115	6498	30.9	27.6	106
RADIO IMPERATIVE		23278	14340	28.4	61.6	99	4586	29.1	19.7	101	3909	28.6	16.8	99	5846	27.8	25.1	97
MAGAZINES-TELEVISION: DUAL		15459	10330	20.5	66.8	107	3296	20.9	21.3	110	2846	20.8	18.4	109	4188	19.9	27.1	104
MAGAZINE IMPERATIVE		25829	17084	33.8	66.1	106	5317	33.8	20.6	106	4633	33.9	17.9	106	7134	33.9	27.6	106
TELEVISION IMPERATIVE		26039	15187	30.1	58.3	94	4656	29.6	17.9	92	4301	31.4	16.5	98	6230	29.6	23.9	92
NEWSPAPERS-OUTDOOR: DUAL		16605	11076	21.9	66.7	107	3460	22.0	20.8	107	2932	21.4	17.7	105	4685	22.3	28.2	109
NEWSPAPER IMPERATIVE		26834	16746	33.2	62.4	100	5304	33.7	19.8	102	4631	33.9	17.3	102	6811	32.4	25.4	98
OUTDOOR IMPERATIVE		23346	14667	29.1	62.8	101	4453	28.3	19.1	98	3903	28.5	16.7	99	6312	30.0	27.0	104
NEWSPAPERS-RADIO: DUAL		17133	11343	22.5	66.2	106	3735	23.7	21.8	112	2893	21.1	16.9	100	4715	22.4	27.5	106
NEWSPAPER IMPERATIVE		25892	16340	32.4	63.1	101	4820	30.6	18.6	96	4600	33.6	17.8	105	6920	32.9	26.7	103
RADIO IMPERATIVE		23167	14340	28.4	61.9	99	4831	30.7	20.9	107	3970	29.0	17.1	101	5539	26.3	23.9	92
NEWSPAPERS-TELEVISION: DUAL		17159	10992	21.8	64.1	103	3463	22.0	20.2	104	2977	21.8	17.3	103	4553	21.6	26.5	102
NEWSPAPER IMPERATIVE		26214	16798	33.3	64.1	103	5111	32.5	19.5	100	4554	33.3	17.4	103	7133	33.9	27.2	105
TELEVISION IMPERATIVE		23412	14110	28.0	60.3	97	4534	28.8	19.4	100	3869	28.3	16.5	98	5707	27.1	24.4	94
OUTDOOR-RADIO: DUAL		15303	10343	20.5	67.6	108	3302	21.0	21.6	111	2661	19.5	17.4	103	4381	20.8	28.6	110
OUTDOOR IMPERATIVE		24901	15447	30.6	62.0	100	4460	28.3	17.9	92	4185	30.6	16.8	99	6802	32.3	27.3	105
RADIO IMPERATIVE		26492	16508	32.7	62.3	100	5645	35.8	21.3	110	4452	32.5	16.8	99	6411	30.5	24.2	93
OUTDOOR-TELEVISION: DUAL		14794	9506	18.8	64.3	103	2937	18.6	19.9	102	2533	18.5	17.1	101	4037	19.2	27.3	105
OUTDOOR IMPERATIVE		25437	16626	32.9	65.4	105	5069	32.2	19.9	102	4197	30.7	16.5	98	7361	35.0	28.9	111
TELEVISION IMPERATIVE		27877	17142	34.0	61.5	99	5454	34.6	19.6	101	4927	36.0	17.7	105	6761	32.1	24.3	93
RADIO-TELEVISION: DUAL		15996	10285	20.4	64.3	103	3680	23.4	23.0	118	2827	20.7	17.7	105	3778	17.9	23.6	91
RADIO IMPERATIVE		25478	16339	32.4	64.1	103	5259	33.4	20.6	106	4075	29.8	16.0	95	7004	33.3	27.5	106
TELEVISION IMPERATIVE		26573	16154	32.0	60.8	98	4627	29.4	17.4	90	4623	33.8	17.4	103	6904	32.8	26.0	100

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OTHER FRUIT JUICES & DRINKS (EXCL. CARBONATED DRINKS, ORANGE & TOMATO JUICE): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0452 P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	15748	100.0	19.4	100	13680	100.0	16.9	100	21048	100.0	26.0	100
ATLANTIC MONTHLY	415	280	0.6	67.5	108	**82	0.5	19.8	102	**61	0.4	14.7	87	*137	0.7	33.0	127
BARRON'S	453	341	0.7	75.3	121	**26	0.2	5.7	30	**160	1.2	35.3	209	**154	0.7	34.0	131
BETTER HOMES & GARDENS	16256	10911	21.6	67.1	108	3518	22.3	21.6	111	2933	21.4	18.0	107	4461	21.2	27.4	106
BON APPETIT	2535	1702	3.4	67.1	108	525	3.3	20.7	107	352	2.6	13.9	82	825	3.9	32.5	125
BUSINESS WEEK	1278	891	1.8	69.7	112	*255	1.6	20.0	103	227	1.7	17.8	105	410	1.9	32.1	123
CAR AND DRIVER	378	*248	0.5	65.6	105	**95	0.6	25.1	129	**39	0.3	10.3	61	**114	0.5	30.2	116
CBS MAGAZINE NETWORK (GROSS)	1498	1147	2.3	76.6	123	390	2.5	26.0	134	371	2.7	24.8	147	386	1.8	25.8	99
CHANGING TIMES	1505	878	1.7	58.3	94	*267	1.7	17.7	91	264	1.9	17.5	104	348	1.7	23.1	89
COLONIAL HOMES	1231	919	1.8	74.7	120	315	2.0	25.6	132	*187	1.4	15.2	90	417	2.0	33.9	130
CONDE NAST MAG. PKG. (GROSS)	14146	9437	18.7	66.7	107	2900	18.4	20.5	105	2298	16.8	16.2	96	4239	20.1	30.0	115
CONSUMERS DIGEST	1323	979	1.9	74.0	119	287	1.8	21.7	112	*310	2.3	23.4	139	382	1.8	28.9	111
COSMOPOLITAN	7102	4835	9.6	68.1	109	1577	10.0	22.2	114	1140	8.3	16.1	95	2118	10.1	29.8	115
COUNTRY LIVING	2481	1824	3.6	73.5	118	513	3.3	20.7	106	353	2.6	14.2	84	958	4.6	38.6	149
CUISINE	1472	1043	2.1	70.9	114	367	2.3	24.9	128	*243	1.8	16.5	98	433	2.1	29.4	113
CYCLE WORLD	425	331	0.7	77.9	125	**114	0.7	26.8	138	**89	0.7	20.9	124	**129	0.6	30.4	117
DCI:CREATIVE IDEAS FOR LIV	2510	1806	3.6	72.0	115	460	2.9	18.3	94	605	4.4	24.1	143	741	3.5	29.5	114
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4569	9.1	68.3	110	1210	7.7	18.1	93	1315	9.6	19.6	116	2044	9.7	30.5	117
DISCOVER	894	580	1.1	64.9	104	*215	1.4	24.0	124	*153	1.1	17.1	101	*211	1.0	23.6	91
EBONY	3507	2269	4.5	64.7	104	1102	7.0	31.4	162	576	4.2	16.4	97	590	2.8	16.8	65
ESQUIRE	1083	800	1.6	73.9	119	329	2.1	30.4	156	*224	1.6	20.7	122	247	1.2	22.8	88
ESSENCE	1830	1273	2.5	69.6	112	606	3.8	33.1	170	352	2.6	19.2	114	315	1.5	17.2	66
FAMILY CIRCLE	15930	10558	20.9	66.3	106	3275	20.8	20.6	106	2939	21.5	18.4	109	4344	20.6	27.3	105
THE FAMILY HANDYMAN	1126	855	1.7	75.9	122	*242	1.5	21.5	111	*211	1.5	18.7	111	402	1.9	35.7	137
FAMILY WEEKLY	11468	7180	14.2	62.6	100	2348	14.9	20.5	105	1933	14.1	16.9	100	2899	13.8	25.3	97
FIELD & STREAM	2234	1495	3.0	66.9	107	472	3.0	21.1	109	357	2.6	16.0	95	666	3.2	29.8	115
FOOD & WINE	579	421	0.8	72.7	117	*160	1.0	27.6	142	**139	1.0	24.0	142	*122	0.6	21.1	81
FORBES	728	510	1.0	70.1	112	*154	1.0	21.2	109	*159	1.2	21.8	129	*196	0.9	26.9	104
FORTUNE	906	676	1.3	74.6	120	*152	1.0	16.8	86	*239	1.7	26.4	156	*285	1.4	31.5	121
GENTLEMEN'S QUARTERLY	791	532	1.1	67.3	108	*196	1.2	24.8	127	*138	1.0	17.4	103	*198	0.9	25.0	96
GLAMOUR	5265	3629	7.2	68.9	111	1206	7.7	22.9	118	873	6.4	16.6	98	1550	7.4	29.4	113
GOLF DIGEST	636	485	1.0	76.3	122	*151	1.0	23.7	122	*144	1.1	22.6	134	*190	0.9	29.9	115
GOLF DIGEST/TENNIS (GROSS)	1186	833	1.7	70.2	113	*251	1.6	21.2	109	*209	1.5	17.6	104	374	1.8	31.5	121
GOLF MAGAZINE	441	340	0.7	77.1	124	**121	0.8	27.4	141	**36	0.3	8.2	48	*183	0.9	41.5	160
GOLF MAGAZINE/SKI (GROSS)	922	707	1.4	76.7	123	*260	1.7	28.2	145	*132	1.0	14.3	85	315	1.5	34.2	131
GOOD HOUSEKEEPING	16487	11173	22.1	67.8	109	3415	21.7	20.7	107	3152	23.0	19.1	113	4607	21.9	27.9	108
HARPER'S BAZAAR	2423	1674	3.3	69.1	111	606	3.8	25.0	129	349	2.6	14.4	85	719	3.4	29.7	114
HEALTH	1994	1345	2.7	67.5	108	552	3.5	27.7	142	283	2.1	14.2	84	510	2.4	25.6	98
HEARST MAG CORP. BUY (GROSS)	44101	30469	60.4	69.1	111	9617	61.1	21.8	112	7745	56.6	17.6	104	13107	62.3	29.7	114
HEARST MAN POWER (GROSS)	1993	1518	3.0	76.2	122	418	2.7	21.0	108	384	2.8	19.3	114	716	3.4	35.9	138
HEARST WOMAN POWER (GROSS)	31274	21201	42.0	67.8	109	6739	42.8	21.5	111	5562	40.7	17.8	105	8900	42.3	28.5	109
HOUSE BEAUTIFUL	3623	2569	5.1	70.9	114	792	5.0	21.9	112	724	5.3	20.0	118	1053	5.0	29.1	112
INC.	283	*245	0.5	86.6	139	**71	0.5	25.1	129	**66	0.5	23.3	138	**108	0.5	38.2	147
JET	2928	1868	3.7	63.8	102	944	6.0	32.2	166	480	3.5	16.4	97	443	2.1	15.1	58
LADIES' HOME JOURNAL	11918	8036	15.9	67.4	108	2464	15.6	20.7	106	2334	17.1	19.6	116	3239	15.4	27.2	105
LHJ FAMILY GRP COMBO(GROSS)	16764	11441	22.7	68.2	110	3663	23.3	21.9	112	3178	23.2	19.0	112	4599	21.9	27.4	106
LIFE	4254	2980	5.9	70.1	112	838	5.3	19.7	101	730	5.3	17.2	102	1412	6.7	33.2	128
L.A. TIMES HOME MAGAZINE	1145	800	1.6	69.9	112	*167	1.1	14.6	75	328	2.4	28.6	170	306	1.5	26.7	103
MADEMOISELLE	2884	1910	3.8	66.2	106	545	3.5	18.9	97	483	3.5	16.7	99	882	4.2	30.6	118
MC CALL'S	13460	9132	18.1	67.8	109	2992	19.0	22.2	114	2296	16.8	17.1	101	3844	18.3	28.6	110
MC CALL'S/WRK MOTHER (GROSS)	14606	10068	19.9	68.9	111	3351	21.3	22.9	118	2607	19.1	17.8	106	4109	19.5	28.1	108
MECHANIX ILLUSTRATED	772	615	1.2	79.7	128	*146	0.9	18.9	97	*185	1.4	24.0	142	*284	1.3	36.8	142
METROPOLITAN HOME	967	685	1.4	70.8	114	*224	1.4	23.2	119	*165	1.2	17.1	101	297	1.4	30.7	118
MONEY	1588	1100	2.2	69.3	111	354	2.2	22.3	115	257	1.9	16.2	96	488	2.3	30.7	118
MOTHER EARTH NEWS	1002	736	1.5	73.5	118	*214	1.4	21.4	110	*188	1.4	18.8	111	334	1.6	33.3	128
MS.	825	601	1.2	72.8	117	*206	1.3	25.0	128	*151	1.1	18.3	108	244	1.2	29.6	114
NATIONAL ENQUIRER	10336	6518	12.9	63.1	101	2436	15.5	23.6	121	1804	13.2	17.5	103	2278	10.8	22.0	85
NATIONAL GEOGRAPHIC	9597	6534	12.9	68.1	109	1800	11.4	18.8	96	1768	12.9	18.4	109	2966	14.1	30.9	119
NATIONAL SUNDAY MAGAZINE PKG	49558	31808	63.0	64.2	103	9984	63.4	20.1	104	8740	63.9	17.6	104	13084	62.2	26.4	102
NATURAL HISTORY	573	404	0.8	70.5	113	*139	0.9	24.3	125	**81	0.6	14.1	84	*185	0.9	32.3	124
NEW WOMAN	1699	1098	2.2	64.6	104	368	2.3	21.7	111	247	1.8	14.5	86	483	2.3	28.4	109
NEW YORK INCLUDING CUE	443	328	0.6	74.0	119	**88	0.6	19.9	102	**67	0.5	15.1	90	*173	0.8	39.1	150
THE NEW YORKER	1270	884	1.8	69.6	112	*247	1.6	19.4	100	243	1.8	19.1	113	394	1.9	31.0	119
NEWSWEEK	6277	4362	8.6	69.5	111	1362	8.6	21.7	112	1139	8.3	18.1	107	1860	8.8	29.6	114
THE N.Y. TIMES DAILY EDITION	1205	877	1.7	72.8	117	*233	1.5	19.3	99	222	1.6	18.4	109	422	2.0	35.0	135
THE N.Y. TIMES MAGAZINE	2081	1504	3.0	72.3	116	357	2.3	17.2	88	532	3.9	25.6	151	616	2.9	29.6	114
OMNI	788	512	1.0	65.0	104	*182	1.2	23.1	119	*131	1.0	16.6	98	*199	0.9	25.3	97
ON CABLE	1158	834	1.7	72.0	116	366	2.3	31.6	163	*140	1.0	12.1	72	*329	1.6	28.4	109
1001 HOME IDEAS	2852	2060	4.1	72.2	116	648	4.1	22.7	117	562	4.1	19.7	117	851	4.0	29.8	115
ORGANIC GARDENING	1658	1204	2.4	72.6	117	376	2.4	22.7	117	369	2.7	22.3	132	459	2.2	27.7	107
OUTDOOR LIFE	896	634	1.3	70.8	114	*236	1.5	26.3	135	*141	1.0	15.7	93	*257	1.2	28.7	110
PARADE MAGAZINE	24275	15872	31.4	65.4	105	4966	31.5	20.5	105	4268	31.2	17.6	104	6638	31.5	27.3	105

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OTHER FRUIT JUICES & DRINKS (EXCL. CARBONATED DRINKS, ORANGE & TOMATO JUICE): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0453 P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	15748	100.0	19.4	100	13680	100.0	16.9	100	21048	100.0	26.0	100
PARENTS	3845	2827	5.6	73.5	118	1245	7.9	32.4	167	735	5.4	19.1	113	847	4.0	22.0	85
PENTHOUSE	831	529	1.0	63.7	102	*190	1.2	22.9	118	**122	0.9	14.7	87	*217	1.0	26.1	100
PEOPLE	11645	7689	15.2	66.0	106	2499	15.9	21.5	110	2093	15.3	18.0	106	3098	14.7	26.6	102
PLAYBOY	2006	1263	2.5	63.0	101	438	2.8	21.8	112	349	2.6	17.4	103	476	2.3	23.7	91
POPULAR HOT RODDING	297	*203	0.4	68.4	110	**103	0.7	34.7	178	**24	0.2	8.1	48	**77	0.4	25.9	100
POPULAR MECHANICS	1018	801	1.6	78.7	126	*199	1.3	19.5	101	*213	1.6	20.9	124	*389	1.8	38.2	147
POPULAR SCIENCE	878	669	1.3	76.2	122	*204	1.3	23.2	119	*115	0.8	13.1	78	*350	1.7	39.9	153
PREVENTION	3913	2838	5.6	72.5	116	966	6.1	24.7	127	670	4.9	17.1	101	1202	5.7	30.7	118
PSYCHOLOGY TODAY	1710	1255	2.5	73.4	118	437	2.8	25.6	131	268	2.0	15.7	93	550	2.6	32.2	124
READER'S DIGEST	22204	14501	28.7	65.3	105	4442	28.2	20.0	103	4036	29.5	18.2	108	6023	28.6	27.1	104
REDBOOK	7684	5193	10.3	67.6	108	1746	11.1	22.7	117	1270	9.3	16.5	98	2176	10.3	28.3	109
ROAD & TRACK	410	*284	0.6	69.3	111	**102	0.6	24.9	128	**66	0.5	16.1	95	**116	0.6	28.3	109
ROLLING STONE	969	729	1.4	75.2	121	256	1.6	26.4	136	*169	1.2	17.4	103	304	1.4	31.4	121
RUNNER'S WORLD	298	*244	0.5	81.9	131	**78	0.5	26.2	135	**52	0.4	17.4	103	**113	0.5	37.9	146
SATURDAY EVENING POST	1169	699	1.4	59.8	96	224	1.4	19.2	99	*223	1.6	19.1	113	253	1.2	21.6	83
SCIENCE 84	587	406	0.8	69.2	111	*141	0.9	24.0	124	*106	0.8	18.1	107	*160	0.8	27.3	105
SCIENCE DIGEST	482	366	0.7	75.9	122	**95	0.6	19.7	101	**77	0.6	16.0	95	*194	0.9	40.2	155
SCIENTIFIC AMERICAN	594	394	0.8	66.3	106	**104	0.7	17.5	90	**96	0.7	16.2	96	*193	0.9	32.5	125
SELF	2089	1317	2.6	63.0	101	322	2.0	15.4	79	358	2.7	17.6	104	627	3.0	30.0	115
SEVENTEEN	2411	1559	3.1	64.7	104	568	3.6	23.6	121	379	2.8	15.7	93	611	2.9	25.3	98
SKI	480	367	0.7	76.5	123	**139	0.9	29.0	149	**97	0.7	20.2	120	*131	0.6	27.3	105
SMITHSONIAN	2760	1833	3.6	66.4	107	466	3.0	16.9	87	562	4.1	20.4	121	805	3.8	29.2	112
SOAP OPERA DIGEST	3013	1981	3.9	65.7	105	794	5.0	26.4	136	529	3.9	17.6	104	658	3.1	21.8	84
SOUTHERN LIVING	4184	2762	5.5	66.0	106	749	4.8	17.9	92	710	5.2	17.0	100	1303	6.2	31.1	120
SPORT	559	425	0.8	76.0	122	*206	1.3	36.9	190	*169	1.2	30.2	179	**51	0.2	9.1	35
THE SPORTING NEWS	436	*337	0.7	77.3	124	**101	0.6	23.2	119	**147	1.1	33.7	200	**89	0.4	20.4	79
SPORTS AFIELD	493	351	0.7	71.2	114	*124	0.8	25.2	129	**94	0.7	19.1	113	*133	0.6	27.0	104
SPORTS ILLUSTRATED	2758	2062	4.1	74.8	120	668	4.2	24.2	125	584	4.3	21.2	125	809	3.8	29.3	113
STAR	7456	4756	9.4	63.8	102	1771	11.2	23.8	122	1401	10.2	18.8	111	1584	7.5	21.2	82
SUNDAY	24936	15850	31.4	63.6	102	4935	31.3	19.8	102	4321	31.6	17.3	103	6595	31.3	26.4	102
SUNSET	2124	1512	3.0	71.2	114	*317	2.0	14.9	77	411	3.0	19.4	115	784	3.7	36.9	142
TV GUIDE	21661	13793	27.3	63.7	102	4646	29.5	21.4	110	3679	26.9	17.0	101	5468	26.0	25.2	97
TENNIS	550	348	0.7	63.3	102	**99	0.6	18.0	93	**65	0.5	11.8	70	*183	0.9	33.3	128
TIME	8880	6010	11.9	67.7	109	1756	11.2	19.8	102	1512	11.1	17.0	101	2741	13.0	30.9	119
TOWN & COUNTRY	917	646	1.3	70.4	113	*199	1.3	21.7	112	*152	1.1	16.6	98	294	1.4	32.1	123
TRAVEL & LEISURE	972	674	1.3	69.3	111	*139	0.9	14.3	74	*200	1.5	20.6	122	335	1.6	34.5	133
TRUE STORY	3356	2051	4.1	61.1	98	936	5.9	27.9	143	552	4.0	16.4	97	563	2.7	16.8	65
U.S.NEWS & WORLD REPORT	3410	2274	4.5	66.7	107	604	3.8	17.7	91	774	5.7	22.7	134	896	4.3	26.3	101
USA TODAY	1759	1232	2.4	70.0	112	368	2.3	20.9	108	321	2.3	18.2	108	543	2.6	30.9	119
US	1873	1197	2.4	63.9	103	363	2.3	19.4	100	291	2.1	15.5	92	544	2.6	29.0	112
VOGUE	3909	2581	5.1	66.0	106	828	5.3	21.2	109	573	4.2	14.7	87	1180	5.6	30.2	116
WALL STREET JOURNAL	1886	1300	2.6	68.9	111	299	1.9	15.9	82	344	2.5	18.2	108	658	3.1	34.9	134
WEIGHT WATCHERS	2120	1484	2.9	70.0	112	407	2.6	19.2	99	497	3.6	23.4	139	579	2.8	27.3	105
WOMAN'S DAY	14172	9686	19.2	68.3	110	3110	19.7	21.9	113	2523	18.4	17.8	105	4053	19.3	28.6	110
WORKING MOTHER	1146	935	1.9	81.6	131	359	2.3	31.3	161	*312	2.3	27.2	161	*265	1.3	23.1	89
WORKING WOMAN	1322	990	2.0	74.9	120	355	2.3	26.9	138	312	2.3	23.6	140	323	1.5	24.4	94
WORLD TENNIS	*163	*120	0.2	73.6	118	**57	0.4	35.0	180	**25	0.2	15.3	91	**39	0.2	23.9	92
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1909	3.8	75.4	121	658	4.2	26.0	134	521	3.8	20.6	122	729	3.5	28.8	111
BLAIR INSERTS	43657	28293	56.1	64.8	104	8640	54.9	19.8	102	7973	58.3	18.3	108	11681	55.5	26.8	103
DAILY NEWSPAPERS																	
READ ANY	51633	32864	65.1	63.6	102	10410	66.1	20.2	104	8776	64.2	17.0	101	13679	65.0	26.5	102
READ ONE	43463	27535	54.6	63.4	102	8821	56.0	20.3	104	7433	54.3	17.1	101	11281	53.6	26.0	100
READ TWO OR MORE	8170	5330	10.6	65.2	105	1588	10.1	19.4	100	1343	9.8	16.4	97	2398	11.4	29.4	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	33960	67.3	64.5	103	10439	66.3	19.8	102	9448	69.1	17.9	106	14073	66.9	26.7	103
READ ONE	46126	29597	58.6	64.2	103	9219	58.5	20.0	103	8284	60.6	18.0	106	12093	57.5	26.2	101
READ TWO OR MORE	6552	4363	8.6	66.6	107	1220	7.7	18.6	96	1164	8.5	17.8	105	1980	9.4	30.2	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.70				27.97				26.81				30.47			
30 DAY REACH	71455	44620	88.4	62.4	100	14103	89.6	19.7	101	11948	87.3	16.7	99	18569	88.2	26.0	100
50 SHWG - 30 DAY AV FREQ	14.56	15.11				14.71				14.28				15.95			
30 DAY REACH	67742	42454	84.1	62.7	101	13443	85.4	19.8	102	11228	82.1	16.6	98	17784	84.5	26.3	101
25 SHWG - 30 DAY AV FREQ	7.94	8.16				7.98				7.73				8.56			
30 DAY REACH	62117	39354	78.0	63.4	102	12395	78.7	20.0	103	10411	76.1	16.8	99	16548	78.6	26.6	103
CABLE TV: HOME WIRED	32077	20578	40.8	64.2	103	6586	41.8	20.5	106	5439	39.8	17.0	100	8553	40.6	26.7	103
HOME NOT WIRED	48909	29897	59.2	61.1	98	9161	58.2	18.7	96	8241	60.2	16.8	100	12495	59.4	25.5	98
HAVE PAY CABLE	15935	10831	21.5	68.0	109	3566	22.6	22.4	115	2984	21.8	18.7	111	4281	20.3	26.9	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCL. CARBONATED DRINKS, ORANGE & TOMATO JUICE): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0454 P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	15748	100.0	19.4	100	13680	100.0	16.9	100	21048	100.0	26.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	27897	55.3	63.5	102	8935	56.7	20.3	105	7377	53.9	16.8	99	11585	55.0	26.4	101
10:00 AM - 3:00 PM	30659	19833	39.3	64.7	104	6556	41.6	21.4	110	5200	38.0	17.0	100	8077	38.4	26.3	101
3:00 PM - 7:00 PM	31045	20124	39.9	64.8	104	6340	40.3	20.4	105	5560	40.6	17.9	106	8225	39.1	26.5	102
7:00 PM - MIDNIGHT	15767	10202	20.2	64.7	104	3273	20.8	20.8	107	2545	18.6	16.1	96	4384	20.8	27.8	107
MIDNIGHT - 6:00 AM	9120	5912	11.7	64.8	104	1828	11.6	20.0	103	1449	10.6	15.9	94	2634	12.5	28.9	111
6:00 AM - MIDNIGHT	58527	37348	74.0	63.8	102	11961	76.0	20.4	105	9980	73.0	17.1	101	15408	73.2	26.3	101
ENTIRE DAY	59311	37844	75.0	63.8	102	12085	76.7	20.4	105	10131	74.1	17.1	101	15628	74.2	26.3	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10466	20.7	64.7	104	3412	21.7	21.1	109	2581	18.9	16.0	94	4473	21.3	27.7	106
ALL NEWS	2256	1434	2.8	63.6	102	350	2.2	15.5	80	440	3.2	19.5	115	644	3.1	28.5	110
AOR/PROGRESSIVE	3874	2541	5.0	65.6	105	738	4.7	19.1	98	672	4.9	17.3	103	1132	5.4	29.2	112
BEAUTIFUL MUSIC	5660	3643	7.2	64.4	103	1227	7.8	21.7	111	837	6.1	14.8	88	1578	7.5	27.9	107
BLACK	2204	1383	2.7	62.7	101	567	3.6	25.7	132	355	2.6	16.1	95	461	2.2	20.9	80
CLASSICAL	1418	937	1.9	66.1	106	*272	1.7	19.2	99	*213	1.6	15.0	89	453	2.2	31.9	123
CHR/ROCK	9538	6222	12.3	65.2	105	1969	12.5	20.6	106	1690	12.4	17.7	105	2563	12.2	26.9	103
COUNTRY	12648	7852	15.6	62.1	100	2415	15.3	19.1	98	2095	15.3	16.6	98	3342	15.9	26.4	102
GOLDEN OLDIES	1191	699	1.4	58.7	94	*169	1.1	14.2	73	*226	1.7	19.0	112	303	1.4	25.4	98
MOR/NOSTALGIA	4757	3170	6.3	66.6	107	1036	6.6	21.8	112	902	6.6	19.0	112	1232	5.9	25.9	100
NEWS/TALK	3863	2598	5.1	67.3	108	785	5.0	20.3	105	609	4.5	15.8	93	1204	5.7	31.2	120
RELIGIOUS	3084	2037	4.0	66.1	106	578	3.7	18.7	96	668	4.9	21.7	128	791	3.8	25.6	99
SOFT ROCK	521	357	0.7	68.5	110	**96	0.6	18.4	95	**111	0.8	21.3	126	*150	0.7	28.8	111
URBAN CONTEMPORARY	1585	1021	2.0	64.4	103	468	3.0	29.5	152	240	1.8	15.1	90	313	1.5	19.7	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1946	3.9	59.7	96	820	5.2	25.1	129	483	3.5	14.8	88	643	3.1	19.7	76
ABC DIRECTION	2316	1537	3.0	66.4	106	503	3.2	21.7	112	395	2.9	17.1	101	639	3.0	27.6	106
ABC ENTERTAINMENT	4834	3023	6.0	62.5	100	802	5.1	16.6	85	791	5.8	16.4	97	1430	6.8	29.6	114
ABC FM	2202	1414	2.8	64.2	103	460	2.9	20.9	107	370	2.7	16.8	99	585	2.8	26.6	102
ABC INFORMATION	5425	3509	7.0	64.7	104	1034	6.6	19.1	98	852	6.2	15.7	93	1624	7.7	29.9	115
ABC ROCK	1677	1079	2.1	64.3	103	373	2.4	22.2	114	330	2.4	19.7	116	377	1.8	22.5	86
CBS	4430	2861	5.7	64.6	104	756	4.8	17.1	88	676	4.9	15.3	90	1430	6.8	32.3	124
MUTUAL	4992	3259	6.5	65.3	105	1104	7.0	22.1	114	777	5.7	15.6	92	1377	6.5	27.6	106
NBC	4679	3202	6.3	68.4	110	963	6.1	20.6	106	851	6.2	18.2	108	1388	6.6	29.7	114
RADIORADIO	1994	1189	2.4	59.6	96	350	2.2	17.6	90	325	2.4	16.3	96	514	2.4	25.8	99
RKO ONE	2298	1403	2.8	61.1	98	461	2.9	20.1	103	336	2.5	14.6	87	606	2.9	26.4	101
RKO TWO	3311	2032	4.0	61.4	98	669	4.2	20.2	104	537	3.9	16.2	96	826	3.9	24.9	96
THE SOURCE	2114	1416	2.8	67.0	107	386	2.5	18.3	94	313	2.3	14.8	88	718	3.4	34.0	131
NON-WIRED : BLAIR	8654	5412	10.7	62.5	100	1635	10.4	18.9	97	1474	10.8	17.0	101	2303	10.9	26.6	102
INTERNET	12025	8142	16.1	67.7	109	2786	17.7	23.2	119	2054	15.0	17.1	101	3302	15.7	27.5	106
KATZ RADIO GROUP	15359	10210	20.2	66.5	107	2996	19.0	19.5	100	2691	19.7	17.5	104	4522	21.5	29.4	113
SUPERNET	10628	6635	13.1	62.4	100	2334	14.8	22.0	113	1573	11.5	14.8	88	2728	13.0	25.7	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5158	10.2	59.6	96	1610	10.2	18.6	96	1444	10.6	16.7	99	2104	10.0	24.3	93
WKDAY 9:00 AM - 1:00 PM	12163	7485	14.8	61.5	99	2538	16.1	20.9	107	2155	15.8	17.7	105	2792	13.3	23.0	88
WKDAY 1:00 PM - 4:30 PM	16150	10064	19.9	62.3	100	3300	21.0	20.4	105	2875	21.0	17.8	105	3889	18.5	24.1	93
WKDAY 4:30 PM - 7:30 PM	22463	13557	26.9	60.4	97	4298	27.3	19.1	98	3675	26.9	16.4	97	5584	26.5	24.9	96
WKDAY 7:30 PM - 8:00 PM	31795	19404	38.4	61.0	98	6037	38.3	19.0	98	5067	37.0	15.9	94	8300	39.4	26.1	100
WKDAY 11:00 PM - 11:30 PM	23977	15207	30.1	63.4	102	4734	30.1	19.7	102	4029	29.5	16.8	99	6444	30.6	26.9	103
WKDAY 11:30 PM - 1:00 AM	7703	4951	9.8	64.3	103	1536	9.8	19.9	103	1369	10.0	17.8	105	2047	9.7	26.6	102
M-SAT 8-11 PM+SUN 7-11 PM	33800	21296	42.2	63.0	101	6653	42.2	19.7	101	5820	42.5	17.2	102	8823	41.9	26.1	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4229	8.4	64.7	104	1479	9.4	22.6	116	1229	9.0	18.8	111	1521	7.2	23.3	90
ANOTHER WORLD N	4620	2918	5.8	63.2	101	853	5.4	18.5	95	856	6.3	18.5	110	1210	5.7	26.2	101
AS THE WORLD TURNS C	5614	3443	6.8	61.3	98	1059	6.7	18.9	97	983	7.2	17.5	104	1401	6.7	25.0	96
CAPITOL C	3396	2109	4.2	62.1	100	687	4.4	20.2	104	544	4.0	16.0	95	878	4.2	25.9	99
CBS MORN. NEWS 1 C	1446	779	1.5	53.9	86	192	1.2	13.3	68	271	2.0	18.7	111	316	1.5	21.9	84
CBS MORN. NEWS 2 C	1207	628	1.2	52.0	83	151	1.0	12.5	64	189	1.4	15.7	93	288	1.4	23.9	92
DAYS OF OUR LIVES N	5877	3849	7.6	65.5	105	1117	7.1	19.0	98	1150	8.4	19.6	116	1582	7.5	26.9	104
FACTS OF LIFE - DAYTIME N	2290	1282	2.5	56.0	90	414	2.6	18.1	93	386	2.8	16.9	100	483	2.3	21.1	81
FAMILY FEUD A	3023	1796	3.6	59.4	95	667	4.2	22.1	113	509	3.7	16.8	100	620	2.9	20.5	79
GENERAL HOSPITAL A	6097	3686	7.3	60.5	97	1282	8.1	21.0	108	1108	8.1	18.2	108	1295	6.2	21.2	82
GOOD MORNING, AMERICA-730 A	3515	2025	4.0	57.6	92	659	4.2	18.7	96	546	4.0	15.5	92	820	3.9	23.3	90
GOOD MORNING, AMERICA-830 A	2818	1797	3.6	63.8	102	625	4.0	22.2	114	429	3.1	15.2	90	743	3.5	26.4	101
GUIDING LIGHT C	5339	3300	6.5	61.8	99	1049	6.7	19.6	101	932	6.8	17.5	103	1319	6.3	24.7	95
ONE LIFE TO LIVE A	4478	2788	5.5	62.3	100	1038	6.6	23.2	119	771	5.6	17.2	102	978	4.6	21.8	84
PRESS YOUR LUCK C	2244	1342	2.7	59.8	96	456	2.9	20.3	105	401	2.9	17.9	106	485	2.3	21.6	83
PRICE IS RIGHT 1 C	4348	2544	5.0	58.5	94	931	5.9	21.4	110	736	5.4	16.9	100	877	4.2	20.2	78
PRICE IS RIGHT 2 C	5014	2945	5.8	58.7	94	1041	6.6	20.8	107	827	6.0	16.5	98	1077	5.1	21.5	83
RYAN'S HOPE A	3150	1993	3.9	63.3	102	714	4.5	22.7	117	533	3.9	16.9	100	745	3.5	23.7	91
SALE OF THE CENTURY N	2695	1508	3.0	56.0	90	478	3.0	17.7	91	506	3.7	18.8	111	523	2.5	19.4	75
SEARCH FOR TOMORROW N	2319	1439	2.9	62.1	100	382	2.4	16.5	85	451	3.3	19.4	115	606	2.9	26.1	101
TODAY SHOW 1 N	2693	1584	3.1	58.8	94	504	3.2	18.7	96	370	2.7	13.7	81	710	3.4	26.4	101
TODAY SHOW 2 N	2498	1400	2.8	56.0	90	376	2.4	15.1	77	356	2.6	14.3	84	668	3.2	26.7	103
$25,000 PYRAMID C	2753	1544	3.1	56.1	90	534	3.4	19.4	100	438	3.2	15.9	94	573	2.7	20.8	80
WHEEL OF FORTUNE N	4388	2704	5.4	61.6	99	865	5.5	19.7	101	787	5.8	17.9	106	1052	5.0	24.0	92
YOUNG AND THE RESTLESS C	5695	3460	6.9	60.8	97	1213	7.7	21.3	110	1010	7.4	17.7	105	1237	5.9	21.7	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1106	2.2	62.8	101	326	2.1	18.5	95	326	2.4	18.5	110	454	2.2	25.8	99
NBA PLAYOFF GAME -1 C	1136	751	1.5	66.1	106	266	1.7	23.4	120	196	1.4	17.3	102	289	1.4	25.4	98
NBC MAJOR LEAGUE PRE-GAME N	953	548	1.1	57.5	92	*131	0.8	13.7	71	*167	1.2	17.5	104	*251	1.2	26.3	101
SPORTSWORLD - SUN N	1233	739	1.5	59.9	96	291	1.8	23.6	121	229	1.7	18.6	110	219	1.0	17.8	68
SUNDAY MORNING C	1611	917	1.8	56.9	91	218	1.4	13.5	70	226	1.7	14.0	83	473	2.2	29.4	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCL. CARBONATED DRINKS, ORANGE & TOMATO JUICE): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS (FEMALE HOMEMAKERS)

0455 P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	50475	100.0	62.3	100	15748	100.0	19.4	100	13680	100.0	16.9	100	21048	100.0	26.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15422	30.6	59.2	95	4732	30.0	18.2	93	3920	28.7	15.0	89	6771	32.2	26.0	100
NETWORK AFFILIATES - LATE		20261	12749	25.3	62.9	101	3975	25.2	19.6	101	3239	23.7	16.0	95	5535	26.3	27.3	105
INDEPENDENTS - LATE		2076	1346	2.7	64.8	104	394	2.5	19.0	98	351	2.6	16.9	100	601	2.9	28.9	111
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6713	13.3	64.2	103	2340	14.9	22.4	115	1865	13.6	17.8	106	2508	11.9	24.0	92
ABC MONDAY NIGHT MOVIE	A	6412	4125	8.2	64.3	103	1305	8.3	20.4	105	1147	8.4	17.9	106	1673	7.9	26.1	100
ABC SUNDAY NIGHT MOVIE	A	12407	7696	15.2	62.0	100	2224	14.1	17.9	92	2167	15.8	17.5	103	3305	15.7	26.6	102
ABC WORLD NEWS TONIGHT	A	6176	3503	6.9	56.7	91	1034	6.6	16.7	86	952	7.0	15.4	91	1518	7.2	24.6	95
AFTERMASH	C	5863	3725	7.4	63.5	102	1137	7.2	19.4	100	1084	7.9	18.5	109	1503	7.1	25.6	99
ALICE	C	9594	5952	11.8	62.0	100	1818	11.5	18.9	97	1643	12.0	17.1	101	2491	11.8	26.0	100
AMERICAN PARADE	C	6622	3794	7.5	57.3	92	1178	7.5	17.8	91	972	7.1	14.7	87	1644	7.8	24.8	96
BENSON	A	10886	6765	13.4	62.1	100	2003	12.7	18.4	95	1837	13.4	16.9	100	2925	13.9	26.9	103
BLUE THUNDER	A	5036	3231	6.4	64.2	103	1129	7.2	22.4	115	811	5.9	16.1	95	1291	6.1	25.6	99
CAGNEY & LACEY	C	9965	6271	12.4	62.9	101	1963	12.5	19.7	101	1736	12.7	17.4	103	2572	12.2	25.8	99
CBS EVENING NEWS-DEAN	C	3491	2076	4.1	59.5	95	621	3.9	17.8	91	535	3.9	15.3	91	920	4.4	26.4	101
CBS EVENING NEWS-RATHER	C	7123	4441	8.8	62.3	100	1252	8.0	17.6	90	1052	7.7	14.8	87	2137	10.2	30.0	115
CBS SAT. NEWS-SCHIEFFER	C	3621	2114	4.2	58.4	94	494	3.1	13.6	70	541	4.0	14.9	88	1079	5.1	29.8	115
CBS SATURDAY NIGHT MOVIE	C	5436	3543	7.0	65.2	105	1081	6.9	19.9	102	1096	8.0	20.2	119	1366	6.5	25.1	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	3635	7.2	59.6	96	1232	7.8	20.2	104	929	6.8	15.2	90	1474	7.0	24.2	93
CHEERS	N	8889	5913	11.7	66.5	107	1875	11.9	21.1	108	1609	11.8	18.1	107	2429	11.5	27.3	105
DALLAS	C	22109	14204	28.1	64.2	103	4246	27.0	19.2	99	3983	29.1	18.0	107	5974	28.4	27.0	104
DIFF'RENT STROKES	N	6940	4168	8.3	60.1	96	1464	9.3	21.1	108	1140	8.3	16.4	97	1563	7.4	22.5	87
DOUBLE TROUBLE	N	7223	4548	9.0	63.0	101	1463	9.3	20.3	104	1227	9.0	17.0	101	1858	8.8	25.7	99
DUCK FACTORY	N	5595	3652	7.2	65.3	105	1127	7.2	20.1	104	978	7.1	17.5	103	1547	7.3	27.6	106
DUKES OF HAZZARD	C	5768	3536	7.0	61.3	98	1236	7.8	21.4	110	893	6.5	15.5	92	1408	6.7	24.4	94
DYNASTY	A	20053	12958	25.7	64.6	104	4247	27.0	21.2	109	3713	27.1	18.5	110	4998	23.7	24.9	96
FACTS OF LIFE	N	8087	5136	10.2	63.5	102	1741	11.1	21.5	111	1469	10.7	18.2	108	1927	9.2	23.8	92
FALCON CREST	C	20046	12969	25.7	64.7	104	3854	24.5	19.2	99	3730	27.3	18.6	110	5385	25.6	26.9	103
FALL GUY	A	9084	5782	11.5	63.7	102	1906	12.1	21.0	108	1420	10.4	15.6	93	2456	11.7	27.0	104
FAMILY TIES	N	7964	4995	9.9	62.7	101	1635	10.4	20.5	106	1406	10.3	17.7	105	1954	9.3	24.5	94
FANTASY ISLAND	A	7687	4660	9.2	60.6	97	1581	10.0	20.6	106	1160	8.5	15.1	89	1918	9.1	25.0	96
FOULUPS,BLEEPS & BLUNDERS	A	8861	5575	11.0	62.9	101	1797	11.4	20.3	104	1597	11.7	18.0	107	2181	10.4	24.6	95
FOUR SEASONS	C	5095	3315	6.6	65.1	104	1076	6.8	21.1	109	908	6.6	17.8	106	1331	6.3	26.1	101
GIMME A BREAK	N	8838	5385	10.7	60.9	98	1804	11.5	20.4	105	1553	11.4	17.6	104	2028	9.6	22.9	88
HART TO HART	A	8978	5733	11.4	63.9	102	1978	12.6	22.0	113	1467	10.7	16.3	97	2289	10.9	25.5	98
HILL STREET BLUES	N	8590	5715	11.3	66.5	107	1564	9.9	18.2	94	1726	12.6	20.1	119	2425	11.5	28.2	109
HOTEL	A	14085	9078	18.0	64.5	103	2881	18.3	20.5	105	2653	19.4	18.8	112	3543	16.8	25.2	97
JEFFERSONS	C	9360	5706	11.3	61.0	98	1798	11.4	19.2	99	1590	11.6	17.0	101	2319	11.0	24.8	95
JENNIFER SLEPT HERE	N	5841	3651	7.2	62.5	100	1181	7.5	20.2	104	1062	7.8	18.2	108	1408	6.7	24.1	93
KATE & ALLIE	C	9206	5643	11.2	61.3	98	1616	10.3	17.6	90	1564	11.4	17.0	101	2463	11.7	26.8	103
KNIGHT RIDER	N	7076	4269	8.5	60.3	97	1470	9.3	20.8	107	1212	8.9	17.1	101	1587	7.5	22.4	86
LOVE BOAT	A	12219	7491	14.8	61.3	98	2272	14.4	18.6	96	1947	14.2	15.9	94	3272	15.5	26.8	103
MAGNUM PI	C	11199	7004	13.9	62.5	100	2195	13.9	19.6	101	1879	13.7	16.8	99	2930	13.9	26.2	101
MAMA'S FAMILY	N	6057	3648	7.2	60.2	97	1208	7.7	19.9	103	988	7.2	16.3	97	1452	6.9	24.0	92
MASTER, THE	N	3598	2300	4.6	63.9	103	852	5.4	23.7	122	657	4.8	18.3	108	790	3.8	22.0	84
MATT HOUSTON	A	6344	4031	8.0	63.5	102	1469	9.3	23.2	119	1036	7.6	16.3	97	1525	7.2	24.0	92
NBC MONDAY NIGHT MOVIE	N	11994	7515	14.9	62.7	101	2506	15.9	20.9	107	2175	15.9	18.1	107	2834	13.5	23.6	91
NBC NIGHTLY NEWS	N	5132	3033	6.0	59.1	95	982	6.2	19.1	98	797	5.8	15.5	92	1254	6.0	24.4	94
NBC NIGHTLY NEWS-SAT	N	3375	1934	3.8	57.3	92	613	3.9	18.2	93	456	3.3	13.5	80	865	4.1	25.6	99
NBC NIGHTLY NEWS-SUN	N	3130	1816	3.6	58.0	93	504	3.2	16.1	83	437	3.2	14.0	83	875	4.2	28.0	108
NBC SUNDAY NIGHT MOVIE	N	8284	5304	10.5	64.0	103	1706	10.8	20.6	106	1609	11.8	19.4	115	1989	9.4	24.0	92
NEWHART	C	9240	5850	11.6	63.3	102	1565	9.9	16.9	87	1633	11.9	17.7	105	2651	12.6	28.7	110
ONE DAY AT A TIME	C	7288	4536	9.0	62.2	100	1370	8.7	18.8	97	1289	9.4	17.7	105	1877	8.9	25.8	99
PEOPLE ARE FUNNY	N	4855	2873	5.7	59.2	95	968	6.1	19.9	103	721	5.3	14.9	88	1184	5.6	24.4	94
REAL PEOPLE	N	8869	5352	10.6	60.3	97	1730	11.0	19.5	100	1541	11.3	17.4	103	2081	9.9	23.5	90
REMINGTON STEELE	N	7743	5009	9.9	64.7	104	1441	9.2	18.6	96	1595	11.7	20.6	122	1973	9.4	25.5	98
RIPLEY'S BELIEVE IT - NOT	A	5345	3509	7.0	65.7	105	1044	6.6	19.5	100	976	7.1	18.3	108	1489	7.1	27.9	107
RIPTIDE	N	6988	4545	9.0	65.0	104	1483	9.4	21.2	109	1292	9.4	18.5	109	1770	8.4	25.3	97
SCARECROW & MRS. KING	C	10002	6205	12.3	62.0	100	1650	10.5	16.5	85	1788	13.1	17.9	106	2767	13.1	27.7	106
SIMON & SIMON	C	10638	6657	13.2	62.6	100	2241	14.2	21.1	108	1808	13.2	17.0	101	2608	12.4	24.5	94
60 MINUTES	C	13293	8004	15.9	60.2	97	2347	14.9	17.7	91	2090	15.3	15.7	93	3567	16.9	26.8	103
ST. ELSEWHERE	N	7017	4851	9.6	69.1	111	1505	9.6	21.4	110	1329	9.7	18.9	112	2017	9.6	28.7	111
THREE'S COMPANY	A	10917	7146	14.2	65.5	105	2432	15.4	22.3	115	1884	13.8	17.3	102	2831	13.5	25.9	100
T.J. HOOKER	A	9204	5431	10.8	59.0	95	1763	11.2	19.2	99	1429	10.4	15.5	92	2239	10.6	24.3	94
TONIGHT SHOW	N	2372	1554	3.1	65.5	105	434	2.8	18.3	94	391	2.9	16.5	98	729	3.5	30.7	118
TRAPPER JOHN, M.D.	C	9846	6040	12.0	61.3	98	1980	12.6	20.1	103	1514	11.1	15.4	91	2546	12.1	25.9	99
TV BLOOPERS & PRAC. JOKES	N	9105	5705	11.3	62.7	101	1655	10.5	18.2	93	1717	12.6	18.9	112	2333	11.1	25.6	99
20/20	A	9387	5866	11.6	62.5	100	1812	11.5	19.3	99	1483	10.8	15.8	94	2571	12.2	27.4	105
WEBSTER	A	11067	6750	13.4	61.0	98	2109	13.4	19.1	98	1794	13.1	16.2	96	2848	13.5	25.7	99
WORLD NEWS - SUN	A	3062	1782	3.5	58.2	93	437	2.8	14.3	73	462	3.4	15.1	89	883	4.2	28.8	111
YELLOW ROSE	N	4978	3067	6.1	61.6	99	948	6.0	19.0	98	907	6.6	18.2	108	1211	5.8	24.3	94
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6186	12.3	69.7	112	1882	12.0	21.2	109	1906	13.9	21.5	127	2398	11.4	27.0	104
BASKETBALL - COLLEGE GAMES		4080	2927	5.8	71.7	115	987	6.3	24.2	124	746	5.5	18.3	108	1194	5.7	29.3	113
BASKETBALL - PRO GAMES		3607	2501	5.0	69.3	111	1025	6.5	28.4	146	672	4.9	18.6	110	804	3.8	22.3	86
BOWLING		3883	2705	5.4	69.7	112	1064	6.8	27.4	141	756	5.5	19.5	115	885	4.2	22.8	88
BOXING		3928	2662	5.3	67.8	109	1244	7.9	31.7	163	685	5.0	17.4	103	733	3.5	18.7	72
FOOTBALL - COLLEGE GAMES		6366	4239	8.4	66.6	107	1315	8.4	20.7	106	1389	10.2	21.8	129	1535	7.3	24.1	93
FOOTBALL - PRO GAMES		11300	7733	15.3	68.4	110	2367	15.0	20.9	108	2150	15.7	19.0	113	3217	15.3	28.5	110
GOLF		3378	2306	4.6	68.3	110	648	4.1	19.2	99	716	5.2	21.2	125	943	4.5	27.9	107
POST-SEASON COLL. FOOTBALL		4906	3141	6.2	64.0	103	979	6.2	20.0	103	1003	7.3	20.4	121	1159	5.5	23.6	91
POST-SEASON PRO FOOTBALL		6120	4400	8.7	71.9	115	1224	7.8	20.0	103	1352	9.9	22.1	131	1824	8.7	29.8	115
TENNIS		3033	2015	4.0	66.4	107	*547	3.5	18.0	93	637	4.7	21.0	124	831	3.9	27.4	105
WRESTLING - PROFESSIONAL		3344	2161	4.3	64.6	104	1171	7.4	35.0	180	475	3.5	14.2	84	515	2.4	15.4	59

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	FROZEN A '000	FROZEN B % DOWN	FROZEN C % ACROSS	FROZEN D INDX
TOTAL FEMALE HOMEMAKERS	80986	26284	100.0	32.5	100	21076	100.0	26.0	100	5849	100.0	7.2	100	15281	100.0	18.9	100
18 - 24	9282	2446	9.3	26.4	81	2446	11.6	26.4	101	474	8.1	5.1	71	1689	11.1	18.2	96
25 - 34	19072	6707	25.5	35.2	108	5899	28.0	30.9	119	1627	27.8	8.5	118	4858	31.8	25.5	135
35 - 44	14591	5157	19.6	35.3	109	4598	21.8	31.5	121	1182	20.2	8.1	112	3146	20.6	21.6	114
45 - 54	11345	3952	15.0	34.8	107	2782	13.2	24.5	94	872	14.9	7.7	106	1961	12.8	17.3	92
55 - 64	11635	3831	14.6	32.9	101	2656	12.6	22.8	88	887	15.2	7.6	106	1791	11.7	15.4	82
65 OR OLDER	15061	4191	15.9	27.8	86	2696	12.8	17.9	69	807	13.8	5.4	74	1837	12.0	12.2	65
18 - 34	28354	9153	34.8	32.3	99	8345	39.6	29.4	113	2101	35.9	7.4	103	6547	42.8	23.1	122
18 - 49	48339	16376	62.3	33.9	104	14282	67.8	29.5	114	3698	63.2	7.7	106	10662	69.8	22.1	117
25 - 54	45008	15817	60.2	35.1	108	13278	63.0	29.5	113	3681	62.9	8.2	113	9964	65.2	22.1	117
35 - 49	19985	7223	27.5	36.1	111	5937	28.2	29.7	114	1597	27.3	8.0	111	4115	26.9	20.6	109
50 OR OLDER	32647	9908	37.7	30.3	94	6794	32.2	20.8	80	2151	36.8	6.6	91	4619	30.2	14.1	75
GRADUATED COLLEGE	11155	4456	17.0	39.9	123	2963	14.1	26.6	102	861	14.7	7.7	107	2921	19.1	26.2	139
ATTENDED COLLEGE	13682	4810	18.3	35.2	108	3856	18.3	28.2	108	940	16.1	6.9	95	3366	22.0	24.6	130
GRADUATED HIGH SCHOOL	33880	11138	42.4	32.9	101	9243	43.9	27.3	105	2400	41.0	7.1	98	6191	40.5	18.3	97
DID NOT GRADUATE HIGH SCHOOL	22270	5881	22.4	26.4	81	5015	23.8	22.5	87	1649	28.2	7.4	103	2803	18.3	12.6	67
EMPLOYED	40306	13935	53.0	34.6	107	11284	53.5	28.0	108	3061	52.3	7.6	105	8275	54.2	20.5	109
EMPLOYED FULL-TIME	32850	11362	43.2	34.6	107	9078	43.1	27.6	106	2633	45.0	8.0	111	6473	42.4	19.7	104
EMPLOYED PART-TIME	7456	2573	9.8	34.5	106	2207	10.5	29.6	114	*428	7.3	5.7	79	1803	11.8	24.2	128
NOT EMPLOYED	40680	12350	47.0	30.4	94	9792	46.5	24.1	92	2788	47.7	6.9	95	7005	45.8	17.2	91
PROFESSIONAL/MANAGER	10392	3860	14.7	37.1	114	2971	14.1	28.6	110	783	13.4	7.5	104	2633	17.2	25.3	134
TECH/CLERICAL/SALES	17574	6272	23.9	35.7	110	4993	23.7	28.4	109	1314	22.5	7.5	104	3702	24.2	21.1	112
PRECISION/CRAFT	985	*373	1.4	37.9	117	*310	1.5	31.5	121	**80	1.4	8.1	112	**108	0.7	11.0	58
OTHER EMPLOYED	11354	3431	13.1	30.2	93	3010	14.3	26.5	102	885	15.1	7.8	108	1833	12.0	16.1	86
SINGLE	9863	3317	12.6	33.6	104	2669	12.7	27.1	104	696	11.9	7.1	98	1654	10.8	16.8	89
MARRIED	51375	17144	65.2	33.4	103	14128	67.0	27.5	106	3683	63.0	7.2	99	10854	71.0	21.1	112
DIVORCED/SEPARATED/WIDOWED	19748	5824	22.2	29.5	91	4280	20.3	21.7	83	1470	25.1	7.4	103	2773	18.1	14.0	74
PARENTS	32590	11380	43.3	34.9	108	10375	49.2	31.8	122	2745	46.9	8.4	117	7726	50.6	23.7	126
WHITE	70416	23107	87.9	32.8	101	18307	86.9	26.0	100	4496	76.9	6.4	88	13626	89.2	19.4	103
BLACK	8778	2657	10.1	30.3	93	2296	10.9	26.2	101	1224	20.9	13.9	193	1293	8.5	14.7	78
OTHER	1791	**520	2.0	29.0	89	**474	2.2	26.5	102	**129	2.2	7.2	100	**363	2.4	20.3	107
NORTHEAST-CENSUS	17786	7139	27.2	40.1	124	4642	22.0	26.1	100	2169	37.1	12.2	169	2857	18.7	16.1	85
NORTH CENTRAL	20741	6250	23.8	30.1	93	5714	27.1	27.5	106	1161	19.8	5.6	78	4446	29.1	21.4	114
SOUTH	27775	8090	30.8	29.1	90	6662	31.6	24.0	92	1912	32.7	6.9	95	4037	26.4	14.5	77
WEST	14683	4806	18.3	32.7	101	4058	19.3	27.6	106	608	10.4	4.1	57	3941	25.8	26.8	142
NORTHEAST-MKTG.	17961	6807	25.9	37.9	117	4588	21.8	25.5	98	2260	38.6	12.6	174	2956	19.3	16.5	87
EAST CENTRAL	11885	3751	14.3	31.6	97	3068	14.6	25.8	99	623	10.7	5.2	73	2039	13.3	17.2	91
WEST CENTRAL	14090	4259	16.2	30.2	93	4101	19.5	29.1	112	774	13.2	5.5	76	3352	21.9	23.8	126
SOUTH	24081	7233	27.5	30.0	93	5705	27.1	23.7	91	1638	28.0	6.8	94	3555	23.3	14.8	78
PACIFIC	12969	4234	16.1	32.6	101	3614	17.1	27.9	107	*555	9.5	4.3	59	3378	22.1	26.0	138
COUNTY SIZE A	32439	10663	40.6	32.9	101	8503	40.3	26.2	101	2682	45.9	8.3	114	6029	39.5	18.6	98
COUNTY SIZE B	24915	8348	31.8	33.5	103	6588	31.3	26.4	102	1674	28.6	6.7	93	4723	30.9	19.0	100
COUNTY SIZE C	12930	4367	16.6	33.8	104	3377	16.0	26.1	100	827	14.1	6.4	89	2362	15.5	18.3	97
COUNTY SIZE D	10703	2907	11.1	27.2	84	2609	12.4	24.4	94	666	11.4	6.2	86	2167	14.2	20.2	107
METRO CENTRAL CITY	24518	7789	29.6	31.8	98	6131	29.1	25.0	96	1863	31.9	7.6	105	4348	28.5	17.7	94
METRO SUBURBAN	35919	12175	46.3	33.9	104	9765	46.3	27.2	104	2659	45.5	7.4	102	6899	45.1	19.2	102
NON METRO	20549	6321	24.0	30.8	95	5181	24.6	25.2	97	1326	22.7	6.5	89	4034	26.4	19.6	104
TOP 5 ADI'S	18341	6517	24.8	35.5	109	5176	24.6	28.2	108	1861	31.8	10.1	140	3271	21.4	17.8	95
TOP 10 ADI'S	25378	8547	32.5	33.7	104	6532	31.0	25.7	99	2390	40.9	9.4	130	4517	29.6	17.8	94
TOP 20 ADI'S	36488	12119	46.1	33.2	102	9627	45.7	26.4	101	3029	51.8	8.3	115	6842	44.8	18.8	99
HSHLD INC. $50,000 OR MORE	6612	2601	9.9	39.3	121	2059	9.8	31.1	120	*458	7.8	6.9	96	1659	10.9	25.1	133
$40,000 OR MORE	12659	4893	18.6	38.7	119	3459	16.4	27.3	105	1057	18.1	8.3	116	3000	19.6	23.7	126
$30,000 OR MORE	24698	9278	35.3	37.6	116	6597	31.3	26.7	103	1965	33.6	8.0	110	5825	38.1	23.6	125
$25,000 OR MORE	32077	11838	45.0	36.9	114	8811	41.8	27.5	106	2395	40.9	7.5	103	7446	48.7	23.2	123
$20,000 - $24,999	9144	2921	11.1	31.9	98	2827	13.4	30.9	119	564	9.6	6.2	85	1810	11.8	19.8	105
$15,000 - $19,999	8728	2704	10.3	31.0	95	2380	11.3	27.3	105	565	9.7	6.5	90	1468	9.6	16.8	89
$10,000 - $14,999	12562	3929	14.9	31.3	96	3024	14.3	24.1	93	1088	18.6	8.7	120	2275	14.9	18.1	96
UNDER $10,000	18475	4892	18.6	26.5	82	4035	19.1	21.8	84	1237	21.1	6.7	93	2282	14.9	12.4	65
HOUSEHOLD OF 1 PERSON	11987	3551	13.5	29.6	91	2230	10.6	18.6	71	660	11.3	5.5	76	1550	10.1	12.9	69
2 PEOPLE	26577	8299	31.6	31.2	96	6247	29.6	23.5	90	1843	31.5	6.9	96	4465	29.2	16.8	89
3 OR 4 PEOPLE	30617	10322	39.3	33.7	104	8986	42.6	29.3	113	2518	43.1	8.2	114	6432	42.1	21.0	111
5 OR MORE PEOPLE	11804	4113	15.6	34.8	107	3613	17.1	30.6	118	828	14.2	7.0	97	2834	18.5	24.0	127
NO CHILD IN HSHLD	46165	14227	54.1	30.8	95	10068	47.8	21.8	84	2974	50.8	6.4	89	7154	46.8	15.5	82
CHILD(REN) UNDER 2 YRS	5325	2027	7.7	38.1	117	1673	7.9	31.4	121	*402	6.9	7.5	105	1666	10.9	31.3	166
2 - 5 YEARS	14221	4867	18.5	34.2	105	4259	20.2	29.9	115	1158	19.8	8.1	113	3726	24.4	26.2	139
6 - 11 YEARS	15117	5263	20.0	34.8	107	5219	24.8	34.5	133	1212	20.7	8.0	111	3843	25.1	25.4	135
12 - 17 YEARS	16611	5707	21.7	34.4	106	5339	25.3	32.1	124	1380	23.6	8.3	115	3321	21.7	20.0	106
RESIDENCE OWNED	55884	18945	72.1	33.9	104	15055	71.4	26.9	104	3698	63.2	6.6	92	11126	72.8	19.9	106
VALUE: $50,000 OR MORE	31744	11428	43.5	36.0	111	8589	40.8	27.1	104	1790	30.6	5.6	78	7102	46.5	22.4	119
VALUE: UNDER $50,000	24140	7517	28.6	31.1	96	6466	30.7	26.8	103	1908	32.6	7.9	109	4024	26.3	16.7	88

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

0457
P-18

		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	FROZEN A '000	FROZEN B % DOWN	FROZEN C % ACROSS	FROZEN D INDX
TOTAL FEMALE HOMEMAKERS		80986	26284	100.0	32.5	100	21076	100.0	26.0	100	5849	100.0	7.2	100	15281	100.0	18.9	100
MAGAZINES	QUINTILE 1	15799	6028	22.9	38.2	118	4469	21.2	28.3	109	1335	22.8	8.4	117	3676	24.1	23.3	123
	QUINTILE 2	17259	6031	22.9	34.9	108	4613	21.9	26.7	103	1292	22.1	7.5	104	3363	22.0	19.5	103
	QUINTILE 3	13545	4704	17.9	34.7	107	3721	17.7	27.5	106	1069	18.3	7.9	109	2881	18.9	21.3	113
	QUINTILE 4	15133	4441	16.9	29.3	90	3776	17.9	25.0	96	946	16.2	6.3	87	2659	17.4	17.6	93
	QUINTILE 5	19250	5080	19.3	26.4	81	4498	21.3	23.4	90	1207	20.6	6.3	87	2703	17.7	14.0	74
NEWSPAPERS	QUINTILE 1	12413	4499	17.1	36.2	112	3259	15.5	26.3	101	1007	17.2	8.1	112	2298	15.0	18.5	98
	QUINTILE 2	24116	7981	30.4	33.1	102	6335	30.1	26.3	101	1729	29.6	7.2	99	5205	34.1	21.6	114
	QUINTILE 3	11261	3562	13.6	31.6	97	3277	15.5	29.1	112	939	16.1	8.3	115	2160	14.1	19.2	102
	QUINTILE 4	20255	6665	25.4	32.9	101	5196	24.7	25.7	99	1506	25.7	7.4	103	3702	24.2	18.3	97
	QUINTILE 5	12940	3577	13.6	27.6	85	3010	14.3	23.3	89	668	11.4	5.2	71	1915	12.5	14.8	78
OUTDOOR	QUINTILE 1	14852	5293	20.1	35.6	110	4341	20.6	29.2	112	858	14.7	5.8	80	3016	19.7	20.3	108
	QUINTILE 2	15725	4987	19.0	31.7	98	4107	19.5	26.1	100	1072	18.3	6.8	94	3210	21.0	20.4	108
	QUINTILE 3	16330	5263	20.0	32.2	99	4623	21.9	28.3	109	1428	24.4	8.7	121	3166	20.7	19.4	103
	QUINTILE 4	16744	5360	20.4	32.0	99	4054	19.2	24.2	93	1216	20.8	7.3	101	3162	20.7	18.9	100
	QUINTILE 5	17334	5382	20.5	31.0	96	3951	18.7	22.8	88	1276	21.8	7.4	102	2727	17.8	15.7	83
RADIO-DRIVE TIME	QUINTILE 1	15911	5604	21.3	35.2	109	4300	20.4	27.0	104	1272	21.7	8.0	111	3177	20.8	20.0	106
	QUINTILE 2	14837	4950	18.8	33.4	103	3948	18.7	26.6	102	1082	18.5	7.3	101	3050	20.0	20.6	109
	QUINTILE 3	15339	4668	17.8	30.4	94	3964	18.8	25.8	99	1246	21.3	8.1	112	2796	18.3	18.2	97
	QUINTILE 4	16723	5265	20.0	31.5	97	4584	21.7	27.4	105	1204	20.6	7.2	100	3298	21.6	19.7	105
	QUINTILE 5	18176	5798	22.1	31.9	98	4280	20.3	23.5	90	1046	17.9	5.8	80	2960	19.4	16.3	86
RADIO-MID-DAY	TERCILE 1	21020	7454	28.4	35.5	109	5915	28.1	28.1	108	1577	27.0	7.5	104	4294	28.1	20.4	108
	TERCILE 2	21610	7214	27.4	33.4	103	5724	27.2	26.5	102	1794	30.7	8.3	115	4442	29.1	20.6	109
	TERCILE 3	38355	11617	44.2	30.3	93	9437	44.8	24.6	95	2478	42.4	6.5	89	6545	42.8	17.1	90
RADIO-TOTAL	QUINTILE 1	15988	5746	21.9	35.9	111	4388	20.8	27.4	105	1376	23.5	8.6	119	3391	22.2	21.2	112
	QUINTILE 2	15626	5130	19.5	32.8	101	4555	21.6	29.2	112	1064	18.2	6.8	94	2970	19.4	19.0	101
	QUINTILE 3	16723	5421	20.6	32.4	100	4085	19.4	24.4	94	1213	20.7	7.3	100	3300	21.6	19.7	105
	QUINTILE 4	16342	5102	19.4	31.2	96	4323	20.5	26.5	102	1332	22.8	8.2	113	3093	20.2	18.9	100
	QUINTILE 5	16306	4886	18.6	30.0	92	3726	17.7	22.9	88	864	14.8	5.3	73	2527	16.5	15.5	82
TV-PRIME TIME	QUINTILE 1	15953	5457	20.8	34.2	105	4034	19.1	25.3	97	1426	24.4	8.9	124	2544	16.6	15.9	85
	QUINTILE 2	16137	5355	20.4	33.2	102	4478	21.2	27.7	107	1254	21.4	7.8	108	3189	20.9	19.8	105
	QUINTILE 3	16420	5276	20.1	32.1	99	4551	21.6	27.7	107	1035	17.7	6.3	87	3178	20.8	19.4	103
	QUINTILE 4	16687	5045	19.2	30.2	93	4361	20.7	26.1	100	1112	19.0	6.7	92	3189	20.9	19.1	101
	QUINTILE 5	15789	5151	19.6	32.6	101	3652	17.3	23.1	89	1022	17.5	6.5	90	3180	20.8	20.1	107
TV-DAYTIME	TERCILE 1	27736	9256	35.2	33.4	103	6943	32.9	25.0	96	2302	39.4	8.3	115	4911	32.1	17.7	94
	TERCILE 2	26489	8187	31.1	30.9	95	7433	35.3	28.1	108	1925	32.9	7.3	101	5412	35.4	20.4	108
	TERCILE 3	26761	8841	33.6	33.0	102	6700	31.8	25.0	96	1622	27.7	6.1	84	4958	32.4	18.5	98
TV-TOTAL	QUINTILE 1	16345	5235	19.9	32.0	99	4020	19.1	24.6	95	1515	25.9	9.3	128	2815	18.4	17.2	91
	QUINTILE 2	16447	5445	20.7	33.1	102	4311	20.5	26.2	101	1202	20.6	7.3	101	2682	17.6	16.3	86
	QUINTILE 3	15980	5510	21.0	34.5	106	4422	21.0	27.7	106	1150	19.7	7.2	100	3202	21.0	20.0	106
	QUINTILE 4	15887	4828	18.4	30.4	94	4318	20.5	27.2	104	1086	18.6	6.8	95	3309	21.7	20.8	110
	QUINTILE 5	16326	5266	20.0	32.3	99	4005	19.0	24.5	94	897	15.3	5.5	76	3273	21.4	20.0	106
MAGAZINES-NEWSPAPERS: DUAL		20721	7402	28.2	35.7	110	5538	26.3	26.7	103	1689	28.9	8.2	113	4492	29.4	21.7	115
MAGAZINE IMPERATIVE		19186	7116	27.1	37.1	114	5423	25.7	28.3	109	1512	25.9	7.9	109	4018	26.3	20.9	111
NEWSPAPER IMPERATIVE		21899	6825	26.0	31.2	96	5794	27.5	26.5	102	1558	26.6	7.1	99	4047	26.5	18.5	98
MAGAZINES-OUTDOOR: DUAL		15451	5585	21.2	36.1	111	4440	21.1	28.7	110	1148	19.6	7.4	103	3557	23.3	23.0	122
MAGAZINE IMPERATIVE		25953	9209	35.0	35.5	109	6861	32.6	26.4	102	2164	37.0	8.3	115	5043	33.0	19.4	103
OUTDOOR IMPERATIVE		24400	7387	28.1	30.3	93	6441	30.6	26.4	101	1440	24.6	5.9	82	4262	27.9	17.5	93
MAGAZINES-RADIO: DUAL		18049	6479	24.6	35.9	111	5228	24.8	29.0	111	1447	24.7	8.0	111	4114	26.9	22.8	121
MAGAZINE IMPERATIVE		23571	8499	32.3	36.1	111	6208	29.5	26.3	101	1854	31.7	7.9	109	4727	30.9	20.1	106
RADIO IMPERATIVE		23278	7325	27.9	31.5	97	6044	28.7	26.0	100	1617	27.6	6.9	96	4003	26.2	17.2	91
MAGAZINES-TELEVISION: DUAL		15459	5684	21.6	36.8	113	4209	20.0	27.2	105	1294	22.1	8.4	116	3026	19.8	19.6	104
MAGAZINE IMPERATIVE		25829	9153	34.8	35.4	109	7137	33.9	27.6	106	1924	32.9	7.4	103	5946	38.9	23.0	122
TELEVISION IMPERATIVE		26039	7651	29.1	29.4	91	6336	30.1	24.3	94	1924	32.9	7.4	102	4188	27.4	16.1	85
NEWSPAPERS-OUTDOOR: DUAL		16605	5539	21.1	33.4	103	4843	23.0	29.2	112	1211	20.7	7.3	101	3757	24.6	22.6	120
NEWSPAPER IMPERATIVE		26834	9132	34.7	34.0	105	6715	31.9	25.0	96	2216	37.9	8.3	114	5001	32.7	18.6	99
OUTDOOR IMPERATIVE		23346	7646	29.1	32.8	101	6347	30.1	27.2	104	1592	27.2	6.8	94	4178	27.3	17.9	95
NEWSPAPERS-RADIO: DUAL		17133	5816	22.1	33.9	105	4886	23.2	28.5	110	1502	25.7	8.8	121	3643	23.8	21.3	113
NEWSPAPER IMPERATIVE		25892	8757	33.3	33.8	104	6444	30.6	24.9	96	1854	31.7	7.2	99	4978	32.6	19.2	102
RADIO IMPERATIVE		23167	7600	28.9	32.8	101	6183	29.3	26.7	103	1538	26.3	6.6	92	4197	27.5	18.1	96
NEWSPAPERS-TELEVISION: DUAL		17159	5653	21.5	32.9	102	4618	21.9	26.9	103	1503	25.7	8.8	121	3297	21.6	19.2	102
NEWSPAPER IMPERATIVE		26214	8855	33.7	33.8	104	7008	33.3	26.7	103	1811	31.0	6.9	96	5673	37.1	21.6	115
TELEVISION IMPERATIVE		23412	7508	28.6	32.1	99	5932	28.1	25.3	97	1725	29.5	7.4	102	3632	23.8	15.5	82
OUTDOOR-RADIO: DUAL		15303	5446	20.7	35.6	110	4546	21.6	29.7	114	1041	17.8	6.8	94	3466	22.7	22.6	120
OUTDOOR IMPERATIVE		24901	7764	29.5	31.2	96	6525	31.0	26.2	101	1739	29.7	7.0	97	4557	29.8	18.3	97
RADIO IMPERATIVE		26492	8866	33.7	33.5	103	6816	32.3	25.7	99	2184	37.3	8.2	114	4947	32.4	18.7	99
OUTDOOR-TELEVISION: DUAL		14794	4956	18.9	33.5	103	4127	19.6	27.9	107	1144	19.6	7.7	107	2901	19.0	19.6	104
OUTDOOR IMPERATIVE		25437	8409	32.0	33.1	102	7256	34.4	28.5	110	1686	28.8	6.6	92	5380	35.2	21.2	112
TELEVISION IMPERATIVE		27877	9133	34.7	32.8	101	6870	32.6	24.6	95	2292	39.2	8.2	114	4709	30.8	16.9	90
RADIO-TELEVISION: DUAL		15996	5386	20.5	33.7	104	4295	20.4	26.9	103	1491	25.5	9.3	129	2990	19.6	18.7	99
RADIO IMPERATIVE		25478	8642	32.9	33.9	105	7031	33.4	27.6	106	1675	28.6	6.6	91	5410	35.4	21.2	113
TELEVISION IMPERATIVE		26573	8642	32.9	32.5	100	6529	31.0	24.6	94	1902	32.5	7.2	99	4516	29.6	17.0	90

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	FROZEN A '000	FROZEN B % DOWN	FROZEN C % ACROSS	FROZEN D INDX
TOTAL FEMALE HOMEMAKERS	80986	26284	100.0	32.5	100	21076	100.0	26.0	100	5849	100.0	7.2	100	15281	100.0	18.9	100
ATLANTIC MONTHLY	415	*195	0.7	47.0	145	**126	0.6	30.4	117	**19	0.3	4.6	63	**89	0.6	21.4	114
BARRON'S	453	*200	0.8	44.2	136	**177	0.8	39.1	150	**12	0.2	2.6	37	**102	0.7	22.5	119
BETTER HOMES & GARDENS	16256	5733	21.8	35.3	109	4400	20.9	27.1	104	1220	20.9	7.5	104	3635	23.8	22.4	119
BON APPETIT	2535	1036	3.9	40.9	126	768	3.6	30.3	116	*231	3.9	9.1	126	807	5.3	31.8	169
BUSINESS WEEK	1278	489	1.9	38.3	118	390	1.9	30.5	117	**60	1.0	4.7	65	*194	1.3	15.2	80
CAR AND DRIVER	378	**87	0.3	23.0	71	**91	0.4	24.1	93	**84	1.4	22.2	308	**42	0.3	11.1	59
CBS MAGAZINE NETWORK (GROSS)	1498	696	2.6	46.5	143	377	1.8	25.2	97	*218	3.7	14.6	201	392	2.6	26.2	139
CHANGING TIMES	1505	495	1.9	32.9	101	443	2.1	29.4	113	**130	2.2	8.6	120	286	1.9	19.0	101
COLONIAL HOMES	1231	470	1.8	38.2	118	453	2.1	36.8	141	**128	2.2	10.4	144	244	1.6	19.8	105
CONDE NAST MAG. PKG. (GROSS)	14146	5349	20.4	37.8	117	3478	16.5	24.6	94	1222	20.9	8.6	120	2839	18.6	20.1	106
CONSUMERS DIGEST	1323	580	2.2	43.8	135	376	1.8	28.4	109	**117	2.0	8.8	122	272	1.8	20.6	109
COSMOPOLITAN	7102	2634	10.0	37.1	114	1905	9.0	26.8	103	538	9.2	7.6	105	1630	10.7	23.0	122
COUNTRY LIVING	2481	1087	4.1	43.8	135	689	3.3	27.8	107	*173	3.0	7.0	97	651	4.3	26.2	139
CUISINE	1472	666	2.5	45.2	139	385	1.8	26.2	101	**79	1.4	5.4	74	335	2.2	22.8	121
CYCLE WORLD	425	*197	0.7	46.4	143	**117	0.6	27.5	106	**57	1.0	13.4	186	**139	0.9	32.7	173
DCI:CREATIVE IDEAS FOR LIV	2510	956	3.6	38.1	117	782	3.7	31.2	120	*211	3.6	8.4	116	584	3.8	23.3	123
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2463	9.4	36.8	113	1881	8.9	28.1	108	604	10.3	9.0	125	1354	8.9	20.2	107
DISCOVER	894	305	1.2	34.1	105	253	1.2	28.3	109	**102	1.7	11.4	158	*194	1.3	21.7	115
EBONY	3507	1153	4.4	32.9	101	959	4.6	27.3	105	544	9.3	15.5	215	684	4.5	19.5	103
ESQUIRE	1083	498	1.9	46.0	142	352	1.7	32.5	125	**144	2.5	13.3	184	*217	1.4	20.0	106
ESSENCE	1830	627	2.4	34.3	106	632	3.0	34.5	133	307	5.2	16.8	232	338	2.2	18.5	98
FAMILY CIRCLE	15930	5645	21.5	35.4	109	4209	20.0	26.4	102	1228	21.0	7.7	107	3622	23.7	22.7	121
THE FAMILY HANDYMAN	1126	496	1.9	44.0	136	319	1.5	28.3	109	**92	1.6	8.2	113	258	1.7	22.9	121
FAMILY WEEKLY	11468	3785	14.4	33.0	102	2837	13.5	24.7	95	695	11.9	6.1	84	2356	15.4	20.5	109
FIELD & STREAM	2234	898	3.4	40.2	124	629	3.0	28.2	108	*140	2.4	6.3	87	460	3.0	20.6	109
FOOD & WINE	579	199	0.8	34.4	106	*213	1.0	36.8	141	**55	0.9	9.5	132	**111	0.7	19.2	102
FORBES	728	265	1.0	36.4	112	*228	1.1	31.3	120	**49	0.8	6.7	93	*193	1.3	26.5	141
FORTUNE	906	336	1.3	37.1	114	*362	1.7	40.0	154	**53	0.9	5.8	81	*276	1.8	30.5	161
GENTLEMEN'S QUARTERLY	791	304	1.2	38.4	118	*203	1.0	25.7	99	**123	2.1	15.5	215	*211	1.4	26.7	141
GLAMOUR	5265	2002	7.6	38.0	117	1399	6.6	26.6	102	451	7.7	8.6	119	1170	7.7	22.2	118
GOLF DIGEST	636	*224	0.9	35.2	109	*272	1.3	42.8	164	**23	0.4	3.6	50	*167	1.1	26.3	139
GOLF DIGEST/TENNIS (GROSS)	1186	399	1.5	33.6	104	349	1.7	29.4	113	**73	1.2	6.2	85	316	2.1	26.6	141
GOLF MAGAZINE	441	*204	0.8	46.3	143	**143	0.7	32.4	125	**8	0.1	1.8	25	**153	1.0	34.7	184
GOLF MAGAZINE/SKI (GROSS)	922	395	1.5	42.8	132	*302	1.4	32.8	126	**65	1.1	7.0	98	*243	1.6	26.4	140
GOOD HOUSEKEEPING	16487	5814	22.1	35.3	109	4735	22.5	28.7	110	1232	21.1	7.5	103	3806	24.9	23.1	122
HARPER'S BAZAAR	2423	881	3.4	36.4	112	660	3.1	27.2	105	*202	3.5	8.3	115	480	3.1	19.8	105
HEALTH	1994	712	2.7	35.7	110	587	2.8	29.4	113	*174	3.0	8.7	121	428	2.8	21.5	114
HEARST MAG CORP. BUY (GROSS)	44101	16163	61.5	36.6	113	12849	61.0	29.1	112	3464	59.2	7.9	109	9929	65.0	22.5	119
HEARST MAN POWER (GROSS)	1993	863	3.3	43.3	133	781	3.7	39.2	151	**118	2.0	5.9	82	516	3.4	25.9	137
HEARST WOMAN POWER (GROSS)	31274	11104	42.2	35.5	109	8974	42.6	28.7	110	2457	42.0	7.9	109	7024	46.0	22.5	119
HOUSE BEAUTIFUL	3623	1337	5.1	36.9	114	1046	5.0	28.9	111	256	4.4	7.1	98	802	5.2	22.1	117
INC.	783	*148	0.6	52.3	161	**110	0.5	38.9	149	**33	0.6	11.7	161	**73	0.5	25.8	137
JET	2928	925	3.5	31.6	97	887	4.2	30.3	116	416	7.1	14.2	197	559	3.7	19.1	101
LADIES' HOME JOURNAL	11918	4287	16.3	36.0	111	3356	15.9	28.2	108	900	15.4	7.6	105	2557	16.7	21.5	114
LHJ FAMILY GRP COMBO(GROSS)	16764	6001	22.8	35.8	110	4718	22.4	28.1	108	1271	21.7	7.6	105	3678	24.1	21.9	116
LIFE	4254	1613	6.1	37.9	117	1224	5.8	28.8	111	420	7.2	9.9	137	912	6.0	21.4	114
L.A. TIMES HOME MAGAZINE	1145	374	1.4	32.7	101	406	1.9	35.5	136	**87	1.5	7.6	105	280	1.8	24.5	130
MADEMOISELLE	2884	1081	4.1	37.5	115	675	3.2	23.4	90	230	3.9	8.0	110	569	3.7	19.7	105
MC CALL'S	13460	4865	18.5	36.1	111	3938	18.7	29.3	112	1185	20.3	8.8	122	2985	19.5	22.2	118
MC CALL'S/WRK MOTHER (GROSS)	14606	5445	20.7	37.3	115	4244	20.1	29.1	112	1451	24.8	9.9	138	3330	21.8	22.8	121
MECHANIX ILLUSTRATED	772	322	1.2	41.7	129	*302	1.4	39.1	150	**105	1.8	13.6	188	*184	1.2	23.8	126
METROPOLITAN HOME	967	370	1.4	38.3	118	301	1.4	31.1	120	**129	2.2	13.3	185	*147	1.0	15.2	81
MONEY	1588	545	2.1	34.3	106	436	2.1	27.5	106	*149	2.5	9.4	130	432	2.8	27.2	144
MOTHER EARTH NEWS	1002	410	1.6	40.9	126	247	1.2	24.7	95	**65	1.1	6.5	90	279	1.8	27.8	148
MS.	825	410	1.6	49.7	153	287	1.4	34.8	134	**70	1.2	8.5	117	*184	1.2	22.3	118
NATIONAL ENQUIRER	10336	3329	12.7	32.2	99	2838	13.5	27.5	106	854	14.6	8.3	114	1814	11.9	17.6	93
NATIONAL GEOGRAPHIC	9597	3697	14.1	38.5	119	2725	12.9	28.4	109	651	11.1	6.8	94	2222	14.5	23.2	123
NATIONAL SUNDAY MAGAZINE PKG	49558	16370	62.3	33.0	102	13242	62.8	26.7	103	3643	62.3	7.4	102	10063	65.9	20.3	108
NATURAL HISTORY	573	314	1.2	54.8	169	*148	0.7	25.8	99	**99	1.7	17.3	239	*179	1.2	31.2	166
NEW WOMAN	1699	566	2.2	33.3	103	440	2.1	25.9	100	*205	3.5	12.1	167	337	2.2	19.8	105
NEW YORK INCLUDING CUE	443	222	0.8	50.1	154	*143	0.7	32.3	124	**54	0.9	12.2	169	**52	0.3	11.7	62
THE NEW YORKER	1270	517	2.0	40.7	125	404	1.9	31.8	122	*193	3.3	15.2	210	304	2.0	23.9	127
NEWSWEEK	6277	2226	8.5	35.5	109	1778	8.4	28.3	109	512	8.8	8.2	113	1555	10.2	24.8	131
THE N.Y. TIMES DAILY EDITION	1205	561	2.1	46.6	143	329	1.6	27.3	105	*195	3.3	16.2	224	*177	1.2	14.7	78
THE N.Y. TIMES MAGAZINE	2081	1108	4.2	53.2	164	513	2.4	24.7	95	338	5.8	16.2	225	369	2.4	17.7	94
OMNI	788	296	1.1	37.6	116	*205	1.0	26.0	100	**97	1.7	12.3	170	*178	1.2	22.6	120
ON CABLE	1158	317	1.2	27.4	84	397	1.9	34.3	132	**56	1.0	4.8	67	*224	1.5	19.3	103
1001 HOME IDEAS	2852	1002	3.8	35.1	108	775	3.7	27.2	104	*197	3.4	6.9	96	693	4.5	24.3	129
ORGANIC GARDENING	1658	695	2.6	41.9	129	390	1.9	23.5	90	*149	2.5	9.0	124	496	3.2	29.9	159
OUTDOOR LIFE	896	362	1.4	40.4	124	303	1.4	33.8	130	**90	1.5	10.0	139	*170	1.1	19.0	101
PARADE MAGAZINE	24275	8172	31.1	33.7	104	6464	30.7	26.6	102	1977	33.8	8.1	113	4912	32.1	20.2	107

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

0459
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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED C % INDX	BOTTLED D	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED C % INDX	CANNED D	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON C % INDX	CARTON D	FROZEN A '000	FROZEN B % DOWN	FROZEN C % ACROSS	FROZEN C % INDX	FROZEN D
TOTAL FEMALE HOMEMAKERS	80986	26284	100.0	32.5	100		21076	100.0	26.0	100		5849	100.0	7.2	100		15281	100.0	18.9	100	
PARENTS	3845	1545	5.9	40.2	124		1029	4.9	26.8	103		411	7.0	10.7	148		1168	7.6	30.4	161	
PENTHOUSE	831	252	1.0	30.3	93		*261	1.2	31.4	121		**74	1.3	8.9	123		*160	1.0	19.3	102	
PEOPLE	11645	3981	15.1	34.2	105		3290	15.6	28.3	109		998	17.1	8.6	119		2304	15.1	19.8	105	
PLAYBOY	2006	626	2.4	31.2	96		545	2.6	27.2	104		*155	2.7	7.7	107		347	2.3	17.3	92	
POPULAR HOT RODDING	297	**129	0.5	43.4	134		**74	0.4	24.9	96		**38	0.6	12.8	177		**46	0.3	15.5	82	
POPULAR MECHANICS	1018	408	1.6	40.1	123		410	1.9	40.3	155		**56	1.0	5.5	76		*341	2.2	33.5	178	
POPULAR SCIENCE	878	452	1.7	51.5	159		*296	1.4	33.7	130		**64	1.1	7.3	101		*149	1.0	17.0	90	
PREVENTION	3913	1586	6.0	40.5	125		1111	5.3	28.4	109		291	5.0	7.4	103		946	6.2	24.2	128	
PSYCHOLOGY TODAY	1710	725	2.8	42.4	131		465	2.2	27.2	104		*205	3.5	12.0	166		487	3.2	28.5	151	
READER'S DIGEST	22204	7649	29.1	34.4	106		5808	27.6	26.2	101		1722	29.4	7.8	107		4249	27.8	19.1	101	
REDBOOK	7684	2655	10.1	34.6	106		2334	11.1	30.4	117		688	11.8	9.0	124		1588	10.4	20.7	110	
ROAD & TRACK	410	**136	0.5	33.2	102		**126	0.6	30.7	118		**57	1.0	13.9	192		**102	0.7	24.9	132	
ROLLING STONE	969	397	1.5	41.0	126		305	1.4	31.5	121		**94	1.6	9.7	134		249	1.6	25.7	136	
RUNNER'S WORLD	298	*151	0.6	50.7	156		**115	0.5	38.6	148		**21	0.4	7.0	98		**95	0.6	31.9	169	
SATURDAY EVENING POST	1169	444	1.7	38.0	117		355	1.7	30.4	117		**79	1.4	6.8	94		*205	1.3	17.5	93	
SCIENCE 84	587	*239	0.9	40.7	125		*185	0.9	31.5	121		**25	0.4	4.3	59		*118	0.8	20.1	107	
SCIENCE DIGEST	482	*241	0.9	50.0	154		*174	0.8	36.1	139		**38	0.6	7.9	109		**96	0.6	19.9	106	
SCIENTIFIC AMERICAN	594	*252	1.0	42.4	131		*216	1.0	36.4	140		**39	0.7	6.6	91		*128	0.8	21.5	114	
SELF	2089	677	2.6	32.4	100		574	2.7	27.5	106		*172	2.9	8.2	114		391	2.6	18.7	99	
SEVENTEEN	2411	845	3.2	35.0	108		673	3.2	27.9	107		253	4.3	10.5	145		460	3.0	19.1	101	
SKI	480	*191	0.7	39.8	123		*159	0.8	33.1	127		**57	1.0	11.9	164		**91	0.6	19.0	100	
SMITHSONIAN	2760	1004	3.8	36.4	112		828	3.9	30.0	115		*177	3.0	6.4	89		704	4.6	25.5	135	
SOAP OPERA DIGEST	3013	1003	3.8	33.3	103		977	4.6	32.4	125		298	5.1	9.9	137		567	3.7	18.8	100	
SOUTHERN LIVING	4184	1508	5.7	36.0	111		1099	5.2	26.3	101		393	6.7	9.4	130		770	5.0	18.4	98	
SPORT	559	*210	0.8	37.6	116		*195	0.9	34.9	134		**67	1.1	12.0	166		**154	1.0	27.5	146	
THE SPORTING NEWS	436	*172	0.7	39.4	122		**163	0.8	37.4	144		**53	0.9	12.2	168		**91	0.6	20.9	111	
SPORTS AFIELD	493	*214	0.8	43.4	134		*197	0.9	40.0	154		**24	0.4	4.9	67		**79	0.5	16.0	85	
SPORTS ILLUSTRATED	2758	1075	4.1	39.0	120		809	3.8	29.3	113		266	4.5	9.6	134		613	4.0	22.2	118	
STAR	7456	2448	9.3	32.8	101		2019	9.6	27.1	104		640	10.9	8.6	119		1127	7.4	15.1	80	
SUNDAY	24936	8183	31.1	32.8	101		6619	31.4	26.5	102		1793	30.7	7.2	100		5208	34.1	20.9	111	
SUNSET	2124	868	3.3	40.9	126		618	2.9	29.1	112		**79	1.4	3.7	51		767	5.0	36.1	191	
TV GUIDE	21661	7373	28.1	34.0	105		5671	26.9	26.2	101		1802	30.8	8.3	115		4014	26.3	18.5	98	
TENNIS	550	*175	0.7	31.8	98		**77	0.4	14.0	54		**50	0.9	9.1	126		**149	1.0	27.1	144	
TIME	8880	3270	12.4	36.8	113		2242	10.6	25.2	97		811	13.9	9.1	126		1976	12.9	22.3	118	
TOWN & COUNTRY	917	372	1.4	40.6	125		*195	0.9	21.3	82		**118	2.0	12.9	178		*160	1.0	17.4	92	
TRAVEL & LEISURE	972	400	1.5	41.2	127		316	1.5	32.5	125		**60	1.0	6.2	85		*125	0.8	12.9	68	
TRUE STORY	3356	1037	3.9	30.9	95		884	4.2	26.3	101		248	4.2	7.4	102		656	4.3	19.5	104	
U.S.NEWS & WORLD REPORT	3410	1292	4.9	37.9	117		1009	4.8	29.6	114		243	4.2	7.1	99		653	4.3	19.1	101	
USA TODAY	1759	689	2.6	39.2	121		537	2.5	30.5	117		*183	3.1	10.4	144		313	2.0	17.8	94	
US	1873	640	2.4	34.2	105		495	2.3	26.4	102		*135	2.3	7.2	100		329	2.2	17.6	93	
VOGUE	3909	1590	6.0	40.7	125		830	3.9	21.2	82		370	6.3	9.5	131		710	4.6	18.2	96	
WALL STREET JOURNAL	1886	745	2.8	39.5	122		570	2.7	30.2	116		*134	2.3	7.1	98		339	2.2	18.0	95	
WEIGHT WATCHERS	2120	907	3.5	42.8	132		726	3.4	34.2	132		*121	2.1	5.7	79		443	2.9	20.9	111	
WOMAN'S DAY	14172	5107	19.4	36.0	111		4204	19.9	29.7	114		1188	20.3	8.4	116		3276	21.4	23.1	123	
WORKING MOTHER	1146	580	2.2	50.6	156		306	1.5	26.7	103		*266	4.5	23.2	321		345	2.3	30.1	160	
WORKING WOMAN	1322	600	2.3	45.4	140		403	1.9	30.5	117		*194	3.3	14.7	203		321	2.1	24.3	129	
WORLD TENNIS	*163	**64	0.2	39.3	121		**40	0.2	24.5	94		**25	0.4	15.3	212		**46	0.3	28.2	150	
ZIFF-DAVIS MAG NETWK (GROSS)	2532	993	3.8	39.2	121		700	3.3	27.6	106		339	5.8	13.4	185		577	3.8	22.8	121	
BLAIR INSERTS	43657	14787	56.3	33.9	104		11847	56.2	27.1	104		3527	60.3	8.1	112		8937	58.5	20.5	108	
DAILY NEWSPAPERS																					
READ ANY	51633	17296	65.8	33.5	103		13680	64.9	26.5	102		3963	67.8	7.7	106		10139	66.4	19.6	104	
READ ONE	43463	14295	54.4	32.9	101		11604	55.1	26.7	103		3364	57.5	7.7	107		8660	56.7	19.9	106	
READ TWO OR MORE	8170	3001	11.4	36.7	113		2077	9.9	25.4	98		600	10.3	7.3	102		1480	9.7	18.1	96	
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	17683	67.3	33.6	103		14244	67.6	27.0	104		3965	67.8	7.5	104		10702	70.0	20.3	108	
READ ONE	46126	15254	58.0	33.1	102		12515	59.4	27.1	104		3411	58.3	7.4	102		9401	61.5	20.4	108	
READ TWO OR MORE	6552	2428	9.2	37.1	114		1729	8.2	26.4	101		555	9.5	8.5	117		1301	8.5	19.9	105	
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	29.64					28.88					25.14					28.65				
30 DAY REACH	71455	23090	87.8	32.3	100		18849	89.4	26.4	101		5126	87.6	7.2	99		13793	90.3	19.3	102	
50 SHWG - 30 DAY AV FREQ	14.56	15.56					15.12					13.41					15.04				
30 DAY REACH	67742	22045	83.9	32.5	100		18030	85.5	26.6	102		4800	82.1	7.1	98		13175	86.2	19.4	103	
25 SHWG - 30 DAY AV FREQ	7.94	8.40					8.16					7.23					8.11				
30 DAY REACH	62117	20450	77.8	32.9	101		16723	79.3	26.9	103		4446	76.0	7.2	99		12242	80.1	19.7	104	
CABLE TV: HOME WIRED	32077	11143	42.4	34.7	107		8498	40.3	26.5	102		2194	37.5	6.8	95		6399	41.9	19.9	106	
HOME NOT WIRED	48909	15142	57.6	31.0	95		12579	59.7	25.7	99		3655	62.5	7.5	103		8882	58.1	18.2	96	
HAVE PAY CABLE	15935	5667	21.6	35.6	110		4766	22.6	29.9	115		1171	20.0	7.3	102		3487	22.8	21.9	116	

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	FROZEN A '000	FROZEN B % DOWN	FROZEN C % ACROSS	FROZEN D INDX
TOTAL FEMALE HOMEMAKERS	80986	26284	100.0	32.5	100	21076	100.0	26.0	100	5849	100.0	7.2	100	15281	100.0	18.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14656	55.8	33.4	103	11739	55.7	26.7	103	3354	57.3	7.6	106	8704	57.0	19.8	105
10:00 AM - 3:00 PM	30659	10567	40.2	34.5	106	8406	39.9	27.4	105	2349	40.2	7.7	106	6308	41.3	20.6	109
3:00 PM - 7:00 PM	31045	10523	40.0	33.9	104	8508	40.4	27.4	105	2305	39.4	7.4	103	6449	42.2	20.8	110
7:00 PM - MIDNIGHT	15767	5446	20.7	34.5	106	4401	20.9	27.9	107	1129	19.3	7.2	99	3206	21.0	20.3	108
MIDNIGHT - 6:00 AM	9120	3222	12.3	35.3	109	2507	11.9	27.5	106	598	10.2	6.6	91	1802	11.8	19.8	105
6:00 AM - MIDNIGHT	58527	19574	74.5	33.4	103	15836	75.1	27.1	104	4498	76.9	7.7	106	11685	76.5	20.0	106
ENTIRE DAY	59311	19862	75.6	33.5	103	16018	76.0	27.0	104	4517	77.2	7.6	105	11854	77.6	20.0	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5419	20.6	33.5	103	4381	20.8	27.1	104	1181	20.2	7.3	101	3543	23.2	21.9	116
ALL NEWS	2256	747	2.8	33.1	102	473	2.2	21.0	81	239	4.1	10.6	147	400	2.6	17.7	94
AOR/PROGRESSIVE	3874	1342	5.1	34.6	107	1111	5.3	28.7	110	378	6.5	9.8	135	974	6.4	25.1	133
BEAUTIFUL MUSIC	5660	2109	8.0	37.3	115	1520	7.2	26.9	103	481	8.2	8.5	118	1036	6.8	18.3	97
BLACK	2204	761	2.9	34.5	106	644	3.1	29.2	112	239	4.1	10.8	150	390	2.6	17.7	94
CLASSICAL	1418	560	2.1	39.5	122	368	1.7	26.0	100	*146	2.5	10.3	143	294	1.9	20.7	110
CHR/ROCK	9538	3222	12.3	33.8	104	2762	13.1	29.0	111	714	12.2	7.5	104	1921	12.6	20.1	107
COUNTRY	12648	3836	14.6	30.3	93	3517	16.7	27.8	107	743	12.7	5.9	81	2418	15.8	19.1	101
GOLDEN OLDIES	1191	295	1.1	24.8	76	320	1.5	26.9	103	**78	1.3	6.5	91	*172	1.1	14.4	77
MOR/NOSTALGIA	4757	1505	5.7	31.6	97	1423	6.8	29.9	115	357	6.1	7.5	104	1178	7.7	24.8	131
NEWS/TALK	3863	1459	5.6	37.8	116	1047	5.0	27.1	104	368	6.3	9.5	132	802	5.2	20.8	110
RELIGIOUS	3084	1175	4.5	38.1	117	687	3.3	22.3	86	*176	3.0	5.7	79	498	3.3	16.1	86
SOFT ROCK	521	*125	0.5	24.0	74	*136	0.6	26.1	100	**21	0.4	4.0	56	**123	0.8	23.6	125
URBAN CONTEMPORARY	1585	529	2.0	33.4	103	457	2.2	28.8	111	*199	3.4	12.6	174	309	2.0	19.5	103
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	900	3.4	27.6	85	853	4.0	26.2	101	*259	4.4	7.9	110	542	3.5	16.6	88
ABC DIRECTION	2316	856	3.3	37.0	114	764	3.6	33.0	127	208	3.6	9.0	124	446	2.9	19.3	102
ABC ENTERTAINMENT	4834	1610	6.1	33.3	103	1214	5.8	25.1	97	349	6.0	7.2	100	837	5.5	17.3	92
ABC FM	2202	748	2.8	34.0	105	685	3.3	31.1	120	*136	2.3	6.2	86	403	2.6	18.3	97
ABC INFORMATION	5425	1774	6.7	32.7	101	1609	7.6	29.7	114	485	8.3	8.9	124	1211	7.9	22.3	118
ABC ROCK	1677	606	2.3	36.1	111	486	2.3	29.0	111	*210	3.6	12.5	173	374	2.4	22.3	118
CBS	4430	1371	5.2	30.9	95	1107	5.3	25.0	96	323	5.5	7.3	101	977	6.4	22.1	117
MUTUAL	4992	1643	6.3	32.9	101	1552	7.4	31.1	119	511	8.7	10.2	142	1003	6.6	20.1	106
NBC	4679	1644	6.3	35.1	108	1317	6.2	28.1	108	335	5.7	7.2	99	1071	7.0	22.9	121
RADIORADIO	1994	716	2.7	35.9	111	536	2.5	26.9	103	*102	1.7	5.1	71	298	2.0	14.9	79
RKO ONE	2298	658	2.5	28.6	88	542	2.6	23.6	91	*144	2.5	6.3	87	489	3.2	21.3	113
RKO TWO	3311	1181	4.5	35.7	110	815	3.9	24.6	95	320	5.5	9.7	134	531	3.5	16.0	85
THE SOURCE	2114	739	2.8	35.0	108	535	2.5	25.3	97	*210	3.6	9.9	138	417	2.7	19.7	105
NON-WIRED : BLAIR	8654	2772	10.5	32.0	99	2233	10.6	25.8	99	538	9.2	6.2	86	2025	13.3	23.4	124
INTERNET	12025	4201	16.0	34.9	108	3363	16.0	28.0	107	1048	17.9	8.7	121	2755	18.0	22.9	121
KATZ RADIO GROUP	15359	5381	20.5	35.0	108	4528	21.5	29.5	113	1206	20.6	7.9	109	3274	21.4	21.3	113
SUPERNET	10628	3611	13.7	34.0	105	2925	13.9	27.5	106	786	13.4	7.4	102	2193	14.4	20.6	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2713	10.3	31.3	97	2175	10.3	25.1	97	638	10.9	7.4	102	1494	9.8	17.3	91
WKDAY 9:00 AM - 1:00 PM	12163	3843	14.6	31.6	97	3028	14.4	24.9	96	989	16.9	8.1	113	2178	14.3	17.9	95
WKDAY 1:00 PM - 4:30 PM	16150	5332	20.3	33.0	102	4022	19.1	24.9	96	1353	23.1	8.4	116	2806	18.4	17.4	92
WKDAY 4:30 PM - 7:30 PM	22463	7075	26.9	31.5	97	5546	26.3	24.7	95	1768	30.2	7.9	109	3821	25.0	17.0	90
WKDAY 7:30 PM - 8:00 PM	31795	10062	38.3	31.6	98	8154	38.7	25.6	99	2570	43.9	8.1	112	5495	36.0	17.3	92
WKDAY 11:00 PM - 11:30 PM	23977	8097	30.8	33.8	104	6202	29.4	25.9	99	1741	29.8	7.3	101	4565	29.9	19.0	101
WKDAY 11:30 PM - 1:00 AM	7703	2672	10.2	34.7	107	2029	9.6	26.3	101	567	9.7	7.4	102	1483	9.7	19.3	102
M-SAT 8-11 PM+SUN 7-11 PM	33800	11108	42.3	32.9	101	8996	42.7	26.6	102	2630	45.0	7.8	108	6153	40.3	18.2	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2178	8.3	33.3	103	1871	8.9	28.6	110	600	10.3	9.2	127	1174	7.7	18.0	95
ANOTHER WORLD N	4620	1620	6.2	35.1	108	1148	5.4	24.8	95	375	6.4	8.1	112	612	4.0	13.2	70
AS THE WORLD TURNS C	5614	1884	7.2	33.6	103	1310	6.2	23.3	90	416	7.1	7.4	103	922	6.0	16.4	87
CAPITOL C	3396	1115	4.2	32.8	101	776	3.7	22.9	88	282	4.8	8.3	115	578	3.8	17.0	90
CBS MORN. NEWS 1 C	1446	485	1.8	33.5	103	333	1.6	23.0	88	*138	2.4	9.5	132	226	1.5	15.6	83
CBS MORN. NEWS 2 C	1207	394	1.5	32.6	101	242	1.1	20.0	77	*68	1.2	5.6	78	156	1.0	12.9	68
DAYS OF OUR LIVES N	5877	2071	7.9	35.2	109	1540	7.3	26.2	101	404	6.9	6.9	95	1008	6.6	17.2	91
FACTS OF LIFE - DAYTIME N	2290	695	2.6	30.3	94	464	2.2	20.3	78	185	3.2	8.1	112	352	2.3	15.4	81
FAMILY FEUD A	3023	819	3.1	27.1	83	863	4.1	28.5	110	267	4.6	8.8	122	416	2.7	13.8	73
GENERAL HOSPITAL A	6097	2027	7.7	33.2	102	1495	7.1	24.5	94	590	10.1	9.7	134	1090	7.1	17.9	95
GOOD MORNING, AMERICA-730 A	3515	1050	4.0	29.9	92	916	4.3	26.1	100	306	5.2	8.7	121	550	3.6	15.6	83
GOOD MORNING, AMERICA-830 A	2818	868	3.3	30.8	95	777	3.7	27.6	106	263	4.5	9.3	129	527	3.4	18.7	99
GUIDING LIGHT C	5339	1758	6.7	32.9	101	1239	5.9	23.2	89	435	7.4	8.1	113	944	6.2	17.7	94
ONE LIFE TO LIVE A	4478	1408	5.4	31.4	97	1250	5.9	27.9	107	438	7.5	9.8	135	851	5.6	19.0	101
PRESS YOUR LUCK C	2244	681	2.6	30.3	94	569	2.7	25.4	97	206	3.5	9.2	127	426	2.8	19.0	101
PRICE IS RIGHT 1 C	4348	1397	5.3	32.1	99	983	4.7	22.6	87	383	6.5	8.8	122	721	4.7	16.6	88
PRICE IS RIGHT 2 C	5014	1649	6.3	32.9	101	1147	5.4	22.9	88	417	7.1	8.3	115	806	5.3	16.1	85
RYAN'S HOPE A	3150	1085	4.1	34.4	106	768	3.6	24.4	94	300	5.1	9.5	132	548	3.6	17.4	92
SALE OF THE CENTURY N	2695	739	2.8	27.4	84	545	2.6	20.2	78	241	4.1	8.9	124	373	2.4	13.8	73
SEARCH FOR TOMORROW N	2319	808	3.1	34.8	107	593	2.8	25.6	98	151	2.6	6.5	90	274	1.8	11.8	63
TODAY SHOW 1 N	2693	886	3.4	32.9	101	643	3.1	23.9	92	155	2.7	5.8	80	440	2.9	16.3	87
TODAY SHOW 2 N	2498	715	2.7	28.6	88	472	2.2	18.9	73	112	1.9	4.5	62	409	2.7	16.4	87
$25,000 PYRAMID C	2753	751	2.9	27.3	84	582	2.8	21.1	81	221	3.8	8.0	111	466	3.0	16.9	90
WHEEL OF FORTUNE N	4388	1459	5.6	33.2	102	1114	5.3	25.4	98	385	6.6	8.8	121	777	5.1	17.7	94
YOUNG AND THE RESTLESS C	5695	1919	7.3	33.7	104	1349	6.4	23.7	91	393	6.7	6.9	96	925	6.1	16.2	86
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	536	2.0	30.5	94	433	2.1	24.6	95	161	2.8	9.1	127	346	2.3	19.7	104
NBA PLAYOFF GAME -1 C	1136	443	1.7	39.0	120	252	1.2	22.2	85	*148	2.5	13.0	180	243	1.6	21.4	113
NBC MAJOR LEAGUE PRE-GAME N	953	*237	0.9	24.9	77	*272	1.3	28.5	110	**35	0.6	3.7	51	**98	0.6	10.3	54
SPORTSWORLD - SUN H	1233	429	1.6	34.8	107	337	1.6	27.3	105	*105	1.8	8.5	118	*162	1.1	13.1	70
SUNDAY MORNING C	1611	545	2.1	33.8	104	406	1.9	25.2	97	**61	1.0	3.8	52	224	1.5	13.9	74

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	BOTTLED A '000	BOTTLED B % DOWN	BOTTLED C % ACROSS	BOTTLED D INDX	CANNED A '000	CANNED B % DOWN	CANNED C % ACROSS	CANNED D INDX	CARTON A '000	CARTON B % DOWN	CARTON C % ACROSS	CARTON D INDX	FROZEN A '000	FROZEN B % DOWN	FROZEN C % ACROSS	FROZEN D INDX
TOTAL FEMALE HOMEMAKERS		80986	26284	100.0	32.5	100	21076	100.0	26.0	100	5849	100.0	7.2	100	15281	100.0	18.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8330	31.7	32.0	98	6470	30.7	24.8	95	1839	31.4	7.1	98	4111	26.9	15.8	84
NETWORK AFFILIATES - LATE		20261	6908	26.3	34.1	105	5182	24.6	25.6	98	1410	24.1	7.0	96	3867	25.3	19.1	101
INDEPENDENTS - LATE		2076	701	2.7	33.8	104	540	2.6	26.0	100	186	3.2	9.0	124	402	2.6	19.4	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3786	14.4	36.2	112	2895	13.7	27.7	106	839	14.3	8.0	111	1842	12.1	17.6	93
ABC MONDAY NIGHT MOVIE	A	6412	2163	8.2	33.7	104	1771	8.4	27.6	106	517	8.8	8.1	112	1332	8.7	20.8	110
ABC SUNDAY NIGHT MOVIE	A	12407	4047	15.4	32.6	101	3274	15.5	26.4	101	852	14.6	6.9	95	2275	14.9	18.3	97
ABC WORLD NEWS TONIGHT	A	6176	1806	6.9	29.2	90	1463	6.9	23.7	91	463	7.9	7.5	104	901	5.9	14.6	77
AFTERMASH	C	5863	1797	6.8	30.6	94	1810	8.6	30.9	119	454	7.8	7.7	107	1126	7.4	19.2	102
ALICE	C	9594	2948	11.2	30.7	95	2596	12.3	27.1	104	733	12.5	7.6	106	1679	11.0	17.5	93
AMERICAN PARADE	C	6622	1895	7.2	28.6	88	1661	7.9	25.1	96	555	9.5	8.4	116	1033	6.8	15.6	83
BENSON	A	10886	3547	13.5	32.6	100	2613	12.4	24.0	92	955	16.3	8.8	121	1931	12.6	17.7	94
BLUE THUNDER	A	5036	1690	6.4	33.6	103	1394	6.6	27.7	106	494	8.4	9.8	136	1015	6.6	20.2	107
CAGNEY & LACEY	C	9965	3306	12.6	33.2	102	2495	11.8	25.0	96	753	12.9	7.6	105	1986	13.0	19.9	106
CBS EVENING NEWS-DEAN	C	3491	1129	4.3	32.3	100	839	4.0	24.0	92	*193	3.3	5.5	77	585	3.8	16.8	89
CBS EVENING NEWS-RATHER	C	7123	2449	9.3	34.4	106	1862	8.8	26.1	100	553	9.5	7.8	107	1274	8.3	17.9	95
CBS SAT. NEWS-SCHIEFFER	C	3621	1135	4.3	31.3	97	898	4.3	24.8	95	261	4.5	7.2	100	565	3.7	15.6	83
CBS SATURDAY NIGHT MOVIE	C	5436	1979	7.5	36.4	112	1532	7.3	28.2	108	445	7.6	8.2	113	1019	6.7	18.7	99
CBS WEDNESDAY NIGHT MOVIE	C	6100	1895	7.2	31.1	96	1612	7.6	26.4	102	455	7.8	7.5	103	1024	6.7	16.8	89
CHEERS	N	8889	2982	11.3	33.5	103	2470	11.7	27.8	107	813	13.9	9.1	127	1756	11.5	19.8	105
DALLAS	C	22109	7081	26.9	32.0	99	6007	28.5	27.2	104	1716	29.3	7.8	107	4107	26.9	18.6	98
DIFF'RENT STROKES	N	6940	2047	7.8	29.5	91	1689	8.0	24.3	94	577	9.9	8.3	115	1339	8.8	19.3	102
DOUBLE TROUBLE	N	7223	2207	8.4	30.6	94	2159	10.2	29.9	115	536	9.2	7.4	103	1342	8.8	18.6	98
DUCK FACTORY	N	5595	1995	7.6	35.7	110	1511	7.2	27.0	104	490	8.4	8.8	121	1095	7.2	19.6	104
DUKES OF HAZZARD	C	5768	1805	6.9	31.3	96	1670	7.9	29.0	111	359	6.1	6.2	86	900	5.9	15.6	83
DYNASTY	A	20053	6536	24.9	32.6	100	5289	25.1	26.4	101	1508	25.8	7.5	104	3932	25.7	19.6	104
FACTS OF LIFE	N	8087	2508	9.5	31.0	96	2259	10.7	27.9	107	606	10.4	7.5	104	1468	9.6	18.2	96
FALCON CREST	C	20046	6467	24.6	32.3	99	5509	26.1	27.5	106	1438	24.6	7.2	99	3894	25.5	19.4	103
FALL GUY	A	9084	3197	12.2	35.2	108	2426	11.5	26.7	103	723	12.4	8.0	110	1594	10.4	17.5	93
FAMILY TIES	N	7964	2545	9.7	32.0	98	2042	9.7	25.6	99	757	12.9	9.5	132	1465	9.6	18.4	97
FANTASY ISLAND	A	7687	2343	8.9	30.5	94	1915	9.1	24.9	96	549	9.4	7.1	99	1350	8.8	17.6	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	2697	10.3	30.4	94	2267	10.8	25.6	98	636	10.9	7.2	99	1743	11.4	19.7	104
FOUR SEASONS	C	5095	1717	6.5	33.7	104	1476	7.0	29.0	111	481	8.2	9.4	131	982	6.4	19.3	102
GIMME A BREAK	N	8838	2745	10.4	31.1	96	2236	10.6	25.3	97	851	14.5	9.6	133	1451	9.5	16.4	87
HART TO HART	A	8978	2981	11.3	33.2	102	2419	11.5	26.9	104	649	11.1	7.2	100	1736	11.4	19.3	102
HILL STREET BLUES	N	8590	2908	11.1	33.9	104	2499	11.9	29.1	112	667	11.4	7.8	108	1898	12.4	22.1	117
HOTEL	A	14085	4346	16.5	30.9	95	3743	17.8	26.6	102	1075	18.4	7.6	106	2686	17.6	19.1	101
JEFFERSONS	C	9360	2824	10.7	30.2	93	2472	11.7	26.4	101	758	13.0	8.1	112	1583	10.4	16.9	90
JENNIFER SLEPT HERE	N	5841	1727	6.6	29.6	91	1546	7.3	26.5	102	495	8.5	8.5	117	1227	8.0	21.0	111
KATE & ALLIE	C	9206	3007	11.4	32.7	101	2387	11.3	25.9	100	845	14.4	9.2	127	1753	11.5	19.0	101
KNIGHT RIDER	N	7076	2212	8.4	31.3	96	1676	8.0	23.7	91	596	10.2	8.4	117	1270	8.3	17.9	95
LOVE BOAT	A	12219	3667	14.0	30.0	92	2998	14.2	24.5	94	838	14.3	6.9	95	2125	13.9	17.4	92
MAGNUM PI	C	11199	3758	14.3	33.6	103	3057	14.5	27.3	105	707	12.1	6.3	87	1970	12.9	17.6	93
MAMA'S FAMILY	N	6057	1930	7.3	31.9	98	1532	7.3	25.3	97	475	8.1	7.8	109	999	6.5	16.5	87
MASTER, THE	N	3598	1164	4.4	32.4	100	1021	4.8	28.4	109	329	5.6	9.1	127	683	4.5	19.0	101
MATT HOUSTON	A	6344	2051	7.8	32.3	100	1739	8.3	27.4	105	513	8.8	8.1	112	1122	7.3	17.7	94
NBC MONDAY NIGHT MOVIE	N	11994	3982	15.1	33.2	102	3161	15.0	26.4	101	924	15.8	7.7	107	2120	13.9	17.7	94
NBC NIGHTLY NEWS	N	5132	1546	5.9	30.1	93	1242	5.9	24.2	93	387	6.6	7.5	104	880	5.8	17.1	91
NBC NIGHTLY NEWS-SAT	N	3375	1111	4.2	32.9	101	714	3.4	21.2	81	270	4.6	8.0	111	580	3.8	17.2	91
NBC NIGHTLY NEWS-SUN	N	3130	954	3.6	30.5	94	709	3.4	22.7	87	*180	3.1	5.8	80	458	3.0	14.6	78
NBC SUNDAY NIGHT MOVIE	N	8284	2911	11.1	35.1	108	2135	10.1	25.8	99	920	15.7	11.1	154	1521	10.0	18.4	97
NEWHART	C	9240	3119	11.9	33.8	104	2364	11.2	25.6	98	791	13.5	8.6	119	1803	11.8	19.5	103
ONE DAY AT A TIME	C	7288	2244	8.5	30.8	95	1990	9.4	27.3	105	526	9.0	7.2	100	1473	9.6	20.2	107
PEOPLE ARE FUNNY	N	4855	1586	6.0	32.7	101	1176	5.6	24.2	93	431	7.4	8.9	123	819	5.4	16.9	89
REAL PEOPLE	N	8869	2727	10.4	30.7	95	2193	10.4	24.7	95	634	10.8	7.1	99	1515	9.9	17.1	91
REMINGTON STEELE	N	7743	2801	10.7	36.2	111	2040	9.7	26.3	101	585	10.0	7.6	105	1460	9.6	18.9	100
RIPLEY'S BELIEVE IT - NOT	A	5345	1755	6.7	32.8	101	1331	6.3	24.9	96	455	7.8	8.5	118	1093	7.2	20.4	108
RIPTIDE	N	6988	2547	9.7	36.4	112	1732	8.2	24.8	95	475	8.1	6.8	94	1214	7.9	17.4	92
SCARECROW & MRS. KING	C	10002	3192	12.1	31.9	98	2494	11.8	24.9	96	647	11.1	6.5	90	1757	11.5	17.6	93
SIMON & SIMON	C	10638	3471	13.2	32.6	101	2718	12.9	25.5	98	661	11.3	6.2	86	2069	13.5	19.4	103
60 MINUTES	C	13293	4180	15.9	31.4	97	3483	16.5	26.2	101	904	15.5	6.8	94	2275	14.9	17.1	91
ST. ELSEWHERE	N	7017	2627	10.0	37.4	115	2060	9.8	29.4	113	603	10.3	8.6	119	1419	9.3	20.2	107
THREE'S COMPANY	A	10917	3570	13.6	32.7	101	3024	14.3	27.7	106	868	14.8	8.0	110	2329	15.2	21.3	113
T.J. HOOKER	A	9204	2950	11.2	32.1	99	2247	10.7	24.4	94	566	9.7	6.1	85	1441	9.4	15.7	83
TONIGHT SHOW	N	2372	827	3.1	34.9	107	646	3.1	27.2	105	172	2.9	7.3	100	504	3.3	21.2	113
TRAPPER JOHN, M.D.	C	9846	3046	11.6	30.9	95	2584	12.3	26.2	101	736	12.6	7.5	104	1758	11.5	17.9	95
TV BLOOPERS & PRAC. JOKES	N	9105	2977	11.3	32.7	101	2463	11.7	27.1	104	717	12.3	7.9	109	1719	11.2	18.9	100
20/20	A	9387	3080	11.7	32.8	101	2362	11.2	25.2	97	615	10.5	6.6	91	1683	11.0	17.9	95
WEBSTER	A	11067	3492	13.3	31.6	97	2621	12.4	23.7	91	916	15.7	8.3	115	1948	12.7	17.6	93
WORLD NEWS - SUN	A	3062	989	3.8	32.3	100	693	3.3	22.6	87	*121	2.1	4.0	55	474	3.1	15.5	82
YELLOW ROSE	N	4978	1565	6.0	31.4	97	1363	6.5	27.4	105	231	3.9	4.6	64	889	5.8	17.9	95
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3191	12.1	35.9	111	2855	13.5	32.2	124	701	12.0	7.9	109	1697	11.1	19.1	101
BASKETBALL - COLLEGE GAMES		4080	1399	5.3	34.3	106	1303	6.2	31.9	123	*416	7.1	10.2	141	889	5.8	21.8	115
BASKETBALL - PRO GAMES		3607	1143	4.3	31.7	98	1085	5.1	30.1	116	*369	6.3	10.2	142	940	6.2	26.1	138
BOWLING		3883	1393	5.3	35.9	111	1197	5.7	30.8	118	*325	5.6	8.4	116	868	5.7	22.4	118
BOXING		3928	1375	5.2	35.0	108	1196	5.7	30.4	117	*403	6.9	10.3	142	767	5.0	19.5	103
FOOTBALL - COLLEGE GAMES		6366	1958	7.4	30.8	95	2082	9.9	32.7	126	495	8.5	7.8	108	1383	9.1	21.7	115
FOOTBALL - PRO GAMES		11300	3454	13.1	30.6	94	3366	16.0	29.8	114	905	15.5	8.0	111	2763	18.1	24.5	130
GOLF		3378	1261	4.8	37.3	115	909	4.3	26.9	103	**172	2.9	5.1	71	722	4.7	21.4	113
POST-SEASON COLL. FOOTBALL		4906	1492	5.7	30.4	94	1507	7.2	30.7	118	*405	6.9	8.3	114	1216	8.0	24.8	131
POST-SEASON PRO FOOTBALL		6120	1928	7.3	31.5	97	1820	8.6	29.7	114	500	8.5	8.2	113	1764	11.5	28.8	153
TENNIS		3033	1076	4.1	35.5	109	747	3.5	24.6	95	*249	4.3	8.2	114	657	4.3	21.7	115
WRESTLING - PROFESSIONAL		3344	982	3.7	29.4	90	997	4.7	29.8	115	*446	7.6	13.3	185	649	4.2	19.4	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PAPER BOXES/ FOIL POUCHES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6030	100.0	7.4	100												
18 - 24	9282	602	10.0	6.5	87												
25 - 34	19072	2269	37.6	11.9	160												
35 - 44	14591	1385	23.0	9.5	127												
45 - 54	11345	896	14.9	7.9	106												
55 - 64	11635	*564	9.4	4.8	65												
65 OR OLDER	15061	*314	5.2	2.1	28												
18 - 34	28354	2871	47.6	10.1	136												
18 - 49	48339	4728	78.4	9.8	131												
25 - 54	45008	4550	75.5	10.1	136												
35 - 49	19985	1857	30.8	9.3	125												
50 OR OLDER	32647	1302	21.6	4.0	54												
GRADUATED COLLEGE	11155	1301	21.6	11.7	157												
ATTENDED COLLEGE	13682	1327	22.0	9.7	130												
GRADUATED HIGH SCHOOL	33880	2422	40.2	7.1	96												
DID NOT GRADUATE HIGH SCHOOL	22270	980	16.3	4.4	59												
EMPLOYED	40306	3699	61.3	9.2	123												
EMPLOYED FULL-TIME	32850	2877	47.7	8.8	118												
EMPLOYED PART-TIME	7456	822	13.6	11.0	148												
NOT EMPLOYED	40680	2331	38.7	5.7	77												
PROFESSIONAL/MANAGER	10392	1332	22.1	12.8	172												
TECH/CLERICAL/SALES	17574	1589	26.4	9.0	121												
PRECISION/CRAFT	985	**95	1.6	9.6	130												
OTHER EMPLOYED	11354	683	11.3	6.0	81												
SINGLE	9863	569	9.4	5.8	77												
MARRIED	51375	4428	73.4	8.6	116												
DIVORCED/SEPARATED/WIDOWED	19748	1033	17.1	5.2	70												
PARENTS	32590	4149	68.8	12.7	171												
WHITE	70416	5324	88.3	7.6	102												
BLACK	8778	506	8.4	5.8	77												
OTHER	1791	**200	3.3	11.2	150												
NORTHEAST-CENSUS	17786	1557	25.8	8.8	118												
NORTH CENTRAL	20741	1432	23.7	6.9	93												
SOUTH	27775	1729	28.7	6.2	84												
WEST	14683	1312	21.8	8.9	120												
NORTHEAST-MKTG.	17961	1536	25.5	8.6	115												
EAST CENTRAL	11885	890	14.8	7.5	101												
WEST CENTRAL	14090	939	15.6	6.7	90												
SOUTH	24081	1494	24.8	6.2	83												
PACIFIC	12969	1171	19.4	9.0	121												
COUNTY SIZE A	32439	2571	42.6	7.9	106												
COUNTY SIZE B	24915	2013	33.4	8.1	109												
COUNTY SIZE C	12930	761	12.6	5.9	79												
COUNTY SIZE D	10703	684	11.3	6.4	86												
METRO CENTRAL CITY	24518	1751	29.0	7.1	96												
METRO SUBURBAN	35919	3082	51.1	8.6	115												
NON METRO	20549	1197	19.9	5.8	78												
TOP 5 ADI'S	18341	1614	26.8	8.8	118												
TOP 10 ADI'S	25378	2211	36.7	8.7	117												
TOP 20 ADI'S	36488	2939	48.7	8.1	108												
HSHLD INC. $50,000 OR MORE	6612	*545	9.0	8.2	111												
$40,000 OR MORE	12659	1377	22.8	10.9	146												
$30,000 OR MORE	24698	2542	42.2	10.3	138												
$25,000 OR MORE	32077	3183	52.8	9.9	133												
$20,000 - $24,999	9144	*579	9.6	6.3	85												
$15,000 - $19,999	8728	631	10.5	7.2	97												
$10,000 - $14,999	12562	808	13.4	6.4	86												
UNDER $10,000	18475	828	13.7	4.5	60												
HOUSEHOLD OF 1 PERSON	11987	*326	5.4	2.7	37												
2 PEOPLE	26577	1149	19.1	4.3	58												
3 OR 4 PEOPLE	30617	3403	56.4	11.1	149												
5 OR MORE PEOPLE	11804	1152	19.1	9.8	131												
NO CHILD IN HSHLD	46165	1719	28.5	3.7	50												
CHILD(REN) UNDER 2 YRS	5325	*498	8.3	9.4	126												
2 - 5 YEARS	14221	1766	29.3	12.4	167												
6 - 11 YEARS	15117	2031	33.7	13.4	180												
12 - 17 YEARS	16611	1923	31.9	11.6	155												
RESIDENCE OWNED	55884	4335	71.9	7.8	104												
VALUE: $50,000 OR MORE	31744	2842	47.1	9.0	120												
VALUE: UNDER $50,000	24140	1493	24.8	6.2	83												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	PAPER BOXES/ FOIL POUCHES A '000	B % ACROSS DOWN	C %	D INDX	A '000	B % ACROSS DOWN	C %	D INDX	A '000	B % ACROSS DOWN	C %	D INDX	A '000	B % ACROSS DOWN	C %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	6030	100.0	7.4	100												
MAGAZINES	QUINTILE 1	15799	1568	26.0	9.9	133												
	QUINTILE 2	17259	1463	24.3	8.5	114												
	QUINTILE 3	13545	1113	18.5	8.2	110												
	QUINTILE 4	15133	965	16.0	6.4	86												
	QUINTILE 5	19250	922	15.3	4.8	64												
NEWSPAPERS	QUINTILE 1	12413	1013	16.8	8.2	110												
	QUINTILE 2	24116	1843	30.6	7.6	103												
	QUINTILE 3	11261	964	16.0	8.6	115												
	QUINTILE 4	20255	1524	25.3	7.5	101												
	QUINTILE 5	12940	686	11.4	5.3	71												
OUTDOOR	QUINTILE 1	14852	1165	19.3	7.8	105												
	QUINTILE 2	15725	1085	18.0	6.9	93												
	QUINTILE 3	16330	1314	21.8	8.0	108												
	QUINTILE 4	16744	1507	25.0	9.0	121												
	QUINTILE 5	17334	960	15.9	5.5	74												
RADIO-DRIVE TIME	QUINTILE 1	15911	1351	22.4	8.5	114												
	QUINTILE 2	14837	1073	17.8	7.2	97												
	QUINTILE 3	15339	1343	22.3	8.8	118												
	QUINTILE 4	16723	1189	19.7	7.1	95												
	QUINTILE 5	18176	1074	17.8	5.9	79												
RADIO-MID-DAY	TERCILE 1	21020	1770	29.4	8.4	113												
	TERCILE 2	21610	1796	29.8	8.3	112												
	TERCILE 3	38355	2464	40.9	6.4	86												
RADIO-TOTAL	QUINTILE 1	15988	1348	22.4	8.4	113												
	QUINTILE 2	15626	1330	22.1	8.5	114												
	QUINTILE 3	16723	1354	22.5	8.1	109												
	QUINTILE 4	16342	1188	19.7	7.3	98												
	QUINTILE 5	16306	810	13.4	5.0	67												
TV-PRIME TIME	QUINTILE 1	15953	1224	20.3	7.7	103												
	QUINTILE 2	16137	1271	21.1	7.9	106												
	QUINTILE 3	16420	1452	24.1	8.8	119												
	QUINTILE 4	16687	1103	18.3	6.6	89												
	QUINTILE 5	15789	980	16.3	6.2	83												
TV-DAYTIME	TERCILE 1	27736	2002	33.2	7.2	97												
	TERCILE 2	26489	2096	34.8	7.9	106												
	TERCILE 3	26761	1932	32.0	7.2	97												
TV-TOTAL	QUINTILE 1	16345	1002	16.6	6.1	82												
	QUINTILE 2	16447	1408	23.3	8.6	115												
	QUINTILE 3	15980	1239	20.5	7.8	104												
	QUINTILE 4	15887	1251	20.7	7.9	106												
	QUINTILE 5	16326	1131	18.8	6.9	93												
MAGAZINES-NEWSPAPERS: DUAL		20721	1881	31.2	9.1	122												
MAGAZINE IMPERATIVE		19186	1732	28.7	9.0	121												
NEWSPAPER IMPERATIVE		21899	1463	24.3	6.7	90												
MAGAZINES-OUTDOOR: DUAL		15451	1389	23.0	9.0	121												
MAGAZINE IMPERATIVE		25953	2336	38.7	9.0	121												
OUTDOOR IMPERATIVE		24400	1411	23.4	5.8	78												
MAGAZINES-RADIO: DUAL		18049	1748	29.0	9.7	130												
MAGAZINE IMPERATIVE		23571	1891	31.4	8.0	108												
RADIO IMPERATIVE		23278	1703	28.2	7.3	98												
MAGAZINES-TELEVISION: DUAL		15459	1312	21.8	8.5	114												
MAGAZINE IMPERATIVE		25829	2397	39.8	9.3	125												
TELEVISION IMPERATIVE		26039	1637	27.1	6.3	84												
NEWSPAPERS-OUTDOOR: DUAL		16605	1329	22.0	8.0	107												
NEWSPAPER IMPERATIVE		26834	2127	35.3	7.9	106												
OUTDOOR IMPERATIVE		23346	1595	26.5	6.8	92												
NEWSPAPERS-RADIO: DUAL		17133	1524	25.3	8.9	119												
NEWSPAPER IMPERATIVE		25892	1878	31.1	7.3	97												
RADIO IMPERATIVE		23167	1861	30.9	8.0	108												
NEWSPAPERS-TELEVISION: DUAL		17159	1277	21.2	7.4	100												
NEWSPAPER IMPERATIVE		26214	2120	35.2	8.1	109												
TELEVISION IMPERATIVE		23412	1669	27.7	7.1	96												
OUTDOOR-RADIO: DUAL		15303	1259	20.9	8.2	110												
OUTDOOR IMPERATIVE		24901	1597	26.5	6.4	86												
RADIO IMPERATIVE		26492	2335	38.7	8.8	118												
OUTDOOR-TELEVISION: DUAL		14794	974	16.2	6.6	88												
OUTDOOR IMPERATIVE		25437	2096	34.8	8.2	111												
TELEVISION IMPERATIVE		27877	2164	35.9	7.8	104												
RADIO-TELEVISION: DUAL		15996	1377	22.8	8.6	116												
RADIO IMPERATIVE		25478	2049	34.0	8.0	108												
TELEVISION IMPERATIVE		26573	1721	28.5	6.5	87												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PAPER BOXES/ FOIL POUCHES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6030	100.0	7.4	100												
ATLANTIC MONTHLY	415	**21	0.3	5.1	68												
BARRON'S	453	**90	1.5	19.9	267												
BETTER HOMES & GARDENS	16256	1443	23.9	8.9	119												
BON APPETIT	2535	*246	4.1	9.7	130												
BUSINESS WEEK	1278	**103	1.7	8.1	108												
CAR AND DRIVER	378	**49	0.8	13.0	174												
CBS MAGAZINE NETWORK (GROSS)	1498	*167	2.8	11.1	150												
CHANGING TIMES	1505	**153	2.5	10.2	137												
COLONIAL HOMES	1231	**121	2.0	9.8	132												
CONDE NAST MAG. PKG. (GROSS)	14146	1497	24.8	10.6	142												
CONSUMERS DIGEST	1323	**116	1.9	8.8	118												
COSMOPOLITAN	7102	611	10.1	8.6	116												
COUNTRY LIVING	2481	345	5.7	13.9	187												
CUISINE	1472	**166	2.8	11.3	151												
CYCLE WORLD	425	**43	0.7	10.1	136												
DCI:CREATIVE IDEAS FOR LIV	2510	*147	2.4	5.9	79												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	475	7.9	7.1	95												
DISCOVER	894	**65	1.1	7.3	98												
EBONY	3507	232	3.8	6.6	89												
ESQUIRE	1083	**109	1.8	10.1	135												
ESSENCE	1830	*110	1.8	6.0	81												
FAMILY CIRCLE	15930	1363	22.6	8.6	115												
THE FAMILY HANDYMAN	1126	**133	2.2	11.8	159												
FAMILY WEEKLY	11468	898	14.9	7.8	105												
FIELD & STREAM	2234	*185	3.1	8.3	111												
FOOD & WINE	579	**72	1.2	12.4	167												
FORBES	728	**97	1.6	13.3	179												
FORTUNE	906	**94	1.6	10.4	139												
GENTLEMEN'S QUARTERLY	791	**120	2.0	15.2	204												
GLAMOUR	5265	617	10.2	11.7	157												
GOLF DIGEST	636	**92	1.5	14.5	194												
GOLF DIGEST/TENNIS (GROSS)	1186	**157	2.6	13.2	178												
GOLF MAGAZINE	441	**67	1.1	15.2	204												
GOLF MAGAZINE/SKI (GROSS)	922	**97	1.6	10.5	141												
GOOD HOUSEKEEPING	16487	1467	24.3	8.9	120												
HARPER'S BAZAAR	2423	*296	4.9	12.2	164												
HEALTH	1994	*201	3.3	10.1	135												
HEARST MAG CORP. BUY (GROSS)	44101	4348	72.1	9.9	132												
HEARST MAN POWER (GROSS)	1993	*208	3.4	10.4	140												
HEARST WOMAN POWER (GROSS)	31274	2928	48.6	9.4	126												
HOUSE BEAUTIFUL	3623	337	5.6	9.3	125												
INC.	283	**48	0.8	17.0	228												
JET	2928	206	3.4	7.0	94												
LADIES' HOME JOURNAL	11918	1046	17.3	8.8	118												
LHJ FAMILY GRP COMBO(GROSS)	16764	1529	25.4	9.1	122												
LIFE	4254	356	5.9	8.4	112												
L.A. TIMES HOME MAGAZINE	1145	*192	3.2	16.8	225												
MADEMOISELLE	2884	*319	5.3	11.1	149												
MC CALL'S	13460	1191	19.8	8.8	119												
MC CALL'S/WRK MOTHER (GROSS)	14606	1364	22.6	9.3	125												
MECHANIX ILLUSTRATED	772	**132	2.2	17.1	230												
METROPOLITAN HOME	967	**124	2.1	12.8	172												
MONEY	1588	**159	2.6	10.0	134												
MOTHER EARTH NEWS	1002	**133	2.2	13.3	178												
MS.	825	**80	1.3	9.7	130												
NATIONAL ENQUIRER	10336	639	10.6	6.2	83												
NATIONAL GEOGRAPHIC	9597	1033	17.1	10.8	145												
NATIONAL SUNDAY MAGAZINE PKG	49558	4047	67.1	8.2	110												
NATURAL HISTORY	573	**58	1.0	10.1	136												
NEW WOMAN	1699	*190	3.2	11.2	150												
NEW YORK INCLUDING CUE	443	**15	0.2	3.4	45												
THE NEW YORKER	1270	**90	1.5	7.1	95												
NEWSWEEK	6277	755	12.5	12.0	162												
THE N.Y. TIMES DAILY EDITION	1205	**126	2.1	10.5	140												
THE N.Y. TIMES MAGAZINE	2081	*249	4.1	12.0	161												
OMNI	788	**97	1.6	12.3	165												
ON CABLE	1158	**82	1.4	7.1	95												
1001 HOME IDEAS	2852	*282	4.7	9.9	133												
ORGANIC GARDENING	1658	**132	2.2	8.0	107												
OUTDOOR LIFE	896	**71	1.2	7.9	106												
PARADE MAGAZINE	24275	2043	33.9	8.4	113												

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PAPER BOXES/ FOIL POUCHES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6030	100.0	7.4	100												
PARENTS	3845	524	8.7	13.6	183												
PENTHOUSE	831	**76	1.3	9.1	123												
PEOPLE	11645	1121	18.6	9.6	129												
PLAYBOY	2006	*142	2.4	7.1	95												
POPULAR HOT RODDING	297	**31	0.5	10.4	140												
POPULAR MECHANICS	1018	**112	1.9	11.0	148												
POPULAR SCIENCE	878	**157	2.6	17.9	240												
PREVENTION	3913	300	5.0	7.7	103												
PSYCHOLOGY TODAY	1710	*213	3.5	12.5	167												
READER'S DIGEST	22204	1953	32.4	8.8	118												
REDBOOK	7684	849	14.1	11.0	148												
ROAD & TRACK	410	**36	0.6	8.8	118												
ROLLING STONE	969	*114	1.9	11.8	158												
RUNNER'S WORLD	298	**36	0.6	12.1	162												
SATURDAY EVENING POST	1169	**81	1.3	6.9	93												
SCIENCE 84	587	**86	1.4	14.7	197												
SCIENCE DIGEST	482	**39	0.6	8.1	109												
SCIENTIFIC AMERICAN	594	**37	0.6	6.2	84												
SELF	2089	*216	3.6	10.3	139												
SEVENTEEN	2411	*199	3.3	8.3	111												
SKI	480	**29	0.5	6.0	81												
SMITHSONIAN	2760	*254	4.2	9.2	124												
SOAP OPERA DIGEST	3013	364	6.0	12.1	162												
SOUTHERN LIVING	4184	329	5.5	7.9	106												
SPORT	559	**51	0.8	9.1	123												
THE SPORTING NEWS	436	**68	1.1	15.6	209												
SPORTS AFIELD	493	**57	0.9	11.6	155												
SPORTS ILLUSTRATED	2758	287	4.8	10.4	140												
STAR	7456	490	8.1	6.6	88												
SUNDAY	24936	1905	31.6	7.6	103												
SUNSET	2124	*189	3.1	8.9	120												
TV GUIDE	21661	1877	31.1	8.7	116												
TENNIS	550	**65	1.1	11.8	159												
TIME	5840	908	15.1	10.2	137												
TOWN & COUNTRY	917	**84	1.4	9.2	123												
TRAVEL & LEISURE	972	**100	1.7	10.3	138												
TRUE STORY	3356	*280	4.6	8.3	112												
U.S.NEWS & WORLD REPORT	3410	*205	3.4	6.0	81												
USA TODAY	1759	*119	2.0	6.8	91												
US	1873	*175	2.9	9.3	125												
VOGUE	3909	345	5.7	8.8	119												
WALL STREET JOURNAL	1886	**100	1.7	5.3	71												
WEIGHT WATCHERS	2120	*243	4.0	11.5	154												
WOMAN'S DAY	14172	1309	21.7	9.2	124												
WORKING MOTHER	1146	*173	2.9	15.1	203												
WORKING WOMAN	1322	*201	3.3	15.2	204												
WORLD TENNIS	*163	**27	0.4	16.6	222												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	346	5.7	13.7	184												
BLAIR INSERTS	43657	3643	60.4	8.3	112												
DAILY NEWSPAPERS																	
READ ANY	51633	4023	66.7	7.8	105												
READ ONE	43463	3401	56.4	7.8	105												
READ TWO OR MORE	8170	622	10.3	7.6	102												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4302	71.3	8.2	110												
READ ONE	46126	3738	62.0	8.1	109												
READ TWO OR MORE	6552	564	9.4	8.6	116												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.77															
30 DAY REACH	71455	5504	91.3	7.7	103												
50 SHWG - 30 DAY AV FREQ	14.56	14.51															
30 DAY REACH	67742	5271	87.4	7.8	105												
25 SHWG - 30 DAY AV FREQ	7.94	7.65															
30 DAY REACH	62117	4958	82.2	8.0	107												
CABLE TV: HOME WIRED	32077	2643	43.8	8.2	111												
HOME NOT WIRED	48909	3387	56.2	6.9	93												
HAVE PAY CABLE	15935	1584	26.3	9.9	134												

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PAPER BOXES/ FOIL POUCHES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6030	100.0	7.4	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3475	57.6	7.9	106												
10:00 AM - 3:00 PM	30659	2488	41.3	8.1	109												
3:00 PM - 7:00 PM	31045	2562	42.5	8.3	111												
7:00 PM - MIDNIGHT	15767	1297	21.5	8.2	110												
MIDNIGHT - 6:00 AM	9120	726	12.0	8.0	107												
6:00 AM - MIDNIGHT	58527	4719	78.3	8.1	108												
ENTIRE DAY	59311	4800	79.6	8.1	109												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1349	22.4	8.3	112												
ALL NEWS	2256	*177	2.9	7.8	105												
AOR/PROGRESSIVE	3874	415	6.9	10.7	144												
BEAUTIFUL MUSIC	5660	401	6.7	7.1	95												
BLACK	2204	*172	2.9	7.8	105												
CLASSICAL	1418	*152	2.5	10.7	144												
CHR/ROCK	9538	936	15.5	9.8	132												
COUNTRY	12648	962	16.0	7.6	102												
GOLDEN OLDIES	1191	**118	2.0	9.9	133												
MOR/NOSTALGIA	4757	381	6.3	8.0	108												
NEWS/TALK	3863	*269	4.5	7.0	94												
RELIGIOUS	3084	*248	4.1	8.0	108												
SOFT ROCK	521	**78	1.3	15.0	201												
URBAN CONTEMPORARY	1585	**88	1.5	5.6	75												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*248	4.1	7.6	102												
ABC DIRECTION	2316	*225	3.7	9.7	130												
ABC ENTERTAINMENT	4834	398	6.6	8.2	111												
ABC FM	2202	*209	3.5	9.5	127												
ABC INFORMATION	5425	465	7.7	8.6	115												
ABC ROCK	1677	*182	3.0	10.9	146												
CBS	4430	*250	4.1	5.6	76												
MUTUAL	4992	414	6.9	8.3	111												
NBC	4679	411	6.8	8.8	118												
RADIORADIO	1994	*149	2.5	7.5	100												
RKO ONE	2298	*214	3.5	9.3	125												
RKO TWO	3311	*205	3.4	6.2	83												
THE SOURCE	2114	*259	4.3	12.3	165												
NON-WIRED : BLAIR	8654	659	10.9	7.6	102												
INTERNET	12025	1234	20.5	10.3	138												
KATZ RADIO GROUP	15359	1175	19.5	7.7	103												
SUPERNET	10628	943	15.6	8.9	119												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	526	8.7	6.1	82												
WKDAY 9:00 AM - 1:00 PM	12163	838	13.9	6.9	93												
WKDAY 1:00 PM - 4:30 PM	16150	1160	19.2	7.2	96												
WKDAY 4:30 PM - 7:30 PM	22463	1406	23.3	6.3	84												
WKDAY 7:30 PM - 8:00 PM	31795	2090	34.7	6.6	88												
WKDAY 11:00 PM - 11:30 PM	23977	1877	31.1	7.8	105												
WKDAY 11:30 PM - 1:00 AM	7703	643	10.7	8.3	112												
M-SAT 8-11 PM+SUN 7-11 PM	33800	2593	43.0	7.7	103												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	491	8.1	7.5	101												
ANOTHER WORLD N	4620	313	5.2	6.8	91												
AS THE WORLD TURNS C	5614	337	5.6	6.0	81												
CAPITOL C	3396	172	2.9	5.1	68												
CBS MORN. NEWS 1 C	1446	*75	1.2	5.2	70												
CBS MORN. NEWS 2 C	1207	*64	1.1	5.3	71												
DAYS OF OUR LIVES N	5877	503	8.3	8.6	115												
FACTS OF LIFE - DAYTIME N	2290	178	3.0	7.8	104												
FAMILY FEUD A	3023	180	3.0	6.0	80												
GENERAL HOSPITAL A	6097	500	8.3	8.2	110												
GOOD MORNING, AMERICA-730 A	3515	239	4.0	6.8	91												
GOOD MORNING, AMERICA-830 A	2818	201	3.3	7.1	96												
GUIDING LIGHT C	5339	318	5.3	6.0	80												
ONE LIFE TO LIVE A	4478	366	6.1	8.2	110												
PRESS YOUR LUCK C	2244	155	2.6	6.9	93												
PRICE IS RIGHT 1 C	4348	239	4.0	5.5	74												
PRICE IS RIGHT 2 C	5014	247	4.1	4.9	66												
RYAN'S HOPE A	3150	235	3.9	7.5	100												
SALE OF THE CENTURY N	2695	209	3.5	7.8	104												
SEARCH FOR TOMORROW N	2319	*117	1.9	5.0	68												
TODAY SHOW 1 N	2693	112	1.9	4.2	56												
TODAY SHOW 2 N	2498	124	2.1	5.0	67												
$25,000 PYRAMID C	2753	153	2.5	5.6	75												
WHEEL OF FORTUNE N	4388	256	4.2	5.8	78												
YOUNG AND THE RESTLESS C	5695	371	6.2	6.5	87												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*98	1.6	5.6	75												
NBA PLAYOFF GAME -1 C	1136	**93	1.5	8.2	110												
NBC MAJOR LEAGUE PRE-GAME N	953	**31	0.5	3.3	44												
SPORTSWORLD - SUN N	1233	**93	1.5	7.5	101												
SUNDAY MORNING C	1611	**70	1.2	4.3	58												

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	PAPER BOXES/ FOIL POUCHES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	6030	100.0	7.4	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1335	22.1	5.1	69												
NETWORK AFFILIATES - LATE		20261	1533	25.4	7.6	102												
INDEPENDENTS - LATE		2076	180	3.0	8.7	116												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	863	14.3	8.3	111												
ABC MONDAY NIGHT MOVIE	A	6412	514	8.5	8.0	108												
ABC SUNDAY NIGHT MOVIE	A	12407	942	15.6	7.6	102												
ABC WORLD NEWS TONIGHT	A	6176	389	6.5	6.3	85												
AFTERMASH	C	5863	427	7.1	7.3	98												
ALICE	C	9594	684	11.3	7.1	96												
AMERICAN PARADE	C	6622	341	5.7	5.1	69												
BENSON	A	10886	828	13.7	7.6	102												
BLUE THUNDER	A	5036	488	8.1	9.7	130												
CAGNEY & LACEY	C	9965	832	13.8	8.3	112												
CBS EVENING NEWS-DEAN	C	3491	*202	3.3	5.8	78												
CBS EVENING NEWS-RATHER	C	7123	373	6.2	5.2	70												
CBS SAT. NEWS-SCHIEFFER	C	3621	173	2.9	4.8	64												
CBS SATURDAY NIGHT MOVIE	C	5436	468	7.8	8.6	116												
CBS WEDNESDAY NIGHT MOVIE	C	6100	281	4.7	4.6	62												
CHEERS	N	8889	844	14.0	9.5	128												
DALLAS	C	22109	1693	28.1	7.7	103												
DIFF'RENT STROKES	N	6940	555	9.2	8.0	107												
DOUBLE TROUBLE	N	7223	755	12.5	10.5	140												
DUCK FACTORY	N	5595	503	8.3	9.0	121												
DUKES OF HAZZARD	C	5768	323	5.4	5.6	75												
DYNASTY	A	20053	1494	24.8	7.5	100												
FACTS OF LIFE	N	8087	732	12.1	9.1	122												
FALCON CREST	C	20046	1469	24.4	7.3	98												
FALL GUY	A	9084	787	13.1	8.7	116												
FAMILY TIES	N	7964	792	13.1	9.9	134												
FANTASY ISLAND	A	7687	606	10.0	7.9	106												
FOULUPS,BLEEPS & BLUNDERS	A	8861	747	12.4	8.4	113												
FOUR SEASONS	C	5095	425	7.0	8.3	112												
GIMME A BREAK	N	8838	815	13.5	9.2	124												
HART TO HART	A	8978	707	11.7	7.9	106												
HILL STREET BLUES	N	8590	855	14.2	10.0	134												
HOTEL	A	14085	1137	18.9	8.1	108												
JEFFERSONS	C	9360	723	12.0	7.7	104												
JENNIFER SLEPT HERE	N	5841	464	7.7	7.9	107												
KATE & ALLIE	C	9206	819	13.6	8.9	119												
KNIGHT RIDER	N	7076	611	10.1	8.6	116												
LOVE BOAT	A	12219	904	15.0	7.4	99												
MAGNUM PI	C	11199	791	13.1	7.1	95												
MAMA'S FAMILY	N	6057	407	6.7	6.7	90												
MASTER, THE	N	3598	327	5.4	9.1	122												
MATT HOUSTON	A	6344	550	9.1	8.7	116												
NBC MONDAY NIGHT MOVIE	N	11994	942	15.6	7.9	105												
NBC NIGHTLY NEWS	N	5132	314	5.2	6.1	82												
NBC NIGHTLY NEWS-SAT	N	3375	*168	2.8	5.0	67												
NBC NIGHTLY NEWS-SUN	N	3130	*203	3.4	6.5	87												
NBC SUNDAY NIGHT MOVIE	N	8284	640	10.6	7.7	104												
NEWHART	C	9240	877	14.5	9.5	127												
ONE DAY AT A TIME	C	7288	487	8.1	6.7	90												
PEOPLE ARE FUNNY	N	4855	330	5.5	6.8	91												
REAL PEOPLE	N	8869	639	10.6	7.2	97												
REMINGTON STEELE	N	7743	673	11.2	8.7	117												
RIPLEY'S BELIEVE IT - NOT	A	5345	518	8.6	9.7	130												
RIPTIDE	N	6988	602	10.0	8.6	116												
SCARECROW & MRS. KING	C	10002	818	13.6	8.2	110												
SIMON & SIMON	C	10638	625	10.4	5.9	79												
60 MINUTES	C	13293	780	12.9	5.9	79												
ST. ELSEWHERE	N	7017	844	14.0	12.0	162												
THREE'S COMPANY	A	10917	925	15.3	8.5	114												
T.J. HOOKER	A	9204	569	9.4	6.2	83												
TONIGHT SHOW	N	2372	171	2.8	7.2	97												
TRAPPER JOHN, M.D.	C	9846	601	10.0	6.1	82												
TV BLOOPERS & PRAC. JOKES	N	9105	712	11.8	7.8	105												
20/20	A	9387	630	10.4	6.7	90												
WEBSTER	A	11067	850	14.1	7.7	103												
WORLD NEWS - SUN	A	3062	*182	3.0	5.9	80												
YELLOW ROSE	N	4978	322	5.3	6.5	87												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	754	12.5	8.5	114												
BASKETBALL - COLLEGE GAMES		4080	*308	5.1	7.5	101												
BASKETBALL - PRO GAMES		3607	*240	4.0	6.7	89												
BOWLING		3883	*524	8.7	13.5	181												
BOXING		3928	*417	6.9	10.6	143												
FOOTBALL - COLLEGE GAMES		6366	492	8.2	7.7	104												
FOOTBALL - PRO GAMES		11300	1106	18.3	9.8	131												
GOLF		3378	**242	4.0	7.2	96												
POST-SEASON COLL. FOOTBALL		4906	*357	5.9	7.3	98												
POST-SEASON PRO FOOTBALL		6120	668	11.1	10.9	147												
TENNIS		3033	**278	4.6	9.2	123												
WRESTLING - PROFESSIONAL		3344	**320	5.3	9.6	129												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	MIXED A '000	B % DOWN	C ACROSS %	D INDX	APPLE A '000	B % DOWN	C ACROSS %	D INDX	CRANBERRY A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	11813	100.0	14.6	100	25738	100.0	31.8	100	16370	100.0	20.2	100
18 - 24	9282	5248	10.4	56.5	91	1421	12.0	15.3	105	2922	11.4	31.5	99	1157	7.1	12.5	62
25 - 34	19072	13162	26.1	69.0	111	3764	31.9	19.7	135	7613	29.6	39.9	126	3635	22.2	19.1	94
35 - 44	14591	9689	19.2	66.4	107	2803	23.7	19.2	132	5148	20.0	35.3	111	2884	17.6	19.8	98
45 - 54	11345	7297	14.5	64.3	103	1734	14.7	15.3	105	3375	13.1	29.7	94	2157	13.2	19.0	94
55 - 64	11635	7107	14.1	61.1	98	1192	10.1	10.2	70	3368	13.1	28.9	91	3105	19.0	26.7	132
65 OR OLDER	15061	7973	15.8	52.9	85	900	7.6	6.0	41	3311	12.9	22.0	69	3433	21.0	22.8	113
18 - 34	28354	18410	36.5	64.9	104	5184	43.9	18.3	125	10536	40.9	37.2	117	4792	29.3	16.9	84
18 - 49	48339	31680	62.8	65.5	105	8997	76.2	18.6	128	17475	67.9	36.2	114	8662	52.9	17.9	89
25 - 54	45008	30148	59.7	67.0	107	8300	70.3	18.4	126	16137	62.7	35.9	113	8676	53.0	19.3	95
35 - 49	19985	13270	26.3	66.4	107	3813	32.3	19.1	131	6940	27.0	34.7	109	3870	23.6	19.4	96
50 OR OLDER	32647	18795	37.2	57.6	92	2816	23.8	8.6	59	8263	32.1	25.3	80	7708	47.1	23.6	117
GRADUATED COLLEGE	11155	7541	14.9	67.6	108	1726	14.6	15.5	106	4495	17.5	40.3	127	3044	18.6	27.3	135
ATTENDED COLLEGE	13682	9227	18.3	67.4	108	2556	21.7	18.7	128	4923	19.1	36.0	113	3123	19.1	22.8	113
GRADUATED HIGH SCHOOL	33880	21588	42.8	63.7	102	5483	46.4	16.2	111	10991	42.7	32.4	102	6597	40.3	19.5	96
DID NOT GRADUATE HIGH SCHOOL	22270	12120	24.0	54.4	87	2046	17.3	9.2	63	5329	20.7	23.9	75	3607	22.0	16.2	80
EMPLOYED	40306	26305	52.1	65.3	105	6821	57.7	16.9	116	13912	54.1	34.5	109	8714	53.2	21.6	107
EMPLOYED FULL-TIME	32850	21244	42.1	64.7	104	5547	47.0	16.9	116	10827	42.1	33.0	104	7025	42.9	21.4	106
EMPLOYED PART-TIME	7456	5060	10.0	67.9	109	1275	10.8	17.1	117	3085	12.0	41.4	130	1689	10.3	22.7	112
NOT EMPLOYED	40680	24171	47.9	59.4	95	4992	42.3	12.3	84	11826	45.9	29.1	91	7656	46.8	18.8	93
PROFESSIONAL/MANAGER	10392	7010	13.9	67.5	108	2071	17.5	19.9	137	3845	14.9	37.0	116	2641	16.1	25.4	126
TECH/CLERICAL/SALES	17574	11736	23.3	66.8	107	3016	25.5	17.2	118	6372	24.8	36.3	114	3734	22.8	21.2	105
PRECISION/CRAFT	985	623	1.2	63.2	101	**151	1.3	15.3	105	*367	1.4	37.3	117	*285	1.7	28.9	143
OTHER EMPLOYED	11354	6936	13.7	61.1	98	1584	13.4	14.0	96	3328	12.9	29.3	92	2054	12.5	18.1	89
SINGLE	9863	5840	11.6	59.2	95	1259	10.7	12.8	88	3036	11.8	30.8	97	1889	11.5	19.2	95
MARRIED	51375	33464	66.3	65.1	105	8180	69.2	15.9	109	17510	68.0	34.1	107	10450	63.8	20.3	101
DIVORCED/SEPARATED/WIDOWED	19748	11172	22.1	56.6	91	2374	20.1	12.0	82	5192	20.2	26.3	83	4031	24.6	20.4	101
PARENTS	32590	22387	44.4	68.7	110	7053	59.7	21.6	148	12785	49.7	39.2	123	5537	33.8	17.0	84
WHITE	70416	44153	87.5	62.7	101	10142	85.9	14.4	99	22676	88.1	32.2	101	14993	91.6	21.3	105
BLACK	8778	5281	10.5	60.2	97	1401	11.9	16.0	109	2449	9.5	27.9	88	1162	7.1	13.2	65
OTHER	1791	*1042	2.1	58.2	93	**270	2.3	15.1	103	*613	2.4	34.2	108	**215	1.3	12.0	59
NORTHEAST-CENSUS	17786	11673	23.1	65.6	105	2888	24.4	16.2	111	6105	23.7	34.3	108	4422	27.0	24.9	123
NORTH CENTRAL	20741	13142	26.0	63.4	102	2999	25.4	14.5	99	6130	23.8	29.6	93	3961	24.2	19.1	94
SOUTH	27775	16097	31.9	58.0	93	3640	30.8	13.1	90	7798	30.3	28.1	88	4391	26.8	15.8	78
WEST	14683	9564	18.9	65.1	105	2287	19.4	15.6	107	5706	22.2	38.9	122	3596	22.0	24.5	121
NORTHEAST-MKTG.	17961	11654	23.1	64.9	104	2839	24.0	15.8	108	6093	23.7	33.9	107	4055	24.8	22.6	112
EAST CENTRAL	11885	7336	14.5	61.7	99	1680	14.2	14.1	97	3281	12.7	27.6	87	2487	15.2	20.9	104
WEST CENTRAL	14090	9117	18.1	64.7	104	2183	18.5	15.5	106	4393	17.1	31.2	98	2912	17.8	20.7	102
SOUTH	24081	13961	27.7	58.0	93	3116	26.4	12.9	89	6938	27.0	28.8	91	3853	23.5	16.0	79
PACIFIC	12969	8408	16.7	64.8	104	1995	16.9	15.4	105	5032	19.6	38.8	122	3063	18.7	23.6	117
COUNTY SIZE A	32439	20507	40.6	63.2	101	4712	39.9	14.5	100	10728	41.7	33.1	104	6479	39.6	20.0	99
COUNTY SIZE B	24915	15846	31.4	63.6	102	3582	30.3	14.4	99	8165	31.7	32.8	103	5181	31.6	20.8	103
COUNTY SIZE C	12930	8058	16.0	62.3	100	2200	18.6	17.0	117	4237	16.5	32.8	103	2857	17.5	22.1	109
COUNTY SIZE D	10703	6064	12.0	56.7	91	1320	11.2	12.3	85	2608	10.1	24.4	77	1853	11.3	17.3	86
METRO CENTRAL CITY	24518	14867	29.5	60.6	97	3446	29.2	14.1	96	7838	30.5	32.0	101	4741	29.0	19.3	96
METRO SUBURBAN	35919	23500	46.6	65.4	105	5436	46.0	15.1	104	12272	47.7	34.2	108	7717	47.1	21.5	106
NON METRO	20549	12108	24.0	58.9	95	2931	24.8	14.3	98	5628	21.9	27.4	86	3912	23.9	19.0	94
TOP 5 ADI'S	18341	12006	23.8	65.5	105	2870	24.3	15.6	107	6190	24.1	33.7	106	3687	22.5	20.1	99
TOP 10 ADI'S	25378	15970	31.6	62.9	101	3568	30.2	14.1	96	8338	32.4	32.9	103	4963	30.3	19.6	97
TOP 20 ADI'S	36488	23156	45.9	63.5	102	5208	44.1	14.3	98	12091	47.0	33.1	104	7670	46.9	21.0	104
HSHLD INC. $50,000 OR MORE	6612	4825	9.6	73.0	117	1082	9.2	16.4	112	3002	11.7	45.4	143	1618	9.9	24.5	121
$40,000 OR MORE	12659	9056	17.9	71.5	115	2083	17.6	16.5	113	5334	20.7	42.1	133	3141	19.2	24.8	123
$30,000 OR MORE	24698	17148	34.0	69.4	111	4315	36.5	17.5	120	9595	37.3	38.8	122	5937	36.3	24.0	119
$25,000 OR MORE	32077	21955	43.5	68.4	110	5554	47.0	17.3	119	12283	47.7	38.3	120	7542	46.1	23.5	116
$20,000 - $24,999	9144	5824	11.5	63.7	102	1471	12.5	16.1	110	2931	11.4	32.1	101	1858	11.4	20.3	101
$15,000 - $19,999	8728	5286	10.5	60.6	97	1155	9.8	13.2	91	2641	10.3	30.3	95	1636	10.0	18.7	93
$10,000 - $14,999	12562	7626	15.1	60.7	97	1676	14.2	13.3	91	3579	13.9	28.5	90	2196	13.4	17.5	86
UNDER $10,000	18475	9785	19.4	53.0	85	1957	16.6	10.6	73	4305	16.7	23.3	73	3139	19.2	17.0	84
HOUSEHOLD OF 1 PERSON	11987	6330	12.5	52.8	85	960	8.1	8.0	55	2733	10.6	22.8	72	2772	16.9	23.1	114
2 PEOPLE	26577	15817	31.3	59.5	95	2748	23.3	10.3	71	7358	28.6	27.7	87	5895	36.0	22.2	110
3 OR 4 PEOPLE	30617	20430	40.5	66.7	107	5545	46.9	18.1	124	11557	44.9	37.7	119	5872	35.9	19.2	95
5 OR MORE PEOPLE	11804	7899	15.6	66.9	107	2559	21.7	21.7	149	4090	15.9	34.6	109	1831	11.2	15.5	77
NO CHILD IN HSHLD	46165	26749	53.0	57.9	93	4426	37.5	9.6	66	12215	47.5	26.5	83	10399	63.5	22.5	111
CHILD(REN) UNDER 2 YRS	5325	3906	7.7	73.4	118	1175	9.9	22.1	151	2602	10.1	48.9	154	937	5.7	17.6	87
2 - 5 YEARS	14221	9629	19.1	67.7	109	2817	23.8	19.8	136	6363	24.7	44.7	141	2379	14.5	16.7	83
6 - 11 YEARS	15117	10654	21.1	70.5	113	3692	31.3	24.4	167	6083	23.6	40.2	127	2417	14.8	16.0	79
12 - 17 YEARS	16611	11069	21.9	66.6	107	3336	28.2	20.1	138	5541	21.5	33.4	105	2764	16.9	16.6	82
RESIDENCE OWNED	55884	36073	71.5	64.5	104	8210	69.5	14.7	101	18677	72.6	33.4	105	12167	74.3	21.8	108
VALUE: $50,000 OR MORE	31744	21218	42.0	66.8	107	4692	39.7	14.8	101	11738	45.6	37.0	116	7320	44.7	23.1	114
VALUE: UNDER $50,000	24140	14855	29.4	61.5	99	3518	29.8	14.6	100	6939	27.0	28.7	90	4847	29.6	20.1	99

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	APPLE A '000	APPLE B % DOWN	APPLE C % ACROSS	APPLE D INDX	CRANBERRY A '000	CRANBERRY B % DOWN	CRANBERRY C % ACROSS	CRANBERRY D INDX
TOTAL FEMALE HOMEMAKERS		80986	50475	100.0	62.3	100	11813	100.0	14.6	100	25738	100.0	31.8	100	16370	100.0	20.2	100
MAGAZINES	QUINTILE 1	15799	11114	22.0	70.3	113	2953	25.0	18.7	128	5983	23.2	37.9	119	4190	25.6	26.5	131
	QUINTILE 2	17259	11059	21.9	64.1	103	2666	22.6	15.4	106	5850	22.7	33.9	107	3665	22.4	21.2	105
	QUINTILE 3	13545	8645	17.1	63.8	102	2107	17.8	15.6	107	4580	17.8	33.8	106	2861	17.5	21.1	104
	QUINTILE 4	15133	9190	18.2	60.7	97	2136	18.1	14.1	97	4653	18.1	30.7	97	2617	16.0	17.3	86
	QUINTILE 5	19250	10468	20.7	54.4	87	1952	16.5	10.1	70	4672	18.2	24.3	76	3038	18.6	15.8	78
NEWSPAPERS	QUINTILE 1	12413	8012	15.9	64.5	104	1753	14.8	14.1	97	4137	16.1	33.3	105	2990	18.3	24.1	119
	QUINTILE 2	24116	15376	30.5	63.8	102	3671	31.1	15.2	104	7746	30.1	32.1	101	5063	30.9	21.0	104
	QUINTILE 3	11261	7370	14.6	65.4	105	1875	15.9	16.7	114	3874	15.1	34.4	108	2270	13.9	20.2	100
	QUINTILE 4	20255	12760	25.3	63.0	101	3100	26.2	15.3	105	6526	25.4	32.2	101	4129	25.2	20.4	101
	QUINTILE 5	12940	6957	13.8	53.8	86	1414	12.0	10.9	75	3455	13.4	26.7	84	1918	11.7	14.8	73
OUTDOOR	QUINTILE 1	14852	9859	19.5	66.4	107	2223	18.8	15.0	103	5525	21.5	37.2	117	3365	20.6	22.7	112
	QUINTILE 2	15725	9959	19.7	63.3	102	2473	20.9	15.7	108	4914	19.1	31.2	98	2825	17.3	18.0	89
	QUINTILE 3	16330	10505	20.8	64.3	103	2810	23.8	17.2	118	5321	20.7	32.6	103	3252	19.9	19.9	99
	QUINTILE 4	16744	9934	19.7	59.3	95	2216	18.8	13.2	91	5130	19.9	30.6	96	3646	22.3	21.8	108
	QUINTILE 5	17334	10219	20.2	59.0	95	2090	17.7	12.1	83	4849	18.8	28.0	88	3284	20.1	18.9	94
RADIO-DRIVE TIME	QUINTILE 1	15911	10436	20.7	65.6	105	2697	22.8	17.0	116	5567	21.6	35.0	110	3515	21.5	22.1	109
	QUINTILE 2	14837	9465	18.8	63.8	102	2217	18.8	14.9	102	4938	19.2	33.3	105	3179	19.4	21.4	106
	QUINTILE 3	15339	9237	18.3	60.2	97	2190	18.5	14.3	98	4465	17.3	29.1	92	2811	17.2	18.3	91
	QUINTILE 4	16723	10328	20.5	61.8	99	2574	21.8	15.4	106	5425	21.1	32.4	102	3102	18.9	18.5	92
	QUINTILE 5	18176	11010	21.8	60.6	97	2135	18.1	11.7	81	5344	20.8	29.4	93	3764	23.0	20.7	102
RADIO-MID-DAY	TERCILE 1	21020	13772	27.3	65.5	105	3462	29.3	16.5	113	7111	27.6	33.8	106	4322	26.4	20.6	102
	TERCILE 2	21610	13881	27.5	64.2	103	3166	26.8	14.7	100	7674	29.8	35.5	112	4747	29.0	22.0	109
	TERCILE 3	38355	22822	45.2	59.5	95	5185	43.9	13.5	93	10953	42.6	28.6	90	7301	44.6	19.0	94
RADIO-TOTAL	QUINTILE 1	15988	10635	21.1	66.5	107	2622	22.2	16.4	112	5607	21.8	35.1	110	3526	21.5	22.1	109
	QUINTILE 2	15626	9885	19.6	63.3	101	2401	20.3	15.4	105	5119	19.9	32.8	103	3105	19.0	19.9	98
	QUINTILE 3	16723	10422	20.6	62.3	100	2576	21.8	15.4	106	5526	21.5	33.0	104	3500	21.4	20.9	104
	QUINTILE 4	16342	10121	20.1	61.9	99	2431	20.6	14.9	102	5029	19.5	30.8	97	3022	18.5	18.5	91
	QUINTILE 5	16306	9414	18.7	57.7	93	1783	15.1	10.9	75	4457	17.3	27.3	86	3217	19.7	19.7	98
TV-PRIME TIME	QUINTILE 1	15953	9974	19.8	62.5	100	2272	19.2	14.2	98	4918	19.1	30.8	97	3263	19.9	20.5	101
	QUINTILE 2	16137	10484	20.8	65.0	104	2479	21.0	15.4	105	5188	20.2	32.1	101	3113	19.0	19.3	95
	QUINTILE 3	16420	10457	20.7	63.7	102	2641	22.4	16.1	110	5020	19.5	30.6	96	3372	20.6	20.5	102
	QUINTILE 4	16687	10031	19.9	60.1	96	2399	20.3	14.4	99	5460	21.2	32.7	103	3285	20.1	19.7	97
	QUINTILE 5	15789	9530	18.9	60.4	97	2022	17.1	12.8	88	5152	20.0	32.6	103	3337	20.4	21.1	105
TV-DAYTIME	TERCILE 1	27736	17368	34.4	62.6	100	4219	35.7	15.2	104	8683	33.7	31.3	99	5401	33.0	19.5	96
	TERCILE 2	26489	16381	32.5	61.8	99	3924	33.2	14.8	102	8645	33.6	32.6	103	5202	31.8	19.6	97
	TERCILE 3	26761	16727	33.1	62.5	100	3670	31.1	13.7	94	8410	32.7	31.4	99	5767	35.2	21.6	107
TV-TOTAL	QUINTILE 1	16345	9892	19.6	60.5	97	2480	21.0	15.2	104	4838	18.8	29.6	93	3097	18.9	18.9	94
	QUINTILE 2	16447	10357	20.5	63.0	101	1976	16.7	12.0	82	4819	18.7	29.3	92	3279	20.0	19.9	99
	QUINTILE 3	15980	10355	20.5	64.8	104	2642	22.4	16.5	113	5400	21.0	33.8	106	3374	20.6	21.1	104
	QUINTILE 4	15887	10020	19.9	63.1	101	2459	20.8	15.5	106	5428	21.1	34.2	108	3048	18.6	19.2	95
	QUINTILE 5	16326	9852	19.5	60.3	97	2256	19.1	13.8	95	5253	20.4	32.2	101	3573	21.8	21.9	108
MAGAZINES-NEWSPAPERS: DUAL		20721	13834	27.4	66.8	107	3393	28.7	16.4	112	7321	28.4	35.3	111	5177	31.6	25.0	124
MAGAZINE IMPERATIVE		19186	12818	25.4	66.8	107	3423	29.0	17.8	122	6875	26.7	35.8	113	4163	25.4	21.7	107
NEWSPAPER IMPERATIVE		21899	13447	26.6	61.4	99	3018	25.5	13.8	94	6582	25.6	30.1	95	4066	24.8	18.6	92
MAGAZINES-OUTDOOR: DUAL		15451	10438	20.7	67.6	108	2869	24.3	18.6	127	5740	22.3	37.1	117	3548	21.7	23.0	114
MAGAZINE IMPERATIVE		25953	16801	33.3	64.7	104	4053	34.3	15.6	107	8642	33.6	33.3	105	5926	36.2	22.8	113
OUTDOOR IMPERATIVE		24400	14843	29.4	60.8	98	3277	27.7	13.4	92	7359	28.6	30.2	95	4154	25.4	17.0	84
MAGAZINES-RADIO: DUAL		18049	12001	23.8	66.5	107	3269	27.7	18.1	124	6682	26.0	37.0	116	4136	25.3	22.9	113
MAGAZINE IMPERATIVE		23571	15517	30.7	65.8	106	3739	31.7	15.9	109	8033	31.2	34.1	107	5452	33.3	23.1	114
RADIO IMPERATIVE		23278	14340	28.4	61.6	99	3227	27.3	13.9	95	7063	27.4	30.3	95	4374	26.7	18.8	93
MAGAZINES-TELEVISION: DUAL		15459	10330	20.5	66.8	107	2592	21.9	16.8	115	5384	20.9	34.8	110	3416	20.9	22.1	109
MAGAZINE IMPERATIVE		25829	17084	33.8	66.1	106	4428	37.5	17.1	118	9338	36.3	36.2	114	6106	37.3	23.6	117
TELEVISION IMPERATIVE		26039	15187	30.1	58.3	94	3241	27.4	12.4	85	7017	27.3	26.9	85	4542	27.7	17.4	86
NEWSPAPERS-OUTDOOR: DUAL		16605	11076	21.9	66.7	107	2850	24.1	17.2	118	5707	22.2	34.4	108	3559	21.7	21.4	106
NEWSPAPER IMPERATIVE		26834	16746	33.2	62.4	100	3722	31.5	13.9	95	8406	32.7	31.3	99	5843	35.7	21.8	108
OUTDOOR IMPERATIVE		23346	14667	29.1	62.8	101	3573	30.2	15.3	105	7642	29.7	32.7	103	4396	26.9	18.8	93
NEWSPAPERS-RADIO: DUAL		17133	11343	22.5	66.2	106	2816	23.8	16.4	113	5820	22.6	34.0	107	3855	23.5	22.5	111
NEWSPAPER IMPERATIVE		25892	16340	32.4	63.1	101	3643	30.8	14.1	96	8297	32.2	32.0	101	5562	34.0	21.5	106
RADIO IMPERATIVE		23167	14340	28.4	61.9	99	3544	30.0	15.3	105	7575	29.4	32.7	103	4354	26.6	18.8	93
NEWSPAPERS-TELEVISION: DUAL		17159	10992	21.8	64.1	103	2543	21.5	14.8	102	4973	19.3	29.0	91	3524	21.5	20.5	102
NEWSPAPER IMPERATIVE		26214	16798	33.3	64.1	103	4072	34.5	15.5	106	9263	36.0	35.3	111	5772	35.3	22.0	109
TELEVISION IMPERATIVE		23412	14110	28.0	60.3	97	3324	28.1	14.2	97	7173	27.9	30.6	96	4158	25.4	17.8	88
OUTDOOR-RADIO: DUAL		15303	10343	20.5	67.6	108	2555	21.6	16.7	114	5379	20.9	35.1	111	3224	19.7	21.1	104
OUTDOOR IMPERATIVE		24901	15447	30.6	62.0	100	3700	31.3	14.9	102	7835	30.4	31.5	99	4577	28.0	18.4	91
RADIO IMPERATIVE		26492	16508	32.7	62.3	100	3972	33.6	15.0	103	8573	33.3	32.4	102	5647	34.5	21.3	105
OUTDOOR-TELEVISION: DUAL		14794	9506	18.8	64.3	103	2169	18.4	14.7	101	4816	18.7	32.6	102	2712	16.6	18.3	91
OUTDOOR IMPERATIVE		25437	16626	32.9	65.4	105	4187	35.4	16.5	113	8960	34.8	35.2	111	5349	32.7	21.0	104
TELEVISION IMPERATIVE		27877	17142	34.0	61.5	99	3913	33.1	14.0	96	8052	31.3	28.9	91	5733	35.0	20.6	102
RADIO-TELEVISION: DUAL		15996	10285	20.4	64.3	103	2374	20.1	14.8	102	5028	19.5	31.4	99	3288	20.1	20.6	102
RADIO IMPERATIVE		25478	16339	32.4	64.1	103	4090	34.6	16.1	110	9054	35.2	35.5	112	5440	33.2	21.4	106
TELEVISION IMPERATIVE		26573	16154	32.0	60.8	98	3515	29.8	13.2	91	7872	30.6	29.6	93	5089	31.1	19.2	95

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

0470
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	MIXED A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	CRANBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	11813	100.0	14.6	100	25738	100.0	31.8	100	16370	100.0	20.2	100
ATLANTIC MONTHLY	415	280	0.6	67.5	108	**48	0.4	11.6	79	*145	0.6	34.9	110	**123	0.8	29.6	147
BARRON'S	453	341	0.7	75.3	121	**41	0.3	9.1	62	*167	0.6	36.9	116	**136	0.8	30.0	149
BETTER HOMES & GARDENS	16256	10911	21.6	67.1	108	2696	22.8	16.6	114	5751	22.3	35.4	111	3835	23.4	23.6	117
BON APPETIT	2535	1702	3.4	67.1	108	443	3.8	17.5	120	1055	4.1	41.6	131	781	4.8	30.8	152
BUSINESS WEEK	1278	891	1.8	69.7	112	*157	1.3	12.3	84	554	2.2	43.3	136	349	2.1	27.3	135
CAR AND DRIVER	978	*248	0.5	65.6	105	**57	0.5	15.1	103	**128	0.5	33.9	107	**82	0.5	21.7	107
CBS MAGAZINE NETWORK (GROSS)	1498	1147	2.3	76.6	123	375	3.2	25.0	172	579	2.2	38.7	122	452	2.8	30.2	149
CHANGING TIMES	1505	878	1.7	58.3	94	*200	1.7	13.3	91	519	2.0	34.5	109	330	2.0	21.9	108
COLONIAL HOMES	1231	919	1.8	74.7	120	*237	2.0	19.3	132	507	2.0	41.2	130	304	1.9	24.7	122
CONDE NAST MAG. PKG. (GROSS)	14146	9437	18.7	66.7	107	2591	21.9	18.3	126	5428	21.1	38.4	121	3552	21.7	25.1	124
CONSUMERS DIGEST	1323	979	1.9	74.0	119	*287	2.4	21.7	149	558	2.2	42.2	133	401	2.4	30.3	150
COSMOPOLITAN	7102	4835	9.6	68.1	109	1180	10.0	16.6	114	2594	10.1	36.5	115	1459	8.9	20.5	102
COUNTRY LIVING	2481	1824	3.6	73.5	118	404	3.4	16.3	112	956	3.7	38.5	121	678	4.1	27.3	135
CUISINE	1472	1043	2.1	70.9	114	*225	1.9	15.3	105	588	2.3	39.9	126	519	3.2	35.3	174
CYCLE WORLD	425	331	0.7	77.9	125	**75	0.6	17.6	121	**173	0.7	40.7	128	**168	1.0	39.5	196
DCI:CREATIVE IDEAS FOR LIV	2510	1806	3.6	72.0	115	406	3.4	16.2	111	989	3.8	39.4	124	564	3.4	22.5	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4569	9.1	68.3	110	1049	8.9	15.7	107	2510	9.8	37.5	118	1426	8.7	21.3	105
DISCOVER	894	580	1.1	64.9	104	*169	1.4	18.9	130	318	1.2	35.6	112	*178	1.1	19.9	99
EBONY	3507	2269	4.5	64.7	104	713	6.0	20.3	139	1117	4.3	31.9	100	525	3.2	15.0	74
ESQUIRE	1083	800	1.6	73.9	119	*237	2.0	21.9	150	384	1.5	35.5	112	265	1.6	24.5	121
ESSENCE	1830	1273	2.5	69.6	112	415	3.5	22.7	155	660	2.6	36.1	113	250	1.5	13.7	68
FAMILY CIRCLE	15930	10558	20.9	66.3	106	2462	20.8	15.5	106	5518	21.4	34.6	109	3795	23.2	23.8	118
THE FAMILY HANDYMAN	1126	855	1.7	75.9	122	*150	1.3	13.3	91	461	1.8	40.9	129	*314	1.9	27.9	138
FAMILY WEEKLY	11468	7180	14.2	62.6	100	1709	14.5	14.9	102	3627	14.1	31.6	100	2614	16.0	22.8	113
FIELD & STREAM	2234	1495	3.0	66.9	107	376	3.2	16.8	115	768	3.0	34.4	108	485	3.0	21.7	107
FOOD & WINE	579	421	0.8	72.7	117	**49	0.4	8.5	58	226	0.9	39.0	123	*166	1.0	28.7	142
FORBES	728	510	1.0	70.1	112	**117	1.0	16.1	110	298	1.2	40.9	129	*232	1.4	31.9	158
FORTUNE	906	676	1.3	74.6	120	*143	1.2	15.8	108	381	1.5	42.1	132	*256	1.6	28.3	140
GENTLEMEN'S QUARTERLY	791	532	1.1	67.3	108	*208	1.8	26.3	180	397	1.5	50.2	158	261	1.6	33.0	163
GLAMOUR	5265	3629	7.2	68.9	111	1004	8.5	19.1	131	2052	8.0	39.0	123	1416	8.6	26.9	133
GOLF DIGEST	636	485	1.0	76.3	122	**94	0.8	14.8	101	*238	0.9	37.4	118	**117	0.7	18.4	91
GOLF DIGEST/TENNIS (GROSS)	1186	838	1.7	70.2	113	*177	1.5	14.9	102	455	1.8	38.4	121	*242	1.5	20.4	101
GOLF MAGAZINE	441	340	0.7	77.1	124	**50	0.4	11.3	78	*171	0.7	38.8	122	**153	0.9	34.7	172
GOLF MAGAZINE/SKI (GROSS)	922	707	1.4	76.7	123	*141	1.2	15.3	105	404	1.6	43.8	138	254	1.6	27.5	136
GOOD HOUSEKEEPING	16487	11173	22.1	67.8	109	2730	23.1	16.6	114	5961	23.2	36.2	114	3897	23.8	23.6	117
HARPER'S BAZAAR	2423	1674	3.3	69.1	111	371	3.1	15.3	105	924	3.6	38.1	120	690	4.2	28.5	141
HEALTH	1994	1345	2.7	67.5	108	367	3.1	18.4	126	710	2.8	35.6	112	376	2.3	18.9	93
HEARST MAG CORP. BUY (GROSS)	44101	30469	60.4	69.1	111	7532	63.8	17.1	117	16187	62.9	36.7	115	10595	64.7	24.0	119
HEARST MAN POWER (GROSS)	1993	1518	3.0	76.2	122	392	3.3	19.7	135	771	3.0	38.7	122	646	3.9	32.4	160
HEARST WOMAN POWER (GROSS)	31274	21201	42.0	67.8	109	5328	45.1	17.0	117	11232	43.6	35.9	113	7012	42.8	22.4	111
HOUSE BEAUTIFUL	3623	2569	5.1	70.9	114	644	5.5	17.8	122	1393	5.4	38.4	121	983	6.0	27.1	134
INC.	383	*245	0.5	86.6	139	**53	0.4	18.7	128	*163	0.6	57.6	181	**113	0.7	39.9	198
JET	2928	1868	3.7	63.8	102	565	4.8	19.3	132	984	3.8	33.6	106	455	2.8	15.5	77
LADIES' HOME JOURNAL	11918	8036	15.9	67.4	108	2143	18.1	18.0	123	4088	15.9	34.3	108	2781	17.0	23.3	115
LHJ FAMILY GRP COMBO(GROSS)	16764	11441	22.7	68.2	110	2974	25.2	17.7	122	5981	23.2	35.7	112	3916	23.9	23.4	116
LIFE	4254	2980	5.9	70.1	112	789	6.7	18.5	127	1605	6.2	37.7	119	1063	6.5	25.0	124
L.A. TIMES HOME MAGAZINE	1145	800	1.6	69.9	112	*231	2.0	20.2	138	418	1.6	36.5	115	320	2.0	27.9	138
MADEMOISELLE	2884	1910	3.8	66.2	106	554	4.7	19.2	132	1081	4.2	37.5	118	686	4.2	23.8	118
MC CALL'S	13460	9132	18.1	67.8	109	2319	19.6	17.2	118	5047	19.6	37.5	118	3298	20.1	24.5	121
MC CALL'S/WRK MOTHER (GROSS)	14606	10068	19.9	68.9	111	2670	22.6	18.3	125	5665	22.0	38.8	122	3627	22.2	24.8	123
MECHANIX ILLUSTRATED	772	615	1.2	79.7	128	**103	0.9	13.3	91	354	1.4	45.9	144	*192	1.2	24.9	123
METROPOLITAN HOME	967	685	1.4	70.8	114	*189	1.6	19.5	134	399	1.6	41.3	130	266	1.6	27.5	136
MONEY	1588	1100	2.2	69.3	111	*213	1.8	13.4	92	653	2.5	41.1	129	464	2.8	29.2	145
MOTHER EARTH NEWS	1002	736	1.5	73.5	118	*141	1.2	14.1	96	424	1.6	42.3	133	293	1.8	29.2	145
MS.	825	601	1.2	72.8	117	*118	1.0	14.3	98	356	1.4	43.2	136	172	1.1	20.8	103
NATIONAL ENQUIRER	10336	6518	12.9	63.1	101	1856	15.7	18.0	123	3179	12.4	30.8	97	2148	13.1	20.8	103
NATIONAL GEOGRAPHIC	9597	6534	12.9	68.1	109	1643	13.9	17.1	117	3656	14.2	38.1	120	2865	17.5	29.9	148
NATIONAL SUNDAY MAGAZINE PKG	49558	31808	63.0	64.2	103	7535	63.8	15.2	104	16245	63.1	32.8	103	10801	66.0	21.8	108
NATURAL HISTORY	573	404	0.8	70.5	113	**109	0.9	19.0	130	303	1.2	52.9	166	*246	1.5	42.9	212
NEW WOMAN	1699	1098	2.2	64.6	104	341	2.9	20.1	138	524	2.0	30.8	97	427	2.6	25.1	124
NEW YORK INCLUDING CUE	443	328	0.6	74.0	119	**88	0.7	19.9	136	222	0.9	50.1	158	*142	0.9	32.1	159
THE NEW YORKER	1270	884	1.8	69.6	112	270	2.3	21.3	146	534	2.1	42.0	132	403	2.5	31.7	157
NEWSWEEK	6277	4362	8.6	69.5	111	1011	8.6	16.1	110	2246	8.7	35.8	113	1667	10.2	26.6	131
THE N.Y. TIMES DAILY EDITION	1205	877	1.7	72.8	117	*171	1.4	14.2	97	504	2.0	41.8	132	323	2.0	26.8	133
THE N.Y. TIMES MAGAZINE	2081	1504	3.0	72.3	116	315	2.7	15.1	104	886	3.4	42.6	134	684	4.2	32.9	163
OMNI	788	512	1.0	65.0	104	*140	1.2	17.8	122	322	1.3	40.9	129	*173	1.1	22.0	109
ON CABLE	1158	834	1.7	72.0	116	*190	1.6	16.4	112	360	1.4	31.1	98	*217	1.3	18.7	93
1001 HOME IDEAS	2852	2060	4.1	72.2	116	463	3.9	16.2	111	1184	4.6	41.5	131	760	4.6	26.6	132
ORGANIC GARDENING	1658	1204	2.4	72.6	117	286	2.4	17.2	118	714	2.8	43.1	136	535	3.3	32.3	160
OUTDOOR LIFE	896	634	1.3	70.8	114	*158	1.3	17.6	121	312	1.2	34.8	110	*258	1.6	28.8	142
PARADE MAGAZINE	24275	15872	31.4	65.4	105	3532	29.9	14.5	100	8014	31.1	33.0	104	5080	31.0	20.9	104

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

0471
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	MIXED A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	CRANBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	11813	100.0	14.6	100	25738	100.0	31.8	100	16370	100.0	20.2	100
PARENTS	3845	2827	5.6	73.5	118	780	6.6	20.3	139	1960	7.6	51.0	160	859	5.2	22.3	111
PENTHOUSE	831	529	1.0	63.7	102	*157	1.3	18.9	130	289	1.1	34.8	109	*156	1.0	18.8	93
PEOPLE	11645	7689	15.2	66.0	106	1920	16.3	16.5	113	4190	16.3	36.0	113	2517	15.4	21.6	107
PLAYBOY	2006	1263	2.5	63.0	101	334	2.8	16.7	114	584	2.3	29.1	92	384	2.3	19.1	95
POPULAR HOT RODDING	297	*203	0.4	68.4	110	**39	0.3	13.1	90	**105	0.4	35.4	111	**49	0.3	16.5	82
POPULAR MECHANICS	1018	801	1.6	78.7	126	*208	1.8	20.4	140	383	1.5	37.6	118	*345	2.1	33.9	168
POPULAR SCIENCE	878	669	1.3	76.2	122	*175	1.5	19.9	137	310	1.2	35.3	111	*257	1.6	29.3	145
PREVENTION	3913	2838	5.6	72.5	116	579	4.9	14.8	101	1452	5.6	37.1	117	1051	6.4	26.9	133
PSYCHOLOGY TODAY	1710	1255	2.5	73.4	118	334	2.8	19.5	134	729	2.8	42.6	134	415	2.5	24.3	120
READER'S DIGEST	22204	14501	28.7	65.3	105	3715	31.4	16.7	115	7526	29.2	33.9	107	5039	30.8	22.7	112
REDBOOK	7684	5193	10.3	67.6	108	1418	12.0	18.5	127	2676	10.4	34.8	110	1656	10.1	21.6	107
ROAD & TRACK	410	*284	0.6	69.3	111	**72	0.6	17.6	120	**151	0.6	36.8	116	**53	0.3	12.9	64
ROLLING STONE	969	729	1.4	75.2	121	273	2.3	28.2	193	415	1.6	42.8	135	240	1.5	24.8	123
RUNNER'S WORLD	298	*244	0.5	81.9	131	**69	0.6	23.2	159	*128	0.5	43.0	135	**68	0.4	22.8	113
SATURDAY EVENING POST	1169	699	1.4	59.8	96	*233	2.0	19.9	137	363	1.4	31.1	98	277	1.7	23.7	117
SCIENCE 84	587	406	0.8	69.2	111	**111	0.9	18.9	130	303	1.2	51.6	162	*162	1.0	27.6	137
SCIENCE DIGEST	482	366	0.7	75.9	122	**87	0.7	18.0	124	*222	0.9	46.1	145	*153	0.9	31.7	157
SCIENTIFIC AMERICAN	594	394	0.8	66.3	106	**109	0.9	18.4	126	286	1.1	48.1	152	*177	1.1	29.8	147
SELF	2089	1317	2.6	63.0	101	435	3.7	20.8	143	725	2.8	34.7	109	494	3.0	23.6	117
SEVENTEEN	2411	1559	3.1	64.7	104	420	3.6	17.4	119	832	3.2	34.5	109	453	2.8	18.8	93
SKI	480	367	0.7	76.5	123	**91	0.8	19.0	130	*233	0.9	48.5	153	*101	0.6	21.0	104
SMITHSONIAN	2760	1833	3.6	66.4	107	393	3.3	14.2	98	1007	3.9	36.5	115	834	5.1	30.2	149
SOAP OPERA DIGEST	3013	1981	3.9	65.7	105	604	5.1	20.0	137	938	3.6	31.1	98	515	3.1	17.1	85
SOUTHERN LIVING	4184	2762	5.5	66.0	106	643	5.4	15.4	105	1522	5.9	36.4	114	862	5.3	20.6	102
SPORT	559	425	0.8	76.0	122	**151	1.3	27.0	185	*215	0.8	38.5	121	**132	0.8	23.6	117
THE SPORTING NEWS	436	*337	0.7	77.3	124	**144	1.2	33.0	226	**159	0.6	36.5	115	**116	0.7	26.6	132
SPORTS AFIELD	493	351	0.7	71.2	114	**97	0.8	19.7	135	*167	0.6	33.9	107	*148	0.9	30.0	149
SPORTS ILLUSTRATED	2758	2062	4.1	74.8	120	592	5.0	21.5	147	1070	4.2	38.8	122	534	3.3	19.4	96
STAR	7456	4756	9.4	63.8	102	1375	11.6	18.4	126	2311	9.0	31.0	98	1316	8.0	17.7	87
SUNDAY	24936	15850	31.4	63.6	102	3559	30.1	14.3	98	8418	32.7	33.8	106	5427	33.2	21.8	108
SUNSET	2124	1512	3.0	71.2	114	*247	2.1	11.6	80	1051	4.1	49.5	156	653	4.0	30.7	152
TV GUIDE	21661	13793	27.3	63.7	102	3428	29.0	15.8	108	7040	27.4	32.5	102	4340	26.5	20.0	99
TENNIS	550	348	0.7	63.3	102	**83	0.7	15.1	103	*218	0.8	39.6	125	**124	0.8	22.5	112
TIME	8880	6010	11.9	67.7	109	1382	11.7	15.6	107	3216	12.5	36.2	114	2212	13.5	24.9	123
TOWN & COUNTRY	917	646	1.3	70.4	113	*155	1.3	16.9	116	325	1.3	35.4	112	272	1.7	29.7	147
TRAVEL & LEISURE	972	674	1.3	69.3	111	*85	0.7	8.7	60	337	1.3	34.7	109	295	1.8	30.3	150
TRUE STORY	3356	2051	4.1	61.1	98	581	4.9	17.3	119	845	3.3	25.2	79	428	2.6	12.8	63
U.S.NEWS & WORLD REPORT	3410	2274	4.5	66.7	107	536	4.5	15.7	108	1185	4.6	34.8	109	875	5.3	25.7	127
USA TODAY	1759	1232	2.4	70.0	112	327	2.8	18.6	127	605	2.4	34.4	108	408	2.5	23.2	115
US	1873	1197	2.4	63.9	103	333	2.8	17.8	122	611	2.4	32.6	103	476	2.9	25.4	126
VOGUE	3909	2581	5.1	66.0	106	598	5.1	15.3	105	1570	6.1	40.2	126	956	5.8	24.5	121
WALL STREET JOURNAL	1886	1300	2.6	68.9	111	328	2.8	17.4	119	712	2.8	37.8	119	572	3.5	30.3	150
WEIGHT WATCHERS	2120	1484	2.9	70.0	112	418	3.5	19.7	135	912	3.5	43.0	135	626	3.8	29.5	146
WOMAN'S DAY	14172	9686	19.2	68.3	110	2271	19.2	16.0	110	5201	20.2	36.7	115	3492	21.3	24.6	122
WORKING MOTHER	1146	935	1.9	81.6	131	351	3.0	30.6	210	618	2.4	53.9	170	328	2.0	28.6	142
WORKING WOMAN	1322	990	2.0	74.9	120	249	2.1	18.8	129	585	2.3	44.3	139	324	2.0	24.5	121
WORLD TENNIS	*163	*120	0.2	73.6	118	**37	0.3	22.7	156	**65	0.3	39.9	125	**32	0.2	19.6	97
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1909	3.8	75.4	121	476	4.0	18.8	129	1030	4.0	40.7	128	685	4.2	27.1	134
BLAIR INSERTS	43657	28293	56.1	64.8	104	6792	57.5	15.6	107	14642	56.9	33.5	106	9602	58.7	22.0	109
DAILY NEWSPAPERS																	
READ ANY	51633	32864	65.1	63.6	102	7749	65.6	15.0	103	16684	64.8	32.3	102	11045	67.5	21.4	106
READ ONE	43463	27535	54.6	63.4	102	6722	56.9	15.5	106	13767	53.5	31.7	100	9103	55.6	20.9	104
READ TWO OR MORE	8170	5330	10.6	65.2	105	1027	8.7	12.6	86	2918	11.3	35.7	112	1943	11.9	23.8	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	33960	67.3	64.5	103	8195	69.4	15.6	107	17423	67.7	33.1	104	11517	70.4	21.9	108
READ ONE	46126	29597	58.6	64.2	103	7263	61.5	15.7	108	15098	58.7	32.7	103	9862	60.2	21.4	106
READ TWO OR MORE	6552	4363	8.6	66.6	107	932	7.9	14.2	98	2325	9.0	35.5	112	1654	10.1	25.2	125
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.70				28.85				30.42				28.81			
30 DAY REACH	71455	44620	88.4	62.4	100	10551	89.3	14.8	101	22995	89.3	32.2	101	14405	88.0	20.2	100
50 SHWG - 30 DAY AV FREQ	14.56	15.11				14.90				15.99				15.20			
30 DAY REACH	67742	42454	84.1	62.7	101	10224	86.5	15.1	103	21945	85.3	32.4	102	13681	83.6	20.2	100
25 SHWG - 30 DAY AV FREQ	7.94	8.16				8.07				8.63				8.12			
30 DAY REACH	62117	39354	78.0	63.4	102	9463	80.1	15.2	104	20342	79.0	32.7	103	12824	78.3	20.6	102
CABLE TV: HOME WIRED	32077	20578	40.8	64.2	103	5074	43.0	15.8	108	10775	41.9	33.6	106	6807	41.6	21.2	105
HOME NOT WIRED	48909	29897	59.2	61.1	98	6738	57.0	13.8	94	14963	58.1	30.6	96	9563	58.4	19.6	97
HAVE PAY CABLE	15935	10831	21.5	68.0	109	2997	25.4	18.8	129	5945	23.1	37.3	117	3469	21.2	21.8	108

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	MIXED A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	CRANBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	50475	100.0	62.3	100	11813	100.0	14.6	100	25738	100.0	31.8	100	16370	100.0	20.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	27897	55.3	63.5	102	6930	58.7	15.8	108	14627	56.8	33.3	105	9197	56.2	20.9	104
10:00 AM - 3:00 PM	30659	19833	39.3	64.7	104	4714	39.9	15.4	105	10501	40.8	34.3	108	6544	40.0	21.3	106
3:00 PM - 7:00 PM	31045	20124	39.9	64.8	104	4950	41.9	15.9	109	10757	41.8	34.6	109	6450	39.4	20.8	103
7:00 PM - MIDNIGHT	15767	10202	20.2	64.7	104	2752	23.3	17.5	120	5448	21.2	34.6	109	3214	19.6	20.4	101
MIDNIGHT - 6:00 AM	9120	5912	11.7	64.8	104	1456	12.3	16.0	109	2917	11.3	32.0	101	2041	12.5	22.4	111
6:00 AM - MIDNIGHT	58527	37348	74.0	63.8	102	9125	77.2	15.6	107	19461	75.6	33.3	105	12145	74.2	20.8	103
ENTIRE DAY	59311	37844	75.0	63.8	102	9259	78.4	15.6	107	19704	76.6	33.2	105	12352	75.5	20.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10466	20.7	64.7	104	2731	23.1	16.9	116	5458	21.2	33.7	106	3667	22.4	22.7	112
ALL NEWS	2256	1434	2.8	63.6	102	309	2.6	13.7	94	801	3.1	35.5	112	567	3.5	25.1	124
AOR/PROGRESSIVE	3874	2541	5.0	65.6	105	691	5.8	17.8	122	1514	5.9	39.1	123	984	6.0	25.4	126
BEAUTIFUL MUSIC	5660	3643	7.2	64.4	103	897	7.6	15.8	109	1816	7.1	32.1	101	1328	8.1	23.5	116
BLACK	2204	1383	2.7	62.7	101	411	3.5	18.6	128	673	2.6	30.5	96	294	1.8	13.3	66
CLASSICAL	1418	937	1.9	66.1	106	*156	1.3	11.0	75	518	2.0	36.5	115	378	2.3	26.7	132
CHR/ROCK	9538	6222	12.3	65.2	105	1660	14.1	17.4	119	3224	12.5	33.8	106	1698	10.4	17.8	88
COUNTRY	12648	7852	15.6	62.1	100	1895	16.0	15.0	103	3885	15.1	30.7	97	2232	13.6	17.6	87
GOLDEN OLDIES	1191	699	1.4	58.7	94	*211	1.8	17.7	121	299	1.2	25.1	79	*235	1.4	19.7	98
MOR/NOSTALGIA	4757	3170	6.3	66.6	107	646	5.5	13.6	93	1654	6.4	34.8	109	1059	6.5	22.3	110
NEWS/TALK	3863	2598	5.1	67.3	108	573	4.9	14.8	102	1358	5.3	35.2	111	986	6.0	25.5	126
RELIGIOUS	3084	2037	4.0	66.1	106	425	3.6	13.8	94	1149	4.5	37.3	117	724	4.4	23.5	116
SOFT ROCK	521	357	0.7	68.5	110	**117	1.0	22.5	154	*213	0.8	40.9	129	**113	0.7	21.7	107
URBAN CONTEMPORARY	1585	1021	2.0	64.4	103	272	2.3	17.2	118	542	2.1	34.2	108	*193	1.2	12.2	60
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1946	3.9	59.7	96	660	5.6	20.2	139	932	3.6	28.6	90	598	3.7	18.3	91
ABC DIRECTION	2316	1537	3.0	66.4	106	331	2.8	14.3	98	767	3.0	33.1	104	489	3.0	21.1	104
ABC ENTERTAINMENT	4834	3023	6.0	62.5	100	603	5.1	12.5	86	1465	5.7	30.3	95	941	5.7	19.5	96
ABC FM	2202	1414	2.8	64.2	103	394	3.3	17.9	123	738	2.9	33.5	105	367	2.2	16.7	82
ABC INFORMATION	5425	3509	7.0	64.7	104	872	7.4	16.1	110	1852	7.2	34.1	107	1135	6.9	20.9	104
ABC ROCK	1677	1079	2.1	64.3	103	388	3.3	23.1	159	700	2.7	41.7	131	403	2.5	24.0	119
CBS	4430	2861	5.7	64.6	104	670	5.7	15.1	104	1448	5.6	32.7	103	1068	6.5	24.1	119
MUTUAL	4992	3259	6.5	65.3	105	908	7.7	18.2	125	1604	6.2	32.1	101	1141	7.0	22.9	113
NBC	4679	3202	6.3	68.4	110	674	5.7	14.4	99	1766	6.9	37.7	119	1230	7.5	26.3	130
RADIORADIO	1994	1189	2.4	59.6	96	305	2.6	15.3	105	683	2.7	34.3	108	320	2.0	16.0	79
RKO ONE	2298	1403	2.8	61.1	98	427	3.6	18.6	127	699	2.7	30.4	96	400	2.4	17.4	86
RKO TWO	3311	2032	4.0	61.4	98	481	4.1	14.5	100	981	3.8	29.6	93	704	4.3	21.3	105
THE SOURCE	2114	1416	2.8	67.0	107	365	3.1	17.3	118	784	3.0	37.1	117	460	2.8	21.8	108
NON-WIRED : BLAIR	8654	5412	10.7	62.5	100	1367	11.6	15.8	108	2754	10.7	31.8	100	1461	8.9	16.9	84
INTERNET	12025	8142	16.1	67.7	109	2210	18.7	18.4	126	4330	16.8	36.0	113	2656	16.2	22.1	109
KATZ RADIO GROUP	15359	10210	20.2	66.5	107	2368	20.0	15.4	106	5412	21.0	35.2	111	3792	23.2	24.7	122
SUPERNET	10628	6635	13.1	62.4	100	1556	13.2	14.6	100	3486	13.5	32.8	103	2064	12.6	19.4	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5158	10.2	59.6	96	1215	10.3	14.0	96	2710	10.5	31.3	98	1747	10.7	20.2	100
WKDAY 9:00 AM - 1:00 PM	12163	7485	14.8	61.5	99	1806	15.3	14.8	102	3834	14.9	31.5	99	2257	13.8	18.6	92
WKDAY 1:00 PM - 4:30 PM	16150	10064	19.9	62.3	100	2400	20.3	14.9	102	4911	19.1	30.4	96	3076	18.8	19.0	94
WKDAY 4:30 PM - 7:30 PM	22463	13557	26.9	60.4	97	3035	25.7	13.5	93	6602	25.7	29.4	92	4392	26.8	19.6	97
WKDAY 7:30 PM - 8:00 PM	31795	19404	38.4	61.0	98	4369	37.0	13.7	94	9429	36.6	29.7	93	6224	38.0	19.6	97
WKDAY 11:00 PM - 11:30 PM	23977	15207	30.1	63.4	102	3556	30.1	14.8	102	7634	29.7	31.8	100	4851	29.6	20.2	100
WKDAY 11:30 PM - 1:00 AM	7703	4951	9.8	64.3	103	1167	9.9	15.1	104	2438	9.5	31.6	100	1464	8.9	19.0	94
M-SAT 8-11 PM+SUN 7-11 PM	33800	21296	42.2	63.0	101	5003	42.4	14.8	101	10595	41.2	31.3	99	6799	41.5	20.1	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4229	8.4	64.7	104	933	7.9	14.3	98	2216	8.6	33.9	107	1202	7.3	18.4	91
ANOTHER WORLD N	4620	2918	5.8	63.2	101	622	5.3	13.5	92	1183	4.6	25.6	81	977	6.0	21.1	105
AS THE WORLD TURNS C	5614	3443	6.8	61.3	98	797	6.7	14.2	97	1641	6.4	29.2	92	1102	6.7	19.6	97
CAPITOL C	3396	2109	4.2	62.1	100	474	4.0	14.0	96	1032	4.0	30.4	96	651	4.0	19.2	95
CBS MORN. NEWS 1 C	1446	779	1.5	53.9	86	167	1.4	11.5	79	370	1.4	25.6	81	282	1.7	19.5	96
CBS MORN. NEWS 2 C	1207	628	1.2	52.0	83	139	1.2	11.5	79	293	1.1	24.3	76	209	1.3	17.3	86
DAYS OF OUR LIVES N	5877	3849	7.6	65.5	105	867	7.3	14.8	101	1676	6.5	28.5	90	1273	7.8	21.7	107
FACTS OF LIFE - DAYTIME N	2290	1282	2.5	56.0	90	310	2.6	13.5	93	630	2.4	27.5	87	374	2.3	16.3	81
FAMILY FEUD A	3023	1796	3.6	59.4	95	392	3.3	13.0	89	892	3.5	29.5	93	546	3.3	18.1	89
GENERAL HOSPITAL A	6097	3686	7.3	60.5	97	947	8.0	15.5	106	1899	7.4	31.1	98	1072	6.5	17.6	87
GOOD MORNING, AMERICA-730 A	3515	2025	4.0	57.6	92	468	4.0	13.3	91	1086	4.2	30.9	97	687	4.2	19.5	97
GOOD MORNING, AMERICA-830 A	2818	1797	3.6	63.8	102	378	3.2	13.4	92	996	3.9	35.3	111	631	3.9	22.4	111
GUIDING LIGHT C	5339	3300	6.5	61.8	99	834	7.1	15.6	107	1692	6.6	31.7	100	1090	6.7	20.4	101
ONE LIFE TO LIVE A	4478	2788	5.5	62.3	100	696	5.9	15.5	107	1458	5.7	32.6	102	798	4.9	17.8	88
PRESS YOUR LUCK C	2244	1342	2.7	59.8	96	296	2.5	13.2	90	689	2.7	30.7	97	375	2.3	16.7	83
PRICE IS RIGHT 1 C	4348	2544	5.0	58.5	94	588	5.0	13.5	93	1311	5.1	30.2	95	736	4.5	16.9	84
PRICE IS RIGHT 2 C	5014	2945	5.8	58.7	94	658	5.6	13.1	90	1544	6.0	30.8	97	917	5.6	18.3	90
RYAN'S HOPE A	3150	1993	3.9	63.3	102	502	4.2	15.9	109	980	3.8	31.1	98	491	3.0	15.6	77
SALE OF THE CENTURY N	2695	1508	3.0	56.0	90	268	2.3	9.9	68	670	2.6	24.9	78	488	3.0	18.1	90
SEARCH FOR TOMORROW N	2319	1439	2.9	62.1	100	299	2.5	12.9	88	549	2.1	23.7	74	503	3.1	21.7	107
TODAY SHOW 1 N	2693	1584	3.1	58.8	94	345	2.9	12.8	88	745	2.9	27.7	87	561	3.4	20.8	103
TODAY SHOW 2 N	2498	1400	2.8	56.0	90	260	2.2	10.4	71	652	2.5	26.1	82	548	3.3	21.9	109
$25,000 PYRAMID C	2753	1544	3.1	56.1	90	302	2.6	11.0	75	746	2.9	27.1	85	427	2.6	15.5	77
WHEEL OF FORTUNE N	4388	2704	5.4	61.6	99	611	5.2	13.9	95	1294	5.0	29.5	93	893	5.5	20.4	101
YOUNG AND THE RESTLESS C	5695	3460	6.9	60.8	97	894	7.6	15.7	108	1718	6.7	30.2	95	1016	6.2	17.8	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1106	2.2	62.8	101	203	1.7	11.5	79	561	2.2	31.9	100	427	2.6	24.3	120
NBA PLAYOFF GAME -1 C	1136	751	1.5	66.1	106	*105	0.9	9.2	63	315	1.2	27.7	87	228	1.4	20.1	99
NBC MAJOR LEAGUE PRE-GAME N	953	548	1.1	57.5	92	**101	0.9	10.6	73	*169	0.7	17.7	56	**135	0.8	14.2	70
SPORTSWORLD - SUN N	1233	739	1.5	59.9	96	*236	2.0	19.1	131	373	1.4	30.3	95	294	1.8	23.8	118
SUNDAY MORNING C	1611	917	1.8	56.9	91	167	1.4	10.4	71	496	1.9	30.8	97	252	1.5	15.6	77

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	APPLE A '000	APPLE B % DOWN	APPLE C % ACROSS	APPLE D INDX	CRANBERRY A '000	CRANBERRY B % DOWN	CRANBERRY C % ACROSS	CRANBERRY D INDX
TOTAL FEMALE HOMEMAKERS		80986	50475	100.0	62.3	100	11813	100.0	14.6	100	25738	100.0	31.8	100	16370	100.0	20.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15422	30.6	59.2	95	3157	26.7	12.1	83	7369	28.6	28.3	89	5126	31.3	19.7	97
NETWORK AFFILIATES - LATE		20261	12749	25.3	62.9	101	2935	24.8	14.5	99	6339	24.6	31.3	98	4073	24.9	20.1	99
INDEPENDENTS - LATE		2076	1346	2.7	64.8	104	294	2.5	14.2	97	654	2.5	31.5	99	485	3.0	23.4	116
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6713	13.3	64.2	103	1915	16.2	18.3	126	3539	13.8	33.9	107	2040	12.5	19.5	97
ABC MONDAY NIGHT MOVIE	A	6412	4125	8.2	64.3	103	999	8.5	15.6	107	2157	8.4	33.6	106	1391	8.5	21.7	107
ABC SUNDAY NIGHT MOVIE	A	12407	7696	15.2	62.0	100	1828	15.5	14.7	101	4035	15.7	32.5	102	2491	15.2	20.1	99
ABC WORLD NEWS TONIGHT	A	6176	3503	6.9	56.7	91	735	6.2	11.9	82	1614	6.3	26.1	82	1215	7.4	19.7	97
AFTERMASH	C	5863	3725	7.4	63.5	102	831	7.0	14.2	97	1651	6.4	28.2	89	1228	7.5	20.9	104
ALICE	C	9594	5952	11.8	62.0	100	1366	11.6	14.2	98	2869	11.1	29.9	94	1955	11.9	20.4	101
AMERICAN PARADE	C	6622	3794	7.5	57.3	92	719	6.1	10.9	74	1942	7.5	29.3	92	1322	8.1	20.0	99
BENSON	A	10886	6765	13.4	62.1	100	1586	13.4	14.6	100	3236	12.6	29.7	94	2142	13.1	19.7	97
BLUE THUNDER	A	5036	3231	6.4	64.2	103	729	6.2	14.5	99	1477	5.7	29.3	92	1081	6.6	21.5	106
CAGNEY & LACEY	C	9965	6271	12.4	62.9	101	1625	13.8	16.3	112	3023	11.7	30.3	95	2119	12.9	21.3	105
CBS EVENING NEWS-DEAN	C	3491	2076	4.1	59.5	95	369	3.1	10.6	72	996	3.9	28.5	90	801	4.9	22.9	114
CBS EVENING NEWS-RATHER	C	7123	4441	8.8	62.3	100	869	7.4	12.2	84	2230	8.7	31.3	99	1570	9.6	22.0	109
CBS SAT. NEWS-SCHIEFFER	C	3621	2114	4.2	58.4	94	319	2.7	8.8	60	1059	4.1	29.2	92	719	4.4	19.9	98
CBS SATURDAY NIGHT MOVIE	C	5436	3543	7.0	65.2	105	974	8.2	17.9	123	1759	6.8	32.4	102	1112	6.8	20.5	101
CBS WEDNESDAY NIGHT MOVIE	C	6100	3635	7.2	59.6	96	950	8.0	15.6	107	1802	7.0	29.5	93	1167	7.1	19.1	95
CHEERS	N	8889	5913	11.7	66.5	107	1486	12.6	16.7	115	3036	11.8	34.2	107	1834	11.2	20.6	102
DALLAS	C	22109	14204	28.1	64.2	103	3443	29.1	15.6	107	6954	27.0	31.5	99	4263	26.0	19.3	95
DIFF'RENT STROKES	N	6940	4168	8.3	60.1	96	785	6.6	11.3	78	1955	7.6	28.2	89	1294	7.9	18.6	92
DOUBLE TROUBLE	N	7223	4548	9.0	63.0	101	1133	9.6	15.7	108	2189	8.5	30.3	95	1317	8.0	18.2	90
DUCK FACTORY	N	5595	3652	7.2	65.3	105	934	7.9	16.7	114	1941	7.5	34.7	109	1126	6.9	20.1	100
DUKES OF HAZZARD	C	5768	3536	7.0	61.3	98	781	6.6	13.5	93	1669	6.5	28.9	91	1054	6.4	18.3	90
DYNASTY	A	20053	12958	25.7	64.6	104	3058	25.9	15.2	105	6814	26.5	34.0	107	3831	23.4	19.1	95
FACTS OF LIFE	N	8087	5136	10.2	63.5	102	1276	10.8	15.8	108	2380	9.2	29.4	93	1493	9.1	18.5	91
FALCON CREST	C	20046	12969	25.7	64.7	104	2962	25.1	14.8	101	6228	24.2	31.1	98	3722	22.7	18.6	92
FALL GUY	A	9084	5782	11.5	63.7	102	1615	13.7	17.8	122	2775	10.8	30.5	96	1747	10.7	19.2	95
FAMILY TIES	N	7964	4995	9.9	62.7	101	1098	9.3	13.8	95	2411	9.4	30.3	95	1434	8.8	18.0	89
FANTASY ISLAND	A	7687	4660	9.2	60.6	97	984	8.3	12.8	88	2412	9.4	31.4	99	1383	8.4	18.0	89
FOULUPS,BLEEPS & BLUNDERS	A	8861	5575	11.0	62.9	101	1201	10.2	13.6	93	2655	10.3	30.0	94	1628	9.9	18.4	91
FOUR SEASONS	C	5095	3315	6.6	65.1	104	833	7.1	16.3	112	1482	5.8	29.1	92	1020	6.2	20.0	99
GIMME A BREAK	N	8838	5385	10.7	60.9	98	1116	9.4	12.6	87	2470	9.6	27.9	88	1398	8.5	15.8	78
HART TO HART	A	8978	5733	11.4	63.9	102	1181	10.0	13.2	90	2821	11.0	31.4	99	1853	11.3	20.6	102
HILL STREET BLUES	N	8590	5715	11.3	66.5	107	1492	12.6	17.4	119	2865	11.1	33.4	105	1796	11.0	20.9	103
HOTEL	A	14085	9078	18.0	64.5	103	2223	18.8	15.8	108	4498	17.5	31.9	100	2614	16.0	18.6	92
JEFFERSONS	C	9360	5706	11.3	61.0	98	1254	10.6	13.4	92	2730	10.6	29.2	92	1793	11.0	19.2	95
JENNIFER SLEPT HERE	N	5841	3651	7.2	62.5	100	895	7.6	15.3	105	1678	6.5	28.7	90	1148	7.0	19.7	97
KATE & ALLIE	C	9206	5643	11.2	61.3	98	1454	12.3	15.8	108	2713	10.5	29.5	93	1865	11.4	20.3	100
KNIGHT RIDER	N	7076	4269	8.5	60.3	97	1077	9.1	15.2	104	2199	8.5	31.1	98	1296	7.9	18.3	91
LOVE BOAT	A	12219	7491	14.8	61.3	98	1591	13.5	13.0	89	3587	13.9	29.4	92	2314	14.1	18.9	94
MAGNUM PI	C	11199	7004	13.9	62.5	100	1931	16.3	17.2	118	3313	12.9	29.6	93	2198	13.4	19.6	97
MAMA'S FAMILY	N	6057	3648	7.2	60.2	97	825	7.0	13.6	93	1805	7.0	29.8	94	1270	7.8	21.0	104
MASTER, THE	N	3598	2300	4.6	63.9	103	584	4.9	16.2	111	1318	5.1	36.6	115	673	4.1	18.7	93
MATT HOUSTON	A	6344	4031	8.0	63.5	102	1099	9.3	17.3	119	2070	8.0	32.6	103	1175	7.2	18.5	92
NBC MONDAY NIGHT MOVIE	N	11994	7515	14.9	62.7	101	1803	15.3	15.0	103	3625	14.1	30.2	95	2246	13.7	18.7	93
NBC NIGHTLY NEWS	N	5132	3033	6.0	59.1	95	590	5.0	11.5	79	1468	5.7	28.6	90	1040	6.4	20.3	100
NBC NIGHTLY NEWS-SAT	N	3375	1934	3.8	57.3	92	357	3.0	10.6	73	900	3.5	26.7	84	664	4.1	19.7	97
NBC NIGHTLY NEWS-SUN	N	3130	1816	3.6	58.0	93	389	3.3	12.4	85	834	3.2	26.6	84	678	4.1	21.7	107
NBC SUNDAY NIGHT MOVIE	N	8284	5304	10.5	64.0	103	1271	10.8	15.3	105	2627	10.2	31.7	100	1554	9.5	18.8	93
NEWHART	C	9240	5850	11.6	63.3	102	1408	11.9	15.2	104	2752	10.7	29.8	94	1863	11.4	20.2	100
ONE DAY AT A TIME	C	7288	4536	9.0	62.2	100	1069	9.0	14.7	101	2480	9.6	34.0	107	1342	8.2	18.4	91
PEOPLE ARE FUNNY	N	4855	2873	5.7	59.2	95	582	4.9	12.0	82	1346	5.2	27.7	87	1041	6.4	21.4	106
REAL PEOPLE	N	8869	5352	10.6	60.3	97	1141	9.7	12.9	88	2492	9.7	28.1	88	1606	9.8	18.1	90
REMINGTON STEELE	N	7743	5009	9.9	64.7	104	1341	11.4	17.3	119	2466	9.6	31.8	100	1564	9.6	20.2	100
RIPLEY'S BELIEVE IT - NOT	A	5345	3509	7.0	65.7	105	764	6.5	14.3	98	1864	7.2	34.9	110	1092	6.7	20.4	101
RIPTIDE	N	6988	4545	9.0	65.0	104	1207	10.2	17.3	118	2184	8.5	31.3	98	1328	8.1	19.0	94
SCARECROW & MRS. KING	C	10002	6205	12.3	62.0	100	1544	13.1	15.4	106	3084	12.0	30.8	97	2094	12.8	20.9	104
SIMON & SIMON	C	10638	6657	13.2	62.6	100	1615	13.7	15.2	104	3143	12.2	29.5	93	2097	12.8	19.7	98
60 MINUTES	C	13293	8004	15.9	60.2	97	1636	13.8	12.3	84	3818	14.8	28.7	90	2786	17.0	21.0	104
ST. ELSEWHERE	N	7017	4851	9.6	69.1	111	1294	11.0	18.4	126	2440	9.5	34.8	109	1536	9.4	21.9	108
THREE'S COMPANY	A	10917	7146	14.2	65.5	105	1498	12.7	13.7	94	3541	13.8	32.4	102	2330	14.2	21.3	106
T.J. HOOKER	A	9204	5431	10.8	59.0	95	1284	10.9	14.0	96	2640	10.3	28.7	90	1821	11.1	19.8	98
TONIGHT SHOW	N	2372	1554	3.1	65.5	105	268	2.3	11.3	77	748	2.9	31.5	99	532	3.2	22.4	111
TRAPPER JOHN, M.D.	C	9846	6040	12.0	61.3	98	1344	11.4	13.7	94	2812	10.9	28.6	90	1883	11.5	19.1	95
TV BLOOPERS & PRAC. JOKES	N	9105	5705	11.3	62.7	101	1286	10.9	14.1	97	2760	10.7	30.3	95	1736	10.6	19.1	94
20/20	A	9387	5866	11.6	62.5	100	1196	10.1	12.7	87	2891	11.2	30.8	97	2154	13.2	22.9	114
WEBSTER	A	11067	6750	13.4	61.0	98	1552	13.1	14.0	96	3269	12.7	29.5	93	2088	12.8	18.9	93
WORLD NEWS - SUN	A	3062	1782	3.5	58.2	93	308	2.6	10.1	69	817	3.2	26.7	84	662	4.0	21.6	107
YELLOW ROSE	N	4978	3067	6.1	61.6	99	730	6.2	14.7	101	1495	5.8	30.0	94	909	5.6	18.3	90
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6186	12.3	69.7	112	1385	11.7	15.6	107	2894	11.2	32.6	103	2242	13.7	25.3	125
BASKETBALL - COLLEGE GAMES		4080	2927	5.8	71.7	115	641	5.4	15.7	108	1331	5.2	32.6	103	927	5.7	22.7	112
BASKETBALL - PRO GAMES		3607	2501	5.0	69.3	111	542	4.6	15.0	103	1098	4.3	30.4	96	807	4.9	22.4	111
BOWLING		3883	2705	5.4	69.7	112	729	6.2	18.8	129	1235	4.8	31.8	100	1055	6.4	27.2	134
BOXING		3928	2662	5.3	67.8	109	674	5.7	17.2	118	1254	4.9	31.9	100	806	4.9	20.5	102
FOOTBALL - COLLEGE GAMES		6366	4239	8.4	66.6	107	935	7.9	14.7	101	2260	8.8	35.5	112	1475	9.0	23.2	115
FOOTBALL - PRO GAMES		11300	7733	15.3	68.4	110	1933	16.4	17.1	117	4270	16.6	37.8	119	2495	15.2	22.1	109
GOLF		3378	2306	4.6	68.3	110	*546	4.6	16.2	111	1040	4.0	30.8	97	841	5.1	24.9	123
POST-SEASON COLL. FOOTBALL		4906	3141	6.2	64.0	103	801	6.8	16.3	112	1682	6.5	34.3	108	1210	7.4	24.7	122
POST-SEASON PRO FOOTBALL		6120	4400	8.7	71.9	115	1071	9.1	17.5	120	2299	8.9	37.6	118	1490	9.1	24.3	120
TENNIS		3033	2015	4.0	66.4	107	*388	3.3	12.8	88	987	3.8	32.5	102	687	4.2	22.7	112
WRESTLING - PROFESSIONAL		3344	2161	4.3	64.6	104	654	5.5	19.6	134	998	3.9	29.8	94	547	3.3	16.4	81

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS %	GRAPE D INDX	GRAPEFRUIT A '000	GRAPEFRUIT B % DOWN	GRAPEFRUIT C % ACROSS %	GRAPEFRUIT D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS %	PINEAPPLE D INDX	OTHER FLAVORS A '000	OTHER FLAVORS B % DOWN	OTHER FLAVORS C % ACROSS %	OTHER FLAVORS D INDX
TOTAL FEMALE HOMEMAKERS	80986	18303	100.0	22.6	100	15353	100.0	19.0	100	11535	100.0	14.2	100	11236	100.0	13.9	100
18 - 24	9282	2169	11.9	23.4	103	1287	8.4	13.9	73	1129	9.8	12.2	85	1200	10.7	12.9	93
25 - 34	19072	5563	30.4	29.2	129	3338	21.7	17.5	92	2726	23.6	14.3	100	3598	32.0	18.9	136
35 - 44	14591	3862	21.1	26.5	117	2951	19.2	20.2	107	2005	17.4	13.7	96	2220	19.8	15.2	110
45 - 54	11345	2310	12.6	20.4	90	2473	16.1	21.8	115	1552	13.5	13.7	96	1525	13.6	13.4	97
55 - 64	11635	2130	11.6	18.3	81	2641	17.2	22.7	120	2056	17.8	17.7	124	1216	10.8	10.5	75
65 OR OLDER	15061	2269	12.4	15.1	67	2663	17.3	17.7	93	2067	17.9	13.7	96	1477	13.1	9.8	71
18 - 34	28354	7732	42.2	27.3	121	4625	30.1	16.3	86	3855	33.4	13.6	95	4799	42.7	16.9	122
18 - 49	48339	12829	70.1	26.5	117	8839	57.6	18.3	96	6768	58.7	14.0	98	7888	70.2	16.3	118
25 - 54	45008	11736	64.1	26.1	115	8762	57.1	19.5	103	6283	54.5	14.0	98	7343	65.4	16.3	118
35 - 49	19985	5097	27.8	25.5	113	4214	27.4	21.1	111	2913	25.3	14.6	102	3089	27.5	15.5	111
50 OR OLDER	32647	5474	29.9	16.8	74	6514	42.4	20.0	105	4767	41.3	14.6	103	3349	29.8	10.3	74
GRADUATED COLLEGE	11155	2931	16.0	26.3	116	2413	15.7	21.6	114	1487	12.9	13.3	94	1562	13.9	14.0	101
ATTENDED COLLEGE	13682	3455	18.9	25.3	112	2814	18.3	20.6	108	2073	18.0	15.2	106	2093	18.6	15.3	110
GRADUATED HIGH SCHOOL	33880	7778	42.5	23.0	102	6581	42.9	19.4	102	4807	41.7	14.2	100	5287	47.1	15.6	112
DID NOT GRADUATE HIGH SCHOOL	22270	4140	22.6	18.6	82	3546	23.1	15.9	84	3169	27.5	14.2	100	2295	20.4	10.3	74
EMPLOYED	40306	9766	53.4	24.2	107	7868	51.2	19.5	103	5652	49.0	14.0	98	6224	55.4	15.4	111
EMPLOYED FULL-TIME	32850	7720	42.2	23.5	104	6599	43.0	20.1	106	4750	41.2	14.5	102	5220	46.5	15.9	115
EMPLOYED PART-TIME	7456	2046	11.2	27.4	121	1269	8.3	17.0	90	903	7.8	12.1	85	1005	8.9	13.5	97
NOT EMPLOYED	40680	8537	46.6	21.0	93	7485	48.8	18.4	97	5882	51.0	14.5	102	5012	44.6	12.3	89
PROFESSIONAL/MANAGER	10392	2598	14.2	25.0	111	2382	15.5	22.9	121	1559	13.5	15.0	105	1596	14.2	15.4	111
TECH/CLERICAL/SALES	17574	4292	23.4	24.4	108	3233	21.1	18.4	97	2352	20.4	13.4	94	2763	24.6	15.7	113
PRECISION/CRAFT	985	*259	1.4	26.3	116	**166	1.1	16.9	89	**189	1.6	19.2	135	**170	1.5	17.3	124
OTHER EMPLOYED	11354	2617	14.3	23.0	102	2087	13.6	18.4	97	1552	13.5	13.7	96	1696	15.1	14.9	108
SINGLE	9863	2071	11.3	21.0	93	1699	11.1	17.2	91	1204	10.4	12.2	86	1438	12.8	14.6	105
MARRIED	51375	12457	68.1	24.2	107	10100	65.8	19.7	104	7422	64.3	14.4	101	7699	68.5	15.0	108
DIVORCED/SEPARATED/WIDOWED	19748	3774	20.6	19.1	85	3555	23.2	18.0	95	2909	25.2	14.7	103	2100	18.7	10.6	77
PARENTS	32590	9599	52.4	29.5	130	5822	37.9	17.9	94	4657	40.4	14.3	100	5661	50.4	17.4	125
WHITE	70416	15590	85.2	22.1	98	13480	87.8	19.1	101	9658	83.7	13.7	96	9949	88.5	14.1	102
BLACK	8778	2328	12.7	26.5	117	1636	10.7	18.6	98	1521	13.2	17.3	122	949	8.4	10.8	78
OTHER	1791	**386	2.1	21.6	95	**238	1.6	13.3	70	**356	3.1	19.9	140	**338	3.0	18.9	136
NORTHEAST-CENSUS	17786	3837	21.0	21.6	95	4257	27.7	23.9	126	2887	25.0	16.2	114	2875	25.6	16.2	117
NORTH CENTRAL	20741	4923	26.9	23.7	105	3683	24.0	17.8	94	2835	24.6	13.7	96	3237	28.8	15.6	112
SOUTH	27775	5966	32.6	21.5	95	4877	31.8	17.6	93	3636	31.5	13.1	92	3057	27.2	11.0	79
WEST	14683	3577	19.5	24.4	108	2535	16.5	17.3	91	2177	18.9	14.8	104	2067	18.4	14.1	101
NORTHEAST-MKTG.	17961	3741	20.4	20.8	92	4176	27.2	23.3	123	2755	23.9	15.3	108	2865	25.5	16.0	115
EAST CENTRAL	11885	2554	14.0	21.5	95	2113	13.8	17.8	94	1797	15.6	15.1	106	1491	13.3	12.5	90
WEST CENTRAL	14090	3577	19.5	25.4	112	2468	16.1	17.5	92	1878	16.3	13.3	94	2362	21.0	16.8	121
SOUTH	24081	5351	29.2	22.2	98	4316	28.1	17.9	95	3210	27.8	13.3	94	2696	24.0	11.2	81
PACIFIC	12969	3079	16.8	23.7	105	2279	14.8	17.6	93	1895	16.4	14.6	103	1823	16.2	14.1	101
COUNTY SIZE A	32439	7096	38.8	21.9	97	6446	42.0	19.9	105	4797	41.6	14.8	104	4692	41.8	14.5	104
COUNTY SIZE B	24915	5846	31.9	23.5	104	4904	31.9	19.7	104	3373	29.2	13.5	95	3200	28.5	12.8	93
COUNTY SIZE C	12930	3048	16.7	23.6	104	2240	14.6	17.3	91	1845	16.0	14.3	100	1836	16.3	14.2	102
COUNTY SIZE D	10703	2313	12.6	21.6	96	1763	11.5	16.5	87	1520	13.2	14.2	100	1508	13.4	14.1	102
METRO CENTRAL CITY	24518	5796	31.7	23.6	105	4926	32.1	20.1	106	3307	28.7	13.5	95	3248	28.9	13.2	95
METRO SUBURBAN	35919	7927	43.3	22.1	98	6803	44.3	18.9	100	5415	46.9	15.1	106	5265	46.9	14.7	106
NON METRO	20549	4580	25.0	22.3	99	3624	23.6	17.6	93	2813	24.4	13.7	96	2723	24.2	13.3	96
TOP 5 ADI'S	18341	3916	21.4	21.4	94	4004	26.1	21.8	115	2819	24.4	15.4	108	3090	27.5	16.8	121
TOP 10 ADI'S	25378	5229	28.6	20.6	91	5169	33.7	20.4	107	3768	32.7	14.8	104	3773	33.6	14.9	107
TOP 20 ADI'S	36488	7885	43.1	21.6	96	7330	47.7	20.1	106	5533	48.0	15.2	106	5287	47.1	14.5	104
HSHLD INC. $50,000 OR MORE	6612	1693	9.2	25.6	113	1726	11.2	26.1	138	1117	9.7	16.9	119	1048	9.3	15.8	114
$40,000 OR MORE	12659	3016	16.5	23.8	105	2976	19.4	23.5	124	1975	17.1	15.6	110	2134	19.0	16.9	122
$30,000 OR MORE	24698	6227	34.0	25.2	112	5348	34.8	21.7	114	3628	31.5	14.7	103	4174	37.1	16.9	122
$25,000 OR MORE	32077	8060	44.0	25.1	111	6713	43.7	20.9	110	4712	40.8	14.7	103	5080	45.2	15.8	114
$20,000 - $24,999	9144	1944	10.6	21.3	94	1800	11.7	19.7	104	1319	11.4	14.4	101	1579	14.1	17.3	124
$15,000 - $19,999	8728	1910	10.4	21.9	97	1744	11.4	20.0	105	1279	11.1	14.7	103	1215	10.8	13.9	100
$10,000 - $14,999	12562	2817	15.4	22.4	99	2204	14.4	17.5	93	1860	16.1	14.8	104	1581	14.1	12.6	91
UNDER $10,000	18475	3572	19.5	19.3	86	2892	18.8	15.7	83	2366	20.5	12.8	90	1781	15.9	9.6	69
HOUSEHOLD OF 1 PERSON	11987	1668	9.1	13.9	62	2065	13.5	17.2	91	1332	11.5	11.1	78	991	8.8	8.3	60
2 PEOPLE	26577	5256	28.7	19.8	88	5536	36.1	20.8	110	3898	33.8	14.7	103	3433	30.6	12.9	93
3 OR 4 PEOPLE	30617	8074	44.1	26.4	117	5374	35.0	17.6	93	4400	38.1	14.4	101	4820	42.9	15.7	113
5 OR MORE PEOPLE	11804	3305	18.1	28.0	124	2377	15.5	20.1	106	1905	16.5	16.1	113	1992	17.7	16.9	122
NO CHILD IN HSHLD	46165	8146	44.5	17.6	78	9157	59.6	19.8	105	6584	57.1	14.3	100	5214	46.4	11.3	81
CHILD(REN) UNDER 2 YRS	5325	1708	9.3	32.1	142	1058	6.9	19.9	105	918	8.0	17.2	121	858	7.6	16.1	116
2 - 5 YEARS	14221	4497	24.6	31.6	140	2119	13.8	14.9	79	2183	18.9	15.4	108	2301	20.5	16.2	117
6 - 11 YEARS	15117	4530	24.8	30.0	133	2599	16.9	17.2	91	2371	20.6	15.7	110	2666	23.7	17.6	127
12 - 17 YEARS	16611	4557	24.9	27.4	121	3542	23.1	21.3	112	2320	20.1	14.0	98	2876	25.6	17.3	125
RESIDENCE OWNED	55884	12735	69.6	22.8	101	11583	75.4	20.7	109	7899	68.5	14.1	99	7759	69.1	13.9	100
VALUE: $50,000 OR MORE	31744	7532	41.2	23.7	105	6930	45.1	21.8	115	4544	39.4	14.3	101	4626	41.2	14.6	105
VALUE: UNDER $50,000	24140	5202	28.4	21.5	95	4653	30.3	19.3	102	3355	29.1	13.9	98	3134	27.9	13.0	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS, ORANGE JUICE, TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

0475
P-18

		TOTAL U.S. '000	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	GRAPEFRUIT A '000	GRAPEFRUIT B % DOWN	GRAPEFRUIT C % ACROSS	GRAPEFRUIT D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX	OTHER FLAVORS A '000	OTHER FLAVORS B % DOWN	OTHER FLAVORS C % ACROSS	OTHER FLAVORS D INDX
TOTAL FEMALE HOMEMAKERS		80986	18303	100.0	22.6	100	15353	100.0	19.0	100	11535	100.0	14.2	100	11236	100.0	13.9	100
MAGAZINES	QUINTILE 1	15799	4137	22.6	26.2	116	3559	23.2	22.5	119	2674	23.2	16.9	119	2576	22.9	16.3	118
	QUINTILE 2	17259	4234	23.1	24.5	109	3464	22.6	20.1	106	2468	21.4	14.3	100	2605	23.2	15.1	109
	QUINTILE 3	13545	3218	17.6	23.8	105	2426	15.8	17.9	94	2033	17.6	15.0	105	2110	18.8	15.6	112
	QUINTILE 4	15133	3268	17.9	21.6	96	2696	17.6	17.8	94	2002	17.4	13.2	93	1801	16.0	11.9	86
	QUINTILE 5	19250	3446	18.8	17.9	79	3209	20.9	16.7	88	2358	20.4	12.2	86	2144	19.1	11.1	80
NEWSPAPERS	QUINTILE 1	12413	2597	14.2	20.9	93	2844	18.5	22.9	121	1888	16.4	15.2	107	2008	17.9	16.2	117
	QUINTILE 2	24116	5634	30.8	23.4	103	4848	31.6	20.1	106	3764	32.6	15.6	110	3228	28.7	13.4	96
	QUINTILE 3	11261	2912	15.9	25.9	114	2237	14.6	19.9	105	1611	14.0	14.3	100	1727	15.4	15.3	111
	QUINTILE 4	20255	4716	25.8	23.3	103	3580	23.3	17.7	93	2661	23.1	13.1	92	2798	24.9	13.8	100
	QUINTILE 5	12940	2445	13.4	18.9	84	1843	12.0	14.2	75	1612	14.0	12.5	87	1476	13.1	11.4	82
OUTDOOR	QUINTILE 1	14852	3750	20.5	25.2	112	3245	21.1	21.8	115	2522	21.9	17.0	119	2309	20.6	15.5	112
	QUINTILE 2	15725	3826	20.9	24.3	108	3091	20.1	19.7	104	2251	19.5	14.3	101	2395	21.3	15.2	110
	QUINTILE 3	16330	3779	20.6	23.1	102	3064	20.0	18.8	99	2306	20.0	14.1	99	2284	20.3	14.0	101
	QUINTILE 4	16744	3701	20.2	22.1	98	2897	18.9	17.3	91	2196	19.0	13.1	92	1947	17.3	11.6	84
	QUINTILE 5	17334	3247	17.7	18.7	83	3057	19.9	17.6	93	2259	19.6	13.0	91	2302	20.5	13.3	96
RADIO-DRIVE TIME	QUINTILE 1	15911	3908	21.4	24.6	109	3174	20.7	19.9	105	2479	21.5	15.6	109	2204	19.6	13.9	100
	QUINTILE 2	14837	3430	18.7	23.1	102	2999	19.5	20.2	107	1833	15.9	12.4	87	2218	19.7	14.9	108
	QUINTILE 3	15339	3311	18.1	21.6	96	3168	20.6	20.7	109	2201	19.1	14.3	101	2348	20.9	15.3	110
	QUINTILE 4	16723	3782	20.7	22.6	100	2916	19.0	17.4	92	2430	21.1	14.5	102	2307	20.5	13.8	99
	QUINTILE 5	18176	3872	21.2	21.3	94	3097	20.2	17.0	90	2591	22.5	14.3	100	2161	19.2	11.9	86
RADIO-MID-DAY	TERCILE 1	21020	5442	29.7	25.9	115	4409	28.7	21.0	111	3149	27.3	15.0	105	3076	27.4	14.6	105
	TERCILE 2	21610	5214	28.5	24.1	107	4057	26.4	18.8	99	3272	28.4	15.1	106	3320	29.5	15.4	111
	TERCILE 3	38355	7647	41.8	19.9	88	6886	44.9	18.0	95	5114	44.3	13.3	94	4840	43.1	12.6	91
RADIO-TOTAL	QUINTILE 1	15988	4169	22.8	26.1	115	3205	20.9	20.0	106	2450	21.2	15.3	108	2246	20.0	14.0	101
	QUINTILE 2	15626	3656	20.0	23.4	104	3140	20.5	20.1	106	2128	18.4	13.6	96	2571	22.9	16.5	119
	QUINTILE 3	16723	3671	20.1	22.0	97	3440	22.4	20.6	109	2359	20.5	14.1	99	2303	20.5	13.8	99
	QUINTILE 4	16342	3553	19.4	21.7	96	2821	18.4	17.3	91	2349	20.4	14.4	101	2290	20.4	14.0	101
	QUINTILE 5	16306	3254	17.8	20.0	88	2747	17.9	16.8	89	2248	19.5	13.8	97	1827	16.3	11.2	81
TV-PRIME TIME	QUINTILE 1	15953	3423	18.7	21.5	95	3167	20.6	19.9	105	2193	19.0	13.7	97	2061	18.3	12.9	93
	QUINTILE 2	16137	3850	21.0	23.9	106	3017	19.7	18.7	99	2459	21.3	15.2	107	2566	22.8	15.9	115
	QUINTILE 3	16420	3808	20.8	23.2	103	3278	21.4	20.0	105	2507	21.7	15.3	107	2316	20.6	14.1	102
	QUINTILE 4	16687	3686	20.1	22.1	98	3069	20.0	18.4	97	2447	21.2	14.7	103	2221	19.8	13.3	96
	QUINTILE 5	15789	3536	19.3	22.4	99	2822	18.4	17.9	94	1929	16.7	12.2	86	2072	18.4	13.1	95
TV-DAYTIME	TERCILE 1	27736	6898	37.7	24.9	110	5343	34.8	19.3	102	4354	37.7	15.7	110	3752	33.4	13.5	98
	TERCILE 2	26489	5477	29.9	20.7	91	4971	32.4	18.8	99	3961	34.3	15.0	105	3687	32.8	13.9	100
	TERCILE 3	26761	5928	32.4	22.2	98	5039	32.8	18.8	99	3219	27.9	12.0	84	3797	33.8	14.2	102
TV-TOTAL	QUINTILE 1	16345	3858	21.1	23.6	104	3138	20.4	19.2	101	2337	20.3	14.3	100	2000	17.8	12.2	88
	QUINTILE 2	16447	3369	18.4	20.5	91	3311	21.6	20.1	106	2628	22.8	16.0	112	2472	22.0	15.0	108
	QUINTILE 3	15980	3697	20.2	23.1	102	2898	18.9	18.1	96	2199	19.1	13.8	97	2203	19.6	13.8	99
	QUINTILE 4	15887	3772	20.6	23.7	105	2960	19.3	18.6	98	2408	20.9	15.2	106	2261	20.1	14.2	103
	QUINTILE 5	16326	3608	19.7	22.1	98	3046	19.8	18.7	98	1964	17.0	12.0	84	2300	20.5	14.1	102
MAGAZINES-NEWSPAPERS: DUAL		20721	5175	28.3	25.0	111	4705	30.6	22.7	120	3454	29.9	16.7	117	3273	29.1	15.8	114
MAGAZINE IMPERATIVE		19186	4973	27.2	25.9	115	3476	22.6	18.1	96	2728	23.6	14.2	100	3029	27.0	15.8	114
NEWSPAPER IMPERATIVE		21899	4623	25.3	21.1	93	4037	26.3	18.4	97	3085	26.7	14.1	99	2896	25.8	13.2	95
MAGAZINES-OUTDOOR: DUAL		15451	3928	21.5	25.4	112	3519	22.9	22.8	120	2408	20.9	15.6	109	2488	22.1	16.1	116
MAGAZINE IMPERATIVE		25953	6215	34.0	23.9	106	4883	31.8	18.8	99	3910	33.9	15.1	106	3747	33.3	14.4	104
OUTDOOR IMPERATIVE		24400	5477	29.9	22.4	99	4417	28.8	18.1	95	3484	30.2	14.3	100	3314	29.5	13.6	98
MAGAZINES-RADIO: DUAL		18049	4586	25.1	25.4	112	3585	23.4	19.9	105	2791	24.2	15.5	109	2674	23.8	14.8	107
MAGAZINE IMPERATIVE		23571	5699	31.1	24.2	107	4819	31.4	20.4	108	3724	32.3	15.8	111	3747	33.3	15.9	115
RADIO IMPERATIVE		23278	5183	28.3	22.3	99	4535	29.5	19.5	103	3188	27.6	13.7	96	3308	29.4	14.2	102
MAGAZINES-TELEVISION: DUAL		15459	3696	20.2	23.9	106	3388	22.1	21.9	116	2532	22.0	16.4	115	2337	20.8	15.1	109
MAGAZINE IMPERATIVE		25829	6607	36.1	25.6	113	5064	33.0	19.6	103	3717	32.2	14.4	101	4183	37.2	16.2	117
TELEVISION IMPERATIVE		26039	5430	29.7	20.9	92	4471	29.1	17.2	91	3446	29.9	13.2	93	3146	28.0	12.1	87
NEWSPAPERS-OUTDOOR: DUAL		16605	4167	22.8	25.1	111	3783	24.6	22.8	120	2839	24.6	17.1	120	2711	24.1	16.3	118
NEWSPAPER IMPERATIVE		26834	5718	31.2	21.3	94	5158	33.6	19.2	101	3750	32.5	14.0	98	3497	31.1	13.0	94
OUTDOOR IMPERATIVE		23346	5521	30.2	23.6	105	4255	27.7	18.2	96	3213	27.9	13.8	97	3261	29.0	14.0	101
NEWSPAPERS-RADIO: DUAL		17133	4124	22.5	24.1	107	3704	24.1	21.6	114	2662	23.1	15.5	109	2571	22.9	15.0	108
NEWSPAPER IMPERATIVE		25892	5760	31.5	22.2	98	5224	34.0	20.2	106	3968	34.4	15.3	108	3606	32.1	13.9	100
RADIO IMPERATIVE		23167	5509	30.1	23.8	105	4373	28.5	18.9	100	3031	26.3	13.1	92	3413	30.4	14.7	106
NEWSPAPERS-TELEVISION: DUAL		17159	3810	20.8	22.2	98	3742	24.4	21.8	115	2796	24.2	16.3	114	2490	22.2	14.5	105
NEWSPAPER IMPERATIVE		26214	6156	33.6	23.5	104	5243	34.1	20.0	106	3719	32.2	14.2	100	3824	34.0	14.6	105
TELEVISION IMPERATIVE		23412	5198	28.4	22.2	98	3946	25.7	16.9	89	3191	27.7	13.6	96	3005	26.7	12.8	93
OUTDOOR-RADIO: DUAL		15303	4369	23.9	28.5	126	3485	22.7	22.8	120	2326	20.2	15.2	107	2440	21.7	15.9	115
OUTDOOR IMPERATIVE		24901	5319	29.1	21.4	95	4729	30.8	19.0	100	3808	33.0	15.3	107	3627	32.3	14.6	105
RADIO IMPERATIVE		26492	5699	31.1	21.5	95	4879	31.8	18.4	97	3613	31.3	13.6	96	3632	32.3	13.7	99
OUTDOOR-TELEVISION: DUAL		14794	3598	19.7	24.3	108	3067	20.0	20.7	109	2265	19.6	15.3	107	2347	20.9	15.9	114
OUTDOOR IMPERATIVE		25437	6369	34.8	25.0	111	5140	33.5	20.2	107	3807	33.0	15.0	105	3767	33.5	14.8	107
TELEVISION IMPERATIVE		27877	5934	32.4	21.3	94	5130	33.4	18.4	97	3982	34.5	14.3	100	3442	30.6	12.3	89
RADIO-TELEVISION: DUAL		15996	3639	19.9	22.7	101	3410	22.2	21.3	112	2461	21.3	15.4	108	2511	22.3	15.7	113
RADIO IMPERATIVE		25478	6407	35.0	25.1	111	4887	31.8	19.2	101	3450	29.9	13.5	95	3680	32.8	14.4	104
TELEVISION IMPERATIVE		26573	5680	31.0	21.4	95	4801	31.3	18.1	95	3791	32.9	14.3	100	3316	29.5	12.5	90

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

0476
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	TOTAL U.S. '000	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	GRAPEFRUIT A '000	GRAPEFRUIT B % DOWN	GRAPEFRUIT C % ACROSS	GRAPEFRUIT D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX	OTHER FLAVORS A '000	OTHER FLAVORS B % DOWN	OTHER FLAVORS C % ACROSS	OTHER FLAVORS D INDX
TOTAL FEMALE HOMEMAKERS	80986	18303	100.0	22.6	100	15353	100.0	19.0	100	11535	100.0	14.2	100	11236	100.0	13.9	100
ATLANTIC MONTHLY	415	**80	0.4	19.3	85	**64	0.4	15.4	81	**95	0.8	22.9	161	**69	0.6	16.6	120
BARRON'S	453	**112	0.6	24.7	109	**172	1.1	38.0	200	**118	1.0	26.0	183	**125	1.1	27.6	199
BETTER HOMES & GARDENS	16256	4293	23.5	26.4	117	3710	24.2	22.8	120	2629	22.8	16.2	114	2638	23.5	16.2	117
BON APPETIT	2535	720	3.9	28.4	126	643	4.2	25.4	134	418	3.6	16.5	116	343	3.1	13.5	98
BUSINESS WEEK	1278	337	1.8	26.4	117	293	1.9	22.9	121	*251	2.2	19.6	138	*263	2.3	20.6	148
CAR AND DRIVER	378	**84	0.5	22.2	98	**55	0.4	14.6	77	**20	0.2	5.3	37	**59	0.5	15.6	113
CBS MAGAZINE NETWORK (GROSS)	1498	417	2.3	27.8	123	377	2.5	25.2	133	369	3.2	24.6	173	280	2.5	18.7	135
CHANGING TIMES	1505	277	1.5	18.4	81	312	2.0	20.7	109	*245	2.1	16.3	114	*168	1.5	11.2	80
COLONIAL HOMES	1231	352	1.9	28.6	127	293	1.9	23.8	126	*242	2.1	19.7	138	*263	2.3	21.4	154
CONDE NAST MAG. PKG. (GROSS)	14146	3298	18.0	23.3	103	2712	17.7	19.2	101	2015	17.5	14.2	100	2474	22.0	17.5	126
CONSUMERS DIGEST	1323	394	2.2	29.8	132	307	2.0	23.2	122	351	3.0	26.5	186	*313	2.8	23.7	171
COSMOPOLITAN	7102	1747	9.5	24.6	109	1464	9.5	20.6	109	1083	9.4	15.2	107	1304	11.6	18.4	132
COUNTRY LIVING	2481	697	3.8	28.1	124	502	3.3	20.2	107	350	3.0	14.1	99	388	3.5	15.6	113
CUISINE	1472	338	1.8	23.0	102	365	2.4	24.8	131	*226	2.0	15.4	108	*267	2.4	18.1	131
CYCLE WORLD	425	*181	1.0	42.6	188	**169	1.1	39.8	210	**111	1.0	26.1	183	**77	0.7	18.1	131
DCI:CREATIVE IDEAS FOR LIV	2510	604	3.3	24.1	106	499	3.3	19.9	105	328	2.8	13.1	92	442	3.9	17.6	127
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1508	8.2	22.5	100	1385	9.0	20.7	109	839	7.3	12.5	88	969	8.6	14.5	104
DISCOVER	894	*199	1.1	22.3	98	*155	1.0	17.3	91	*160	1.4	17.9	126	*109	1.0	12.2	88
EBONY	3507	1022	5.6	29.1	129	730	4.8	20.8	110	629	5.5	17.9	126	505	4.5	14.4	104
ESQUIRE	1083	310	1.7	28.6	127	*225	1.5	20.8	110	*216	1.9	19.9	140	*228	2.0	21.1	152
ESSENCE	1830	607	3.3	33.2	147	387	2.5	21.1	112	353	3.1	19.3	135	294	2.6	16.1	116
FAMILY CIRCLE	15930	4180	22.8	26.2	116	3156	20.6	19.8	105	2295	19.9	14.4	101	2336	20.8	14.7	106
THE FAMILY HANDYMAN	1126	302	1.7	26.8	119	322	2.1	28.6	151	*188	1.6	16.7	117	*228	2.0	20.2	146
FAMILY WEEKLY	11468	2671	14.6	23.3	103	2049	13.3	17.9	94	1698	14.7	14.8	104	1693	15.1	14.8	106
FIELD & STREAM	2234	578	3.2	25.9	114	412	2.7	18.4	97	412	3.6	18.4	129	*285	2.5	12.8	92
FOOD & WINE	579	*157	0.9	27.1	120	*173	1.1	29.9	158	**66	0.6	11.4	80	**103	0.9	17.8	128
FORBES	728	*197	1.1	27.1	120	*253	1.6	34.8	183	*183	1.6	25.1	176	**143	1.3	19.6	142
FORTUNE	906	344	1.9	38.0	168	*309	2.0	34.1	180	*235	2.0	25.9	182	*213	1.9	23.5	169
GENTLEMEN'S QUARTERLY	791	*233	1.3	29.5	130	*150	1.0	19.0	100	*187	1.6	23.6	166	*148	1.3	18.7	135
GLAMOUR	5265	1331	7.3	25.3	112	1100	7.2	20.9	110	790	6.8	15.0	105	969	8.6	18.4	133
GOLF DIGEST	636	*137	0.7	21.5	95	*201	1.3	31.6	167	**95	0.8	14.9	105	**64	0.6	10.1	73
GOLF DIGEST/TENNIS (GROSS)	1186	288	1.6	24.3	107	283	1.8	23.9	126	*148	1.3	12.5	88	*180	1.6	15.2	109
GOLF MAGAZINE	441	**65	0.4	14.7	65	**78	0.5	17.7	93	**65	0.6	14.7	103	**44	0.4	10.0	72
GOLF MAGAZINE/SKI (GROSS)	922	*198	1.1	21.5	95	*167	1.1	18.1	96	*149	1.3	16.2	113	*130	1.2	14.1	102
GOOD HOUSEKEEPING	16487	4297	23.5	26.1	115	3319	21.6	20.1	106	2645	22.9	16.0	113	2492	22.2	15.1	109
HARPER'S BAZAAR	2423	590	3.2	24.3	108	520	3.4	21.5	113	404	3.5	16.7	117	468	4.2	19.3	139
HEALTH	1994	555	3.0	27.8	123	448	2.9	22.5	119	330	2.9	16.5	116	357	3.2	17.9	129
HEARST MAG CORP. BUY (GROSS)	44101	11326	61.9	25.7	114	9338	60.8	21.2	112	7041	61.0	16.0	112	7087	63.1	16.1	116
HEARST MAN POWER (GROSS)	1993	529	2.9	26.5	117	562	3.7	28.2	149	438	3.8	22.0	154	350	3.1	17.6	127
HEARST WOMAN POWER (GROSS)	31274	8012	43.8	25.6	113	6394	41.6	20.4	108	4849	42.0	15.5	109	4937	43.9	15.8	114
HOUSE BEAUTIFUL	3623	912	5.0	25.2	111	785	5.1	21.7	114	578	5.0	16.0	112	518	4.6	14.3	103
INC.	283	**142	0.8	50.2	222	**100	0.7	35.3	186	**103	0.9	36.4	256	**53	0.5	18.7	135
JET	2928	861	4.7	29.4	130	621	4.0	21.2	112	538	4.7	18.4	129	304	2.7	10.4	75
LADIES' HOME JOURNAL	11918	2964	16.2	24.9	110	2356	15.3	19.8	104	1922	16.7	16.1	113	2023	18.0	17.0	122
LHJ FAMILY GRP COMBO(GROSS)	16764	4384	24.0	26.2	116	3500	22.8	20.9	110	2671	23.2	15.9	112	2810	25.0	16.8	121
LIFE	4254	1180	6.4	27.7	123	947	6.2	22.3	117	826	7.2	19.4	136	700	6.2	16.5	119
L.A. TIMES HOME MAGAZINE	1145	*262	1.4	22.9	101	*258	1.7	22.5	119	**139	1.2	12.1	85	*223	2.0	19.5	140
MADEMOISELLE	2884	673	3.7	23.3	103	446	2.9	15.5	82	334	2.9	11.6	81	486	4.3	16.9	121
MC CALL'S	13460	3437	18.8	25.5	113	2735	17.8	20.3	107	2280	19.8	16.9	119	2093	18.6	15.5	112
MC CALL'S/WRK MOTHER (GROSS)	14606	3876	21.2	26.5	117	3052	19.9	20.9	110	2545	22.1	17.4	122	2350	20.9	16.1	116
MECHANIX ILLUSTRATED	772	*206	1.1	26.7	118	*320	2.1	41.5	219	*189	1.6	24.5	172	*154	1.4	19.9	144
METROPOLITAN HOME	967	221	1.2	22.9	101	282	1.8	29.2	154	*193	1.7	20.0	140	*177	1.6	18.3	132
MONEY	1588	447	2.4	28.1	125	382	2.5	24.1	127	354	3.1	22.3	157	*222	2.0	14.0	101
MOTHER EARTH NEWS	1002	*194	1.1	19.4	86	*199	1.3	19.9	105	*134	1.2	13.4	94	*195	1.7	19.5	140
MS.	825	203	1.1	24.6	109	*175	1.1	21.2	112	*181	1.6	21.9	154	*150	1.3	18.2	131
NATIONAL ENQUIRER	10336	2470	13.5	23.9	106	1859	12.1	18.0	95	1756	15.2	17.0	119	1602	14.3	15.5	112
NATIONAL GEOGRAPHIC	9597	2588	14.1	27.0	119	2180	14.2	22.7	120	1640	14.2	17.1	120	1440	12.8	15.0	108
NATIONAL SUNDAY MAGAZINE PKG	49558	11529	63.0	23.3	103	10041	65.4	20.3	107	7497	65.0	15.1	106	7150	63.6	14.4	104
NATURAL HISTORY	573	*192	1.0	33.5	148	**165	1.1	28.8	152	*161	1.4	28.1	197	*90	0.8	15.7	113
NEW WOMAN	1699	449	2.5	26.4	117	245	1.6	14.4	76	264	2.3	15.5	109	424	3.8	25.0	180
NEW YORK INCLUDING CUE	443	*98	0.5	22.1	98	*149	1.0	33.6	177	**73	0.6	16.5	116	**72	0.6	16.3	117
THE NEW YORKER	1270	333	1.8	26.2	116	375	2.4	29.5	156	214	1.9	16.9	118	*174	1.5	13.7	99
NEWSWEEK	6277	1633	8.9	26.0	115	1444	9.4	23.0	121	967	8.4	15.4	108	934	8.3	14.9	107
THE N.Y. TIMES DAILY EDITION	1205	*190	1.0	15.8	70	372	2.4	30.9	163	*210	1.8	17.4	122	257	2.3	21.3	154
THE N.Y. TIMES MAGAZINE	2081	447	2.4	21.5	95	667	4.3	32.1	169	311	2.7	14.9	105	341	3.0	16.4	118
OMNI	788	*202	1.1	25.6	113	*214	1.4	27.2	143	*151	1.3	19.2	135	*138	1.2	17.5	126
ON CABLE	1158	358	2.0	30.9	137	*283	1.8	24.4	129	*88	0.8	7.6	53	*241	2.1	20.8	150
1001 HOME IDEAS	2852	866	4.7	30.4	134	695	4.5	24.4	129	419	3.6	14.7	103	429	3.8	15.0	108
ORGANIC GARDENING	1658	538	2.9	32.4	144	415	2.7	25.0	132	247	2.1	14.9	105	*241	2.1	14.5	105
OUTDOOR LIFE	896	278	1.5	31.0	137	*191	1.2	21.3	112	*186	1.6	20.8	146	*183	1.6	20.4	147
PARADE MAGAZINE	24275	5844	31.9	24.1	107	5259	34.3	21.7	114	3694	32.0	15.2	107	3620	32.2	14.9	107

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

0477
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	TOTAL U.S. '000	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	GRAPEFRUIT A '000	GRAPEFRUIT B % DOWN	GRAPEFRUIT C % ACROSS	GRAPEFRUIT D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX	OTHER FLAVORS A '000	OTHER FLAVORS B % DOWN	OTHER FLAVORS C % ACROSS	OTHER FLAVORS D INDX
TOTAL FEMALE HOMEMAKERS	80986	18303	100.0	22.6	100	15353	100.0	19.0	100	11535	100.0	14.2	100	11236	100.0	13.9	100
PARENTS	3845	1424	7.8	37.0	164	652	4.2	17.0	89	514	4.5	13.4	94	648	5.8	16.9	121
PENTHOUSE	831	*178	1.0	21.4	95	*167	1.1	20.1	106	*188	1.6	22.6	159	*167	1.5	20.1	145
PEOPLE	11645	2937	16.0	25.2	112	2116	13.8	18.2	96	1614	14.0	13.9	97	1756	15.6	15.1	109
PLAYBOY	2006	460	2.5	22.9	101	454	3.0	22.6	119	339	2.9	16.9	119	369	3.3	18.4	133
POPULAR HOT RODDING	297	**102	0.6	34.3	152	**33	0.2	11.1	59	**32	0.3	10.8	76	**32	0.3	10.8	78
POPULAR MECHANICS	1018	*272	1.5	26.7	118	*336	2.2	33.0	174	*211	1.8	20.7	146	**154	1.4	15.1	109
POPULAR SCIENCE	878	*286	1.6	32.6	144	*237	1.5	27.0	142	*185	1.6	21.1	148	*131	1.2	14.9	108
PREVENTION	3913	912	5.0	23.3	103	1134	7.4	29.0	153	600	5.2	15.3	108	580	5.2	14.8	107
PSYCHOLOGY TODAY	1710	528	2.9	30.9	137	478	3.1	28.0	147	269	2.3	15.7	110	298	2.7	17.4	126
READER'S DIGEST	22204	5548	30.3	25.0	111	4150	27.0	18.7	99	3389	29.4	15.3	107	3265	29.1	14.7	106
REDBOOK	7684	1968	10.8	25.6	113	1612	10.5	21.0	111	1121	9.7	14.6	102	1142	10.2	14.9	107
ROAD & TRACK	410	**79	0.4	19.3	85	**80	0.5	19.5	103	**44	0.4	10.7	75	**77	0.7	18.8	135
ROLLING STONE	969	216	1.2	22.3	99	240	1.6	24.8	131	*177	1.5	18.3	128	*175	1.6	18.1	130
RUNNER'S WORLD	298	**80	0.4	26.8	119	**105	0.7	35.2	186	**55	0.5	18.5	130	**52	0.5	17.4	126
SATURDAY EVENING POST	1169	260	1.4	22.2	98	292	1.9	25.0	132	*201	1.7	17.2	121	*185	1.6	15.8	114
SCIENCE 84	587	*174	1.0	29.6	131	*123	0.8	21.0	111	**97	0.8	16.5	116	*98	0.9	16.7	120
SCIENCE DIGEST	482	*114	0.6	23.7	105	*120	0.8	24.9	131	**127	1.1	26.3	185	*113	1.0	23.4	169
SCIENTIFIC AMERICAN	594	*115	0.6	19.4	86	*142	0.9	23.9	126	**81	0.7	13.6	96	**79	0.7	13.3	96
SELF	2089	437	2.4	20.9	93	463	3.0	22.2	117	312	2.7	14.9	105	350	3.1	16.8	121
SEVENTEEN	2411	600	3.3	24.9	110	527	3.4	21.9	115	346	3.0	14.4	101	423	3.8	17.5	126
SKI	480	*133	0.7	27.7	123	**88	0.6	18.3	97	**84	0.7	17.5	123	**86	0.8	17.9	129
SMITHSONIAN	2760	690	3.8	25.0	111	699	4.6	25.3	134	418	3.6	15.1	106	436	3.9	15.8	114
SOAP OPERA DIGEST	3013	776	4.2	25.8	114	563	3.7	18.7	99	452	3.9	15.0	105	576	5.1	19.1	138
SOUTHERN LIVING	4184	904	4.9	21.6	96	886	5.8	21.2	112	511	4.4	12.2	86	527	4.7	12.6	91
SPORT	559	*202	1.1	36.1	160	**151	1.0	27.0	142	**101	0.9	18.1	127	**110	1.0	19.7	142
THE SPORTING NEWS	436	**121	0.7	27.8	123	**101	0.7	23.2	122	**49	0.4	11.2	79	**113	1.0	25.9	187
SPORTS AFIELD	493	*142	0.8	28.8	127	**106	0.7	21.5	113	**101	0.9	20.5	144	**83	0.7	16.8	121
SPORTS ILLUSTRATED	2758	824	4.5	29.9	132	647	4.2	23.5	124	447	3.9	16.2	114	534	4.8	19.4	140
STAR	7456	1701	9.3	22.8	101	1486	9.7	19.9	105	1279	11.1	17.2	120	1090	9.7	14.6	105
SUNDAY	24936	5581	30.5	22.4	99	5117	33.3	20.5	108	3862	33.5	15.5	109	3494	31.1	14.0	101
SUNSET	2124	570	3.1	26.8	119	527	3.4	24.8	131	436	3.8	20.5	144	309	2.8	14.5	105
TV GUIDE	21661	5102	27.9	23.6	104	3916	25.5	18.1	95	3196	27.7	14.8	104	3672	32.7	17.0	122
TENNIS	550	*150	0.8	27.3	121	**82	0.5	14.9	79	**53	0.5	9.6	68	**116	1.0	21.1	152
TIME	8880	2202	12.0	24.8	110	1818	11.8	20.5	108	1452	12.6	16.4	115	1417	12.6	16.0	115
TOWN & COUNTRY	917	*176	1.0	19.2	85	223	1.5	24.3	128	*155	1.3	16.9	119	*135	1.2	14.7	106
TRAVEL & LEISURE	972	*182	1.0	18.7	83	285	1.9	29.3	155	*164	1.4	16.9	118	*135	1.2	13.9	100
TRUE STORY	3356	747	4.1	22.3	98	525	3.4	15.6	83	559	4.8	16.7	117	568	5.1	16.9	122
U.S.NEWS & WORLD REPORT	3410	753	4.1	22.1	98	802	5.2	23.5	124	628	5.4	18.4	129	518	4.6	15.2	109
USA TODAY	1759	430	2.3	24.4	108	407	2.7	23.1	122	368	3.2	20.9	147	*257	2.3	14.6	105
US	1873	388	2.1	20.7	92	357	2.3	19.1	101	260	2.3	13.9	97	288	2.6	15.4	111
VOGUE	3909	857	4.7	21.9	97	703	4.6	18.0	95	579	5.0	14.8	104	670	6.0	17.1	124
WALL STREET JOURNAL	1886	469	2.6	24.9	110	482	3.1	25.6	135	403	3.5	21.4	150	*275	2.4	14.6	105
WEIGHT WATCHERS	2120	470	2.6	22.2	98	522	3.4	24.6	130	431	3.7	20.3	143	452	4.0	21.3	154
WOMAN'S DAY	14172	3563	19.5	25.1	111	3041	19.8	21.5	113	2327	20.2	16.4	115	2065	18.4	14.6	105
WORKING MOTHER	1146	440	2.4	38.4	170	317	2.1	27.7	146	*265	2.3	23.1	162	*257	2.3	22.4	162
WORKING WOMAN	1322	398	2.2	30.1	133	358	2.3	27.1	143	*180	1.6	13.6	96	242	2.2	18.3	132
WORLD TENNIS	*163	**44	0.2	27.0	119	**12	0.1	7.4	39	**29	0.3	17.8	125	**46	0.4	28.2	203
ZIFF-DAVIS MAG NETWK (GROSS)	2532	740	4.0	29.2	129	660	4.3	26.1	137	487	4.2	19.2	135	560	5.0	22.1	159
BLAIR INSERTS	43657	10364	56.6	23.7	105	9208	60.0	21.1	111	6619	57.4	15.2	106	6331	56.3	14.5	105
DAILY NEWSPAPERS																	
READ ANY	51633	11940	65.2	23.1	102	10437	68.0	20.2	107	7639	66.2	14.8	104	7315	65.1	14.2	102
READ ONE	43463	10260	56.1	23.6	104	8601	56.0	19.8	104	6294	54.6	14.5	102	5947	52.9	13.7	99
READ TWO OR MORE	8170	1680	9.2	20.6	91	1836	12.0	22.5	119	1346	11.7	16.5	116	1368	12.2	16.7	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12306	67.2	23.4	103	10838	70.6	20.6	109	7997	69.3	15.2	107	7590	67.6	14.4	104
READ ONE	46126	10938	59.8	23.7	105	9359	61.0	20.3	107	7093	61.5	15.4	108	6485	57.7	14.1	101
READ TWO OR MORE	6552	1368	7.5	20.9	92	1478	9.6	22.6	119	905	7.8	13.8	97	1105	9.8	16.9	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.47				29.54				29.74				30.32			
30 DAY REACH	71455	16439	89.8	23.0	102	13606	88.6	19.0	100	10161	88.1	14.2	100	9964	88.7	13.9	101
50 SHWG - 30 DAY AV FREQ	14.56	15.40				15.63				15.52				16.04			
30 DAY REACH	67742	15747	86.0	23.2	103	12905	84.1	19.1	100	9761	84.6	14.4	101	9437	84.0	13.9	100
25 SHWG - 30 DAY AV FREQ	7.94	8.29				8.42				8.36				8.61			
30 DAY REACH	62117	14649	80.0	23.6	104	12032	78.4	19.4	102	9095	78.8	14.6	103	8747	77.8	14.1	101
CABLE TV: HOME WIRED	32077	7605	41.6	23.7	105	6137	40.0	19.1	101	4929	42.7	15.4	108	4638	41.3	14.5	104
HOME NOT WIRED	48909	10698	58.4	21.9	97	9216	60.0	18.8	99	6606	57.3	13.5	95	6598	58.7	13.5	97
HAVE PAY CABLE	15935	4281	23.4	26.9	119	2914	19.0	18.3	96	2716	23.5	17.0	120	2545	22.7	16.0	115

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

0478
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	TOTAL U.S. '000	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	GRAPEFRUIT A '000	GRAPEFRUIT B % DOWN	GRAPEFRUIT C % ACROSS	GRAPEFRUIT D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX	OTHER FLAVORS A '000	OTHER FLAVORS B % DOWN	OTHER FLAVORS C % ACROSS	OTHER FLAVORS D INDX
TOTAL FEMALE HOMEMAKERS	109986	18303	100.0	22.6	100	15353	100.0	19.0	100	11535	100.0	14.2	100	11236	100.0	13.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10159	55.5	23.1	102	8483	55.3	19.3	102	6156	53.4	14.0	98	6392	56.9	14.6	105
10:00 AM - 3:00 PM	30659	7670	41.9	25.0	111	6029	39.3	19.7	104	4597	39.9	15.0	105	4670	41.6	15.2	110
3:00 PM - 7:00 PM	31045	7711	42.1	24.8	110	6128	39.9	19.7	104	4369	37.9	14.1	99	4644	41.3	15.0	108
7:00 PM - MIDNIGHT	15767	3970	21.7	25.2	111	2894	18.8	18.4	97	2440	21.2	15.5	109	2318	20.6	14.7	106
MIDNIGHT - 6:00 AM	9120	2034	11.1	22.3	99	1856	12.1	20.4	107	1382	12.0	15.2	106	1231	11.0	13.5	97
6:00 AM - MIDNIGHT	58527	13711	74.9	23.4	104	11341	73.9	19.4	102	8391	72.7	14.3	101	8649	77.0	14.8	107
ENTIRE DAY	59311	13833	75.6	23.3	103	11483	74.8	19.4	102	8504	73.7	14.3	101	8724	77.6	14.7	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3991	21.8	24.7	109	3133	20.4	19.4	102	2404	20.8	14.9	104	2429	21.6	15.0	108
ALL NEWS	2256	430	2.3	19.1	84	494	3.2	21.9	116	346	3.0	15.3	108	272	2.4	12.1	87
AOR/PROGRESSIVE	3874	1044	5.7	26.9	119	751	4.9	19.4	102	639	5.5	16.5	116	709	6.3	18.3	132
BEAUTIFUL MUSIC	5660	1267	6.9	22.4	99	1047	6.8	18.5	98	831	7.2	14.7	103	789	7.0	13.9	100
BLACK	2204	612	3.3	27.8	123	462	3.0	21.0	111	325	2.8	14.7	104	331	2.9	15.0	108
CLASSICAL	1418	318	1.7	22.4	99	316	2.1	22.3	118	*245	2.1	17.3	121	*220	2.0	15.5	112
CHR/ROCK	9538	2358	12.9	24.7	109	1582	10.3	16.6	87	1342	11.6	14.1	99	1774	15.8	18.6	134
COUNTRY	12648	2880	15.7	22.8	101	2326	15.2	18.4	97	1431	12.4	11.3	79	1805	16.1	14.3	103
GOLDEN OLDIES	1191	*275	1.5	23.1	102	274	1.8	23.0	121	**126	1.1	10.6	74	**97	0.9	8.1	59
MOR/NOSTALGIA	4757	1168	6.4	24.6	109	944	6.1	19.8	105	682	5.9	14.3	101	589	5.2	12.4	89
NEWS/TALK	3863	804	4.4	20.8	92	986	6.4	25.5	135	548	4.8	14.2	100	462	4.1	12.0	86
RELIGIOUS	3084	735	4.0	23.8	105	634	4.1	20.6	108	441	3.8	14.3	100	412	3.7	13.4	96
SOFT ROCK	521	**115	0.6	22.1	98	**77	0.5	14.8	78	**49	0.4	9.4	66	**95	0.8	18.2	131
URBAN CONTEMPORARY	1585	435	2.4	27.4	121	273	1.8	17.2	91	329	2.9	20.8	146	*205	1.8	12.9	93
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	754	4.1	23.1	102	411	2.7	12.6	66	391	3.4	12.0	84	521	4.6	16.0	115
ABC DIRECTION	2316	517	2.8	22.3	99	430	2.8	18.6	98	315	2.7	13.6	95	441	3.9	19.0	137
ABC ENTERTAINMENT	4834	1009	5.5	20.9	92	1063	6.9	22.0	116	603	5.2	12.5	88	667	5.9	13.8	99
ABC FM	2202	611	3.3	27.7	123	404	2.6	18.3	97	399	3.5	18.1	127	360	3.2	16.3	118
ABC INFORMATION	5425	1283	7.0	23.6	105	1162	7.6	21.4	113	778	6.7	14.3	101	805	7.2	14.8	107
ABC ROCK	1677	498	2.7	29.7	131	289	1.9	17.2	91	*243	2.1	14.5	102	323	2.9	19.3	139
CBS	4430	877	4.8	19.8	88	1042	6.8	23.5	124	663	5.7	15.0	105	438	3.9	9.9	71
MUTUAL	4992	1183	6.5	23.7	105	1069	7.0	21.4	113	737	6.4	14.8	104	664	5.9	13.3	96
NBC	4679	1209	6.6	25.8	114	1169	7.6	25.0	132	841	7.3	18.0	126	801	7.1	17.1	123
RADIORADIO	1994	458	2.5	23.0	102	414	2.7	20.8	110	310	2.7	15.5	109	290	2.6	14.5	105
RKO ONE	2298	581	3.2	25.6	113	353	2.3	15.4	81	208	1.8	9.1	64	271	2.4	11.8	85
RKO TWO	3311	747	4.1	22.6	100	683	4.4	20.6	109	404	3.5	12.2	86	471	4.2	14.2	103
THE SOURCE	2114	534	2.9	25.3	112	447	2.9	21.1	112	352	3.1	16.7	117	319	2.8	15.1	109
NON-WIRED : BLAIR	8654	2038	11.1	23.5	104	1491	9.7	17.2	91	1026	8.9	11.9	83	1412	12.6	16.3	118
INTERNET	12025	3083	16.8	25.6	113	2255	14.7	18.8	99	1779	15.4	14.8	104	1960	17.4	16.3	117
KATZ RADIO GROUP	15359	3623	19.8	23.6	104	3440	22.4	22.4	118	2326	20.2	15.1	106	1977	17.6	12.9	93
SUPERNET	10628	2344	12.8	22.1	98	2021	13.2	19.0	100	1548	13.4	14.6	102	1700	15.1	16.0	115
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1813	9.9	20.9	93	1707	11.1	19.7	104	1262	10.9	14.6	102	1050	9.3	12.1	87
WKDAY 9:00 AM - 1:00 PM	12163	2904	15.9	23.9	106	2288	14.9	18.8	99	1842	16.0	15.1	106	1680	15.0	13.8	100
WKDAY 1:00 PM - 4:30 PM	16150	3907	21.3	24.2	107	2964	19.3	18.4	97	2528	21.9	15.7	110	2201	19.6	13.6	98
WKDAY 4:30 PM - 7:30 PM	22463	4772	26.1	21.2	94	4181	27.2	18.6	98	3294	28.6	14.7	103	2847	25.3	12.7	91
WKDAY 7:30 PM - 8:00 PM	31795	6832	37.3	21.5	95	6090	39.7	19.2	101	4496	39.0	14.1	99	4150	36.9	13.1	94
WKDAY 11:00 PM - 11:30 PM	23977	5805	31.7	24.2	107	4784	31.2	20.0	105	3522	30.5	14.7	103	3389	30.2	14.1	102
WKDAY 11:30 PM - 1:00 AM	7703	1980	10.8	25.7	114	1555	10.1	20.2	106	1190	10.3	15.4	108	1189	10.6	15.4	111
M-SAT 8-11 PM+SUN 7-11 PM	33800	7639	41.7	22.6	100	6567	42.8	19.4	102	4902	42.5	14.5	102	4714	42.0	13.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1707	9.3	26.1	116	1151	7.5	17.6	93	1191	10.3	18.2	128	1069	9.5	16.4	118
ANOTHER WORLD N	4620	1076	5.9	23.3	103	889	5.8	19.2	102	678	5.9	14.7	103	604	5.4	13.1	94
AS THE WORLD TURNS C	5614	1420	7.8	25.3	112	1035	6.7	18.4	97	859	7.4	15.3	107	753	6.7	13.4	97
CAPITOL C	3396	834	4.6	24.6	109	609	4.0	17.9	95	557	4.8	16.4	115	488	4.3	14.4	104
CBS MORN. NEWS 1 C	1446	292	1.6	20.2	89	267	1.7	18.5	97	219	1.9	15.1	106	181	1.6	12.5	90
CBS MORN. NEWS 2 C	1207	251	1.4	20.8	92	182	1.2	15.1	80	161	1.4	13.3	94	117	1.0	9.7	70
DAYS OF OUR LIVES N	5877	1308	7.1	22.3	98	1260	8.2	21.4	113	996	8.6	16.9	119	751	6.7	12.8	92
FACTS OF LIFE - DAYTIME N	2290	562	3.1	24.5	109	381	2.5	16.6	88	265	2.3	11.6	81	297	2.6	13.0	93
FAMILY FEUD A	3023	646	3.5	21.4	95	529	3.4	17.5	92	416	3.6	13.8	97	444	4.0	14.7	106
GENERAL HOSPITAL A	6097	1496	8.2	24.5	109	982	6.4	16.1	85	1009	8.7	16.5	116	805	7.2	13.2	95
GOOD MORNING, AMERICA-730 A	3515	768	4.2	21.8	97	748	4.9	21.3	112	496	4.3	14.1	99	454	4.0	12.9	93
GOOD MORNING, AMERICA-830 A	2818	683	3.7	24.2	107	656	4.3	23.3	123	475	4.1	16.9	118	335	3.0	11.9	86
GUIDING LIGHT C	5339	1351	7.4	25.3	112	998	6.5	18.7	99	894	7.8	16.7	118	694	6.2	13.0	94
ONE LIFE TO LIVE A	4478	1089	5.9	24.3	108	736	4.8	16.4	87	818	7.1	18.3	128	573	5.1	12.8	92
PRESS YOUR LUCK C	2244	528	2.9	23.5	104	404	2.6	18.0	95	377	3.3	16.8	118	360	3.2	16.0	116
PRICE IS RIGHT 1 C	4348	961	5.3	22.1	98	781	5.1	18.0	95	654	5.7	15.0	106	598	5.3	13.8	99
PRICE IS RIGHT 2 C	5014	1062	5.8	21.2	94	950	6.2	18.9	100	764	6.6	15.2	107	733	6.5	14.6	105
RYAN'S HOPE A	3150	867	4.7	27.5	122	609	4.0	19.3	102	539	4.7	17.1	120	406	3.6	12.9	93
SALE OF THE CENTURY N	2695	596	3.3	22.1	98	468	3.0	17.4	92	356	3.1	13.2	93	302	2.7	11.2	81
SEARCH FOR TOMORROW N	2319	483	2.6	20.8	92	460	3.0	19.8	105	369	3.2	15.9	112	227	2.0	9.8	71
TODAY SHOW 1 N	2693	501	2.7	18.6	82	461	3.0	17.1	90	362	3.1	13.4	94	227	2.0	8.4	61
TODAY SHOW 2 N	2498	455	2.5	18.2	81	392	2.6	15.7	83	283	2.5	11.3	80	226	2.0	9.0	65
$25,000 PYRAMID C	2753	664	3.6	24.1	107	450	2.9	16.3	86	465	4.0	16.9	119	341	3.0	12.4	89
WHEEL OF FORTUNE N	4388	1133	6.2	25.8	114	891	5.8	20.3	107	607	5.3	13.8	97	611	5.4	13.9	100
YOUNG AND THE RESTLESS C	5695	1303	7.1	22.9	101	941	6.1	16.5	87	921	8.0	16.2	114	910	8.1	16.0	115
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	394	2.2	22.4	99	345	2.2	19.6	103	283	2.5	16.1	113	256	2.3	14.5	105
NBA PLAYOFF GAME -1 C	1136	249	1.4	21.9	97	256	1.7	22.5	119	205	1.8	18.0	127	*127	1.1	11.2	81
NBC MAJOR LEAGUE PRE-GAME N	953	*173	0.9	18.2	80	*193	1.3	20.3	107	**99	0.9	10.4	73	*162	1.4	17.0	123
SPORTSWORLD - SUN N	1233	245	1.3	19.9	88	187	1.2	15.2	80	*146	1.3	11.8	83	*168	1.5	13.6	98
SUNDAY MORNING C	1611	325	1.8	20.2	89	268	1.7	16.6	88	203	1.8	12.6	88	191	1.7	11.9	85

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OTHER FRUIT JUICES (EXCLUDING CARBONATED DRINKS,ORANGE JUICE,TOMATO JUICE) - FRUIT FLAVORS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D % INDX	GRAPEFRUIT A '000	GRAPEFRUIT B % DOWN	GRAPEFRUIT C % ACROSS	GRAPEFRUIT D % INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D % INDX	OTHER FLAVORS A '000	OTHER FLAVORS B % DOWN	OTHER FLAVORS C % ACROSS	OTHER FLAVORS D % INDX
TOTAL FEMALE HOMEMAKERS		80986	18303	100.0	22.6	100	15353	100.0	19.0	100	11535	100.0	14.2	100	11236	100.0	13.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5204	28.4	20.0	88	4828	31.4	18.5	98	3682	31.9	14.1	99	2991	26.6	11.5	83
NETWORK AFFILIATES - LATE		20261	4803	26.2	23.7	105	4070	26.5	20.1	106	2887	25.0	14.2	100	2863	25.5	14.1	102
INDEPENDENTS - LATE		2076	374	2.0	18.0	80	472	3.1	22.7	120	320	2.8	15.4	108	287	2.6	13.8	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2548	13.9	24.4	108	2120	13.8	20.3	107	1457	12.6	13.9	98	1496	13.3	14.3	103
ABC MONDAY NIGHT MOVIE	A	6412	1527	8.3	23.8	105	1176	7.7	18.3	97	988	8.6	15.4	108	923	8.2	14.4	104
ABC SUNDAY NIGHT MOVIE	A	12407	2596	14.2	20.9	93	2440	15.9	19.7	104	1701	14.7	13.7	96	1607	14.3	13.0	93
ABC WORLD NEWS TONIGHT	A	6176	1137	6.2	18.4	81	1091	7.1	17.7	93	777	6.7	12.6	88	649	5.8	10.5	76
AFTERMASH	C	5863	1430	7.8	24.4	108	1263	8.2	21.5	114	1116	9.7	19.0	134	705	6.3	12.0	87
ALICE	C	9594	2070	11.3	21.6	95	1863	12.1	19.4	102	1534	13.3	16.0	112	1274	11.3	13.3	96
AMERICAN PARADE	C	6622	1288	7.0	19.5	86	1196	7.8	18.1	95	946	8.2	14.3	100	784	7.0	11.8	85
BENSON	A	10886	2320	12.7	21.3	94	1907	12.4	17.5	92	1484	12.9	13.6	96	1309	11.7	12.0	87
BLUE THUNDER	A	5036	1022	5.6	20.3	90	1088	7.1	21.6	114	820	7.1	16.3	114	743	6.6	14.8	106
CAGNEY & LACEY	C	9965	2255	12.3	22.6	100	1868	12.2	18.7	99	1460	12.7	14.7	103	1608	14.3	16.1	116
CBS EVENING NEWS-DEAN	C	3491	761	4.2	21.8	96	573	3.7	16.4	87	516	4.5	14.8	104	304	2.7	8.7	63
CBS EVENING NEWS-RATHER	C	7123	1623	8.9	22.8	101	1409	9.2	19.8	104	1108	9.6	15.6	109	764	6.8	10.7	77
CBS SAT. NEWS-SCHIEFFER	C	3621	712	3.9	19.7	87	667	4.3	18.4	97	528	4.6	14.6	102	381	3.4	10.5	76
CBS SATURDAY NIGHT MOVIE	C	5436	1397	7.6	25.7	114	1034	6.7	19.0	100	950	8.2	17.5	123	706	6.3	13.0	94
CBS WEDNESDAY NIGHT MOVIE	C	6100	1388	7.6	22.8	101	1087	7.1	17.8	94	772	6.7	12.7	89	710	6.3	11.6	84
CHEERS	N	8889	2136	11.7	24.0	106	1705	11.1	19.2	101	1402	12.2	15.8	111	1492	13.3	16.8	121
DALLAS	C	22109	5035	27.5	22.8	101	4085	26.6	18.5	97	3337	28.9	15.1	106	3301	29.4	14.9	108
DIFF'RENT STROKES	N	6940	1460	8.0	21.0	93	1268	8.3	18.3	96	979	8.5	14.1	99	891	7.9	12.8	93
DOUBLE TROUBLE	N	7223	1529	8.4	21.2	94	1409	9.2	19.5	103	1027	8.9	14.2	100	1206	10.7	16.7	120
DUCK FACTORY	N	5595	1354	7.4	24.2	107	1051	6.8	18.8	99	830	7.2	14.8	104	915	8.1	16.4	118
DUKES OF HAZZARD	C	5768	1347	7.4	23.4	103	966	6.3	16.7	88	854	7.4	14.8	104	784	7.0	13.6	98
DYNASTY	A	20053	4699	25.7	23.4	104	3575	23.3	17.8	94	3006	26.1	15.0	105	2711	24.1	13.5	97
FACTS OF LIFE	N	8087	1863	10.2	23.0	102	1522	9.9	18.8	99	1063	9.2	13.1	92	1237	11.0	15.3	110
FALCON CREST	C	20046	4566	24.9	22.8	101	3814	24.8	19.0	100	3084	26.7	15.4	108	3004	26.7	15.0	108
FALL GUY	A	9084	2168	11.8	23.9	106	1709	11.1	18.8	99	1311	11.4	14.4	101	1272	11.3	14.0	101
FAMILY TIES	N	7964	1791	9.8	22.5	100	1559	10.2	19.6	103	1142	9.9	14.3	101	1155	10.3	14.5	105
FANTASY ISLAND	A	7687	1631	8.9	21.2	94	1437	9.4	18.7	99	991	8.6	12.9	91	944	8.4	12.3	89
FOULUPS,BLEEPS & BLUNDERS	A	8861	1921	10.5	21.7	96	1860	12.1	21.0	111	1292	11.2	14.6	102	1222	10.9	13.8	99
FOUR SEASONS	C	5095	1172	6.4	23.0	102	1149	7.5	22.6	119	880	7.6	17.3	121	723	6.4	14.2	102
GIMME A BREAK	N	8838	1896	10.4	21.5	95	1832	11.9	20.7	109	1343	11.6	15.2	107	1233	11.0	14.0	101
HART TO HART	A	8978	2210	12.1	24.6	109	1833	11.9	20.4	108	1228	10.6	13.7	96	1218	10.8	13.6	98
HILL STREET BLUES	N	8590	2135	11.7	24.9	110	1686	11.0	19.6	104	1495	13.0	17.4	122	1527	13.6	17.8	128
HOTEL	A	14085	3326	18.2	23.6	104	2635	17.2	18.7	99	2097	18.2	14.9	105	1991	17.7	14.1	102
JEFFERSONS	C	9360	2119	11.6	22.6	100	1917	12.5	20.5	108	1392	12.1	14.9	104	1205	10.7	12.9	93
JENNIFER SLEPT HERE	N	5841	1286	7.0	22.0	97	1054	6.9	18.0	95	824	7.1	14.1	99	807	7.2	13.8	100
KATE & ALLIE	C	9206	1964	10.7	21.3	94	1611	10.5	17.5	92	1228	10.6	13.3	94	1317	11.7	14.3	103
KNIGHT RIDER	N	7076	1496	8.2	21.1	94	1241	8.1	17.5	93	913	7.9	12.9	91	1048	9.3	14.8	107
LOVE BOAT	A	12219	2584	14.1	21.1	94	2199	14.3	18.0	95	1491	12.9	12.2	86	1471	13.1	12.0	87
MAGNUM PI	C	11199	2721	14.9	24.3	108	2172	14.1	19.4	102	1528	13.2	13.6	96	1614	14.4	14.4	104
MAMA'S FAMILY	N	6057	1315	7.2	21.7	96	1094	7.1	18.1	95	870	7.5	14.4	101	639	5.7	10.5	76
MASTER, THE	N	3598	801	4.4	22.3	99	727	4.7	20.2	107	536	4.6	14.9	105	474	4.2	13.2	95
MATT HOUSTON	A	6344	1445	7.9	22.8	101	1322	8.6	20.8	110	897	7.8	14.1	99	846	7.5	13.3	96
NBC MONDAY NIGHT MOVIE	N	11994	2669	14.6	22.3	98	2243	14.6	18.7	99	1743	15.1	14.5	102	1819	16.2	15.2	109
NBC NIGHTLY NEWS	N	5132	1120	6.1	21.8	97	919	6.0	17.9	94	788	6.8	15.4	108	588	5.2	11.5	83
NBC NIGHTLY NEWS-SAT	N	3375	695	3.8	20.6	91	459	3.0	13.6	72	442	3.8	13.1	92	264	2.3	7.8	56
NBC NIGHTLY NEWS-SUN	N	3130	578	3.2	18.5	82	558	3.6	17.8	94	491	4.3	15.7	110	*196	1.7	6.3	45
NBC SUNDAY NIGHT MOVIE	N	8284	1984	10.8	23.9	106	1726	11.2	20.8	110	1168	10.1	14.1	99	1294	11.5	15.6	113
NEWHART	C	9240	1999	10.9	21.6	96	1647	10.7	17.8	94	1285	11.1	13.9	98	1549	13.8	16.8	121
ONE DAY AT A TIME	C	7288	1583	8.6	21.7	96	1255	8.2	17.2	91	1040	9.0	14.3	100	1015	9.0	13.9	100
PEOPLE ARE FUNNY	N	4855	1083	5.9	22.3	99	899	5.9	18.5	98	691	6.0	14.2	100	540	4.8	11.1	80
REAL PEOPLE	N	8869	1854	10.1	20.9	92	1606	10.5	18.1	96	1198	10.4	13.5	95	1136	10.1	12.8	92
REMINGTON STEELE	N	7743	1844	10.1	23.8	105	1552	10.1	20.0	106	1139	9.9	14.7	103	1161	10.3	15.0	108
RIPLEY'S BELIEVE IT - NOT	A	5345	1319	7.2	24.7	109	956	6.2	17.9	94	840	7.3	15.7	110	749	6.7	14.0	101
RIPTIDE	N	6988	1864	10.2	26.7	118	1340	8.7	19.2	101	954	8.3	13.7	96	1107	9.9	15.8	114
SCARECROW & MRS. KING	C	10002	2198	12.0	22.0	97	1702	11.1	17.0	90	1397	12.1	14.0	98	1349	12.0	13.5	97
SIMON & SIMON	C	10638	2616	14.3	24.6	109	2030	13.2	19.1	101	1596	13.8	15.0	105	1433	12.8	13.5	97
60 MINUTES	C	13293	2735	14.9	20.6	91	2569	16.7	19.3	102	1952	16.9	14.7	103	1426	12.7	10.7	77
ST. ELSEWHERE	N	7017	1943	10.6	27.7	123	1435	9.3	20.5	108	1093	9.5	15.6	109	1234	11.0	17.6	127
THREE'S COMPANY	A	10917	2409	13.2	22.1	98	2198	14.3	20.1	106	1584	13.7	14.5	102	1509	13.4	13.8	100
T.J. HOOKER	A	9204	1900	10.4	20.6	91	1681	10.9	18.3	96	1268	11.0	13.8	97	1151	10.2	12.5	90
TONIGHT SHOW	N	2372	587	3.2	24.7	109	463	3.0	19.5	103	385	3.3	16.2	114	310	2.8	13.1	94
TRAPPER JOHN, M.D.	C	9846	2292	12.5	23.3	103	1909	12.4	19.4	102	1485	12.9	15.1	106	1256	11.2	12.8	92
TV BLOOPERS & PRAC. JOKES	N	9105	1862	10.2	20.5	90	1930	12.6	21.2	112	1265	11.0	13.9	98	1240	11.0	13.6	98
20/20	A	9387	2028	11.1	21.6	96	2017	13.1	21.5	113	1357	11.8	14.5	101	1242	11.1	13.2	95
WEBSTER	A	11067	2265	12.4	20.5	91	1838	12.0	16.6	88	1531	13.3	13.8	97	1469	13.1	13.3	96
WORLD NEWS - SUN	A	3062	514	2.8	16.8	74	554	3.6	18.1	95	399	3.5	13.0	91	407	3.6	13.3	96
YELLOW ROSE	N	4978	1185	6.5	23.8	105	815	5.3	16.4	86	697	6.0	14.0	98	607	5.4	12.2	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2220	12.1	25.0	111	2005	13.1	22.6	119	1438	12.5	16.2	114	1373	12.2	15.5	111
BASKETBALL - COLLEGE GAMES		4080	1116	6.1	27.4	121	1025	6.7	25.1	133	631	5.5	15.5	109	556	4.9	13.6	98
BASKETBALL - PRO GAMES		3607	1154	6.3	32.0	142	935	6.1	25.9	137	660	5.7	18.3	128	*502	4.5	13.9	100
BOWLING		3883	1044	5.7	26.9	119	892	5.8	23.0	121	734	6.4	18.9	133	542	4.8	14.0	101
BOXING		3928	1065	5.8	27.1	120	853	5.6	21.7	115	679	5.9	17.3	121	628	5.6	16.0	115
FOOTBALL - COLLEGE GAMES		6366	1763	9.6	27.7	123	1491	9.7	23.4	124	1138	9.9	17.9	126	847	7.5	13.3	96
FOOTBALL - PRO GAMES		11300	3233	17.7	28.6	127	2234	14.6	19.8	104	1628	14.1	14.4	101	1883	16.8	16.7	120
GOLF		3378	781	4.3	23.1	102	681	4.4	20.2	106	*520	4.5	15.4	108	*448	4.0	13.3	96
POST-SEASON COLL. FOOTBALL		4906	1420	7.8	28.9	128	1088	7.1	22.2	117	818	7.1	16.7	117	608	5.4	12.4	89
POST-SEASON PRO FOOTBALL		6120	1975	10.8	32.3	143	1179	7.7	19.3	102	1208	10.5	19.7	139	1049	9.3	17.1	124
TENNIS		3033	701	3.8	23.1	102	563	3.7	18.6	98	*406	3.5	13.4	94	*475	4.2	15.7	113
WRESTLING - PROFESSIONAL		3344	1036	5.7	31.0	137	870	5.7	26.0	137	574	5.0	17.2	121	*503	4.5	15.0	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	AWAKE A '000	AWAKE B % ACROSS DOWN	AWAKE C %	AWAKE D INDX	COUNTRY TIME A '000	COUNTRY TIME B % ACROSS DOWN	COUNTRY TIME C %	COUNTRY TIME D INDX	DEL MONTE A '000	DEL MONTE B % ACROSS DOWN	DEL MONTE C %	DEL MONTE D INDX	DOLE A '000	DOLE B % ACROSS DOWN	DOLE C %	DOLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	2510	100.0	3.1	100	2909	100.0	3.6	100	6551	100.0	8.1	100	5555	100.0	6.9	100
18 - 24	9282	*315	12.5	3.4	109	*431	14.8	4.6	129	*510	7.8	5.5	68	*579	10.4	6.2	91
25 - 34	19072	717	28.6	3.8	121	784	27.0	4.1	114	1177	18.0	6.2	76	1287	23.2	6.7	98
35 - 44	14591	*506	20.2	3.5	112	771	26.5	5.3	147	1299	19.8	8.9	110	1019	18.3	7.0	102
45 - 54	11345	*394	15.7	3.5	112	*435	15.0	3.8	107	1105	16.9	9.7	120	719	12.9	6.3	92
55 - 64	11635	*337	13.4	2.9	93	**211	7.3	1.8	50	1270	19.4	10.9	135	918	16.5	7.9	115
65 OR OLDER	15061	*241	9.6	1.6	52	*277	9.5	1.8	51	1191	18.2	7.9	98	1034	18.6	6.9	100
18 - 34	28354	1032	41.1	3.6	117	1215	41.8	4.3	119	1686	25.7	5.9	74	1866	33.6	6.6	96
18 - 49	48339	1725	68.7	3.6	115	2263	77.8	4.7	130	3658	55.8	7.6	94	3332	60.0	6.9	100
25 - 54	45008	1617	64.4	3.6	116	1991	68.4	4.4	123	3581	54.7	8.0	98	3025	54.5	6.7	98
35 - 49	19985	693	27.6	3.5	112	1048	36.0	5.2	146	1972	30.1	9.9	122	1466	26.4	7.3	107
50 OR OLDER	32647	785	31.3	2.4	78	646	22.2	2.0	55	2894	44.2	8.9	110	2223	40.0	6.8	99
GRADUATED COLLEGE	11155	**252	10.0	2.3	73	*336	11.6	3.0	84	804	12.3	7.2	89	734	13.2	6.6	96
ATTENDED COLLEGE	13682	*440	17.5	3.2	104	*538	18.5	3.9	109	1085	16.6	7.9	98	1105	19.9	8.1	118
GRADUATED HIGH SCHOOL	33880	1146	45.7	3.4	109	1357	46.6	4.0	112	2886	44.1	8.5	105	2459	44.3	7.3	106
DID NOT GRADUATE HIGH SCHOOL	22270	*673	26.8	3.0	98	677	23.3	3.0	85	1776	27.1	8.0	99	1258	22.6	5.6	82
EMPLOYED	40306	1207	48.1	3.0	97	1539	52.9	3.8	106	3090	47.2	7.7	95	2684	48.3	6.7	97
EMPLOYED FULL-TIME	32850	995	39.6	3.0	98	1296	44.6	3.9	110	2634	40.2	8.0	99	2262	40.7	6.9	100
EMPLOYED PART-TIME	7456	**212	8.4	2.8	92	**243	8.4	3.3	91	455	6.9	6.1	75	*422	7.6	5.7	83
NOT EMPLOYED	40680	1303	51.9	3.2	103	1371	47.1	3.4	94	3462	52.8	8.5	105	2871	51.7	7.1	103
PROFESSIONAL/MANAGER	10392	**196	7.8	1.9	61	*461	15.8	4.4	124	839	12.8	8.1	100	780	14.0	7.5	109
TECH/CLERICAL/SALES	17574	595	23.7	3.4	109	*486	16.7	2.8	77	1396	21.3	7.9	98	1219	21.9	6.9	101
PRECISION/CRAFT	985	**25	1.0	2.5	82	**33	1.1	3.4	93	**123	1.9	12.5	154	**81	1.5	8.2	120
OTHER EMPLOYED	11354	*392	15.6	3.5	111	*559	19.2	4.9	137	731	11.2	6.4	80	604	10.9	5.3	78
SINGLE	9863	*280	11.2	2.8	92	*373	12.8	3.8	105	723	11.0	7.3	91	757	13.6	7.7	112
MARRIED	51375	1694	67.5	3.3	106	2007	69.0	3.9	109	4093	62.5	8.0	98	3427	61.7	6.7	97
DIVORCED/SEPARATED/WIDOWED	19748	536	21.4	2.7	88	530	18.2	2.7	75	1736	26.5	8.8	109	1372	24.7	6.9	101
PARENTS	32590	1322	52.7	4.1	131	1797	61.8	5.5	154	2509	38.3	7.7	95	2297	41.4	7.0	103
WHITE	70416	2229	88.8	3.2	102	2304	79.2	3.3	91	5443	83.1	7.7	96	4756	85.6	6.8	98
BLACK	8778	*229	9.1	2.6	84	527	18.1	6.0	167	908	13.9	10.3	128	598	10.8	6.8	99
OTHER	1791	**52	2.1	2.9	94	**79	2.7	4.4	123	**201	3.1	11.2	139	**201	3.6	11.2	164
NORTHEAST-CENSUS	17786	*344	13.7	1.9	62	601	20.9	3.4	95	1267	19.3	7.1	88	1400	25.2	7.9	115
NORTH CENTRAL	20741	1097	43.7	5.3	171	676	23.2	3.3	91	1653	25.2	8.0	99	1404	25.3	6.8	99
SOUTH	27775	*598	23.8	2.2	69	1068	36.7	3.8	107	2322	35.4	8.4	103	1610	29.0	5.8	85
WEST	14683	*472	18.8	3.2	104	*558	19.2	3.8	106	1309	20.0	8.9	110	1142	20.6	7.8	113
NORTHEAST-MKTG.	17961	*324	12.9	1.8	58	526	18.1	2.9	82	1243	19.0	6.9	86	1463	26.3	8.1	119
EAST CENTRAL	11885	618	24.6	5.2	168	*496	17.1	4.2	116	973	14.9	8.2	101	748	13.5	6.3	92
WEST CENTRAL	14090	738	29.4	5.2	169	*400	13.8	2.8	79	1281	19.6	9.1	112	1009	18.2	7.2	104
SOUTH	24081	*483	19.2	2.0	65	974	33.5	4.0	113	2022	30.9	8.4	104	1325	23.9	5.5	80
PACIFIC	12969	**347	13.8	2.7	86	*512	17.6	3.9	110	1031	15.7	7.9	98	1010	18.2	7.8	114
COUNTY SIZE A	32439	670	26.7	2.1	67	1296	44.6	4.0	111	2626	40.1	8.1	100	2797	50.4	8.6	126
COUNTY SIZE B	24915	646	25.7	2.6	84	852	29.3	3.4	95	1849	28.2	7.4	92	1372	24.7	5.5	80
COUNTY SIZE C	12930	566	22.5	4.4	141	*442	15.2	3.4	95	1127	17.2	8.7	108	830	14.9	6.4	94
COUNTY SIZE D	10703	*628	25.0	5.9	189	*319	11.0	3.0	83	949	14.5	8.9	110	557	10.0	5.2	76
METRO CENTRAL CITY	24518	419	16.7	1.7	55	805	27.7	3.3	91	1887	28.8	7.7	95	1826	32.9	7.4	109
METRO SUBURBAN	35919	1091	43.5	3.0	98	1362	46.8	3.8	106	2858	43.6	8.0	98	2543	45.8	7.1	103
NON METRO	20549	1000	39.8	4.9	157	*742	25.5	3.6	101	1806	27.6	8.8	109	1186	21.4	5.8	84
TOP 5 ADI'S	18341	*326	13.0	1.8	57	752	25.9	4.1	114	1415	21.6	7.7	95	1702	30.6	9.3	135
TOP 10 ADI'S	25378	*428	17.1	1.7	54	899	30.9	3.5	99	1963	30.0	7.7	96	2151	38.7	8.5	124
TOP 20 ADI'S	36488	848	33.8	2.3	75	1353	46.5	3.7	103	2902	44.3	8.0	98	2925	52.7	8.0	117
HSHLD INC. $50,000 OR MORE	6612	**182	7.3	2.8	89	**372	12.8	5.6	157	*627	9.6	9.5	117	*697	12.5	10.5	154
$40,000 OR MORE	12659	**297	11.8	2.3	76	*571	19.6	4.5	126	1134	17.3	9.0	111	1143	20.6	9.0	132
$30,000 OR MORE	24698	811	32.3	3.3	106	998	34.3	4.0	112	2122	32.4	8.6	106	2021	36.4	8.2	119
$25,000 OR MORE	32077	1021	40.7	3.2	103	1258	43.2	3.9	109	2770	42.3	8.6	107	2519	45.3	7.9	114
$20,000 - $24,999	9144	**258	10.3	2.8	91	**187	6.4	2.0	57	678	10.3	7.4	92	669	12.0	7.3	107
$15,000 - $19,999	8728	**235	9.4	2.7	87	*323	11.1	3.7	103	680	10.4	7.8	96	496	8.9	5.7	83
$10,000 - $14,999	12562	*506	20.2	4.0	130	*606	20.8	4.8	134	1064	16.2	8.5	105	937	16.9	7.5	109
UNDER $10,000	18475	490	19.5	2.7	86	536	18.4	2.9	81	1360	20.8	7.4	91	934	16.8	5.1	74
HOUSEHOLD OF 1 PERSON	11987	*211	8.4	1.8	57	*184	6.3	1.5	43	896	13.7	7.5	92	723	13.0	6.0	88
2 PEOPLE	26577	767	30.6	2.9	93	817	28.1	3.1	86	2297	35.1	8.6	107	1762	31.7	6.6	97
3 OR 4 PEOPLE	30617	1043	41.6	3.4	110	1188	40.8	3.9	108	2326	35.5	7.6	94	2143	38.6	7.0	102
5 OR MORE PEOPLE	11804	*489	19.5	4.1	134	*719	24.7	6.1	170	1032	15.8	8.7	108	927	16.7	7.9	114
NO CHILD IN HSHLD	46165	1135	45.2	2.5	79	1054	36.2	2.3	64	3894	59.4	8.4	104	3085	55.5	6.7	97
CHILD(REN) UNDER 2 YRS	5325	**250	10.0	4.7	151	**237	8.1	4.5	124	*341	5.2	6.4	79	*371	6.7	7.0	102
2 - 5 YEARS	14221	631	25.1	4.4	143	671	23.1	4.7	131	1053	16.1	7.4	92	1005	18.1	7.1	103
6 - 11 YEARS	15117	670	26.7	4.4	143	1013	34.8	6.7	187	1253	19.1	8.3	102	1253	22.6	8.3	121
12 - 17 YEARS	16611	645	25.7	3.9	125	915	31.5	5.5	153	1433	21.9	8.6	107	1220	22.0	7.3	107
RESIDENCE OWNED	55884	1782	71.0	3.2	103	1910	65.7	3.4	95	4762	72.7	8.5	105	3943	71.0	7.1	103
VALUE: $50,000 OR MORE	31744	860	34.3	2.7	87	1032	35.5	3.3	91	2581	39.4	8.1	101	2204	39.7	6.9	101
VALUE: UNDER $50,000	24140	922	36.7	3.8	123	878	30.2	3.6	101	2181	33.3	9.0	112	1740	31.3	7.2	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	AWAKE A '000	AWAKE B % DOWN	AWAKE C % ACROSS	AWAKE D INDX	COUNTRY TIME A '000	COUNTRY TIME B % DOWN	COUNTRY TIME C % ACROSS	COUNTRY TIME D INDX	DEL MONTE A '000	DEL MONTE B % DOWN	DEL MONTE C % ACROSS	DEL MONTE D INDX	DOLE A '000	DOLE B % DOWN	DOLE C % ACROSS	DOLE D INDX
TOTAL FEMALE HOMEMAKERS		80986	2510	100.0	3.1	100	2909	100.0	3.6	100	6551	100.0	8.1	100	5555	100.0	6.9	100
MAGAZINES	QUINTILE 1	15799	681	27.1	4.3	139	703	24.2	4.4	124	1636	25.0	10.4	128	1291	23.2	8.2	119
	QUINTILE 2	17259	572	22.8	3.3	107	719	24.7	4.2	116	1392	21.2	8.1	100	1274	22.9	7.4	108
	QUINTILE 3	13545	*242	9.6	1.8	58	*495	17.0	3.7	102	1007	15.4	7.4	92	975	17.6	7.2	105
	QUINTILE 4	15133	*399	15.9	2.6	85	*378	13.0	2.5	70	1223	18.7	8.1	100	993	17.9	6.6	96
	QUINTILE 5	19250	*617	24.6	3.2	103	*614	21.1	3.2	89	1294	19.8	6.7	83	1023	18.4	5.3	77
NEWSPAPERS	QUINTILE 1	12413	*343	13.7	2.8	89	*480	16.5	3.9	108	1199	18.3	9.7	119	959	17.3	7.7	113
	QUINTILE 2	24116	621	24.7	2.6	83	708	24.3	2.9	82	2028	31.0	8.4	104	1851	33.3	7.7	112
	QUINTILE 3	11261	*397	15.8	3.5	114	*545	18.7	4.8	135	973	14.9	8.6	107	767	13.8	6.8	99
	QUINTILE 4	20255	760	30.3	3.8	121	628	21.6	3.1	86	1428	21.8	7.1	87	1325	23.9	6.5	95
	QUINTILE 5	12940	**391	15.6	3.0	97	*548	18.8	4.2	118	924	14.1	7.1	88	654	11.8	5.1	74
OUTDOOR	QUINTILE 1	14852	*417	16.6	2.8	91	*579	19.9	3.9	109	1386	21.2	9.3	115	1130	20.3	7.6	111
	QUINTILE 2	15725	*469	18.7	3.0	96	675	23.2	4.3	120	1209	18.5	7.7	95	1118	20.1	7.1	104
	QUINTILE 3	16330	*673	26.8	4.1	133	674	23.2	4.1	115	1294	19.8	7.9	98	1090	19.6	6.7	97
	QUINTILE 4	16744	*407	16.2	2.4	78	*470	16.2	2.8	78	1192	18.2	7.1	88	1257	22.6	7.5	109
	QUINTILE 5	17334	545	21.7	3.1	101	*512	17.6	3.0	82	1470	22.4	8.5	105	959	17.3	5.5	81
RADIO-DRIVE TIME	QUINTILE 1	15911	449	17.9	2.8	91	*544	18.7	3.4	95	1305	19.9	8.2	101	1043	18.8	6.6	96
	QUINTILE 2	14837	*523	20.8	3.5	114	587	20.2	4.0	110	1348	20.6	9.1	112	1030	18.5	6.9	101
	QUINTILE 3	15339	*576	22.9	3.8	121	626	21.5	4.1	114	1187	18.1	7.7	96	1047	18.8	6.8	100
	QUINTILE 4	16723	*451	18.0	2.7	87	*618	21.2	3.7	103	1232	18.8	7.4	91	1077	19.4	6.4	94
	QUINTILE 5	18176	*512	20.4	2.8	91	*534	18.4	2.9	82	1478	22.6	8.1	101	1358	24.4	7.5	109
RADIO-MID-DAY	TERCILE 1	21020	754	30.0	3.6	116	808	27.8	3.8	107	1756	26.8	8.4	103	1339	24.1	6.4	93
	TERCILE 2	21610	860	34.3	4.0	128	827	28.4	3.8	107	1897	29.0	8.8	109	1571	28.3	7.3	106
	TERCILE 3	38355	896	35.7	2.3	75	1275	43.8	3.3	93	2898	44.2	7.6	93	2645	47.6	6.9	101
RADIO-TOTAL	QUINTILE 1	15988	494	19.7	3.1	100	671	23.1	4.2	117	1308	20.0	8.2	101	1011	18.2	6.3	92
	QUINTILE 2	15626	*597	23.8	3.8	123	*596	20.5	3.8	106	1370	20.9	8.8	108	1018	18.3	6.5	95
	QUINTILE 3	16723	*566	22.5	3.4	109	561	19.3	3.4	93	1406	21.5	8.4	104	1163	20.9	7.0	101
	QUINTILE 4	16342	*481	19.2	2.9	95	*623	21.4	3.8	106	1114	17.0	6.8	84	1159	20.9	7.1	103
	QUINTILE 5	16306	*373	14.9	2.3	74	*459	15.8	2.8	78	1353	20.7	8.3	103	1204	21.7	7.4	108
TV-PRIME TIME	QUINTILE 1	15953	*456	18.2	2.9	92	610	21.0	3.8	106	1486	22.7	9.3	115	1108	19.9	6.9	101
	QUINTILE 2	16137	*485	19.3	3.0	97	*623	21.4	3.9	107	1373	21.0	8.5	105	1316	23.7	8.2	119
	QUINTILE 3	16420	605	24.1	3.7	119	*529	18.2	3.2	90	1283	19.6	7.8	97	1084	19.5	6.6	96
	QUINTILE 4	16687	*453	18.0	2.7	88	*526	18.1	3.2	88	1342	20.5	8.0	99	1292	23.3	7.7	113
	QUINTILE 5	15789	*512	20.4	3.2	105	621	21.3	3.9	109	1069	16.3	6.8	84	756	13.6	4.8	70
TV-DAYTIME	TERCILE 1	27736	1038	41.4	3.7	121	1098	37.7	4.0	110	2484	37.9	9.0	111	2186	39.4	7.9	115
	TERCILE 2	26489	1010	40.2	3.8	123	943	32.4	3.6	99	2250	34.3	8.5	105	1847	33.2	7.0	102
	TERCILE 3	26761	461	18.4	1.7	56	869	29.9	3.2	90	1817	27.7	6.8	84	1522	27.4	5.7	83
TV-TOTAL	QUINTILE 1	16345	555	22.1	3.4	110	730	25.1	4.5	124	1426	21.8	8.7	108	1177	21.2	7.2	105
	QUINTILE 2	16447	*583	23.2	3.5	114	*614	21.1	3.7	104	1498	22.9	9.1	113	1378	24.8	8.4	122
	QUINTILE 3	15980	*532	21.2	3.3	107	479	16.5	3.0	83	1366	20.9	8.5	106	1079	19.4	6.8	98
	QUINTILE 4	15887	*331	13.2	2.1	67	*496	17.1	3.1	87	1263	19.3	7.9	98	1019	18.3	6.4	94
	QUINTILE 5	16326	*509	20.3	3.1	101	*591	20.3	3.6	101	998	15.2	6.1	76	901	16.2	5.5	80
MAGAZINES-NEWSPAPERS: DUAL		20721	595	23.7	2.9	93	765	26.3	3.7	103	1993	30.4	9.6	119	1660	29.9	8.0	117
MAGAZINE IMPERATIVE		19186	745	29.7	3.9	125	894	30.7	4.7	130	1563	23.9	8.1	101	1377	24.8	7.2	105
NEWSPAPER IMPERATIVE		21899	557	22.2	2.5	82	649	22.3	3.0	83	1763	26.9	8.1	100	1554	28.0	7.1	103
MAGAZINES-OUTDOOR: DUAL		15451	505	20.1	3.3	105	633	21.8	4.1	114	1591	24.3	10.3	127	1179	21.2	7.6	111
MAGAZINE IMPERATIVE		25953	884	35.2	3.4	110	1000	34.4	3.9	107	2132	32.5	8.2	102	1969	35.4	7.6	111
OUTDOOR IMPERATIVE		24400	623	24.8	2.6	82	893	30.7	3.7	102	1700	26.0	7.0	86	1527	27.5	6.3	91
MAGAZINES-RADIO: DUAL		18049	754	30.0	4.2	135	730	25.1	4.0	113	1674	25.6	9.3	115	1277	23.0	7.1	103
MAGAZINE IMPERATIVE		23571	646	25.7	2.7	88	1003	34.5	4.3	118	1995	30.5	8.5	105	1920	34.6	8.1	119
RADIO IMPERATIVE		23278	706	28.1	3.0	98	832	28.6	3.6	100	1823	27.8	7.8	97	1472	26.5	6.3	92
MAGAZINES-TELEVISION: DUAL		15459	598	23.8	3.9	125	677	23.3	4.4	122	1586	24.2	10.3	127	1330	23.9	8.6	125
MAGAZINE IMPERATIVE		25829	797	31.8	3.1	100	979	33.7	3.8	106	2012	30.7	7.8	96	1697	30.5	6.6	96
TELEVISION IMPERATIVE		26039	813	32.4	3.1	101	845	29.0	3.2	90	2072	31.6	8.0	98	1804	32.5	6.9	101
NEWSPAPERS-OUTDOOR: DUAL		16605	514	20.5	3.1	100	790	27.2	4.8	132	1588	24.2	9.6	118	1343	24.2	8.1	118
NEWSPAPER IMPERATIVE		26834	721	28.7	2.7	87	742	25.5	2.8	77	2229	34.0	8.3	103	1906	34.3	7.1	104
OUTDOOR IMPERATIVE		23346	807	32.2	3.5	112	908	31.2	3.9	108	1798	27.4	7.7	95	1491	26.8	6.4	93
NEWSPAPERS-RADIO: DUAL		17133	524	20.9	3.1	99	625	21.5	3.6	102	1576	24.1	9.2	114	1323	23.8	7.7	113
NEWSPAPER IMPERATIVE		25892	654	26.1	2.5	81	866	29.8	3.3	93	2237	34.1	8.6	107	1964	35.4	7.6	111
RADIO IMPERATIVE		23167	917	36.5	4.0	128	987	33.9	4.3	119	1870	28.5	8.1	100	1317	23.7	5.7	83
NEWSPAPERS-TELEVISION: DUAL		17159	585	23.3	3.4	110	599	20.6	3.5	97	1683	25.7	9.8	121	1504	27.1	8.8	128
NEWSPAPER IMPERATIVE		26214	570	22.7	2.2	70	856	29.4	3.3	91	2161	33.0	8.2	102	1737	31.3	6.6	97
TELEVISION IMPERATIVE		23412	900	35.9	3.8	124	988	34.0	4.2	117	1928	29.4	8.2	102	1597	28.7	6.8	99
OUTDOOR-RADIO: DUAL		15303	571	22.7	3.7	120	699	24.0	4.6	127	1268	19.4	8.3	102	1074	19.3	7.0	102
OUTDOOR IMPERATIVE		24901	654	26.1	2.6	85	921	31.7	3.7	103	2034	31.0	8.2	101	1873	33.7	7.5	110
RADIO IMPERATIVE		26492	907	36.1	3.4	110	951	32.7	3.6	100	2245	34.3	8.5	105	1665	30.0	6.3	92
OUTDOOR-TELEVISION: DUAL		14794	*489	19.5	3.3	107	659	22.7	4.5	124	1394	21.3	9.4	116	1118	20.1	7.6	110
OUTDOOR IMPERATIVE		25437	840	33.5	3.3	107	961	33.0	3.8	105	1970	30.1	7.7	96	1729	31.1	6.8	99
TELEVISION IMPERATIVE		27877	979	39.0	3.5	113	952	32.7	3.4	95	2333	35.6	8.4	103	2126	38.3	7.6	111
RADIO-TELEVISION: DUAL		15996	619	24.7	3.9	125	718	24.7	4.5	125	1579	24.1	9.9	122	1124	20.2	7.0	102
RADIO IMPERATIVE		25478	753	30.0	3.0	95	794	27.3	3.1	87	1976	30.2	7.8	96	1523	27.4	6.0	87
TELEVISION IMPERATIVE		26573	831	33.1	3.1	101	913	31.4	3.4	96	2110	32.2	7.9	98	2118	38.1	8.0	116

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	AWAKE A '000	AWAKE B % DOWN	AWAKE C % ACROSS	AWAKE D INDX	COUNTRY TIME A '000	COUNTRY TIME B % DOWN	COUNTRY TIME C % ACROSS	COUNTRY TIME D INDX	DEL MONTE A '000	DEL MONTE B % DOWN	DEL MONTE C % ACROSS	DEL MONTE D INDX	DOLE A '000	DOLE B % DOWN	DOLE C % ACROSS	DOLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	2510	100.0	3.1	100	2909	100.0	3.6	100	6551	100.0	8.1	100	5555	100.0	6.9	100
ATLANTIC MONTHLY	415	**0	0.0	0.0	0	**20	0.7	4.8	134	**32	0.5	7.7	95	**41	0.7	9.9	144
BARRON'S	453	**6	0.2	1.3	43	**14	0.5	3.1	86	**77	1.2	17.0	210	**72	1.3	15.9	232
BETTER HOMES & GARDENS	16256	494	19.7	3.0	98	597	20.5	3.7	102	1574	24.0	9.7	120	1284	23.1	7.9	115
BON APPETIT	2535	**54	2.2	2.1	69	**107	3.7	4.2	118	*170	2.6	6.7	83	*207	3.7	8.2	119
BUSINESS WEEK	1278	**67	2.7	5.2	169	**93	3.2	7.3	203	*152	2.3	11.9	147	**90	1.6	7.0	103
CAR AND DRIVER	378	**38	1.5	10.1	324	**23	0.8	6.1	169	**32	0.5	8.5	105	**20	0.4	5.3	77
CBS MAGAZINE NETWORK (GROSS)	1498	**128	5.1	8.5	276	**85	2.9	5.7	158	*109	1.7	7.3	90	**133	2.4	8.9	129
CHANGING TIMES	1505	**70	2.8	4.7	150	**105	3.6	7.0	194	**118	1.8	7.8	97	*179	3.2	11.9	173
COLONIAL HOMES	1231	**49	2.0	4.0	128	**105	3.6	8.5	237	*101	1.5	8.2	101	*113	2.0	9.2	134
CONDE NAST MAG. PKG. (GROSS)	14146	599	23.9	4.2	137	465	16.0	3.3	92	1020	15.6	7.2	89	1039	18.7	7.3	107
CONSUMERS DIGEST	1323	**33	1.3	2.5	80	**89	3.1	6.7	187	*177	2.7	13.4	165	*177	3.2	13.4	195
COSMOPOLITAN	7102	304	12.1	4.3	138	265	9.1	3.7	104	648	9.9	9.1	113	507	9.1	7.1	104
COUNTRY LIVING	2481	**147	5.9	5.9	191	**92	3.2	3.7	103	*195	3.0	7.9	97	*167	3.0	6.7	98
CUISINE	1472	**45	1.8	3.1	99	**80	2.8	5.4	151	*165	2.5	11.2	139	*121	2.2	8.2	120
CYCLE WORLD	425	**33	1.3	7.8	251	**46	1.6	10.8	301	**29	0.4	6.8	84	**11	0.2	2.6	38
DCI:CREATIVE IDEAS FOR LIV	2510	*145	5.8	5.8	186	**65	2.2	2.6	72	*285	4.4	11.4	140	*134	2.4	5.3	78
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*204	8.1	3.0	98	*174	6.0	2.6	72	698	10.7	10.4	129	321	5.8	4.8	70
DISCOVER	894	**38	1.5	4.3	137	**53	1.8	5.9	165	**90	1.4	10.1	124	**72	1.3	8.1	117
EBONY	3507	*112	4.5	3.2	103	260	8.9	7.4	206	377	5.8	10.7	133	312	5.6	8.9	130
ESQUIRE	1083	**51	2.0	4.7	152	**77	2.6	7.1	198	*130	2.0	12.0	148	**157	2.8	14.5	211
ESSENCE	1830	**79	3.1	4.3	139	*151	5.2	8.3	230	*181	2.8	9.9	122	*157	2.8	8.6	125
FAMILY CIRCLE	15930	539	21.5	3.4	109	594	20.4	3.7	104	1332	20.3	8.4	103	1221	22.0	7.7	112
THE FAMILY HANDYMAN	1126	**48	1.9	4.3	138	**69	2.4	6.1	171	**126	1.9	11.2	138	*134	2.4	11.9	173
FAMILY WEEKLY	11468	439	17.5	3.8	124	411	14.1	3.6	100	952	14.5	8.3	103	676	12.2	5.9	86
FIELD & STREAM	2234	**92	3.7	4.1	133	**110	3.8	4.9	137	*175	2.7	7.8	97	*139	2.5	6.2	91
FOOD & WINE	579	**18	0.7	3.1	100	**18	0.6	3.1	87	**53	0.8	9.2	113	**62	1.1	10.7	156
FORBES	728	**33	1.3	4.5	146	**49	1.7	6.7	187	**95	1.5	13.0	161	**109	2.0	15.0	218
FORTUNE	906	**56	2.2	6.2	199	**69	2.4	7.6	212	**135	2.1	14.9	184	**107	1.9	11.8	172
GENTLEMEN'S QUARTERLY	791	**37	1.5	4.7	151	**56	1.9	7.1	197	**43	0.7	5.4	67	**143	2.6	18.1	264
GLAMOUR	5265	*246	9.8	4.7	151	*171	5.9	3.2	90	415	6.3	7.9	97	385	6.9	7.3	107
GOLF DIGEST	636	**26	1.0	4.1	132	**19	0.7	3.0	83	**60	0.9	9.4	117	**77	1.4	12.1	177
GOLF DIGEST/TENNIS (GROSS)	1186	**51	2.0	4.3	139	**32	1.1	2.7	75	**95	1.5	8.0	99	**100	1.8	8.4	123
GOLF MAGAZINE	441	**19	0.8	4.3	139	**24	0.8	5.4	152	**37	0.6	8.4	104	**33	0.6	7.5	109
GOLF MAGAZINE/SKI (GROSS)	922	**41	1.6	4.4	143	**43	1.5	4.7	130	**68	1.0	7.4	91	**76	1.4	8.2	120
GOOD HOUSEKEEPING	16487	517	20.6	3.1	101	679	23.3	4.1	115	1739	26.5	10.5	130	1194	21.5	7.2	106
HARPER'S BAZAAR	2423	*133	5.3	5.5	177	**117	4.0	4.8	134	*178	2.7	7.3	91	*182	3.3	7.5	110
HEALTH	1994	**61	2.4	3.1	99	**90	3.1	4.5	126	*247	3.8	12.4	153	*185	3.3	9.3	135
HEARST MAG CORP. BUY (GROSS)	44101	1771	70.6	4.0	130	1810	62.2	4.1	114	4079	62.3	9.2	114	3288	59.2	7.5	109
HEARST MAN POWER (GROSS)	1993	**82	3.3	4.1	133	**146	5.0	7.3	204	*199	3.0	10.0	123	*178	3.2	8.9	130
HEARST WOMAN POWER (GROSS)	31274	1168	46.5	3.7	121	1205	41.4	3.9	107	2935	44.8	9.4	116	2235	40.2	7.1	104
HOUSE BEAUTIFUL	3623	*159	6.3	4.4	142	**126	4.3	3.5	97	373	5.7	10.3	127	295	5.3	8.1	119
INC.	283	**17	0.7	6.0	194	**37	1.3	13.1	364	**35	0.5	12.4	153	**56	1.0	19.8	288
JET	2928	*108	4.3	3.7	119	252	8.7	8.6	240	341	5.2	11.6	144	247	4.4	8.4	123
LADIES' HOME JOURNAL	11918	418	16.7	3.5	113	514	17.7	4.3	120	1208	18.4	10.1	125	811	14.6	6.8	99
LHJ FAMILY GRP COMBO(GROSS)	16764	626	24.9	3.7	120	732	25.2	4.4	122	1698	25.9	10.1	125	1192	21.5	7.1	104
LIFE	4254	*152	6.1	3.6	115	249	8.6	5.9	163	429	6.5	10.1	125	327	5.9	7.7	112
L.A. TIMES HOME MAGAZINE	1145	**4	0.2	0.3	11	**3	0.1	0.3	7	**163	2.5	14.2	176	**100	1.8	8.7	127
MADEMOISELLE	2884	**99	3.9	3.4	111	**81	2.8	2.8	78	*181	2.8	6.3	78	*186	3.3	6.4	94
MC CALL'S	13460	518	20.6	3.8	124	543	18.7	4.0	112	1394	21.3	10.4	128	1027	18.5	7.6	111
MC CALL'S/WRK MOTHER (GROSS)	14606	623	24.8	4.3	138	651	22.4	4.5	124	1569	24.0	10.7	133	1135	20.4	7.8	113
MECHANIX ILLUSTRATED	772	**38	1.5	4.9	159	**47	1.6	6.1	169	**115	1.8	14.9	184	**88	1.6	11.4	166
METROPOLITAN HOME	967	**32	1.3	3.3	107	**47	1.6	4.9	135	*122	1.9	12.6	156	**122	2.2	12.6	184
MONEY	1588	**54	2.2	3.4	110	**81	2.8	5.1	142	*184	2.8	11.6	143	*192	3.5	12.1	176
MOTHER EARTH NEWS	1002	**20	0.8	2.0	64	**39	1.3	3.9	108	**65	1.0	6.5	80	**52	0.9	5.2	76
MS.	825	**35	1.4	4.2	137	**26	0.9	3.2	88	**57	0.9	6.9	85	**117	2.1	14.2	207
NATIONAL ENQUIRER	10336	506	20.2	4.9	158	447	15.4	4.3	120	1019	15.6	9.9	122	817	14.7	7.9	115
NATIONAL GEOGRAPHIC	9597	*188	7.5	2.0	63	292	10.0	3.0	85	741	11.3	7.7	95	853	15.4	8.9	130
NATIONAL SUNDAY MAGAZINE PKG	49558	1421	56.6	2.9	93	1723	59.2	3.5	97	4253	64.9	8.6	106	3731	67.2	7.5	110
NATURAL HISTORY	573	**16	0.6	2.8	90	**35	1.2	6.1	170	**45	0.7	7.9	97	**38	0.7	6.6	97
NEW WOMAN	1699	**64	2.5	3.8	122	**53	1.8	3.1	87	*115	1.8	6.8	84	**146	2.6	8.6	125
NEW YORK INCLUDING CUE	443	**9	0.4	2.0	66	**9	0.3	2.0	57	**31	0.5	7.0	87	**23	0.4	5.2	76
THE NEW YORKER	1270	**8	0.3	0.6	20	**80	2.8	6.3	175	*103	1.6	8.1	100	*96	1.7	7.6	110
NEWSWEEK	6277	*185	7.4	2.9	95	*262	9.0	4.2	116	523	8.0	8.3	103	451	8.1	7.2	105
THE N.Y. TIMES DAILY EDITION	1205	**0	0.0	0.0	0	**43	1.5	3.6	99	**69	1.1	5.7	71	*105	1.9	8.7	127
THE N.Y. TIMES MAGAZINE	2081	**5	0.2	0.2	8	**94	3.2	4.5	126	*154	2.4	7.4	91	*137	2.5	6.6	96
OMNI	788	**71	2.8	9.0	291	**29	1.0	3.7	102	**69	1.1	8.8	108	**73	1.3	9.3	135
ON CABLE	1158	**62	2.5	5.4	173	**44	1.5	3.8	106	**107	1.6	9.2	114	**72	1.3	6.2	91
1001 HOME IDEAS	2852	**146	5.8	5.1	165	**128	4.4	4.5	125	*242	3.7	8.5	105	*195	3.5	6.8	100
ORGANIC GARDENING	1658	**78	3.1	4.7	152	**107	3.7	6.5	180	*139	2.1	8.4	104	**98	1.8	5.9	86
OUTDOOR LIFE	896	**62	2.5	6.9	223	**68	2.3	7.6	211	**134	2.0	15.0	185	**75	1.4	8.4	122
PARADE MAGAZINE	24275	659	26.3	2.7	88	914	31.4	3.8	105	2285	34.9	9.4	116	1833	33.0	7.6	110

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	AWAKE A '000	AWAKE B % DOWN	AWAKE C % ACROSS	AWAKE D INDX	COUNTRY TIME A '000	COUNTRY TIME B % DOWN	COUNTRY TIME C % ACROSS	COUNTRY TIME D INDX	DEL MONTE A '000	DEL MONTE B % DOWN	DEL MONTE C % ACROSS	DEL MONTE D INDX	DOLE A '000	DOLE B % DOWN	DOLE C % ACROSS	DOLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	2510	100.0	3.1	100	2909	100.0	3.6	100	6551	100.0	8.1	100	5555	100.0	6.9	100
PARENTS	3845	*165	6.6	4.3	138	*155	5.3	4.0	112	264	4.0	6.9	85	*175	3.2	4.6	66
PENTHOUSE	831	**53	2.1	6.4	206	**33	1.1	4.0	111	**40	0.6	4.8	60	**60	1.1	7.2	105
PEOPLE	11645	413	16.5	3.5	114	448	15.4	3.8	107	979	14.9	8.4	104	889	16.0	7.6	111
PLAYBOY	2006	**48	1.9	2.4	77	**113	3.9	5.6	157	*154	2.4	7.7	95	*127	2.3	6.3	92
POPULAR HOT RODDING	297	**22	0.9	7.4	239	**9	0.3	3.0	84	**11	0.2	3.7	46	**9	0.2	3.0	44
POPULAR MECHANICS	1018	**35	1.4	3.4	111	**48	1.7	4.7	131	**66	1.0	6.5	80	**70	1.3	6.9	100
POPULAR SCIENCE	878	**54	2.2	6.2	198	**70	2.4	8.0	222	**53	0.8	6.0	75	**65	1.2	7.4	108
PREVENTION	3913	*149	5.9	3.8	123	**92	3.2	2.4	65	438	6.7	11.2	138	307	5.5	7.8	114
PSYCHOLOGY TODAY	1710	**56	2.2	3.3	106	**114	3.9	6.7	186	*124	1.9	7.3	90	*120	2.2	7.0	102
READER'S DIGEST	22204	623	24.8	2.8	91	822	28.3	3.7	103	2075	31.7	9.3	116	1667	30.0	7.5	109
REDBOOK	7684	347	13.8	4.5	146	261	9.0	3.4	95	549	8.4	7.1	88	533	9.6	6.9	101
ROAD & TRACK	410	**49	2.0	12.0	386	**4	0.1	1.0	27	**11	0.2	2.7	33	**67	1.2	16.3	238
ROLLING STONE	969	**63	2.5	6.5	210	**43	1.5	4.4	124	**54	0.8	5.6	69	**159	2.9	16.4	239
RUNNER'S WORLD	298	**11	0.4	3.7	119	**7	0.2	2.3	65	**6	0.1	2.0	25	**23	0.4	7.7	113
SATURDAY EVENING POST	1169	**34	1.4	2.9	94	**32	1.1	2.7	76	*143	2.2	12.2	151	**96	1.7	8.2	120
SCIENCE 84	587	**9	0.4	1.5	49	**11	0.4	1.9	52	**57	0.9	9.7	120	**25	0.5	4.3	62
SCIENCE DIGEST	482	**15	0.6	3.1	100	**43	1.5	8.9	248	**50	0.8	10.4	128	**44	0.8	9.1	133
SCIENTIFIC AMERICAN	594	**16	0.6	2.7	87	**35	1.2	5.9	164	**31	0.5	5.2	65	**45	0.8	7.6	110
SELF	2089	**125	5.0	6.0	193	**75	2.6	3.6	100	*122	1.9	5.8	72	*139	2.5	6.7	97
SEVENTEEN	2411	**81	3.2	3.4	108	**86	3.0	3.6	99	245	3.7	10.2	126	*185	3.3	7.7	112
SKI	480	**22	0.9	4.6	148	**20	0.7	4.2	116	**32	0.5	6.7	82	**43	0.8	9.0	131
SMITHSONIAN	2760	**54	2.2	2.0	63	**131	4.5	4.7	132	314	4.8	11.4	141	*197	3.5	7.1	104
SOAP OPERA DIGEST	3013	*190	7.6	6.3	203	*147	5.1	4.9	136	278	4.2	9.2	114	*230	4.1	7.6	111
SOUTHERN LIVING	4184	**59	2.4	1.4	45	**109	3.7	2.6	73	413	6.3	9.9	122	*187	3.4	4.5	65
SPORT	559	**63	2.5	11.3	364	**92	3.2	16.5	458	**33	0.5	5.9	73	**14	0.3	2.5	37
THE SPORTING NEWS	436	**39	1.6	8.9	289	**42	1.4	9.6	268	**22	0.3	5.0	62	**68	1.2	15.6	227
SPORTS AFIELD	493	**32	1.3	6.5	209	**54	1.9	11.0	305	**82	1.3	16.6	206	**64	1.2	13.0	189
SPORTS ILLUSTRATED	2758	**124	4.9	4.5	145	*163	5.6	5.9	165	251	3.8	9.1	113	313	5.6	11.3	165
STAR	7456	332	13.2	4.5	144	*265	9.1	3.6	99	841	12.8	11.3	139	601	10.8	8.1	118
SUNDAY	24936	677	27.0	2.7	88	838	28.8	3.4	94	2080	31.8	8.3	103	1944	35.0	7.8	114
SUNSET	2124	**70	2.8	3.3	106	**114	3.9	5.4	149	*231	3.5	10.9	134	*184	3.3	8.7	126
TV GUIDE	21661	751	29.9	3.5	112	1030	35.4	4.8	132	2124	32.4	9.8	121	1709	30.8	7.9	115
TENNIS	550	**25	1.0	4.5	147	**13	0.4	2.4	66	**35	0.5	6.4	79	**23	0.4	4.2	61
TIME	8880	253	10.1	2.8	92	340	11.7	3.8	107	770	11.8	8.7	107	716	12.9	8.1	118
TOWN & COUNTRY	917	**15	0.6	1.6	53	**8	0.3	0.9	24	**81	1.2	8.8	109	**90	1.6	9.8	143
TRAVEL & LEISURE	972	**36	1.4	3.7	120	**22	0.8	2.3	63	**100	1.5	10.3	127	**65	1.2	6.7	97
TRUE STORY	3356	*160	6.4	4.8	154	*192	6.6	5.7	159	289	4.4	8.6	106	*205	3.7	6.1	89
U.S.NEWS & WORLD REPORT	3410	**100	4.0	2.9	95	*155	5.3	4.5	127	380	5.8	11.1	138	282	5.1	8.3	121
USA TODAY	1759	**61	2.4	3.5	112	**104	3.6	5.9	165	*136	2.1	7.7	96	*198	3.6	11.3	164
US	1873	**109	4.3	5.8	188	**55	1.9	2.9	82	*143	2.2	7.6	94	*147	2.6	7.8	114
VOGUE	3909	*128	5.1	3.3	106	*138	4.7	3.5	98	303	4.6	7.8	96	329	5.9	8.4	123
WALL STREET JOURNAL	1886	**38	1.5	2.0	65	**78	2.7	4.1	115	*229	3.5	12.1	150	*210	3.8	11.1	162
WEIGHT WATCHERS	2120	**90	3.6	4.2	137	**163	5.6	7.7	214	265	4.0	12.5	155	*148	2.7	7.0	102
WOMAN'S DAY	14172	465	18.5	3.3	106	470	16.2	3.3	92	1419	21.7	10.0	124	1209	21.8	8.5	124
WORKING MOTHER	1146	**105	4.2	9.2	296	**108	3.7	9.4	262	*176	2.7	15.4	190	**108	1.9	9.4	137
WORKING WOMAN	1322	**73	2.9	5.5	178	**37	1.3	2.8	78	*155	2.4	11.7	145	**71	1.3	5.4	78
WORLD TENNIS	*163	**31	1.2	19.0	614	**1	0.0	0.6	17	**26	0.4	16.0	197	**7	0.1	4.3	63
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*181	7.2	7.1	231	**118	4.1	4.7	130	226	3.4	8.9	110	*189	3.4	7.5	109
BLAIR INSERTS	43657	1218	48.5	2.8	90	1488	51.2	3.4	95	3770	57.5	8.6	107	3344	60.2	7.7	112
DAILY NEWSPAPERS																	
READ ANY	51633	1554	61.9	3.0	97	1697	58.3	3.3	91	4401	67.2	8.5	105	3834	69.0	7.4	108
READ ONE	43463	1371	54.6	3.2	102	1388	47.7	3.2	89	3568	54.5	8.2	101	3183	57.3	7.3	107
READ TWO OR MORE	8170	*183	7.3	2.2	72	310	10.7	3.8	106	834	12.7	10.2	126	651	11.7	8.0	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1511	60.2	2.9	93	1889	64.9	3.6	100	4487	68.5	8.5	105	3908	70.4	7.4	108
READ ONE	46126	1317	52.5	2.9	92	1662	57.1	3.6	100	3848	58.7	8.3	103	3484	62.7	7.6	110
READ TWO OR MORE	6552	*193	7.7	2.9	95	*227	7.8	3.5	96	638	9.7	9.7	120	424	7.6	6.5	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.23				30.12				28.98				27.77			
30 DAY REACH	71455	2226	88.7	3.1	101	2600	89.4	3.6	101	5650	86.2	7.9	98	5092	91.7	7.1	104
50 SHWG - 30 DAY AV FREQ	14.56	14.43				15.61				15.33				14.53			
30 DAY REACH	67742	2099	83.6	3.1	100	2517	86.5	3.7	103	5366	81.9	7.9	98	4875	87.8	7.2	105
25 SHWG - 30 DAY AV FREQ	7.94	7.79				8.20				8.30				7.95			
30 DAY REACH	62117	1928	76.8	3.1	100	2371	81.5	3.8	106	4985	76.1	8.0	99	4469	80.5	7.2	105
CABLE TV: HOME WIRED	32077	1117	44.5	3.5	112	1133	38.9	3.5	98	2861	43.7	8.9	110	2400	43.2	7.5	109
HOME NOT WIRED	48909	1393	55.5	2.8	92	1776	61.1	3.6	101	3690	56.3	7.5	93	3156	56.8	6.5	94
HAVE PAY CABLE	15935	*507	20.2	3.2	103	*546	18.8	3.4	95	1385	21.1	8.7	107	1356	24.4	8.5	124

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	AWAKE A '000	AWAKE B % DOWN	AWAKE C % ACROSS	AWAKE D INDX	COUNTRY TIME A '000	COUNTRY TIME B % DOWN	COUNTRY TIME C % ACROSS	COUNTRY TIME D INDX	DEL MONTE A '000	DEL MONTE B % DOWN	DEL MONTE C % ACROSS	DEL MONTE D INDX	DOLE A '000	DOLE B % DOWN	DOLE C % ACROSS	DOLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	2510	100.0	3.1	100	2909	100.0	3.6	100	6551	100.0	8.1	100	5555	100.0	6.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1412	56.3	3.2	104	1655	56.9	3.8	105	3442	52.5	7.8	97	2883	51.9	6.6	96
10:00 AM - 3:00 PM	30659	1246	49.6	4.1	131	1139	39.2	3.7	103	2612	39.9	8.5	105	2068	37.2	6.7	98
3:00 PM - 7:00 PM	31045	958	38.2	3.1	100	1080	37.1	3.5	97	2398	36.6	7.7	95	2091	37.6	6.7	98
7:00 PM - MIDNIGHT	15767	541	21.6	3.4	111	624	21.5	4.0	110	1317	20.1	8.4	103	1141	20.5	7.2	106
MIDNIGHT - 6:00 AM	9120	258	10.3	2.8	91	321	11.0	3.5	98	901	13.8	9.9	122	672	12.1	7.4	107
6:00 AM - MIDNIGHT	58527	1982	79.0	3.4	109	2243	77.1	3.8	107	4674	71.3	8.0	99	3883	69.9	6.6	97
ENTIRE DAY	59311	2018	80.4	3.4	110	2281	78.4	3.8	107	4734	72.3	8.0	99	3925	70.7	6.6	96
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	692	27.6	4.3	138	597	20.5	3.7	103	1318	20.1	8.1	101	1075	19.4	6.6	97
ALL NEWS	2256	**41	1.6	1.8	59	**55	1.9	2.4	68	*176	2.7	7.8	96	*146	2.6	6.5	94
AOR/PROGRESSIVE	3874	**130	5.2	3.4	108	*182	6.3	4.7	131	252	3.8	6.5	80	301	5.4	7.8	113
BEAUTIFUL MUSIC	5660	*202	8.0	3.6	115	*219	7.5	3.9	108	440	6.7	7.8	96	385	6.9	6.8	99
BLACK	2204	**102	4.1	4.6	149	**112	3.9	5.1	141	*150	2.3	6.8	84	*176	3.2	8.0	116
CLASSICAL	1418	**21	0.8	1.5	48	**22	0.8	1.6	43	**90	1.4	6.3	78	**137	2.5	9.7	141
CHR/ROCK	9538	253	10.1	2.7	86	297	10.2	3.1	87	653	10.0	6.8	85	697	12.5	7.3	107
COUNTRY	12648	393	15.7	3.1	100	381	13.1	3.0	84	1071	16.3	8.5	105	645	11.6	5.1	74
GOLDEN OLDIES	1191	**43	1.7	3.6	116	**16	0.6	1.3	37	**54	0.8	4.5	56	**82	1.5	6.9	100
MOR/NOSTALGIA	4757	**147	5.9	3.1	100	*200	6.9	4.2	117	479	7.3	10.1	124	317	5.7	6.7	97
NEWS/TALK	3863	**73	2.9	1.9	61	**99	3.4	2.6	71	369	5.6	9.6	118	272	4.9	7.0	103
RELIGIOUS	3084	**95	3.8	3.1	99	**137	4.7	4.4	124	*202	3.1	6.5	81	*126	2.3	4.1	60
SOFT ROCK	521	**41	1.6	7.9	254	**30	1.0	5.8	160	**40	0.6	7.7	95	**37	0.7	7.1	104
URBAN CONTEMPORARY	1585	**55	2.2	3.5	112	**142	4.9	9.0	249	*112	1.7	7.1	87	*174	3.1	11.0	160
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**140	5.6	4.3	139	**160	5.5	4.9	137	*182	2.8	5.6	69	*168	3.0	5.2	75
ABC DIRECTION	2316	**54	2.2	2.3	75	**120	4.1	5.2	144	*213	3.3	9.2	114	*202	3.6	8.7	127
ABC ENTERTAINMENT	4834	**113	4.5	2.3	75	*163	5.6	3.4	94	346	5.3	7.2	88	276	5.0	5.7	83
ABC FM	2202	**117	4.7	5.3	171	**108	3.7	4.9	137	*162	2.5	7.4	91	*213	3.8	9.7	141
ABC INFORMATION	5425	268	10.7	4.9	159	*181	6.2	3.3	93	578	8.8	10.7	132	339	6.1	6.2	91
ABC ROCK	1677	**66	2.6	3.9	127	**101	3.5	6.0	168	**93	1.4	5.5	69	*185	3.3	11.0	161
CBS	4430	*104	4.1	2.3	76	**122	4.2	2.8	77	424	6.5	9.6	118	264	4.8	6.0	87
MUTUAL	4992	*238	9.5	4.8	154	*154	5.3	3.1	86	613	9.4	12.3	152	375	6.8	7.5	110
NBC	4679	*196	7.8	4.2	135	**189	6.5	4.0	112	472	7.2	10.1	125	414	7.5	8.8	129
RADIORADIO	1994	**86	3.4	4.3	139	**57	2.0	2.9	80	*137	2.1	6.9	85	*146	2.6	7.3	107
RKO ONE	2298	**61	2.4	2.7	86	**46	1.6	2.0	56	*116	1.8	5.0	62	**70	1.3	3.0	44
RKO TWO	3311	**87	3.5	2.6	85	*146	5.0	4.4	123	233	3.6	7.0	87	174	3.1	5.3	77
THE SOURCE	2114	**43	1.7	2.0	66	**56	1.9	2.6	74	*122	1.9	5.8	71	*181	3.3	8.6	125
NON-WIRED : BLAIR	8654	323	12.9	3.7	120	*232	8.0	2.7	75	573	8.7	6.6	82	375	6.8	4.3	63
INTERNET	12025	410	16.3	3.4	110	530	18.2	4.4	123	1124	17.2	9.3	116	914	16.5	7.6	111
KATZ RADIO GROUP	15359	389	15.5	2.5	82	533	18.3	3.5	97	1387	21.2	9.0	112	1117	20.1	7.3	106
SUPERNET	10628	443	17.6	4.2	134	467	16.1	4.4	122	799	12.2	7.5	93	711	12.8	6.7	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	216	8.6	2.5	80	435	15.0	5.0	140	753	11.5	8.7	108	664	12.0	7.7	112
WKDAY 9:00 AM - 1:00 PM	12163	424	16.9	3.5	112	484	16.6	4.0	111	1107	16.9	9.1	113	910	16.4	7.5	109
WKDAY 1:00 PM - 4:30 PM	16150	672	26.8	4.2	134	645	22.2	4.0	111	1407	21.5	8.7	108	1185	21.3	7.3	107
WKDAY 4:30 PM - 7:30 PM	22463	665	26.5	3.0	96	814	28.0	3.6	101	1866	28.5	8.3	103	1619	29.1	7.2	105
WKDAY 7:30 PM - 8:00 PM	31795	892	35.5	2.8	91	1116	38.4	3.5	98	2679	40.9	8.4	104	2232	40.2	7.0	102
WKDAY 11:00 PM - 11:30 PM	23977	784	31.2	3.3	106	841	28.9	3.5	98	2044	31.2	8.5	105	1787	32.2	7.5	109
WKDAY 11:30 PM - 1:00 AM	7703	284	11.3	3.7	119	330	11.3	4.3	119	649	9.9	8.4	104	592	10.7	7.7	112
M-SAT 8-11 PM+SUN 7-11 PM	33800	1022	40.7	3.0	98	1222	42.0	3.6	101	2859	43.6	8.5	105	2457	44.2	7.3	106
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	206	8.2	3.2	102	258	8.9	3.9	110	594	9.1	9.1	112	501	9.0	7.7	112
ANOTHER WORLD N	4620	*166	6.6	3.6	116	*180	6.2	3.9	108	343	5.2	7.4	92	239	4.3	5.2	75
AS THE WORLD TURNS C	5614	297	11.8	5.3	171	219	7.5	3.9	109	497	7.6	8.9	109	463	8.3	8.2	120
CAPITOL C	3396	*181	7.2	5.3	172	*140	4.8	4.1	115	356	5.4	10.5	130	279	5.0	8.2	120
CBS MORN. NEWS 1 C	1446	**54	2.2	3.7	120	**52	1.8	3.6	100	115	1.8	8.0	98	125	2.3	8.6	126
CBS MORN. NEWS 2 C	1207	**19	0.8	1.6	51	**50	1.7	4.1	115	85	1.3	7.0	87	90	1.6	7.5	109
DAYS OF OUR LIVES N	5877	284	11.3	4.8	156	285	9.8	4.8	135	519	7.9	8.8	109	360	6.5	6.1	89
FACTS OF LIFE - DAYTIME N	2290	*96	3.8	4.2	135	*79	2.7	3.4	96	151	2.3	6.6	82	119	2.1	5.2	76
FAMILY FEUD A	3023	*87	3.5	2.9	93	*81	2.8	2.7	75	277	4.2	9.2	113	194	3.5	6.4	94
GENERAL HOSPITAL A	6097	225	9.0	3.7	119	234	8.0	3.8	107	560	8.5	9.2	114	445	8.0	7.3	106
GOOD MORNING, AMERICA-730 A	3515	*96	3.8	2.7	88	*111	3.8	3.2	88	340	5.2	9.7	120	271	4.9	7.7	112
GOOD MORNING, AMERICA-830 A	2818	*75	3.0	2.7	86	*80	2.8	2.8	79	357	5.4	12.7	157	285	5.1	10.1	147
GUIDING LIGHT C	5339	288	11.5	5.4	174	282	9.7	5.3	147	486	7.4	9.1	113	444	8.0	8.3	121
ONE LIFE TO LIVE A	4478	176	7.0	3.9	127	159	5.5	3.6	99	430	6.6	9.6	119	387	7.0	8.6	126
PRESS YOUR LUCK C	2244	*97	3.9	4.3	139	*65	2.2	2.9	81	192	2.9	8.6	106	218	3.9	9.7	142
PRICE IS RIGHT 1 C	4348	148	5.9	3.4	110	*134	4.6	3.1	86	412	6.3	9.5	117	378	6.8	8.7	127
PRICE IS RIGHT 2 C	5014	234	9.3	4.7	151	159	5.5	3.2	88	507	7.7	10.1	125	421	7.6	8.4	122
RYAN'S HOPE A	3150	*78	3.1	2.5	80	*96	3.3	3.0	85	258	3.9	8.2	101	235	4.2	7.5	109
SALE OF THE CENTURY N	2695	*68	2.7	2.5	81	*56	1.9	2.1	58	222	3.4	8.2	102	173	3.1	6.4	94
SEARCH FOR TOMORROW N	2319	**67	2.7	2.9	93	**85	2.9	3.7	102	222	3.4	9.6	118	*101	1.8	4.4	63
TODAY SHOW 1 N	2693	**44	1.8	1.6	53	*110	3.8	4.1	114	266	4.1	9.9	122	154	2.8	5.7	83
TODAY SHOW 2 N	2498	*63	2.5	2.5	81	*121	4.2	4.8	135	215	3.3	8.6	106	104	1.9	4.2	61
$25,000 PYRAMID C	2753	*110	4.4	4.0	129	*99	3.4	3.6	100	239	3.6	8.7	107	218	3.9	7.9	115
WHEEL OF FORTUNE N	4388	*147	5.9	3.4	108	*172	5.9	3.9	109	374	5.7	8.5	105	326	5.9	7.4	108
YOUNG AND THE RESTLESS C	5695	298	11.9	5.2	169	255	8.8	4.5	125	495	7.6	8.7	107	524	9.4	9.2	134
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**37	1.5	2.1	68	*90	3.1	5.1	142	169	2.6	9.6	119	123	2.2	7.0	102
NBA PLAYOFF GAME -1 C	1136	**32	1.3	2.8	91	**35	1.2	3.1	86	*172	2.6	15.1	187	*83	1.5	7.3	107
NBC MAJOR LEAGUE PRE-GAME N	953	**20	0.8	2.1	68	**13	0.4	1.4	38	**73	1.1	7.7	95	**26	0.5	2.7	40
SPORTSWORLD - SUN N	1233	**25	1.0	2.0	65	**53	1.8	4.3	120	*113	1.7	9.2	113	*60	1.1	4.9	71
SUNDAY MORNING C	1611	**50	2.0	3.1	100	**79	2.7	4.9	137	*144	2.2	8.9	111	*113	2.0	7.0	102

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	AWAKE A '000	AWAKE B % DOWN	AWAKE C % ACROSS	AWAKE D INDX	COUNTRY TIME A '000	COUNTRY TIME B % DOWN	COUNTRY TIME C % ACROSS	COUNTRY TIME D INDX	DEL MONTE A '000	DEL MONTE B % DOWN	DEL MONTE C % ACROSS	DEL MONTE D INDX	DOLE A '000	DOLE B % DOWN	DOLE C % ACROSS	DOLE D INDX
TOTAL FEMALE HOMEMAKERS		80986	2510	100.0	3.1	100	2909	100.0	3.6	100	6551	100.0	8.1	100	5555	100.0	6.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	744	29.6	2.9	92	838	28.8	3.2	90	2147	32.8	8.2	102	1784	32.1	6.8	100
NETWORK AFFILIATES - LATE		20261	668	26.6	3.3	106	640	22.0	3.2	88	1748	26.7	8.6	107	1450	26.1	7.2	104
INDEPENDENTS - LATE		2076	**38	1.5	1.8	59	*74	2.5	3.6	99	135	2.1	6.5	80	168	3.0	8.1	118
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	260	10.4	2.5	80	499	17.2	4.8	133	819	12.5	7.8	97	642	11.6	6.1	90
ABC MONDAY NIGHT MOVIE	A	6412	*165	6.6	2.6	83	225	7.7	3.5	98	666	10.2	10.4	128	479	8.6	7.5	109
ABC SUNDAY NIGHT MOVIE	A	12407	360	14.3	2.9	94	420	14.4	3.4	94	1026	15.7	8.3	102	877	15.8	7.1	103
ABC WORLD NEWS TONIGHT	A	6176	186	7.4	3.0	97	206	7.1	3.3	93	461	7.0	7.5	92	441	7.9	7.1	104
AFTERMASH	C	5863	**136	5.4	2.3	75	*202	6.9	3.4	96	669	10.2	11.4	141	583	10.5	9.9	145
ALICE	C	9594	303	12.1	3.2	102	357	12.3	3.7	104	854	13.0	8.9	110	727	13.1	7.6	110
AMERICAN PARADE	C	6622	*182	7.3	2.7	89	*169	5.8	2.6	71	655	10.0	9.9	122	453	8.2	6.8	100
BENSON	A	10886	353	14.1	3.2	105	413	14.2	3.8	106	906	13.8	8.3	103	847	15.2	7.8	113
BLUE THUNDER	A	5036	*167	6.7	3.3	107	*194	6.7	3.9	107	548	8.4	10.9	135	426	7.7	8.5	123
CAGNEY & LACEY	C	9965	366	14.6	3.7	119	380	13.1	3.8	106	795	12.1	8.0	99	743	13.4	7.5	109
CBS EVENING NEWS-DEAN	C	3491	**93	3.7	2.7	86	**102	3.5	2.9	81	296	4.5	8.5	105	289	5.2	8.3	121
CBS EVENING NEWS-RATHER	C	7123	188	7.5	2.6	85	245	8.4	3.4	96	659	10.1	9.3	114	558	10.0	7.8	114
CBS SAT. NEWS-SCHIEFFER	C	3621	*58	2.3	1.6	52	*125	4.3	3.5	96	291	4.4	8.0	99	293	5.3	8.1	118
CBS SATURDAY NIGHT MOVIE	C	5436	174	6.9	3.2	103	182	6.3	3.3	93	492	7.5	9.1	112	484	8.7	8.9	130
CBS WEDNESDAY NIGHT MOVIE	C	6100	154	6.1	2.5	81	150	5.2	2.5	68	532	8.1	8.7	108	393	7.1	6.4	94
CHEERS	N	8889	219	8.7	2.5	79	278	9.6	3.1	87	777	11.9	8.7	108	744	13.4	8.4	122
DALLAS	C	22109	781	31.1	3.5	114	783	26.9	3.5	99	2005	30.6	9.1	112	1535	27.6	6.9	101
DIFF'RENT STROKES	N	6940	*205	8.2	3.0	95	*274	9.4	3.9	110	490	7.5	7.1	87	467	8.4	6.7	98
DOUBLE TROUBLE	N	7223	*257	10.2	3.6	115	328	11.3	4.5	126	570	8.7	7.9	98	558	10.0	7.7	113
DUCK FACTORY	N	5595	*175	7.0	3.1	101	*205	7.0	3.7	102	472	7.2	8.4	104	437	7.9	7.8	114
DUKES OF HAZZARD	C	5768	*232	9.2	4.0	130	*187	6.4	3.2	90	466	7.1	8.1	100	380	6.8	6.6	96
DYNASTY	A	20053	550	21.9	2.7	88	786	27.0	3.9	109	1663	25.4	8.3	103	1310	23.6	6.5	95
FACTS OF LIFE	N	8087	273	10.9	3.4	109	369	12.7	4.6	127	573	8.7	7.1	88	613	11.0	7.6	111
FALCON CREST	C	20046	670	26.7	3.3	108	633	21.8	3.2	88	1838	28.1	9.2	113	1428	25.7	7.1	104
FALL GUY	A	9084	349	13.9	3.8	124	372	12.8	4.1	114	783	12.0	8.6	107	594	10.7	6.5	95
FAMILY TIES	N	7964	*239	9.5	3.0	97	360	12.4	4.5	126	597	9.1	7.5	93	588	10.6	7.4	108
FANTASY ISLAND	A	7687	*211	8.4	2.7	89	268	9.2	3.5	97	630	9.6	8.2	101	542	9.8	7.1	103
FOULUPS,BLEEPS & BLUNDERS	A	8861	354	14.1	4.0	129	*320	11.0	3.6	101	837	12.8	9.4	117	614	11.1	6.9	101
FOUR SEASONS	C	5095	**159	6.3	3.1	101	**180	6.2	3.5	98	524	8.0	10.3	127	482	8.7	9.5	138
GIMME A BREAK	N	8838	*285	11.4	3.2	104	416	14.3	4.7	131	700	10.7	7.9	98	649	11.7	7.3	107
HART TO HART	A	8978	296	11.8	3.3	106	294	10.1	3.3	91	615	9.4	6.9	85	534	9.6	5.9	87
HILL STREET BLUES	N	8590	264	10.5	3.1	99	388	13.3	4.5	126	769	11.7	9.0	111	750	13.5	8.7	127
HOTEL	A	14085	458	18.2	3.3	105	499	17.2	3.5	99	1177	18.0	8.4	103	994	17.9	7.1	103
JEFFERSONS	C	9360	297	11.8	3.2	102	331	11.4	3.5	98	839	12.8	9.0	111	714	12.9	7.6	111
JENNIFER SLEPT HERE	N	5841	*157	6.3	2.7	87	*225	7.7	3.9	107	390	6.0	6.7	83	386	6.9	6.6	96
KATE & ALLIE	C	9206	268	10.7	2.9	94	306	10.5	3.3	93	743	11.3	8.1	100	692	12.5	7.5	110
KNIGHT RIDER	N	7076	*268	10.7	3.8	122	*261	9.0	3.7	103	558	8.5	7.9	97	464	8.4	6.6	96
LOVE BOAT	A	12219	301	12.0	2.5	79	375	12.9	3.1	85	977	14.9	8.0	99	827	14.9	6.8	99
MAGNUM PI	C	11199	388	15.5	3.5	112	386	13.3	3.4	96	1120	17.1	10.0	124	746	13.4	6.7	97
MAMA'S FAMILY	N	6057	249	9.9	4.1	133	*241	8.3	4.0	111	472	7.2	7.8	96	387	7.0	6.4	93
MASTER, THE	N	3598	*127	5.1	3.5	114	*155	5.3	4.3	120	289	4.4	8.0	99	283	5.1	7.9	115
MATT HOUSTON	A	6344	*234	9.3	3.7	119	*191	6.6	3.0	84	499	7.6	7.9	97	408	7.3	6.4	94
NBC MONDAY NIGHT MOVIE	N	11994	363	14.5	3.0	98	459	15.8	3.8	107	918	14.0	7.7	95	805	14.5	6.7	98
NBC NIGHTLY NEWS	N	5132	146	5.8	2.8	92	163	5.6	3.2	88	535	8.2	10.4	129	302	5.4	5.9	86
NBC NIGHTLY NEWS-SAT	N	3375	**96	3.8	2.8	92	**112	3.9	3.3	92	228	3.5	6.8	84	*173	3.1	5.1	75
NBC NIGHTLY NEWS-SUN	N	3130	**106	4.2	3.4	109	**110	3.8	3.5	98	282	4.3	9.0	111	*165	3.0	5.3	77
NBC SUNDAY NIGHT MOVIE	N	8284	*386	15.4	4.7	150	*398	13.7	4.8	134	682	10.4	8.2	102	528	9.5	6.4	93
NEWHART	C	9240	356	14.2	3.9	124	300	10.3	3.2	90	774	11.8	8.4	104	700	12.6	7.6	110
ONE DAY AT A TIME	C	7288	260	10.4	3.6	115	*230	7.9	3.2	88	609	9.3	8.4	103	453	8.2	6.2	91
PEOPLE ARE FUNNY	N	4855	*217	8.6	4.5	144	*242	8.3	5.0	139	320	4.9	6.6	81	370	6.7	7.6	111
REAL PEOPLE	N	8869	266	10.6	3.0	97	356	12.2	4.0	112	641	9.8	7.2	89	579	10.4	6.5	95
REMINGTON STEELE	N	7743	*172	6.9	2.2	72	314	10.8	4.1	113	616	9.4	8.0	98	547	9.8	7.1	103
RIPLEY'S BELIEVE IT - NOT	A	5345	*202	8.0	3.8	122	*211	7.3	3.9	110	461	7.0	8.6	107	354	6.4	6.6	97
RIPTIDE	N	6988	*189	7.5	2.7	87	287	9.9	4.1	114	579	8.8	8.3	102	460	8.3	6.6	96
SCARECROW & MRS. KING	C	10002	317	12.6	3.2	102	364	12.5	3.6	101	893	13.6	8.9	110	633	11.4	6.3	92
SIMON & SIMON	C	10638	429	17.1	4.0	130	449	15.4	4.2	118	955	14.6	9.0	111	752	13.5	7.1	103
60 MINUTES	C	13293	286	11.4	2.2	69	396	13.6	3.0	83	1209	18.5	9.1	112	941	16.9	7.1	103
ST. ELSEWHERE	N	7017	*192	7.6	2.7	88	321	11.0	4.6	127	533	8.1	7.6	94	628	11.3	8.9	130
THREE'S COMPANY	A	10917	400	15.9	3.7	118	411	14.1	3.8	105	895	13.7	8.2	101	862	15.5	7.9	115
T.J. HOOKER	A	9204	273	10.9	3.0	96	361	12.4	3.9	109	812	12.4	8.8	109	609	11.0	6.6	96
TONIGHT SHOW	N	2372	68	2.7	2.9	92	76	2.6	3.2	89	169	2.6	7.1	88	168	3.0	7.1	103
TRAPPER JOHN, M.D.	C	9846	319	12.7	3.2	105	312	10.7	3.2	88	925	14.1	9.4	116	706	12.7	7.2	105
TV BLOOPERS & PRAC. JOKES	N	9105	251	10.0	2.8	89	339	11.7	3.7	104	669	10.2	7.3	91	654	11.8	7.2	105
20/20	A	9387	293	11.7	3.1	101	220	7.6	2.3	65	838	12.8	8.9	110	603	10.9	6.4	94
WEBSTER	A	11067	378	15.1	3.4	110	400	13.8	3.6	101	859	13.1	7.8	96	851	15.3	7.7	112
WORLD NEWS - SUN	A	3062	**61	2.4	2.0	64	**62	2.1	2.0	56	297	4.5	9.7	120	*231	4.2	7.5	110
YELLOW ROSE	N	4978	*98	3.9	2.0	64	*158	5.4	3.2	88	428	6.5	8.6	106	278	5.0	5.6	81
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*255	10.2	2.9	93	*310	10.7	3.5	97	905	13.8	10.2	126	825	14.9	9.3	135
BASKETBALL - COLLEGE GAMES		4080	**138	5.5	3.4	109	**227	7.8	5.6	155	*464	7.1	11.4	141	*425	7.7	10.4	152
BASKETBALL - PRO GAMES		3607	**66	2.6	1.8	59	*246	8.5	6.8	190	*420	6.4	11.6	144	*500	9.0	13.9	202
BOWLING		3883	**186	7.4	4.8	155	**240	8.3	6.2	172	*421	6.4	10.8	134	*439	7.9	11.3	165
BOXING		3928	**243	9.7	6.2	200	**323	11.1	8.2	229	*380	5.8	9.7	120	*446	8.0	11.4	166
FOOTBALL - COLLEGE GAMES		6366	*285	11.4	4.5	144	*342	11.8	5.4	150	728	11.1	11.4	141	677	12.2	10.6	155
FOOTBALL - PRO GAMES		11300	*437	17.4	3.9	125	*488	16.8	4.3	120	872	13.3	7.7	95	871	15.7	7.7	112
GOLF		3378	**103	4.1	3.0	98	**194	6.7	5.7	160	*281	4.3	8.3	103	*287	5.2	8.5	124
POST-SEASON COLL. FOOTBALL		4906	**200	8.0	4.1	132	**239	8.2	4.9	136	*397	6.1	8.1	100	*365	6.6	7.4	108
POST-SEASON PRO FOOTBALL		6120	**164	6.5	2.7	86	*302	10.4	4.9	137	597	9.1	9.8	121	*499	9.0	8.2	119
TENNIS		3033	**52	2.1	1.7	55	**113	3.9	3.7	104	*251	3.8	8.3	102	**222	4.0	7.3	107
WRESTLING - PROFESSIONAL		3344	**141	5.6	4.2	136	**201	6.9	6.0	167	*349	5.3	10.4	129	*305	5.5	9.1	133

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0486
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	TOTAL U.S. '000	FIVE ALIVE A '000	FIVE ALIVE B % DOWN	FIVE ALIVE C % ACROSS	FIVE ALIVE D INDX	GATORADE A '000	GATORADE B % DOWN	GATORADE C % ACROSS	GATORADE D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % DOWN	HAWAIIAN PUNCH C % ACROSS	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % DOWN	HI-C C % ACROSS	HI-C D INDX
TOTAL FEMALE HOMEMAKERS	80986	6615	100.0	8.2	100	3121	100.0	3.9	100	10372	100.0	12.8	100	10196	100.0	12.6	100
18 - 24	9282	821	12.4	8.8	108	**255	8.2	2.7	71	1112	10.7	12.0	94	1190	11.7	12.8	102
25 - 34	19072	2005	30.3	10.5	129	921	29.5	4.8	125	3062	29.5	16.1	125	3256	31.9	17.1	136
35 - 44	14591	1628	24.6	11.2	137	679	21.8	4.7	121	2310	22.3	15.8	124	2494	24.5	17.1	136
45 - 54	11345	904	13.7	8.0	98	*483	15.5	4.3	110	1639	15.8	14.4	113	1292	12.7	11.4	90
55 - 64	11635	689	10.4	5.9	72	*336	10.8	2.9	75	1208	11.6	10.4	81	1077	10.6	9.3	74
65 OR OLDER	15061	568	8.6	3.8	46	*447	14.3	3.0	77	1042	10.0	6.9	54	886	8.7	5.9	47
18 - 34	28354	2826	42.7	10.0	122	1176	37.7	4.1	108	4174	40.2	14.7	115	4446	43.6	15.7	125
18 - 49	48339	5053	76.4	10.5	128	2146	68.8	4.4	115	7354	70.9	15.2	119	7650	75.0	15.8	126
25 - 54	45008	4537	68.6	10.1	123	2083	66.7	4.6	120	7010	67.6	15.6	122	7042	69.1	15.6	124
35 - 49	19985	2227	33.7	11.1	136	970	31.1	4.9	126	3180	30.7	15.9	124	3204	31.4	16.0	127
50 OR OLDER	32647	1562	23.6	4.8	59	975	31.2	3.0	77	3018	29.1	9.2	72	2545	25.0	7.8	62
GRADUATED COLLEGE	11155	906	13.7	8.1	99	*375	12.0	3.4	87	1162	11.2	10.4	81	1107	10.9	9.9	79
ATTENDED COLLEGE	13682	1593	24.1	11.6	143	*646	20.7	4.7	123	2068	19.9	15.1	118	1954	19.2	14.3	113
GRADUATED HIGH SCHOOL	33880	2990	45.2	8.8	108	1246	39.9	3.7	95	4797	46.2	14.2	111	4972	48.8	14.7	117
DID NOT GRADUATE HIGH SCHOOL	22270	1126	17.0	5.1	62	855	27.4	3.8	100	2345	22.6	10.5	82	2163	21.2	9.7	77
EMPLOYED	40306	3971	60.0	9.9	121	1732	55.5	4.3	112	5742	55.4	14.2	111	5643	55.3	14.0	111
EMPLOYED FULL-TIME	32850	3295	49.8	10.0	123	1478	47.4	4.5	117	4765	45.9	14.5	113	4607	45.2	14.0	111
EMPLOYED PART-TIME	7456	677	10.2	9.1	111	**254	8.1	3.4	88	977	9.4	13.1	102	1036	10.2	13.9	110
NOT EMPLOYED	40680	2644	40.0	6.5	80	1389	44.5	3.4	89	4630	44.6	11.4	89	4553	44.7	11.2	89
PROFESSIONAL/MANAGER	10392	1133	17.1	10.9	133	*342	11.0	3.3	85	1518	14.6	14.6	114	1161	11.4	11.2	89
TECH/CLERICAL/SALES	17574	1736	26.2	9.9	121	689	22.1	3.9	102	2416	23.3	13.7	107	2483	24.4	14.1	112
PRECISION/CRAFT	985	**73	1.1	7.4	91	**39	1.2	4.0	103	**159	1.5	16.1	126	**147	1.4	14.9	119
OTHER EMPLOYED	11354	1029	15.6	9.1	111	*662	21.2	5.8	151	1649	15.9	14.5	113	1851	18.2	16.3	129
SINGLE	9863	670	10.1	6.8	83	**225	7.2	2.3	59	1140	11.0	11.6	90	1135	11.1	11.5	91
MARRIED	51375	4755	71.9	9.3	113	2145	68.7	4.2	108	7131	68.8	13.9	108	7173	70.4	14.0	111
DIVORCED/SEPARATED/WIDOWED	19748	1190	18.0	6.0	74	751	24.1	3.8	99	2101	20.3	10.6	83	1888	18.5	9.6	76
PARENTS	32590	3739	56.5	11.5	140	1741	55.8	5.3	139	6035	58.2	18.5	145	6233	61.1	19.1	152
WHITE	70416	5672	85.7	8.1	99	2628	84.2	3.7	97	8591	82.8	12.2	95	8396	82.3	11.9	95
BLACK	8778	730	11.0	8.3	102	*442	14.2	5.0	131	1554	15.0	17.7	138	1655	16.2	18.9	150
OTHER	1791	**213	3.2	11.9	146	**51	1.6	2.8	74	**226	2.2	12.6	99	**145	1.4	8.1	64
NORTHEAST-CENSUS	17786	1746	26.4	9.8	120	*380	12.2	2.1	55	2712	26.1	15.2	119	2548	25.0	14.3	114
NORTH CENTRAL	20741	1732	26.2	8.4	102	458	14.7	2.2	57	2686	25.9	13.0	101	3434	33.7	16.6	132
SOUTH	27775	2054	31.1	7.4	91	1759	56.4	6.3	164	3478	33.5	12.5	98	2833	27.8	10.2	81
WEST	14683	1083	16.4	7.4	90	*523	16.8	3.6	92	1496	14.4	10.2	80	1381	13.5	9.4	75
NORTHEAST-MKTG.	17961	1802	27.2	10.0	123	521	16.7	2.9	75	2597	25.0	14.5	113	2426	23.8	13.5	107
EAST CENTRAL	11885	859	13.0	7.2	88	*321	10.3	2.7	70	1635	15.8	13.8	107	1561	15.3	13.1	104
WEST CENTRAL	14090	1244	18.8	8.8	108	*253	8.1	1.8	47	1821	17.6	12.9	101	2478	24.3	17.6	140
SOUTH	24081	1755	26.5	7.3	89	1558	49.9	6.5	168	3054	29.4	12.7	99	2551	25.0	10.6	84
PACIFIC	12969	955	14.4	7.4	90	*468	15.0	3.6	94	1265	12.2	9.8	76	1181	11.6	9.1	72
COUNTY SIZE A	32439	2373	35.9	7.3	90	1213	38.9	3.7	97	3902	37.6	12.0	94	3791	37.2	11.7	93
COUNTY SIZE B	24915	2119	32.0	8.5	104	1084	34.7	4.4	113	3319	32.0	13.3	104	3449	33.8	13.8	110
COUNTY SIZE C	12930	1376	20.8	10.6	130	*446	14.3	3.4	90	1935	18.7	15.0	117	1695	16.6	13.1	104
COUNTY SIZE D	10703	747	11.3	7.0	85	*378	12.1	3.5	92	1216	11.7	11.4	89	1260	12.4	11.8	94
METRO CENTRAL CITY	24518	1799	27.2	7.3	90	874	28.0	3.6	93	3066	29.6	12.5	98	3100	30.4	12.6	100
METRO SUBURBAN	35919	3027	45.8	8.4	103	1532	49.1	4.3	111	4522	43.6	12.6	98	4549	44.6	12.7	101
NON METRO	20549	1789	27.0	8.7	107	715	22.9	3.5	90	2784	26.8	13.5	106	2548	25.0	12.4	98
TOP 5 ADI'S	18341	1461	22.1	8.0	98	*527	16.9	2.9	75	2508	24.2	13.7	107	2470	24.2	13.5	107
TOP 10 ADI'S	25378	1983	30.0	7.8	96	789	25.3	3.1	81	3090	29.8	12.2	95	3093	30.3	12.2	97
TOP 20 ADI'S	36488	2823	42.7	7.7	95	1371	43.9	3.8	97	4403	42.5	12.1	94	4476	43.9	12.3	97
HSHLD INC. $50,000 OR MORE	6612	*618	9.3	9.3	114	**245	7.9	3.7	96	827	8.0	12.5	98	717	7.0	10.8	86
$40,000 OR MORE	12659	1370	20.7	10.8	132	*595	19.1	4.7	122	1672	16.1	13.2	103	1731	17.0	13.7	109
$30,000 OR MORE	24698	2587	39.1	10.5	128	955	30.6	3.9	100	3567	34.4	14.4	113	3376	33.1	13.7	109
$25,000 OR MORE	32077	3413	51.6	10.6	130	1367	43.8	4.3	111	4653	44.9	14.5	113	4393	43.1	13.7	109
$20,000 - $24,999	9144	695	10.5	7.6	93	*400	12.8	4.4	114	1199	11.6	13.1	102	1143	11.2	12.5	99
$15,000 - $19,999	8728	646	9.8	7.4	91	*276	8.8	3.2	82	973	9.4	11.1	87	1097	10.8	12.6	100
$10,000 - $14,999	12562	1026	15.5	8.2	100	*471	15.1	3.7	97	1518	14.6	12.1	94	1677	16.4	13.3	106
UNDER $10,000	18475	835	12.6	4.5	55	608	19.5	3.3	85	2029	19.6	11.0	86	1886	18.5	10.2	81
HOUSEHOLD OF 1 PERSON	11987	428	6.5	3.6	44	*157	5.0	1.3	34	923	8.9	7.7	60	718	7.0	6.0	48
2 PEOPLE	26577	1757	26.6	6.6	81	971	31.1	3.7	95	2333	22.5	8.8	69	2302	22.6	8.7	69
3 OR 4 PEOPLE	30617	2918	44.1	9.5	117	1322	42.4	4.3	112	5071	48.9	16.6	129	5085	49.9	16.6	132
5 OR MORE PEOPLE	11804	1512	22.9	12.8	157	*672	21.5	5.7	148	2045	19.7	17.3	135	2091	20.5	17.7	141
NO CHILD IN HSHLD	46165	2656	40.2	5.8	70	1302	41.7	2.8	73	3998	38.5	8.7	68	3561	34.9	7.7	61
CHILD(REN) UNDER 2 YRS	5325	627	9.5	11.8	144	*266	8.5	5.0	130	768	7.4	14.4	113	814	8.0	15.3	121
2 - 5 YEARS	14221	1660	25.1	11.7	143	589	18.9	4.1	107	2368	22.8	16.7	130	2339	22.9	16.4	131
6 - 11 YEARS	15117	1744	26.4	11.5	141	830	26.6	5.5	142	2999	28.9	19.8	155	3249	31.9	21.5	171
12 - 17 YEARS	16611	1917	29.0	11.5	141	916	29.3	5.5	143	2926	28.2	17.6	138	3255	31.9	19.6	156
RESIDENCE OWNED	55884	4708	71.2	8.4	103	2320	74.3	4.2	108	7232	69.7	12.9	101	6738	66.1	12.1	96
VALUE: $50,000 OR MORE	31744	2755	41.6	8.7	106	1145	36.7	3.6	94	3781	36.5	11.9	93	3774	37.0	11.9	94
VALUE: UNDER $50,000	24140	1954	29.5	8.1	99	1175	37.6	4.9	126	3451	33.3	14.3	112	2964	29.1	12.3	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0487
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		TOTAL U.S. '000	FIVE ALIVE A '000	FIVE ALIVE B % ACROSS DOWN	FIVE ALIVE C %	FIVE ALIVE D INDX	GATORADE A '000	GATORADE B % ACROSS DOWN	GATORADE C %	GATORADE D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % ACROSS DOWN	HAWAIIAN PUNCH C %	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % ACROSS DOWN	HI-C C %	HI-C D INDX
TOTAL FEMALE HOMEMAKERS		80986	6615	100.0	8.2	100	3121	100.0	3.9	100	10372	100.0	12.8	100	10196	100.0	12.6	100
MAGAZINES	QUINTILE 1	15799	1670	25.2	10.6	129	794	25.4	5.0	130	2731	26.3	17.3	135	2391	23.5	15.1	120
	QUINTILE 2	17259	1544	23.3	8.9	110	566	18.1	3.3	85	2348	22.6	13.6	106	2345	23.0	13.6	108
	QUINTILE 3	13545	1193	18.0	8.8	108	*543	17.4	4.0	104	1727	16.7	12.8	100	1662	16.3	12.3	97
	QUINTILE 4	15133	1081	16.3	7.1	87	583	18.7	3.9	100	1726	16.6	11.4	89	1902	18.7	12.6	100
	QUINTILE 5	19250	1127	17.0	5.9	72	635	20.3	3.3	86	1840	17.7	9.6	75	1896	18.6	9.8	78
NEWSPAPERS	QUINTILE 1	12413	1162	17.6	9.4	115	*297	9.5	2.4	62	1764	17.0	14.2	111	1736	17.0	14.0	111
	QUINTILE 2	24116	2103	31.8	8.7	107	981	31.4	4.1	106	3001	28.9	12.4	97	2966	29.1	12.3	98
	QUINTILE 3	11261	902	13.6	8.0	98	*585	18.7	5.2	135	1707	16.5	15.2	118	1681	16.5	14.9	119
	QUINTILE 4	20255	1670	25.2	8.2	101	753	24.1	3.7	96	2385	23.0	11.8	92	2463	24.2	12.2	97
	QUINTILE 5	12940	777	11.7	6.0	74	*505	16.2	3.9	101	1515	14.6	11.7	91	1349	13.2	10.4	83
OUTDOOR	QUINTILE 1	14852	1318	19.9	8.9	109	504	16.1	3.4	88	2169	20.9	14.6	114	2023	19.8	13.6	108
	QUINTILE 2	15725	1380	20.9	8.8	107	758	24.3	4.8	125	2151	20.7	13.7	107	1825	17.9	11.6	92
	QUINTILE 3	16330	1445	21.8	8.8	108	672	21.5	4.1	107	2149	20.7	13.2	103	2229	21.9	13.6	108
	QUINTILE 4	16744	1282	19.4	7.7	94	693	22.2	4.1	107	1913	18.4	11.4	89	2090	20.5	12.5	99
	QUINTILE 5	17334	1190	18.0	6.9	84	*495	15.9	2.9	74	1990	19.2	11.5	90	2028	19.9	11.7	93
RADIO-DRIVE TIME	QUINTILE 1	15911	1472	22.3	9.3	113	723	23.2	4.5	118	2235	21.5	14.0	110	2194	21.5	13.8	110
	QUINTILE 2	14837	1305	19.7	8.8	108	*492	15.8	3.3	86	2103	20.3	14.2	111	2179	21.4	14.7	117
	QUINTILE 3	15339	1100	16.6	7.2	88	*543	17.4	3.5	92	2007	19.4	13.1	102	1971	19.3	12.8	102
	QUINTILE 4	16723	1528	23.1	9.1	112	683	21.9	4.1	106	2112	20.4	12.6	99	2107	20.7	12.6	100
	QUINTILE 5	18176	1210	18.3	6.7	82	680	21.8	3.7	97	1915	18.5	10.5	82	1746	17.1	9.6	76
RADIO-MID-DAY	TERCILE 1	21020	2015	30.5	9.6	117	915	29.3	4.4	113	3026	29.2	14.4	112	3215	31.5	15.3	121
	TERCILE 2	21610	2020	30.5	9.3	114	978	31.3	4.5	117	2843	27.4	13.2	103	2652	26.0	12.3	97
	TERCILE 3	38355	2580	39.0	6.7	82	1228	39.3	3.2	83	4503	43.4	11.7	92	4330	42.5	11.3	90
RADIO-TOTAL	QUINTILE 1	15988	1530	23.1	9.6	117	819	26.2	5.1	133	2261	21.8	14.1	110	2372	23.3	14.8	118
	QUINTILE 2	15626	1335	20.2	8.5	105	*536	17.2	3.4	89	2387	23.0	15.3	119	2345	23.0	15.0	119
	QUINTILE 3	16723	1503	22.7	9.0	110	644	20.6	3.9	100	2059	19.9	12.3	96	2216	21.7	13.3	105
	QUINTILE 4	16342	1356	20.5	8.3	102	500	16.0	3.1	79	2044	19.7	12.5	98	1864	18.3	11.4	91
	QUINTILE 5	16306	891	13.5	5.5	67	622	19.9	3.8	99	1621	15.6	9.9	78	1399	13.7	8.6	68
TV-PRIME TIME	QUINTILE 1	15953	1195	18.1	7.5	92	765	24.5	4.8	124	2197	21.2	13.8	108	2107	20.7	13.2	105
	QUINTILE 2	16137	1402	21.2	8.7	106	660	21.1	4.1	106	2213	21.3	13.7	107	2253	22.1	14.0	111
	QUINTILE 3	16420	1498	22.6	9.1	112	*519	16.6	3.2	82	2186	21.1	13.3	104	2182	21.4	13.3	106
	QUINTILE 4	16687	1311	19.8	7.9	96	*613	19.6	3.7	95	2067	19.9	12.4	97	1907	18.7	11.4	91
	QUINTILE 5	15789	1208	18.3	7.7	94	564	18.1	3.6	93	1708	16.5	10.8	84	1748	17.1	11.1	88
TV-DAYTIME	TERCILE 1	27736	2219	33.5	8.0	98	1208	38.7	4.4	113	3995	38.5	14.4	112	3620	35.5	13.1	104
	TERCILE 2	26489	2359	35.7	8.9	109	910	29.2	3.4	89	3390	32.7	12.8	100	3669	36.0	13.9	110
	TERCILE 3	26761	2037	30.8	7.6	93	1004	32.2	3.8	97	2987	28.8	11.2	87	2906	28.5	10.9	86
TV-TOTAL	QUINTILE 1	16345	1368	20.7	8.4	102	764	24.5	4.7	121	2294	22.1	14.0	110	1967	19.3	12.0	96
	QUINTILE 2	16447	1264	19.1	7.7	94	666	21.3	4.0	105	2377	22.9	14.5	113	2330	22.9	14.2	113
	QUINTILE 3	15980	1116	16.9	7.0	86	642	20.6	4.0	104	2126	20.5	13.3	104	2056	20.2	12.9	102
	QUINTILE 4	15887	1510	22.8	9.5	116	*406	13.0	2.6	66	1792	17.3	11.3	88	2180	21.4	13.7	109
	QUINTILE 5	16326	1357	20.5	8.3	102	644	20.6	3.9	102	1783	17.2	10.9	85	1663	16.3	10.2	81
MAGAZINES-NEWSPAPERS: DUAL		20721	2087	31.5	10.1	123	791	25.3	3.8	99	3269	31.5	15.8	123	3059	30.0	14.8	117
MAGAZINE IMPERATIVE		19186	1729	26.1	9.0	110	906	29.0	4.7	123	2848	27.5	14.8	116	2611	25.6	13.6	108
NEWSPAPER IMPERATIVE		21899	1693	25.6	7.7	95	793	25.4	3.6	94	2346	22.6	10.7	84	2572	25.2	11.7	93
MAGAZINES-OUTDOOR: DUAL		15451	1466	22.2	9.5	116	543	17.4	3.5	91	2502	24.1	16.2	126	2108	20.7	13.6	108
MAGAZINE IMPERATIVE		25953	2333	35.3	9.0	110	1079	34.6	4.2	108	3534	34.1	13.6	106	3497	34.3	13.5	107
OUTDOOR IMPERATIVE		24400	1913	28.9	7.8	96	971	31.1	4.0	103	2804	27.0	11.5	90	2898	28.4	11.9	94
MAGAZINES-RADIO: DUAL		18049	1740	26.3	9.6	118	773	24.8	4.3	111	2975	28.7	16.5	129	2799	27.5	15.5	123
MAGAZINE IMPERATIVE		23571	2176	32.9	9.2	113	837	26.8	3.6	92	3155	30.4	13.4	105	2789	27.4	11.8	94
RADIO IMPERATIVE		23278	1868	28.2	8.0	98	948	30.4	4.1	106	2756	26.6	11.8	92	3137	30.8	13.5	107
MAGAZINES-TELEVISION: DUAL		15459	1427	21.6	9.2	113	692	22.2	4.5	116	2510	24.2	16.2	127	2164	21.2	14.0	111
MAGAZINE IMPERATIVE		25829	2532	38.3	9.8	120	1039	33.3	4.0	104	3542	34.1	13.7	107	3545	34.8	13.7	109
TELEVISION IMPERATIVE		26039	1698	25.7	6.5	80	988	31.7	3.8	98	3076	29.7	11.8	92	2999	29.4	11.5	91
NEWSPAPERS-OUTDOOR: DUAL		16605	1538	23.3	9.3	113	650	20.8	3.9	102	2704	26.1	16.3	127	2319	22.7	14.0	111
NEWSPAPER IMPERATIVE		26834	2237	33.8	8.3	102	974	31.2	3.6	94	3171	30.6	11.8	92	3473	34.1	12.9	103
OUTDOOR IMPERATIVE		23346	1873	28.3	8.0	98	1079	34.6	4.6	120	2975	28.7	12.7	99	2835	27.8	12.1	96
NEWSPAPERS-RADIO: DUAL		17133	1759	26.6	10.3	126	778	24.9	4.5	118	2532	24.4	14.8	115	2636	25.9	15.4	122
NEWSPAPER IMPERATIVE		25892	2002	30.3	7.7	95	852	27.3	3.3	85	3073	29.6	11.9	93	2954	29.0	11.4	91
RADIO IMPERATIVE		23167	1875	28.3	8.1	99	1015	32.5	4.4	114	3183	30.7	13.7	107	3179	31.2	13.7	109
NEWSPAPERS-TELEVISION: DUAL		17159	1304	19.7	7.6	93	643	20.6	3.7	97	2396	23.1	14.0	109	2331	22.9	13.6	108
NEWSPAPER IMPERATIVE		26214	2421	36.6	9.2	113	857	27.5	3.3	85	3231	31.2	12.3	96	3279	32.2	12.5	99
TELEVISION IMPERATIVE		23412	1815	27.4	7.8	95	1115	35.7	4.8	124	3253	31.4	13.9	108	2968	29.1	12.7	101
OUTDOOR-RADIO: DUAL		15303	1375	20.8	9.0	110	725	23.2	4.7	123	2466	23.8	16.1	126	2393	23.5	15.6	124
OUTDOOR IMPERATIVE		24901	2024	30.6	8.1	100	863	27.7	3.5	90	2985	28.8	12.0	94	2682	26.3	10.8	86
RADIO IMPERATIVE		26492	2319	35.1	8.8	107	1078	34.5	4.1	106	3442	33.2	13.0	101	3678	36.1	13.9	110
OUTDOOR-TELEVISION: DUAL		14794	1181	17.9	8.0	98	748	24.0	5.1	131	2209	21.3	14.9	117	1999	19.6	13.5	107
OUTDOOR IMPERATIVE		25437	2398	36.3	9.4	115	888	28.5	3.5	91	3374	32.5	13.3	104	3188	31.3	12.5	100
TELEVISION IMPERATIVE		27877	2099	31.7	7.5	92	1121	35.9	4.0	104	3652	35.2	13.1	102	3550	34.8	12.7	101
RADIO-TELEVISION: DUAL		15996	1398	21.1	8.7	107	628	20.1	3.9	102	2462	23.7	15.4	120	2433	23.9	15.2	121
RADIO IMPERATIVE		25478	2309	34.9	9.1	111	1004	32.2	3.9	102	3276	31.6	12.9	100	3542	34.7	13.9	110
TELEVISION IMPERATIVE		26573	1930	29.2	7.3	89	1099	35.2	4.1	107	3266	31.5	12.3	96	2868	28.1	10.8	86

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0488
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	TOTAL U.S. '000	FIVE ALIVE A '000	FIVE ALIVE B % DOWN	FIVE ALIVE C % ACROSS %	FIVE ALIVE D INDX	GATORADE A '000	GATORADE B % DOWN	GATORADE C % ACROSS %	GATORADE D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % DOWN	HAWAIIAN PUNCH C % ACROSS %	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % DOWN	HI-C C % ACROSS %	HI-C D INDX
TOTAL FEMALE HOMEMAKERS	80986	6615	100.0	8.2	100	3121	100.0	3.9	100	10372	100.0	12.8	100	10196	100.0	12.6	100
ATLANTIC MONTHLY	415	**25	0.4	6.0	74	**16	0.5	3.9	100	**36	0.3	8.7	68	**16	0.2	3.9	31
BARRON'S	453	**20	0.3	4.4	54	**17	0.5	3.8	97	**110	1.1	24.3	190	**117	1.1	25.8	205
BETTER HOMES & GARDENS	16256	1773	26.8	10.9	134	674	21.6	4.1	108	2509	24.2	15.4	121	2163	21.2	13.3	106
BON APPETIT	2535	317	4.8	12.5	153	*135	4.3	5.3	138	322	3.1	12.7	99	278	2.7	11.0	87
BUSINESS WEEK	1278	**78	1.2	6.1	75	**53	1.7	4.1	108	*168	1.6	13.1	103	*206	2.0	16.1	128
CAR AND DRIVER	378	**20	0.3	5.3	65	**32	1.0	8.5	220	**47	0.5	12.4	97	**41	0.4	10.8	86
CBS MAGAZINE NETWORK (GROSS)	1498	**151	2.3	10.1	123	**57	1.8	3.8	99	256	2.5	17.1	133	317	3.1	21.2	168
CHANGING TIMES	1505	**119	1.8	7.9	97	**54	1.7	3.6	93	*252	2.4	16.7	131	*269	2.6	17.9	142
COLONIAL HOMES	1231	**124	1.9	10.1	123	**62	2.0	5.0	131	*213	2.1	17.3	135	*245	2.4	19.9	158
CONDE NAST MAG. PKG. (GROSS)	14146	1006	15.2	7.1	87	771	24.7	5.5	141	2123	20.5	15.0	117	2181	21.4	15.4	122
CONSUMERS DIGEST	1323	*206	3.1	15.6	191	**71	2.3	5.4	139	*233	2.2	17.6	138	*198	1.9	15.0	119
COSMOPOLITAN	7102	680	10.3	9.6	117	348	11.2	4.9	127	1106	10.7	15.6	122	1075	10.5	15.1	120
COUNTRY LIVING	2481	288	4.4	11.6	142	**144	4.6	5.8	151	326	3.1	13.1	103	363	3.6	14.6	116
CUISINE	1472	**129	2.0	8.8	107	**114	3.7	7.7	201	*296	2.9	20.1	157	*166	1.6	11.3	90
CYCLE WORLD	425	**12	0.2	2.8	35	**14	0.4	3.3	85	**82	0.8	19.3	151	**72	0.7	16.9	135
DCI:CREATIVE IDEAS FOR LIV	2510	*222	3.4	8.8	108	**95	3.0	3.8	98	426	4.1	17.0	133	440	4.3	17.5	139
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	486	7.3	7.3	89	353	11.3	5.3	137	986	9.5	14.7	115	883	8.7	13.2	105
DISCOVER	894	**65	1.0	7.3	89	**30	1.0	3.4	87	*121	1.2	13.5	106	*156	1.5	17.4	139
EBONY	3507	363	5.5	10.4	127	*212	6.8	6.0	157	757	7.3	21.6	169	782	7.7	22.3	177
ESQUIRE	1083	**122	1.8	11.3	138	**54	1.7	5.0	129	*178	1.7	16.4	128	*249	2.4	23.0	183
ESSENCE	1830	*201	3.0	11.0	134	**96	3.1	5.2	136	462	4.5	25.2	197	505	5.0	27.6	219
FAMILY CIRCLE	15930	1731	26.2	10.9	133	554	17.8	3.5	90	2370	22.4	14.6	114	2201	21.6	13.8	110
THE FAMILY HANDYMAN	1126	*131	2.0	11.6	142	**60	1.9	5.3	138	*225	2.2	20.0	156	*208	2.0	18.5	147
FAMILY WEEKLY	11468	987	14.9	8.6	105	486	15.6	4.2	110	1538	14.8	13.4	105	1553	15.2	13.5	108
FIELD & STREAM	2234	*229	3.5	10.3	125	**105	3.4	4.7	122	345	3.3	15.4	121	374	3.7	16.7	133
FOOD & WINE	579	**33	0.5	5.7	70	**9	0.3	1.6	40	**82	0.8	14.2	111	**66	0.6	11.4	91
FORBES	728	**76	1.1	10.4	128	**69	2.2	9.5	246	**111	1.1	15.2	119	**120	1.2	16.5	131
FORTUNE	906	**115	1.7	12.7	155	**56	1.8	6.2	160	*181	1.7	20.0	156	**171	1.7	18.9	150
GENTLEMEN'S QUARTERLY	791	**131	2.0	16.6	203	**99	3.2	12.5	325	*193	1.9	24.4	191	*195	1.9	24.7	196
GLAMOUR	5265	380	5.7	7.2	88	*270	8.7	5.1	133	815	7.9	15.5	121	838	8.2	15.9	126
GOLF DIGEST	636	**24	0.4	3.8	46	**23	0.7	3.6	94	**64	0.6	10.1	79	**113	1.1	17.8	141
GOLF DIGEST/TENNIS (GROSS)	1186	**68	1.0	5.7	70	**40	1.3	3.4	88	**104	1.0	8.8	68	*164	1.6	13.8	110
GOLF MAGAZINE	441	**33	0.5	7.5	92	**26	0.8	5.9	153	**28	0.3	6.3	50	**90	0.9	20.4	162
GOLF MAGAZINE/SKI (GROSS)	922	**79	1.2	8.6	105	**47	1.5	5.1	132	**109	1.1	11.8	92	*161	1.6	17.5	139
GOOD HOUSEKEEPING	16487	1671	25.3	10.1	124	600	19.2	3.6	94	2734	26.4	16.6	129	2410	23.6	14.6	116
HARPER'S BAZAAR	2423	*187	2.8	7.7	94	**118	3.8	4.9	126	399	3.8	16.5	129	370	3.6	15.3	121
HEALTH	1994	**142	2.1	7.1	87	**74	2.4	3.7	96	355	3.4	17.8	139	354	3.5	17.8	141
HEARST MAG CORP. BUY (GROSS)	44101	4383	66.3	9.9	122	1824	58.4	4.1	107	7126	68.7	16.2	126	6787	66.6	15.4	122
HEARST MAN POWER (GROSS)	1993	*178	2.7	8.9	109	**73	2.3	3.7	95	335	3.2	16.8	131	412	4.0	20.7	164
HEARST WOMAN POWER (GROSS)	31274	3166	47.9	10.1	124	1260	40.4	4.0	105	5134	49.5	16.4	128	4830	47.4	15.4	123
HOUSE BEAUTIFUL	3623	355	5.4	9.8	120	*128	4.1	3.5	92	543	5.2	15.0	117	396	3.9	10.9	87
INC.	283	**42	0.6	14.8	182	**39	1.2	13.8	358	**54	0.5	19.1	149	**85	0.8	30.0	239
JET	2928	331	5.0	11.3	138	*186	6.0	6.4	165	687	6.6	23.5	183	647	6.3	22.1	176
LADIES' HOME JOURNAL	11918	1193	18.0	10.0	123	548	17.6	4.6	119	2015	19.4	16.9	132	1885	18.5	15.8	126
LHJ FAMILY GRP COMBO(GROSS)	16764	1637	24.7	9.8	120	724	23.2	4.3	112	2810	27.1	16.8	131	2683	26.3	16.0	127
LIFE	4254	476	7.2	11.2	137	*181	5.8	4.3	110	694	6.7	16.3	127	607	6.0	14.3	113
L.A. TIMES HOME MAGAZINE	1145	**77	1.2	6.7	82	**31	1.0	2.7	70	**164	1.6	14.3	112	**111	1.1	9.7	77
MADEMOISELLE	2884	*205	3.1	7.1	87	**152	4.9	5.3	137	415	4.0	14.4	112	439	4.3	15.2	121
MC CALL'S	13460	1269	19.2	9.4	115	493	15.8	3.7	95	2152	20.7	16.0	125	2050	20.1	15.2	121
MC CALL'S/WRK MOTHER (GROSS)	14606	1503	22.7	10.3	126	519	16.6	3.6	92	2443	23.6	16.7	131	2346	23.0	16.1	128
MECHANIX ILLUSTRATED	772	**65	1.0	8.4	103	**30	1.0	3.9	101	**141	1.4	18.3	143	**169	1.7	21.9	174
METROPOLITAN HOME	967	**113	1.7	11.7	143	**68	2.2	7.0	182	*149	1.4	15.4	120	*114	1.1	11.8	94
MONEY	1588	*113	1.7	7.1	87	**87	2.8	5.5	142	*228	2.2	14.4	112	*187	1.8	11.8	94
MOTHER EARTH NEWS	1002	**57	0.9	5.7	70	**23	0.7	2.3	60	*128	1.2	12.8	100	*187	1.8	18.7	148
MS.	825	**54	0.8	6.5	80	**18	0.6	2.2	57	*107	1.0	13.0	101	*130	1.3	15.8	125
NATIONAL ENQUIRER	10336	915	13.8	8.9	108	556	17.8	5.4	140	1626	15.7	15.7	123	1517	14.9	14.7	117
NATIONAL GEOGRAPHIC	9597	882	13.3	9.2	113	459	14.7	4.8	124	1525	14.7	15.9	124	1304	12.8	13.6	108
NATIONAL SUNDAY MAGAZINE PKG	49558	4322	65.3	8.7	107	1778	57.0	3.6	93	6462	62.3	13.0	102	6578	64.5	13.3	105
NATURAL HISTORY	573	**54	0.8	9.4	115	**14	0.4	2.4	63	**78	0.8	13.6	106	**66	0.6	11.5	91
NEW WOMAN	1699	*165	2.5	9.7	119	**37	1.2	2.2	57	304	2.9	17.9	140	294	2.9	17.3	137
NEW YORK INCLUDING CUE	443	**52	0.8	11.7	144	**15	0.5	3.4	88	**77	0.7	17.4	136	**59	0.6	13.3	106
THE NEW YORKER	1270	*122	1.8	9.6	118	**64	2.1	5.0	131	*170	1.6	13.4	105	*124	1.2	9.8	78
NEWSWEEK	6277	513	7.8	8.2	100	*264	8.5	4.2	109	964	9.3	15.4	120	808	7.9	12.9	102
THE N.Y. TIMES DAILY EDITION	1205	**77	1.2	6.4	78	**29	0.9	2.4	62	*152	1.5	12.6	98	**77	0.8	6.4	51
THE N.Y. TIMES MAGAZINE	2081	*150	2.3	7.2	88	**31	1.0	1.5	39	313	3.0	15.0	117	*149	1.5	7.2	57
OMNI	788	**68	1.0	8.6	106	**44	1.4	5.6	145	**106	1.0	13.5	105	**118	1.2	15.0	119
ON CABLE	1158	**101	1.5	8.7	107	**30	1.0	2.6	67	*159	1.5	13.7	107	*232	2.3	20.0	159
1001 HOME IDEAS	2852	301	4.6	10.6	129	**102	3.3	3.6	93	441	4.3	15.5	121	444	4.4	15.6	124
ORGANIC GARDENING	1658	*139	2.1	8.4	103	**45	1.4	2.7	70	*209	2.0	12.6	98	*232	2.3	14.0	111
OUTDOOR LIFE	896	**91	1.4	10.2	124	**37	1.2	4.1	107	*146	1.4	16.3	127	*171	1.7	19.1	152
PARADE MAGAZINE	24275	2192	33.1	9.0	111	864	27.7	3.6	92	3159	30.5	13.0	102	3237	31.7	13.3	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0489
P-18

	TOTAL U.S. '000	FIVE ALIVE A '000	FIVE ALIVE B % DOWN	FIVE ALIVE C % ACROSS	FIVE ALIVE D INDX	GATORADE A '000	GATORADE B % DOWN	GATORADE C % ACROSS	GATORADE D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % DOWN	HAWAIIAN PUNCH C % ACROSS	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % DOWN	HI-C C % ACROSS	HI-C D INDX
TOTAL FEMALE HOMEMAKERS	80986	6615	100.0	8.2	100	3121	100.0	3.9	100	10372	100.0	12.8	100	10196	100.0	12.6	100
PARENTS	3845	496	7.5	12.9	158	*110	3.5	2.9	74	737	7.1	19.2	150	597	5.9	15.5	123
PENTHOUSE	831	**53	0.8	6.4	78	**45	1.4	5.4	141	*172	1.7	20.7	162	*136	1.3	16.4	130
PEOPLE	11645	1140	17.2	9.8	120	410	13.1	3.5	91	1734	16.7	14.9	116	1716	16.8	14.7	117
PLAYBOY	2006	*188	2.8	9.4	115	**90	2.9	4.5	116	240	2.3	12.0	93	328	3.2	16.4	130
POPULAR HOT RODDING	297	**12	0.2	4.0	49	**20	0.6	6.7	175	**46	0.4	15.5	121	**58	0.6	19.5	155
POPULAR MECHANICS	1018	**81	1.2	8.0	97	**50	1.6	4.9	127	*190	1.8	18.7	146	*165	1.6	16.2	129
POPULAR SCIENCE	878	**99	1.5	11.3	138	**85	2.7	9.7	251	*175	1.7	19.9	156	*150	1.5	17.1	136
PREVENTION	3913	314	4.7	8.0	98	*127	4.1	3.2	84	468	4.5	12.0	93	357	3.5	9.1	72
PSYCHOLOGY TODAY	1710	*171	2.6	10.0	122	**57	1.8	3.3	86	265	2.6	15.5	121	*217	2.1	12.7	101
READER'S DIGEST	22204	2069	31.3	9.3	114	925	29.6	4.2	108	3435	33.1	15.5	121	3101	30.4	14.0	111
REDBOOK	7684	816	12.3	10.6	130	*313	10.0	4.1	106	1294	12.5	16.8	131	1345	13.2	17.5	139
ROAD & TRACK	410	**11	0.2	2.7	33	**13	0.4	3.2	82	**61	0.6	14.9	116	**65	0.6	15.9	126
ROLLING STONE	969	*105	1.6	10.8	133	**39	1.2	4.0	104	*166	1.6	17.1	134	*136	1.3	14.0	111
RUNNER'S WORLD	298	**18	0.3	6.0	74	**33	1.1	11.1	287	**41	0.4	13.8	107	**46	0.5	15.4	123
SATURDAY EVENING POST	1169	**116	1.8	9.9	121	**45	1.4	3.8	100	*199	1.9	17.0	133	*174	1.7	14.9	118
SCIENCE 84	587	**35	0.5	6.0	73	**11	0.4	1.9	49	**63	0.6	10.7	84	**101	1.0	17.2	137
SCIENCE DIGEST	482	**26	0.4	5.4	66	**12	0.4	2.5	65	**67	0.6	13.9	109	**129	1.3	26.8	213
SCIENTIFIC AMERICAN	594	**52	0.8	8.8	107	**33	1.1	5.6	144	**66	0.6	11.1	87	**59	0.6	9.9	79
SELF	2089	*175	2.6	8.4	103	**126	4.0	6.0	157	367	3.5	17.6	137	350	3.4	16.8	133
SEVENTEEN	2411	*201	3.0	8.3	102	**97	3.1	4.0	104	400	3.9	16.6	130	375	3.7	15.6	124
SKI	480	**47	0.7	9.8	120	**21	0.7	4.4	114	**81	0.8	16.9	132	**71	0.7	14.8	117
SMITHSONIAN	2760	*239	3.6	8.7	106	*112	3.6	4.1	105	348	3.4	12.6	98	269	2.6	9.7	77
SOAP OPERA DIGEST	3013	402	6.1	13.3	163	*138	4.4	4.6	119	621	6.0	20.6	161	707	6.9	23.5	186
SOUTHERN LIVING	4184	263	4.0	6.3	77	*258	8.3	6.2	160	561	5.4	13.4	105	443	4.3	10.6	84
SPORT	559	**94	1.4	16.8	206	**54	1.7	9.7	251	*177	1.7	31.7	247	**152	1.5	27.2	216
THE SPORTING NEWS	436	**47	0.7	10.8	132	**30	1.0	6.9	179	**75	0.7	17.2	134	**110	1.1	25.2	200
SPORTS AFIELD	493	**71	1.1	14.4	176	**11	0.4	2.2	58	**78	0.8	15.8	124	**118	1.2	23.9	190
SPORTS ILLUSTRATED	2758	319	4.8	11.6	142	**135	4.3	4.9	127	503	4.8	18.2	142	414	4.1	15.0	119
STAR	7456	616	9.3	8.3	101	369	11.8	4.9	128	1200	11.6	16.1	126	1077	10.6	14.4	115
SUNDAY	24936	1980	29.9	7.9	97	828	26.5	3.3	86	3032	29.2	12.2	95	3109	30.5	12.5	99
SUNSET	2124	*198	3.0	9.3	114	**79	2.5	3.7	97	*262	2.5	12.3	96	*190	1.9	8.9	71
TV GUIDE	21661	1922	29.1	8.9	109	789	25.3	3.6	95	3407	32.8	15.7	123	3206	31.4	14.8	118
TENNIS	550	**44	0.7	8.0	98	**17	0.5	3.1	80	**40	0.4	7.3	57	**51	0.5	9.3	74
TIME	8880	851	12.9	9.6	117	309	9.9	3.5	90	1354	13.1	15.2	119	1235	12.1	13.9	110
TOWN & COUNTRY	917	**72	1.1	7.9	96	**33	1.1	3.6	93	*159	1.5	17.3	135	*162	1.6	17.7	140
TRAVEL & LEISURE	972	**48	0.7	4.9	60	**32	1.0	3.3	85	*145	1.4	14.9	116	**120	1.2	12.3	98
TRUE STORY	3356	*273	4.1	8.1	100	*177	5.7	5.3	137	513	4.9	15.3	119	597	5.9	17.8	141
U.S.NEWS & WORLD REPORT	3410	*200	3.0	5.9	72	**129	4.1	3.8	98	492	4.7	14.4	113	449	4.4	13.2	105
USA TODAY	1759	*268	4.1	15.2	187	**133	4.3	7.6	196	341	3.3	19.4	151	351	3.4	20.0	158
US	1873	*239	3.6	12.8	156	**82	2.6	4.4	114	350	3.4	18.7	146	331	3.2	17.7	140
VOGUE	3909	*246	3.7	6.3	77	*223	7.1	5.7	148	526	5.1	13.5	105	554	5.4	14.2	113
WALL STREET JOURNAL	1886	*140	2.1	7.4	91	**88	2.8	4.7	121	*217	2.1	11.5	90	*211	2.1	11.2	89
WEIGHT WATCHERS	2120	*177	2.7	8.3	102	**117	3.7	5.5	143	426	4.1	20.1	157	297	2.9	14.0	111
WOMAN'S DAY	14172	1503	22.7	10.6	130	466	14.9	3.3	85	2341	22.6	16.5	129	2278	22.3	16.1	128
WORKING MOTHER	1146	*235	3.6	20.5	251	**26	0.8	2.3	59	291	2.8	25.4	198	296	2.9	25.8	205
WORKING WOMAN	1322	**113	1.7	8.5	105	**55	1.8	4.2	108	289	2.8	21.9	171	321	3.1	24.3	193
WORLD TENNIS	*163	**8	0.1	4.9	60	**14	0.4	8.6	223	**25	0.2	15.3	120	**25	0.2	15.3	122
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*207	3.1	8.2	100	**151	4.8	6.0	155	413	4.0	16.3	127	370	3.6	14.6	116
BLAIR INSERTS	43657	3914	59.2	9.0	110	1595	51.1	3.7	95	5848	56.4	13.4	105	5782	56.7	13.2	105
DAILY NEWSPAPERS																	
READ ANY	51633	4419	66.8	8.6	105	1965	63.0	3.8	99	6824	65.8	13.2	103	6761	66.3	13.1	104
READ ONE	43463	3723	56.3	8.6	105	1726	55.3	4.0	103	5800	55.9	13.3	104	5723	56.1	13.2	105
READ TWO OR MORE	8170	696	10.5	8.5	104	*239	7.7	2.9	76	1025	9.9	12.5	98	1038	10.2	12.7	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4634	70.1	8.8	108	1933	61.9	3.7	95	6942	66.9	13.2	103	6984	68.5	13.3	105
READ ONE	46126	4100	62.0	8.9	109	1817	58.2	3.9	102	6019	58.0	13.0	102	6103	59.9	13.2	105
READ TWO OR MORE	6552	534	8.1	8.2	100	*115	3.7	1.8	46	924	8.9	14.1	110	881	8.6	13.4	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.98				26.71				30.12				29.26			
30 DAY REACH	71455	5895	89.1	8.2	101	2826	90.5	4.0	103	9274	89.4	13.0	101	9082	89.1	12.7	101
50 SHWG - 30 DAY AV FREQ	14.56	15.00				13.68				15.85				15.46			
30 DAY REACH	67742	5705	86.2	8.4	103	2770	88.8	4.1	106	8831	85.1	13.0	102	8606	84.4	12.7	101
25 SHWG - 30 DAY AV FREQ	7.94	8.08				7.33				8.48				8.35			
30 DAY REACH	62117	5309	80.3	8.5	105	2564	82.2	4.1	107	8234	79.4	13.3	104	7951	78.0	12.8	102
CABLE TV: HOME WIRED	32077	2843	43.0	8.9	109	1107	35.5	3.5	90	4528	43.7	14.1	110	4331	42.5	13.5	107
HOME NOT WIRED	48909	3772	57.0	7.7	94	2014	64.5	4.1	107	5843	56.3	11.9	93	5865	57.5	12.0	95
HAVE PAY CABLE	15935	1599	24.2	10.0	123	600	19.2	3.8	98	2740	26.4	17.2	134	2633	25.8	16.5	131

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0490
P-18

	TOTAL U.S. '000	FIVE ALIVE A '000	FIVE ALIVE B % DOWN	FIVE ALIVE C % ACROSS	FIVE ALIVE D INDX	GATORADE A '000	GATORADE B % DOWN	GATORADE C % ACROSS	GATORADE D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % DOWN	HAWAIIAN PUNCH C % ACROSS	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % DOWN	HI-C C % ACROSS	HI-C D INDX
TOTAL FEMALE HOMEMAKERS	80986	6615	100.0	8.2	100	3121	100.0	3.9	100	10372	100.0	12.8	100	10196	100.0	12.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3897	58.9	8.9	109	1709	54.8	3.9	101	5874	56.6	13.4	104	5891	57.8	13.4	107
10:00 AM - 3:00 PM	30659	2847	43.0	9.3	114	1375	44.1	4.5	116	4160	40.1	13.6	106	4294	42.1	14.0	111
3:00 PM - 7:00 PM	31045	2999	45.3	9.7	118	1352	43.3	4.4	113	4389	42.3	14.1	110	4594	45.1	14.8	118
7:00 PM - MIDNIGHT	15767	1424	21.5	9.0	111	719	23.0	4.6	118	2162	20.8	13.7	107	2162	21.2	13.7	109
MIDNIGHT - 6:00 AM	9120	758	11.5	8.3	102	397	12.7	4.4	113	1148	11.1	12.6	98	1322	13.0	14.5	115
6:00 AM - MIDNIGHT	58527	5296	80.1	9.0	111	2366	75.8	4.0	105	7894	76.1	13.5	105	7942	77.9	13.6	108
ENTIRE DAY	59311	5328	80.5	9.0	110	2389	76.5	4.0	105	7990	77.0	13.5	105	8056	79.0	13.6	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1673	25.3	10.3	127	514	16.5	3.2	82	2399	23.1	14.8	116	2406	23.6	14.9	118
ALL NEWS	2256	*125	1.9	5.5	68	**62	2.0	2.7	71	279	2.7	12.4	97	*267	2.6	11.8	94
AOR/PROGRESSIVE	3874	444	6.7	11.5	140	*200	6.4	5.2	134	507	4.9	13.1	102	555	5.4	14.3	114
BEAUTIFUL MUSIC	5660	579	8.8	10.2	125	*211	6.8	3.7	97	835	8.1	14.8	115	823	8.1	14.5	115
BLACK	2204	250	3.8	11.3	139	*190	6.1	8.6	224	427	4.1	19.4	151	419	4.1	19.0	151
CLASSICAL	1418	**82	1.2	5.8	71	**57	1.8	4.0	104	*144	1.4	10.2	79	*169	1.7	11.9	95
CHR/ROCK	9538	875	13.2	9.2	112	389	12.5	4.1	106	1428	13.8	15.0	117	1450	14.2	15.2	121
COUNTRY	12648	1036	15.7	8.2	100	537	17.2	4.2	110	1675	16.1	13.2	103	1559	15.3	12.3	98
GOLDEN OLDIES	1191	**117	1.8	9.8	120	**43	1.4	3.6	94	**150	1.4	12.6	98	**120	1.2	10.1	80
MOR/NOSTALGIA	4757	427	6.5	9.0	110	*135	4.3	2.8	74	644	6.2	13.5	106	535	5.2	11.2	89
NEWS/TALK	3863	318	4.8	8.2	101	**122	3.9	3.2	82	363	3.5	9.4	73	409	4.0	10.6	84
RELIGIOUS	3084	342	5.2	11.1	136	**99	3.2	3.2	83	270	2.6	8.8	68	330	3.2	10.7	85
SOFT ROCK	521	**81	1.2	15.5	190	**18	0.6	3.5	90	**69	0.7	13.2	103	**105	1.0	20.2	160
URBAN CONTEMPORARY	1585	*153	2.3	9.7	118	**80	2.6	5.0	131	315	3.0	19.9	155	296	2.9	18.7	148
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*318	4.8	9.8	119	**116	3.7	3.6	92	506	4.9	15.5	121	573	5.6	17.6	140
ABC DIRECTION	2316	*243	3.7	10.5	128	**71	2.3	3.1	80	383	3.7	16.5	129	336	3.3	14.5	115
ABC ENTERTAINMENT	4834	424	6.4	8.8	107	**149	4.8	3.1	80	528	5.1	10.9	85	579	5.7	12.0	95
ABC FM	2202	*288	4.4	13.1	160	**152	4.9	6.9	179	430	4.1	19.5	152	353	3.5	16.0	127
ABC INFORMATION	5425	597	9.0	11.0	135	**123	3.9	2.3	59	816	7.9	15.0	117	690	6.8	12.7	101
ABC ROCK	1677	*215	3.3	12.8	157	**92	2.9	5.5	142	303	2.9	18.1	141	345	3.4	20.6	163
CBS	4430	328	5.0	7.4	91	**133	4.3	3.0	78	517	5.0	11.7	91	451	4.4	10.2	81
MUTUAL	4992	602	9.1	12.1	148	*196	6.3	3.9	102	855	8.2	17.1	134	739	7.2	14.8	118
NBC	4679	334	5.0	7.1	87	**143	4.6	3.1	79	597	5.8	12.8	100	689	6.8	14.7	117
RADIORADIO	1994	**169	2.6	8.5	104	**107	3.4	5.4	139	*199	1.9	10.0	78	273	2.7	13.7	109
RKO ONE	2298	*160	2.4	7.0	85	**65	2.1	2.8	73	277	2.7	12.1	94	277	2.7	12.1	96
RKO TWO	3311	282	4.3	8.5	104	*137	4.4	4.1	107	493	4.8	14.9	116	377	3.7	11.4	90
THE SOURCE	2114	*209	3.2	9.9	121	**156	5.0	7.4	191	337	3.2	15.9	124	*318	3.1	15.0	119
NON-WIRED : BLAIR	8654	805	12.2	9.3	114	347	11.1	4.0	104	1060	10.2	12.2	96	1124	11.0	13.0	103
INTERNET	12025	1358	20.5	11.3	138	586	18.8	4.9	126	1875	18.1	15.6	122	1855	18.2	15.4	123
KATZ RADIO GROUP	15359	1360	20.6	8.9	108	519	16.6	3.4	88	2038	19.6	13.3	104	2116	20.8	13.8	109
SUPERNET	10628	898	13.6	8.4	103	453	14.5	4.3	111	1536	14.8	14.5	113	1520	14.9	14.3	114
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	678	10.2	7.8	96	384	12.3	4.4	115	1121	10.8	12.9	101	995	9.8	11.5	91
WKDAY 9:00 AM - 1:00 PM	12163	985	14.9	8.1	99	479	15.3	3.9	102	1707	16.5	14.0	110	1474	14.5	12.1	96
WKDAY 1:00 PM - 4:30 PM	16150	1315	19.9	8.1	100	708	22.7	4.4	114	2321	22.4	14.4	112	2140	21.0	13.3	105
WKDAY 4:30 PM - 7:30 PM	22463	1633	24.7	7.3	89	921	29.5	4.1	106	2825	27.2	12.6	98	2702	26.5	12.0	96
WKDAY 7:30 PM - 8:00 PM	31795	2305	34.8	7.2	89	1300	41.7	4.1	106	4076	39.3	12.8	100	3960	38.8	12.5	99
WKDAY 11:00 PM - 11:30 PM	23977	1957	29.6	8.2	100	1028	32.9	4.3	111	3327	32.1	13.9	108	3337	32.7	13.9	111
WKDAY 11:30 PM - 1:00 AM	7703	695	10.5	9.0	110	365	11.7	4.7	123	1089	10.5	14.1	110	1129	11.1	14.7	116
M-SAT 8-11 PM+SUN 7-11 PM	33800	2755	41.6	8.2	100	1405	45.0	4.2	108	4560	44.0	13.5	105	4482	44.0	13.3	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	557	8.4	8.5	104	271	8.7	4.1	108	1005	9.7	15.4	120	1131	11.1	17.3	137
ANOTHER WORLD M	4620	327	4.9	7.1	87	*214	6.9	4.6	120	659	6.4	14.3	111	595	5.8	12.9	102
AS THE WORLD TURNS C	5614	463	7.0	8.2	101	232	7.4	4.1	107	772	7.4	13.8	107	680	6.7	12.1	96
CAPITOL C	3396	286	4.3	8.4	103	165	5.3	4.9	126	490	4.7	14.4	113	423	4.1	12.5	99
CBS MORN. NEWS 1 C	1446	*83	1.3	5.7	70	*66	2.1	4.6	118	159	1.5	11.0	86	161	1.6	11.1	88
CBS MORN. NEWS 2 C	1207	*76	1.1	6.3	77	**55	1.8	4.6	118	109	1.1	9.0	71	101	1.0	8.4	66
DAYS OF OUR LIVES N	5877	437	6.6	7.4	91	256	8.2	4.4	113	916	8.8	15.6	122	671	6.6	11.4	91
FACTS OF LIFE - DAYTIME N	2290	196	3.0	8.6	105	*109	3.5	4.8	124	347	3.3	15.2	118	281	2.8	12.3	97
FAMILY FEUD A	3023	186	2.8	6.2	75	132	4.2	4.4	113	444	4.3	14.7	115	350	3.4	11.6	92
GENERAL HOSPITAL A	6097	537	8.1	8.8	108	233	7.5	3.8	99	911	8.8	14.9	117	925	9.1	15.2	121
GOOD MORNING, AMERICA-730 A	3515	296	4.5	8.4	103	*138	4.4	3.9	102	496	4.8	14.1	110	483	4.7	13.7	109
GOOD MORNING, AMERICA-830 A	2818	193	2.9	6.8	84	*100	3.2	3.5	92	395	3.8	14.0	109	302	3.0	10.7	85
GUIDING LIGHT C	5339	476	7.2	8.9	109	261	8.4	4.9	127	785	7.6	14.7	115	631	6.2	11.8	94
ONE LIFE TO LIVE A	4478	375	5.7	8.4	103	172	5.5	3.8	100	674	6.5	15.1	118	699	6.9	15.6	124
PRESS YOUR LUCK C	2244	164	2.5	7.3	89	*68	2.2	3.0	79	258	2.5	11.5	90	262	2.6	11.7	93
PRICE IS RIGHT 1 C	4348	330	5.0	7.6	93	204	6.5	4.7	122	539	5.2	12.4	97	546	5.4	12.6	100
PRICE IS RIGHT 2 C	5014	373	5.6	7.4	91	240	7.7	4.8	124	637	6.1	12.7	99	617	6.1	12.3	98
RYAN'S HOPE A	3150	291	4.4	9.2	113	*90	2.9	2.9	74	448	4.3	14.2	111	493	4.8	15.7	124
SALE OF THE CENTURY N	2695	185	2.8	6.9	84	*67	2.1	2.5	65	307	3.0	11.4	89	279	2.7	10.4	82
SEARCH FOR TOMORROW N	2319	*110	1.7	4.7	58	*103	3.3	4.4	115	413	4.0	17.8	139	310	3.0	13.4	106
TODAY SHOW 1 N	2693	133	2.0	4.9	60	*95	3.0	3.5	92	282	2.7	10.5	82	205	2.0	7.6	60
TODAY SHOW 2 N	2498	151	2.3	6.0	74	*87	2.8	3.5	90	220	2.1	8.8	69	191	1.9	7.6	61
$25,000 PYRAMID C	2753	180	2.7	6.5	80	*78	2.5	2.8	74	300	2.9	10.9	85	271	2.7	9.8	78
WHEEL OF FORTUNE N	4388	351	5.3	8.0	98	160	5.1	3.6	95	575	5.5	13.1	102	494	4.8	11.3	89
YOUNG AND THE RESTLESS C	5695	496	7.5	8.7	107	315	10.1	5.5	144	773	7.5	13.6	106	746	7.3	13.1	104
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	113	1.7	6.4	79	**64	2.1	3.6	94	235	2.3	13.4	104	207	2.0	11.8	93
NBA PLAYOFF GAME -1 C	1136	*110	1.7	9.7	119	**41	1.3	3.6	94	*159	1.5	14.0	109	*169	1.7	14.9	118
NBC MAJOR LEAGUE PRE-GAME N	953	**23	0.3	2.4	30	**51	1.6	5.4	139	**100	1.0	10.5	82	**77	0.8	8.1	64
SPORTSWORLD - SUN N	1233	*87	1.3	7.1	86	**104	3.3	8.4	219	*201	1.9	16.3	127	*123	1.2	10.0	79
SUNDAY MORNING C	1611	**56	0.8	3.5	43	**67	2.1	4.2	108	*171	1.6	10.6	83	*132	1.3	8.2	65

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	FIVE ALIVE A '000	FIVE ALIVE B % DOWN	FIVE ALIVE C % ACROSS	FIVE ALIVE D INDX	GATORADE A '000	GATORADE B % DOWN	GATORADE C % ACROSS	GATORADE D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % DOWN	HAWAIIAN PUNCH C % ACROSS	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % DOWN	HI-C C % ACROSS	HI-C D INDX
TOTAL FEMALE HOMEMAKERS		80986	6615	100.0	8.2	100	3121	100.0	3.9	100	10372	100.0	12.8	100	10196	100.0	12.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1658	25.1	6.4	78	1042	33.4	4.0	104	3007	29.0	11.5	90	2840	27.9	10.9	87
NETWORK AFFILIATES - LATE		20261	1617	24.4	8.0	98	798	25.6	3.9	102	2751	26.5	13.6	106	2698	26.5	13.3	106
INDEPENDENTS - LATE		2076	142	2.1	6.8	84	*105	3.4	5.1	131	242	2.3	11.7	91	239	2.3	11.5	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	943	14.3	9.0	110	583	18.7	5.6	145	1696	16.4	16.2	127	1688	16.6	16.1	128
ABC MONDAY NIGHT MOVIE	A	6412	503	7.6	7.8	96	296	9.5	4.6	120	903	8.7	14.1	110	868	8.5	13.5	108
ABC SUNDAY NIGHT MOVIE	A	12407	927	14.0	7.5	91	405	13.0	3.3	85	1726	16.6	13.9	109	1601	15.7	12.9	102
ABC WORLD NEWS TONIGHT	A	6176	376	5.7	6.1	75	240	7.7	3.9	101	731	7.0	11.8	92	667	6.5	10.8	86
AFTERMASH	C	5863	583	8.8	9.9	122	*211	6.8	3.6	93	822	7.9	14.0	109	666	6.5	11.4	90
ALICE	C	9594	806	12.2	8.4	103	286	9.2	3.0	77	1141	11.0	11.9	93	1128	11.1	11.8	93
AMERICAN PARADE	C	6622	467	7.1	7.1	86	233	7.5	3.5	91	724	7.0	10.9	85	749	7.3	11.3	90
BENSON	A	10886	855	12.9	7.9	96	358	11.5	3.3	85	1333	12.9	12.2	96	1345	13.2	12.4	98
BLUE THUNDER	A	5036	382	5.8	7.6	93	*259	8.3	5.1	133	790	7.6	15.7	122	691	6.8	13.7	109
CAGNEY & LACEY	C	9965	1052	15.9	10.6	129	383	12.3	3.8	100	1520	14.7	15.3	119	1530	15.0	15.4	122
CBS EVENING NEWS-DEAN	C	3491	*205	3.1	5.9	72	**99	3.2	2.8	74	297	2.9	8.5	66	331	3.2	9.5	75
CBS EVENING NEWS-RATHER	C	7123	452	6.8	6.3	78	283	9.1	4.0	103	860	8.3	12.1	94	838	8.2	11.8	93
CBS SAT. NEWS-SCHIEFFER	C	3621	196	3.0	5.4	66	107	3.4	3.0	77	422	4.1	11.7	91	267	2.6	7.4	59
CBS SATURDAY NIGHT MOVIE	C	5436	389	5.9	7.2	88	219	7.0	4.0	105	747	7.2	13.7	107	743	7.3	13.7	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	469	7.1	7.7	94	253	8.1	4.1	108	770	7.4	12.6	99	728	7.1	11.9	95
CHEERS	N	8889	1011	15.3	11.4	139	447	14.3	5.0	130	1408	13.6	15.8	124	1471	14.4	16.5	131
DALLAS	C	22109	1892	28.6	8.6	105	804	25.8	3.6	94	3119	30.1	14.1	110	3035	29.8	13.7	109
DIFF'RENT STROKES	N	6940	669	10.1	9.6	118	*261	8.4	3.8	98	962	9.3	13.9	108	936	9.2	13.5	107
DOUBLE TROUBLE	N	7223	624	9.4	8.6	106	*243	7.8	3.4	87	1175	11.3	16.3	127	1121	11.0	15.5	123
DUCK FACTORY	N	5595	663	10.0	11.8	145	*209	6.7	3.7	97	901	8.7	16.1	126	882	8.7	15.8	125
DUKES OF HAZZARD	C	5768	430	6.5	7.5	91	341	10.9	5.9	153	765	7.4	13.3	104	787	7.7	13.6	108
DYNASTY	A	20053	1698	25.7	8.5	104	749	24.0	3.7	97	2482	23.9	12.4	97	2503	24.5	12.5	99
FACTS OF LIFE	N	8087	664	10.0	8.2	101	357	11.4	4.4	115	1268	12.2	15.7	122	1181	11.6	14.6	116
FALCON CREST	C	20046	1639	24.8	8.2	100	713	22.8	3.6	92	2748	26.5	13.7	107	2672	26.2	13.3	106
FALL GUY	A	9084	720	10.9	7.9	97	410	13.1	4.5	117	1463	14.1	16.1	126	1323	13.0	14.6	116
FAMILY TIES	N	7964	768	11.6	9.6	118	335	10.7	4.2	109	1238	11.9	15.5	121	1285	12.6	16.1	128
FANTASY ISLAND	A	7687	591	8.9	7.7	94	284	9.1	3.7	96	987	9.5	12.8	100	914	9.0	11.9	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	654	9.9	7.4	90	334	10.7	3.8	98	1262	12.2	14.2	111	1102	10.8	12.4	99
FOUR SEASONS	C	5095	510	7.7	10.0	123	*227	7.3	4.5	116	734	7.1	14.4	112	600	5.9	11.8	94
GIMME A BREAK	N	8838	685	10.4	7.8	95	394	12.6	4.5	116	1338	12.9	15.1	118	1326	13.0	15.0	119
HART TO HART	A	8978	710	10.7	7.9	97	455	14.6	5.1	132	1118	10.8	12.5	97	1142	11.2	12.7	101
HILL STREET BLUES	N	8590	873	13.2	10.2	124	386	12.4	4.5	117	1344	13.0	15.6	122	1428	14.0	16.6	132
HOTEL	A	14085	1186	17.9	8.4	103	445	14.3	3.2	82	2066	19.9	14.7	115	1921	18.8	13.6	108
JEFFERSONS	C	9360	682	10.3	7.3	89	368	11.8	3.9	102	1101	10.6	11.8	92	1007	9.9	10.8	85
JENNIFER SLEPT HERE	N	5841	610	9.2	10.4	128	*211	6.8	3.6	94	861	8.3	14.7	115	894	8.8	15.3	122
KATE & ALLIE	C	9206	925	14.0	10.0	123	281	9.0	3.1	79	1142	11.0	12.4	97	1249	12.2	13.6	108
KNIGHT RIDER	N	7076	585	8.8	8.3	101	331	10.6	4.7	121	969	9.3	13.7	107	895	8.8	12.6	100
LOVE BOAT	A	12219	823	12.4	6.7	82	325	10.4	2.7	69	1396	13.5	11.4	89	1411	13.8	11.5	92
MAGNUM PI	C	11199	868	13.1	7.8	95	602	19.3	5.4	139	1596	15.4	14.3	111	1501	14.7	13.4	106
MAMA'S FAMILY	N	6057	480	7.3	7.9	97	377	12.1	6.2	162	828	8.0	13.7	107	806	7.9	13.3	106
MASTER, THE	N	3598	399	6.0	11.1	136	*189	6.1	5.3	136	578	5.6	16.1	125	538	5.3	15.0	119
MATT HOUSTON	A	6344	546	8.3	8.6	105	*305	9.8	4.8	125	897	8.6	14.1	110	1015	10.0	16.0	127
NBC MONDAY NIGHT MOVIE	N	11994	935	14.1	7.8	95	496	15.9	4.1	107	1704	16.4	14.2	111	1744	17.1	14.5	115
NBC NIGHTLY NEWS	N	5132	296	4.5	5.8	71	237	7.6	4.6	120	550	5.3	10.7	84	498	4.9	9.7	77
NBC NIGHTLY NEWS-SAT	N	3375	*195	2.9	5.8	71	**121	3.9	3.6	93	324	3.1	9.6	75	*215	2.1	6.4	51
NBC NIGHTLY NEWS-SUN	N	3130	*234	3.5	7.5	92	**101	3.2	3.2	84	*277	2.7	8.8	69	*226	2.2	7.2	57
NBC SUNDAY NIGHT MOVIE	N	8284	746	11.3	9.0	110	*328	10.5	4.0	103	1258	12.1	15.2	119	1381	13.5	16.7	132
NEWHART	C	9240	952	14.4	10.3	126	309	9.9	3.3	87	1305	12.6	14.1	110	1388	13.6	15.0	119
ONE DAY AT A TIME	C	7288	672	10.2	9.2	113	314	10.1	4.3	112	940	9.1	12.9	101	942	9.2	12.9	103
PEOPLE ARE FUNNY	N	4855	375	5.7	7.7	95	397	12.7	8.2	212	661	6.4	13.6	106	668	6.6	13.8	109
REAL PEOPLE	N	8869	645	9.8	7.3	89	386	12.4	4.4	113	1056	10.2	11.9	93	1008	9.9	11.4	90
REMINGTON STEELE	N	7743	709	10.7	9.2	112	333	10.7	4.3	112	1171	11.3	15.1	118	1212	11.9	15.7	124
RIPLEY'S BELIEVE IT - NOT	A	5345	453	6.8	8.5	104	258	8.3	4.8	125	628	6.1	11.7	92	761	7.5	14.2	113
RIPTIDE	N	6988	563	8.5	8.1	99	299	9.6	4.3	111	955	9.2	13.7	107	1122	11.0	16.1	128
SCARECROW & MRS. KING	C	10002	743	11.2	7.4	91	395	12.7	3.9	102	1143	11.0	11.4	89	1202	11.8	12.0	95
SIMON & SIMON	C	10638	973	14.7	9.1	112	544	17.4	5.1	133	1529	14.7	14.4	112	1401	13.7	13.2	105
60 MINUTES	C	13293	865	13.1	6.5	80	365	11.7	2.7	71	1536	14.8	11.6	90	1308	12.8	9.8	78
ST. ELSEWHERE	N	7017	742	11.2	10.6	129	292	9.4	4.2	108	1306	12.6	18.6	145	1219	12.0	17.4	138
THREE'S COMPANY	A	10917	933	14.1	8.5	105	447	14.3	4.1	106	1515	14.6	13.9	108	1423	14.0	13.0	104
T.J. HOOKER	A	9204	558	8.4	6.1	74	371	11.9	4.0	105	1213	11.7	13.2	103	1112	10.9	12.1	96
TONIGHT SHOW	N	2372	219	3.3	9.2	113	70	2.2	3.0	77	270	2.6	11.4	89	298	2.9	12.6	100
TRAPPER JOHN, M.D.	C	9846	823	12.4	8.4	102	367	11.8	3.7	97	1295	12.5	13.2	103	1256	12.3	12.8	101
TV BLOOPERS & PRAC. JOKES	N	9105	643	9.7	7.1	86	260	8.3	2.9	74	1147	11.1	12.6	98	1206	11.8	13.2	105
20/20	A	9387	660	10.0	7.0	86	342	11.0	3.6	95	1189	11.5	12.7	99	1096	10.7	11.7	93
WEBSTER	A	11067	835	12.6	7.5	92	333	10.7	3.0	78	1410	13.6	12.7	99	1428	14.0	12.9	102
WORLD NEWS - SUN	A	3062	*190	2.9	6.2	76	**124	4.0	4.0	105	293	2.8	9.6	75	285	2.8	9.3	74
YELLOW ROSE	N	4978	325	4.9	6.5	80	360	11.5	7.2	188	569	5.5	11.4	89	739	7.2	14.8	118
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	707	10.7	8.0	97	*437	14.0	4.9	128	1346	13.0	15.2	118	1470	14.4	16.6	132
BASKETBALL - COLLEGE GAMES		4080	*399	6.0	9.8	120	*331	10.6	8.1	211	725	7.0	17.8	139	817	8.0	20.0	159
BASKETBALL - PRO GAMES		3607	*420	6.3	11.6	143	**293	9.4	8.1	211	639	6.2	17.7	138	679	6.7	18.8	150
BOWLING		3883	*592	8.9	15.2	187	**203	6.5	5.2	136	694	6.7	17.9	140	738	7.2	19.0	151
BOXING		3928	*385	5.8	9.8	120	**285	9.1	7.3	188	754	7.3	19.2	150	674	6.6	17.2	136
FOOTBALL - COLLEGE GAMES		6366	659	10.0	10.4	127	*354	11.3	5.6	144	1019	9.8	16.0	125	1143	11.2	18.0	143
FOOTBALL - PRO GAMES		11300	1294	19.6	11.5	140	*648	20.8	5.7	149	1774	17.1	15.7	123	1938	19.0	17.2	136
GOLF		3378	**311	4.7	9.2	113	**81	2.6	2.4	62	*445	4.3	13.2	103	*461	4.5	13.6	108
POST-SEASON COLL. FOOTBALL		4906	*427	6.5	8.7	107	*307	9.8	6.3	162	682	6.6	13.9	109	809	7.9	16.5	131
POST-SEASON PRO FOOTBALL		6120	874	13.2	14.3	175	*361	11.6	5.9	153	1125	10.8	18.4	144	1167	11.4	19.1	151
TENNIS		3033	*260	3.9	8.6	105	**127	4.1	4.2	109	*313	3.0	10.3	81	*536	5.3	17.7	140
WRESTLING - PROFESSIONAL		3344	*319	4.8	9.5	117	**202	6.5	6.0	157	646	6.2	19.3	151	646	6.3	19.3	153

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KOOL-AID A '000	KOOL-AID B % DOWN	KOOL-AID C % ACROSS	KOOL-AID D INDX	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	MOTTS A '000	MOTTS B % DOWN	MOTTS C % ACROSS	MOTTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	8137	100.0	10.0	100	4049	100.0	5.0	100	10230	100.0	12.6	100	4757	100.0	5.9	100
18 - 24	9282	984	12.1	10.6	106	**325	8.0	3.5	70	1200	11.7	12.9	102	*428	9.0	4.6	79
25 - 34	19072	2585	31.8	13.6	135	577	14.3	3.0	61	2902	28.4	15.2	120	1021	21.5	5.4	91
35 - 44	14591	1899	23.3	13.0	130	1053	26.0	7.2	144	2042	20.0	14.0	111	1091	22.9	7.5	127
45 - 54	11345	1088	13.4	9.6	95	609	15.0	5.4	107	1368	13.4	12.1	95	758	15.9	6.7	114
55 - 64	11635	724	8.9	6.2	62	717	17.7	6.2	123	1135	11.1	9.8	77	739	15.5	6.4	108
65 OR OLDER	15061	857	10.5	5.7	57	767	18.9	5.1	102	1583	15.5	10.5	83	720	15.1	4.8	81
18 - 34	28354	3569	43.9	12.6	125	902	22.3	3.2	64	4103	40.1	14.5	115	1449	30.5	5.1	87
18 - 49	48339	6089	74.8	12.6	125	2353	58.1	4.9	97	6793	66.4	14.1	111	2988	62.8	6.2	105
25 - 54	45008	5572	68.5	12.4	123	2239	55.3	5.0	100	6312	61.7	14.0	111	2870	60.3	6.4	109
35 - 49	19985	2521	31.0	12.6	126	1451	35.8	7.3	145	2691	26.3	13.5	107	1539	32.4	7.7	131
50 OR OLDER	32647	2048	25.2	6.3	62	1696	41.9	5.2	104	3436	33.6	10.5	83	1769	37.2	5.4	92
GRADUATED COLLEGE	11155	650	8.0	5.8	58	*496	12.2	4.4	89	1602	15.7	14.4	114	907	19.1	8.1	138
ATTENDED COLLEGE	13682	1079	13.3	7.9	78	733	18.1	5.4	107	1856	18.1	13.6	107	791	16.6	5.8	98
GRADUATED HIGH SCHOOL	33880	3934	48.3	11.6	116	1856	45.8	5.5	110	4439	43.4	13.1	104	2068	43.5	6.1	104
DID NOT GRADUATE HIGH SCHOOL	22270	2474	30.4	11.1	111	964	23.8	4.3	87	2332	22.8	10.5	83	992	20.9	4.5	76
EMPLOYED	40306	3803	46.7	9.4	94	2074	51.2	5.1	103	5195	50.8	12.9	102	2431	51.1	6.0	103
EMPLOYED FULL-TIME	32850	3232	39.7	9.8	98	1753	43.3	5.3	107	4427	43.3	13.5	107	2024	42.5	6.2	105
EMPLOYED PART-TIME	7456	572	7.0	7.7	76	*321	7.9	4.3	86	767	7.5	10.3	81	*406	8.5	5.4	93
NOT EMPLOYED	40680	4333	53.3	10.7	106	1975	48.8	4.9	97	5035	49.2	12.4	98	2326	48.9	5.7	97
PROFESSIONAL/MANAGER	10392	727	8.9	7.0	70	*587	14.5	5.6	113	1483	14.5	14.3	113	865	18.2	8.3	142
TECH/CLERICAL/SALES	17574	1590	19.5	9.0	90	826	20.4	4.7	94	2176	21.3	12.4	98	1019	21.4	5.8	99
PRECISION/CRAFT	985	**132	1.6	13.4	133	**112	2.8	11.4	227	**151	1.5	15.3	121	**51	1.1	5.2	88
OTHER EMPLOYED	11354	1354	16.6	11.9	119	*549	13.6	4.8	97	1385	13.5	12.2	97	*496	10.4	4.4	74
SINGLE	9863	813	10.0	8.2	82	*410	10.1	4.2	83	1062	10.4	10.8	85	605	12.7	6.1	104
MARRIED	51375	5490	67.5	10.7	106	2669	65.9	5.2	104	6794	66.4	13.2	105	3124	65.7	6.1	104
DIVORCED/SEPARATED/WIDOWED	19748	1834	22.5	9.3	92	971	24.0	4.9	98	2374	23.2	12.0	95	1028	21.6	5.2	89
PARENTS	32590	5060	62.2	15.5	155	1667	41.2	5.1	102	4979	48.7	15.3	121	1940	40.8	6.0	101
WHITE	70416	6418	78.9	9.1	91	3443	85.0	4.9	98	8677	84.8	12.3	98	4193	88.1	6.0	101
BLACK	8778	1507	18.5	17.2	171	*466	11.5	5.3	106	1154	11.3	13.1	104	*411	8.6	4.7	80
OTHER	1791	**212	2.6	11.8	118	**140	3.5	7.8	156	**399	3.9	22.3	176	**153	3.2	8.5	145
NORTHEAST-CENSUS	17786	1428	17.5	8.0	80	702	17.3	3.9	79	2355	23.0	13.2	105	2002	42.1	11.3	192
NORTH CENTRAL	20741	2116	26.0	10.2	102	1377	34.0	6.6	133	2444	23.9	11.8	93	1132	23.8	5.5	93
SOUTH	27775	3419	42.0	12.3	123	1207	29.8	4.3	87	3083	30.1	11.1	88	1138	23.9	4.1	70
WEST	14683	1174	14.4	8.0	80	763	18.8	5.2	104	2348	23.0	16.0	127	*485	10.2	3.3	56
NORTHEAST-MKTG.	17961	1330	16.3	7.4	74	689	17.0	3.8	77	2117	20.7	11.8	93	1980	41.6	11.0	188
EAST CENTRAL	11885	1096	13.5	9.2	92	*500	12.3	4.2	84	1427	13.9	12.0	95	779	16.4	6.6	112
WEST CENTRAL	14090	1545	19.0	11.0	109	1110	27.4	7.9	158	1765	17.3	12.5	99	597	12.5	4.2	72
SOUTH	24081	3165	38.9	13.1	131	1097	27.1	4.6	91	2825	27.6	11.7	93	986	20.7	4.1	70
PACIFIC	12969	1001	12.3	7.7	77	*653	16.1	5.0	101	2096	20.5	16.2	128	*415	8.7	3.2	54
COUNTY SIZE A	32439	2861	35.2	8.8	88	1840	45.4	5.7	113	3912	38.2	12.1	95	2353	49.5	7.3	123
COUNTY SIZE B	24915	2705	33.2	10.9	108	953	23.5	3.8	77	3327	32.5	13.4	106	1607	33.8	6.4	110
COUNTY SIZE C	12930	1337	16.4	10.3	103	684	16.9	5.3	106	1736	17.0	13.4	106	509	10.7	3.9	67
COUNTY SIZE D	10703	1234	15.2	11.5	115	572	14.1	5.3	107	1255	12.3	11.7	93	*288	6.1	2.7	46
METRO CENTRAL CITY	24518	2216	27.2	9.0	90	1335	33.0	5.4	109	3129	30.6	12.8	101	1605	33.7	6.5	111
METRO SUBURBAN	35919	3500	43.0	9.7	97	1612	39.8	4.5	90	4546	44.4	12.7	100	2503	52.6	7.0	119
NON METRO	20549	2421	29.8	11.8	117	1101	27.2	5.4	107	2555	25.0	12.4	98	649	13.6	3.2	54
TOP 5 ADI'S	18341	1455	17.9	7.9	79	1088	26.9	5.9	119	2315	22.6	12.6	100	1544	32.5	8.4	143
TOP 10 ADI'S	25378	1973	24.2	7.8	77	1303	32.2	5.1	103	2966	29.0	11.7	93	2085	43.8	8.2	140
TOP 20 ADI'S	36488	3285	40.4	9.0	90	2062	50.9	5.7	113	4559	44.6	12.5	99	2677	56.3	7.3	125
HSHLD INC. $50,000 OR MORE	6612	*489	6.0	7.4	74	**460	11.4	7.0	139	990	9.7	15.0	119	*587	12.3	8.9	151
$40,000 OR MORE	12659	924	11.4	7.3	73	*755	18.6	6.0	119	1843	18.0	14.6	115	1025	21.5	8.1	138
$30,000 OR MORE	24698	1777	21.8	7.2	72	1405	34.7	5.7	114	3395	33.2	13.7	109	2022	42.5	8.2	139
$25,000 OR MORE	32077	2524	31.0	7.9	78	1687	41.7	5.3	105	4303	42.1	13.4	106	2599	54.6	8.1	138
$20,000 - $24,999	9144	996	12.2	10.9	108	*598	14.8	6.5	131	1045	10.2	11.4	90	*496	10.4	5.4	92
$15,000 - $19,999	8728	1095	13.5	12.5	125	*437	10.8	5.0	100	1031	10.1	11.8	94	*433	9.1	5.0	84
$10,000 - $14,999	12562	1432	17.6	11.4	113	560	13.8	4.5	89	1714	16.8	13.6	108	697	14.7	5.5	94
UNDER $10,000	18475	2089	25.7	11.3	113	766	18.9	4.1	83	2136	20.9	11.6	92	532	11.2	2.9	49
HOUSEHOLD OF 1 PERSON	11987	503	6.2	4.2	42	509	12.6	4.2	85	1213	11.9	10.1	80	577	12.1	4.8	82
2 PEOPLE	26577	1931	23.7	7.3	72	1383	34.2	5.2	104	3253	31.8	12.2	97	1662	34.9	6.3	106
3 OR 4 PEOPLE	30617	3766	46.3	12.3	122	1342	33.1	4.4	88	3875	37.9	12.7	100	1682	35.4	5.5	94
5 OR MORE PEOPLE	11804	1937	23.8	16.4	163	814	20.1	6.9	138	1889	18.5	16.0	127	837	17.6	7.1	121
NO CHILD IN HSHLD	46165	2864	35.2	6.2	62	2322	57.3	5.0	101	5066	49.5	11.0	87	2672	56.2	5.8	99
CHILD(REN) UNDER 2 YRS	5325	810	10.0	15.2	151	**270	6.7	5.1	101	867	8.5	16.3	129	*294	6.2	5.5	94
2 - 5 YEARS	14221	2080	25.6	14.6	146	574	14.2	4.0	81	2257	22.1	15.9	126	871	18.3	6.1	104
6 - 11 YEARS	15117	2723	33.5	18.0	179	809	20.0	5.4	107	2415	23.6	16.0	126	964	20.3	6.4	109
12 - 17 YEARS	16611	2517	30.9	15.2	151	979	24.2	5.9	118	2391	23.4	14.4	114	1021	21.5	6.1	105
RESIDENCE OWNED	55884	5296	65.1	9.5	94	3002	74.1	5.4	107	7050	68.9	12.6	100	3535	74.3	6.3	108
VALUE: $50,000 OR MORE	31744	2392	29.4	7.5	75	1619	40.0	5.1	102	4063	39.7	12.8	101	2270	47.7	7.2	122
VALUE: UNDER $50,000	24140	2903	35.7	12.0	120	1383	34.2	5.7	115	2987	29.2	12.4	98	1265	26.6	5.2	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0493
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		TOTAL U.S. '000	KOOL-AID A '000	KOOL-AID B % DOWN	KOOL-AID C % ACROSS	KOOL-AID D INDX	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	MOTTS A '000	MOTTS B % DOWN	MOTTS C % ACROSS	MOTTS D INDX
TOTAL FEMALE HOMEMAKERS		80986	8137	100.0	10.0	100	4049	100.0	5.0	100	10230	100.0	12.6	100	4757	100.0	5.9	100
MAGAZINES	QUINTILE 1	15799	1865	22.9	11.8	117	1046	25.8	6.6	132	2529	24.7	16.0	127	1159	24.4	7.3	125
	QUINTILE 2	17259	1752	21.5	10.2	101	930	23.0	5.4	108	2250	22.0	13.0	103	1270	26.7	7.4	125
	QUINTILE 3	13545	1223	15.0	9.0	90	553	13.7	4.1	82	1811	17.7	13.4	106	769	16.2	5.7	97
	QUINTILE 4	15133	1504	18.5	9.9	99	745	18.4	4.9	98	1686	16.5	11.1	88	723	15.2	4.8	81
	QUINTILE 5	19250	1792	22.0	9.3	93	775	19.1	4.0	81	1953	19.1	10.1	80	837	17.6	4.3	74
NEWSPAPERS	QUINTILE 1	12413	909	11.2	7.3	73	758	18.7	6.1	122	1595	15.6	12.8	102	1103	23.2	8.9	151
	QUINTILE 2	24116	2103	25.8	8.7	87	1320	32.6	5.5	109	3188	31.2	13.2	105	1349	28.4	5.6	95
	QUINTILE 3	11261	1491	18.3	13.2	132	538	13.3	4.8	96	1644	16.1	14.6	116	763	16.0	6.8	115
	QUINTILE 4	20255	2269	27.9	11.2	111	918	22.7	4.5	91	2506	24.5	12.4	98	1095	23.0	5.4	92
	QUINTILE 5	12940	1365	16.8	10.5	105	515	12.7	4.0	80	1296	12.7	10.0	79	*447	9.4	3.5	59
OUTDOOR	QUINTILE 1	14852	1499	18.4	10.1	100	974	24.1	6.6	131	1819	17.8	12.2	97	977	20.5	6.6	112
	QUINTILE 2	15725	1621	19.9	10.3	103	952	23.5	6.1	121	2144	21.0	13.6	108	975	20.5	6.2	106
	QUINTILE 3	16330	1828	22.5	11.2	111	672	16.6	4.1	82	2428	23.7	14.9	118	1114	23.4	6.8	116
	QUINTILE 4	16744	1466	18.0	8.8	87	616	15.2	3.7	74	2030	19.8	12.1	96	906	19.0	5.4	92
	QUINTILE 5	17334	1723	21.2	9.9	99	834	20.6	4.8	96	1808	17.7	10.4	83	785	16.5	4.5	77
RADIO-DRIVE TIME	QUINTILE 1	15911	1853	22.8	11.6	116	962	23.8	6.0	121	2076	20.3	13.0	103	1058	22.2	6.6	113
	QUINTILE 2	14837	1525	18.7	10.3	102	878	21.7	5.9	118	1938	18.9	13.1	103	816	17.2	5.5	94
	QUINTILE 3	15339	1589	19.5	10.4	103	772	19.1	5.0	101	1941	19.0	12.7	100	778	16.4	5.1	86
	QUINTILE 4	16723	1648	20.3	9.9	98	649	16.0	3.9	78	2285	22.3	13.7	108	940	19.8	5.6	96
	QUINTILE 5	18176	1522	18.7	8.4	83	788	19.5	4.3	87	1989	19.4	10.9	87	1165	24.5	6.4	109
RADIO-MID-DAY	TERCILE 1	21020	2487	30.6	11.8	118	1244	30.7	5.9	118	2728	26.7	13.0	103	1310	27.5	6.2	106
	TERCILE 2	21610	2316	28.5	10.7	107	1242	30.7	5.7	115	3346	32.7	15.5	123	1187	25.0	5.5	94
	TERCILE 3	38355	3334	41.0	8.7	87	1563	38.6	4.1	82	4156	40.6	10.8	86	2261	47.5	5.9	100
RADIO-TOTAL	QUINTILE 1	15988	2071	25.5	13.0	129	1155	28.5	7.2	144	2194	21.4	13.7	109	1090	22.9	6.8	116
	QUINTILE 2	15626	1720	21.1	11.0	110	622	15.4	4.0	80	2105	20.6	13.5	107	803	16.9	5.1	87
	QUINTILE 3	16723	1531	18.8	9.2	91	958	23.7	5.7	115	2208	21.6	13.2	105	931	19.6	5.6	95
	QUINTILE 4	16342	1542	19.0	9.4	94	724	17.9	4.4	89	2181	21.3	13.3	106	928	19.5	5.7	97
	QUINTILE 5	16306	1274	15.7	7.8	78	590	14.6	3.6	72	1542	15.1	9.5	75	1006	21.1	6.2	105
TV-PRIME TIME	QUINTILE 1	15953	1944	23.9	12.2	121	828	20.4	5.2	104	2051	20.0	12.9	102	846	17.8	5.3	90
	QUINTILE 2	16137	1681	20.7	10.4	104	915	22.6	5.7	113	2178	21.3	13.5	107	1113	23.4	6.9	117
	QUINTILE 3	16420	1651	20.3	10.1	100	745	18.4	4.5	91	1958	19.1	11.9	94	944	19.8	5.7	98
	QUINTILE 4	16687	1384	17.0	8.3	83	882	21.8	5.3	106	1950	19.1	11.7	93	1026	21.6	6.1	105
	QUINTILE 5	15789	1477	18.2	9.4	93	679	16.8	4.3	86	2093	20.5	13.3	105	828	17.4	5.2	89
TV-DAYTIME	TERCILE 1	27736	3507	43.1	12.6	126	1543	38.1	5.6	111	3758	36.7	13.5	107	1488	31.3	5.4	91
	TERCILE 2	26489	2715	33.4	10.2	102	1261	31.1	4.8	95	3322	32.5	12.5	99	1608	33.8	6.1	103
	TERCILE 3	26761	1914	23.5	7.2	71	1244	30.7	4.6	93	3150	30.8	11.8	93	1661	34.9	6.2	106
TV-TOTAL	QUINTILE 1	16345	2098	25.8	12.8	128	818	20.2	5.0	100	2333	22.8	14.3	113	821	17.3	5.0	86
	QUINTILE 2	16447	1877	23.1	11.4	114	860	21.2	5.2	105	1844	18.0	11.2	89	916	19.3	5.6	95
	QUINTILE 3	15980	1625	20.0	10.2	101	948	23.4	5.9	119	2010	19.6	12.6	100	1106	23.2	6.9	118
	QUINTILE 4	15887	1260	15.5	7.9	79	784	19.4	4.9	99	2069	20.2	13.0	103	932	19.6	5.9	100
	QUINTILE 5	16326	1278	15.7	7.8	78	639	15.8	3.9	78	1974	19.3	12.1	96	981	20.6	6.0	102
MAGAZINES-NEWSPAPERS: DUAL		20721	1946	23.9	9.4	93	1388	34.3	6.7	134	2918	28.5	14.1	111	1645	34.6	7.9	135
MAGAZINE IMPERATIVE		19186	2444	30.0	12.7	127	875	21.6	4.6	91	2856	27.9	14.9	118	1154	24.3	6.0	102
NEWSPAPER IMPERATIVE		21899	1840	22.6	8.4	84	1006	24.8	4.6	92	2631	25.7	12.0	95	1218	25.6	5.6	95
MAGAZINES-OUTDOOR: DUAL		15451	1597	19.6	10.3	103	1057	26.1	6.8	137	2327	22.7	15.1	119	1090	22.9	7.1	120
MAGAZINE IMPERATIVE		25953	2665	32.8	10.3	102	1176	29.0	4.5	91	3440	33.6	13.3	105	1728	36.3	6.7	113
OUTDOOR IMPERATIVE		24400	2352	28.9	9.6	96	1171	28.9	4.8	96	2783	27.2	11.4	90	1300	27.3	5.3	91
MAGAZINES-RADIO: DUAL		18049	2192	26.9	12.1	121	1095	27.0	6.1	121	2562	25.0	14.2	112	1122	23.6	6.2	106
MAGAZINE IMPERATIVE		23571	2116	26.0	9.0	89	1184	29.2	5.0	100	3399	33.2	14.4	114	1842	38.7	7.8	133
RADIO IMPERATIVE		23278	2494	30.7	10.7	107	1296	32.0	5.6	111	2845	27.8	12.2	97	1164	24.5	5.0	85
MAGAZINES-TELEVISION: DUAL		15459	1860	22.9	12.0	120	823	20.3	5.3	106	2308	22.6	14.9	118	1002	21.1	6.5	110
MAGAZINE IMPERATIVE		25829	2368	29.1	9.2	91	1416	35.0	5.5	110	3570	34.9	13.8	109	1908	40.1	7.4	126
TELEVISION IMPERATIVE		26039	2849	35.0	10.9	109	1240	30.6	4.8	95	2834	27.7	10.9	86	1147	24.1	4.4	75
NEWSPAPERS-OUTDOOR: DUAL		16605	1580	19.4	9.5	95	1241	30.6	7.5	149	2337	22.8	14.1	111	1276	26.8	7.7	131
NEWSPAPER IMPERATIVE		26834	2324	28.6	8.7	86	1197	29.6	4.5	89	3559	34.8	13.3	105	1629	34.2	6.1	103
OUTDOOR IMPERATIVE		23346	2783	34.2	11.9	119	1111	27.4	4.8	95	2975	29.1	12.7	101	1333	28.0	5.7	97
NEWSPAPERS-RADIO: DUAL		17133	1721	21.2	10.0	100	1179	29.1	6.9	138	2250	22.0	13.1	104	1105	23.2	6.4	110
NEWSPAPER IMPERATIVE		25892	2020	24.8	7.8	78	1211	29.9	4.7	94	3349	32.7	12.9	102	1860	39.1	7.2	122
RADIO IMPERATIVE		23167	2971	36.5	12.8	128	1173	29.0	5.1	101	3182	31.1	13.7	109	1161	24.4	5.0	85
NEWSPAPERS-TELEVISION: DUAL		17159	1865	22.9	10.9	108	892	22.0	5.2	104	2159	21.1	12.6	100	1072	22.5	6.2	106
NEWSPAPER IMPERATIVE		26214	1881	23.1	7.2	71	1404	34.7	5.4	107	3482	34.0	13.3	105	1903	40.0	7.3	124
TELEVISION IMPERATIVE		23412	3145	38.7	13.4	134	1133	28.0	4.8	97	2863	28.0	12.2	97	1125	23.6	4.8	82
OUTDOOR-RADIO: DUAL		15303	2088	25.7	13.6	136	1116	27.6	7.3	146	2098	20.5	13.7	109	853	17.9	5.6	95
OUTDOOR IMPERATIVE		24901	2075	25.5	8.3	83	1241	30.6	5.0	100	3065	30.0	12.3	97	1677	35.3	6.7	115
RADIO IMPERATIVE		26492	2735	33.6	10.3	103	1200	29.6	4.5	91	3538	34.6	13.4	106	1485	31.2	5.6	95
OUTDOOR-TELEVISION: DUAL		14794	1757	21.6	11.9	118	913	22.5	6.2	123	2001	19.6	13.5	107	1024	21.5	6.9	118
OUTDOOR IMPERATIVE		25437	2331	28.6	9.2	91	1407	34.7	5.5	111	3522	34.4	13.8	110	1638	34.4	6.4	110
TELEVISION IMPERATIVE		27877	3230	39.7	11.6	115	1213	30.0	4.4	87	3426	33.5	12.3	97	1414	29.7	5.1	86
RADIO-TELEVISION: DUAL		15996	2152	26.4	13.5	134	949	23.4	5.9	119	2336	22.8	14.6	116	820	17.2	5.1	87
RADIO IMPERATIVE		25478	2412	29.6	9.5	94	1411	34.8	5.5	111	3216	31.4	12.6	100	1604	33.7	6.3	107
TELEVISION IMPERATIVE		26573	2575	31.6	9.7	96	1236	30.5	4.7	93	3059	29.9	11.5	91	1571	33.0	5.9	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KOOL-AID A '000	KOOL-AID B % DOWN	KOOL-AID C % ACROSS	KOOL-AID D INDX	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	MOTTS A '000	MOTTS B % DOWN	MOTTS C % ACROSS	MOTTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	8137	100.0	10.0	100	4049	100.0	5.0	100	10230	100.0	12.6	100	4757	100.0	5.9	100
ATLANTIC MONTHLY	415	**17	0.2	4.1	41	**19	0.5	4.6	92	**46	0.4	11.1	88	**43	0.9	10.4	176
BARRON'S	453	**101	1.2	22.3	222	**62	1.5	13.7	274	**78	0.8	17.2	136	**14	0.3	3.1	53
BETTER HOMES & GARDENS	16256	1756	21.6	10.8	108	1003	24.8	6.2	123	2403	23.5	14.8	117	1096	23.0	6.7	115
BON APPETIT	2535	*207	2.5	8.2	81	*200	4.9	7.9	158	426	4.2	16.8	133	232	4.9	9.2	156
BUSINESS WEEK	1278	**97	1.2	7.6	76	**121	3.0	9.5	189	*202	2.0	15.8	125	**105	2.2	8.2	140
CAR AND DRIVER	378	**57	0.7	15.1	150	**6	0.1	1.6	32	**47	0.5	12.4	98	**9	0.2	2.4	41
CBS MAGAZINE NETWORK (GROSS)	1498	*246	3.0	16.4	163	**111	2.7	7.4	148	311	3.0	20.8	164	**88	1.8	5.9	100
CHANGING TIMES	1505	*166	2.0	11.0	110	**73	1.8	4.9	97	*198	1.9	13.2	104	*151	3.2	10.0	171
COLONIAL HOMES	1231	*181	2.2	14.7	146	**72	1.8	5.8	117	*195	1.9	15.8	125	**121	2.5	9.8	167
CONDE NAST MAG. PKG. (GROSS)	14146	1803	22.2	12.7	127	855	21.1	6.0	121	2193	21.4	15.5	123	978	20.6	6.9	118
CONSUMERS DIGEST	1323	**119	1.5	9.0	90	**55	1.4	4.2	83	*220	2.2	16.6	132	**133	2.8	10.1	171
COSMOPOLITAN	7102	955	11.7	13.4	134	458	11.3	6.4	129	1043	10.2	14.7	116	406	8.5	5.7	97
COUNTRY LIVING	2481	253	3.1	10.2	101	*127	3.1	5.1	102	372	3.6	15.0	119	*164	3.4	6.6	113
CUISINE	1472	**155	1.9	10.5	105	**93	2.3	6.3	126	*260	2.5	17.7	140	**111	2.3	7.5	128
CYCLE WORLD	425	**79	1.0	18.6	185	**66	1.6	15.5	311	**59	0.6	13.9	110	**20	0.4	4.7	80
DCI:CREATIVE IDEAS FOR LIV	2510	*201	2.5	8.0	80	*119	2.9	4.7	95	350	3.4	13.9	110	*203	4.3	8.1	138
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	522	6.4	7.8	78	273	6.7	4.1	82	994	9.7	14.8	118	374	7.9	5.6	95
DISCOVER	894	**124	1.5	13.9	138	**38	0.9	4.3	85	*179	1.7	20.0	159	**57	1.2	6.4	109
EBONY	3507	723	8.9	20.6	205	*188	4.6	5.4	107	602	5.9	17.2	136	225	4.7	6.4	109
ESQUIRE	1083	*251	3.1	23.2	231	**96	2.4	8.9	177	*218	2.1	20.1	159	**89	1.9	8.2	140
ESSENCE	1830	463	5.7	25.3	252	**85	2.1	4.6	93	346	3.4	18.9	150	**105	2.2	5.7	98
FAMILY CIRCLE	15930	1580	19.4	9.9	99	840	20.7	5.3	105	2282	22.3	14.3	113	1050	22.1	6.6	112
THE FAMILY HANDYMAN	1126	*154	1.9	13.7	136	**94	2.3	8.3	167	*160	1.6	14.2	112	**129	2.7	11.5	195
FAMILY WEEKLY	11468	1195	14.7	10.4	104	507	12.5	4.4	88	1566	15.3	13.7	108	620	13.0	5.4	92
FIELD & STREAM	2234	*254	3.1	11.4	113	**118	2.9	5.3	106	379	3.7	17.0	134	**145	3.0	6.5	110
FOOD & WINE	579	**74	0.9	12.8	127	**40	1.0	6.9	138	**70	0.7	12.1	96	**60	1.3	10.4	176
FORBES	728	**110	1.4	15.1	150	**80	2.0	11.0	220	*172	1.7	23.6	187	**63	1.3	8.7	147
FORTUNE	906	**153	1.9	16.9	168	**130	3.2	14.3	287	*203	2.0	22.4	177	**66	1.4	7.3	124
GENTLEMEN'S QUARTERLY	791	**134	1.6	16.9	169	**121	3.0	15.3	306	*225	2.2	28.4	225	**49	1.0	6.2	105
GLAMOUR	5265	725	8.9	13.8	137	*306	7.6	5.8	116	859	8.4	16.3	129	318	6.7	6.0	103
GOLF DIGEST	636	**59	0.7	9.3	92	**52	1.3	8.2	164	**97	0.9	15.3	121	**45	0.9	7.1	120
GOLF DIGEST/TENNIS (GROSS)	1186	**132	1.6	11.1	111	**60	1.5	5.1	101	*203	2.0	17.1	136	**71	1.5	6.0	102
GOLF MAGAZINE	441	**24	0.3	5.4	54	**29	0.7	6.6	132	**99	1.0	22.4	178	**31	0.7	7.0	120
GOLF MAGAZINE/SKI (GROSS)	922	**57	0.7	6.2	62	**40	1.0	4.3	87	**147	1.4	15.9	126	**73	1.5	7.9	135
GOOD HOUSEKEEPING	16487	1749	21.5	10.6	106	913	22.5	5.5	111	2403	23.5	14.6	115	1183	24.9	7.2	122
HARPER'S BAZAAR	2423	315	3.9	13.0	129	**145	3.6	6.0	120	448	4.4	18.5	146	*175	3.7	7.2	123
HEALTH	1994	351	4.3	17.6	175	**129	3.2	6.5	129	391	3.8	19.6	155	**133	2.8	6.7	114
HEARST MAG CORP. BUY (GROSS)	44101	5187	63.7	11.8	117	2562	63.3	5.8	116	6735	65.8	15.3	121	3027	63.6	6.9	117
HEARST MAN POWER (GROSS)	1993	*278	3.4	13.9	139	**156	3.9	7.8	157	273	2.7	13.7	108	**111	2.3	5.6	95
HEARST WOMAN POWER (GROSS)	31274	3683	45.3	11.8	117	1810	44.7	5.8	116	4683	45.8	15.0	119	2089	43.9	6.7	114
HOUSE BEAUTIFUL	3623	368	4.5	10.2	101	*220	5.4	6.1	121	561	5.5	15.5	123	250	5.3	6.9	117
INC.	283	**74	0.9	26.1	260	**49	1.2	17.3	346	**109	1.1	38.5	305	**55	1.2	19.4	331
JET	2928	625	7.7	21.3	212	*195	4.8	6.7	133	516	5.0	17.6	140	*178	3.7	6.1	103
LADIES' HOME JOURNAL	11918	1381	17.0	11.6	115	661	16.3	5.5	111	1638	16.0	13.7	109	716	15.1	6.0	102
LHJ FAMILY GRP COMBO(GROSS)	16764	2017	24.8	12.0	120	969	23.9	5.8	116	2497	24.4	14.9	118	1036	21.8	6.2	105
LIFE	4254	420	5.2	9.9	98	292	7.2	6.9	137	632	6.2	14.9	118	285	6.0	6.7	114
L.A. TIMES HOME MAGAZINE	1145	**63	0.8	5.5	55	**103	2.5	9.0	180	*238	2.3	20.8	165	**87	1.8	7.6	129
MADEMOISELLE	2884	376	4.6	13.0	130	**121	3.0	4.2	84	394	3.9	13.7	108	*208	4.4	7.2	123
MC CALL'S	13460	1428	17.5	10.6	106	871	21.5	6.5	129	2071	20.2	15.4	122	923	19.4	6.9	117
MC CALL'S/MRK MOTHER (GROSS)	14606	1595	19.6	10.9	109	925	22.8	6.3	127	2390	23.4	16.4	130	1057	22.2	7.2	123
MECHANIX ILLUSTRATED	772	**108	1.3	14.0	139	**100	2.5	13.0	259	**154	1.5	19.9	158	**66	1.4	8.5	146
METROPOLITAN HOME	967	**78	1.0	8.1	80	**92	2.3	9.5	190	*182	1.8	18.8	149	*117	2.5	12.1	206
MONEY	1588	**150	1.8	9.4	94	**176	4.3	11.1	222	*312	3.0	19.6	156	*125	2.6	7.9	134
MOTHER EARTH NEWS	1002	**96	1.2	9.6	95	**62	1.5	6.2	124	**91	0.9	9.1	72	**60	1.3	6.0	102
MS.	825	**119	1.5	14.4	144	**25	0.6	3.0	61	*149	1.5	18.1	143	**74	1.6	9.0	153
NATIONAL ENQUIRER	10336	1468	18.0	14.2	141	585	14.4	5.7	113	1389	13.6	13.4	106	539	11.3	5.2	89
NATIONAL GEOGRAPHIC	9597	834	10.2	8.7	86	711	17.6	7.4	148	1360	13.3	14.2	112	581	12.2	6.1	103
NATIONAL SUNDAY MAGAZINE PKG	49558	4578	56.3	9.2	92	2560	63.2	5.2	103	6566	64.2	13.2	105	3228	67.9	6.5	111
NATURAL HISTORY	573	**38	0.5	6.6	66	**76	1.9	13.3	265	**90	0.9	15.7	124	**70	1.5	12.2	208
NEW WOMAN	1699	*181	2.2	10.7	106	**139	3.4	8.2	164	*228	2.2	13.4	106	**121	2.5	7.1	121
NEW YORK INCLUDING CUE	443	**31	0.4	7.0	70	**14	0.3	3.2	63	**43	0.4	9.7	77	**77	1.6	17.4	296
THE NEW YORKER	1270	**94	1.2	7.4	74	**59	1.5	4.6	93	*205	2.0	16.1	128	*122	2.6	9.6	164
NEWSWEEK	6277	632	7.8	10.1	100	321	7.9	5.1	102	1026	10.0	16.3	129	392	8.2	6.2	106
THE N.Y. TIMES DAILY EDITION	1205	**82	1.0	6.8	68	**58	1.4	4.8	96	*143	1.4	11.9	94	*185	3.9	15.4	261
THE N.Y. TIMES MAGAZINE	2081	**138	1.7	6.6	66	**124	3.1	6.0	119	265	2.6	12.7	101	299	6.3	14.4	245
OMNI	788	**85	1.0	10.8	107	**60	1.5	7.6	152	*159	1.6	20.2	160	**54	1.1	6.9	117
ON CABLE	1158	*200	2.5	17.3	172	**20	0.5	1.7	35	*140	1.4	12.1	96	**58	1.2	5.0	85
1001 HOME IDEAS	2852	285	3.5	10.0	99	*179	4.4	6.3	126	468	4.6	16.4	130	*188	4.0	6.6	112
ORGANIC GARDENING	1658	*158	1.9	9.5	95	**113	2.8	6.8	136	296	2.9	17.9	141	*183	3.8	11.0	188
OUTDOOR LIFE	896	*158	1.9	17.6	176	**69	1.7	7.7	154	*139	1.4	15.5	123	**55	1.2	6.1	105
PARADE MAGAZINE	24275	2312	28.4	9.5	95	1253	30.9	5.2	103	3147	30.8	13.0	103	1636	34.4	6.7	115

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KOOL-AID A '000	KOOL-AID B % DOWN	KOOL-AID C % ACROSS	KOOL-AID D INDX	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	MOTTS A '000	MOTTS B % DOWN	MOTTS C % ACROSS	MOTTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	8137	100.0	10.0	100	4049	100.0	5.0	100	10230	100.0	12.6	100	4757	100.0	5.9	100
PARENTS	3845	503	6.2	13.1	130	*164	4.1	4.3	85	731	7.1	19.0	151	327	6.9	8.5	145
PENTHOUSE	831	**182	2.2	21.9	218	**37	0.9	4.5	89	**155	1.5	18.7	148	**28	0.6	3.4	57
PEOPLE	11645	1224	15.0	10.5	105	555	13.7	4.8	95	1564	15.3	13.4	106	753	15.8	6.5	110
PLAYBOY	2006	310	3.8	15.5	154	**81	2.0	4.0	81	236	2.3	11.8	93	**100	2.1	5.0	85
POPULAR HOT RODDING	297	**68	0.8	22.9	228	**20	0.5	6.7	135	**39	0.4	13.1	104	**13	0.3	4.4	75
POPULAR MECHANICS	1018	**140	1.7	13.8	137	**102	2.5	10.0	200	**149	1.5	14.6	116	**46	1.0	4.5	77
POPULAR SCIENCE	878	**106	1.3	12.1	120	**78	1.9	8.9	178	**132	1.3	15.0	119	**60	1.3	6.8	116
PREVENTION	3913	271	3.3	6.9	69	*244	6.0	6.2	125	690	6.7	17.6	140	345	7.3	8.8	150
PSYCHOLOGY TODAY	1710	*171	2.1	10.0	100	**63	1.6	3.7	74	332	3.2	19.4	154	**96	2.0	5.6	96
READER'S DIGEST	22204	2286	28.1	10.3	102	1269	31.3	5.7	114	2972	29.1	13.4	106	1492	31.4	6.7	114
REDBOOK	7684	979	12.0	12.7	127	440	10.9	5.7	115	1237	12.1	16.1	127	500	10.5	6.5	111
ROAD & TRACK	410	**92	1.1	22.4	223	**25	0.6	6.1	122	**80	0.8	19.5	154	**10	0.2	2.4	42
ROLLING STONE	969	*132	1.6	13.6	136	**29	0.7	3.0	60	*132	1.3	13.6	108	**83	1.7	8.6	146
RUNNER'S WORLD	298	**68	0.8	22.8	227	**8	0.2	2.7	54	**104	1.0	34.9	276	**24	0.5	8.1	137
SATURDAY EVENING POST	1169	*113	1.4	9.7	96	**72	1.8	6.2	123	*157	1.5	13.4	106	**93	2.0	8.0	135
SCIENCE 84	587	**56	0.7	9.5	95	**12	0.3	2.0	41	**60	0.6	10.2	81	**51	1.1	8.7	148
SCIENCE DIGEST	482	**65	0.8	13.5	134	**16	0.4	3.3	66	**66	0.6	13.7	108	**35	0.7	7.3	124
SCIENTIFIC AMERICAN	594	**21	0.3	3.5	35	**33	0.8	5.6	111	**76	0.7	12.8	101	**48	1.0	8.1	138
SELF	2089	304	3.7	14.6	145	*162	4.0	7.8	155	328	3.2	15.7	124	*160	3.4	7.7	130
SEVENTEEN	2411	229	2.8	9.5	95	*134	3.3	5.6	111	396	3.9	16.4	130	*170	3.6	7.1	120
SKI	480	**32	0.4	6.7	66	**11	0.3	2.3	46	**48	0.5	10.0	79	**42	0.9	8.8	149
SMITHSONIAN	2760	*172	2.1	6.2	62	*184	4.5	6.7	133	307	3.0	11.1	88	*161	3.4	5.8	99
SOAP OPERA DIGEST	3013	538	6.6	17.9	178	**95	2.3	3.2	63	416	4.1	13.8	109	*164	3.4	5.4	93
SOUTHERN LIVING	4184	321	3.9	7.7	76	*153	3.8	3.7	73	644	6.3	15.4	122	*171	3.6	4.1	70
SPORT	559	**118	1.5	21.1	210	**35	0.9	6.3	125	**107	1.0	19.1	152	**47	1.0	8.4	143
THE SPORTING NEWS	436	**27	0.3	6.2	62	**34	0.8	7.8	156	**49	0.5	11.2	89	**16	0.3	3.7	62
SPORTS AFIELD	493	**73	0.9	14.8	147	**38	0.9	7.7	154	**58	0.6	11.8	93	**30	0.6	6.1	104
SPORTS ILLUSTRATED	2758	377	4.6	13.7	136	*163	4.0	5.9	118	440	4.3	16.0	126	*150	3.2	5.4	93
STAR	7456	1068	13.1	14.3	143	372	9.2	5.0	100	957	9.4	12.8	102	492	10.3	6.6	112
SUNDAY	24936	2001	24.6	8.0	80	1480	36.6	5.9	119	3102	30.3	12.4	98	1897	39.9	7.6	130
SUNSET	2124	**141	1.7	6.6	66	*152	3.8	7.2	143	396	3.9	18.6	148	**70	1.5	3.3	56
TV GUIDE	21661	2570	31.6	11.9	118	1242	30.7	5.7	115	2840	27.8	13.1	104	1334	28.0	6.2	105
TENNIS	550	**74	0.9	13.5	134	**8	0.2	1.5	29	**106	1.0	19.3	153	**26	0.5	4.7	80
TIME	8880	771	9.5	8.7	86	492	12.2	5.5	111	1440	14.1	16.2	128	736	15.5	8.3	141
TOWN & COUNTRY	917	**103	1.3	11.2	112	**33	0.8	3.6	72	*153	1.5	16.7	132	**75	1.6	8.2	139
TRAVEL & LEISURE	972	**65	0.8	6.7	67	**59	1.5	6.1	121	*101	1.0	10.4	82	**78	1.6	8.0	137
TRUE STORY	3356	715	8.8	21.3	212	*193	4.8	5.8	115	568	5.6	16.9	134	**108	2.3	3.2	55
U.S.NEWS & WORLD REPORT	3410	294	3.6	8.6	86	*195	4.8	5.7	114	518	5.1	15.2	120	278	5.8	8.2	139
USA TODAY	1759	*184	2.3	10.5	104	**121	3.0	6.9	138	261	2.6	14.8	117	*129	2.7	7.3	125
US	1873	*261	3.2	13.9	139	**72	1.8	3.8	77	*213	2.1	11.4	90	*119	2.5	6.4	108
VOGUE	3909	397	4.9	10.2	101	*266	6.6	6.8	136	612	6.0	15.7	124	291	6.1	7.4	127
WALL STREET JOURNAL	1886	*183	2.2	9.7	97	**121	3.0	6.4	128	*260	2.5	13.8	109	*151	3.2	8.0	136
WEIGHT WATCHERS	2120	331	4.1	15.6	155	*174	4.3	8.2	164	362	3.5	17.1	135	*148	3.1	7.0	119
WOMAN'S DAY	14172	1455	17.9	10.3	102	924	22.8	6.5	130	2086	20.4	14.7	117	994	20.9	7.0	119
WORKING MOTHER	1146	*167	2.1	14.6	145	**54	1.3	4.7	94	320	3.1	27.9	221	**134	2.8	11.7	199
WORKING WOMAN	1322	*183	2.2	13.8	138	**45	1.1	3.4	68	*220	2.2	16.6	132	**103	2.2	7.8	133
WORLD TENNIS	*163	**31	0.4	19.0	189	**0	0.0	0.0	0	**58	0.6	35.6	282	**17	0.4	10.4	178
ZIFF-DAVIS MAG NETWK (GROSS)	2532	353	4.3	13.9	139	*126	3.1	5.0	100	448	4.4	17.7	140	*246	5.2	9.7	165
BLAIR INSERTS	43657	3981	48.9	9.1	91	2373	58.6	5.4	109	5775	56.5	13.2	105	3132	65.8	7.2	122
DAILY NEWSPAPERS																	
READ ANY	51633	4864	59.8	9.4	94	2767	68.3	5.4	107	6944	67.9	13.4	106	3268	68.7	6.3	108
READ ONE	43463	4229	52.0	9.7	97	2186	54.0	5.0	101	5909	57.8	13.6	108	2474	52.0	5.7	97
READ TWO OR MORE	8170	635	7.8	7.8	77	580	14.3	7.1	142	1035	10.1	12.7	100	794	16.7	9.7	165
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4960	61.0	9.4	94	2862	70.7	5.4	109	6856	67.0	13.0	103	3505	73.7	6.7	113
READ ONE	46126	4507	55.4	9.8	97	2492	61.5	5.4	108	6041	59.1	13.1	104	3053	64.2	6.6	113
READ TWO OR MORE	6552	452	5.6	6.9	69	371	9.2	5.7	113	815	8.0	12.4	98	452	9.5	6.9	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.38				33.56				27.76				29.26			
30 DAY REACH	71455	7211	88.6	10.1	100	3502	86.5	4.9	98	9122	89.2	12.8	101	4362	91.7	6.1	104
50 SHWG - 30 DAY AV FREQ	14.56	14.99				17.69				14.49				15.34			
30 DAY REACH	67742	6837	84.0	10.1	100	3354	82.8	5.0	99	8747	85.5	12.9	102	4162	87.5	6.1	105
25 SHWG - 30 DAY AV FREQ	7.94	8.18				9.44				7.72				8.27			
30 DAY REACH	62117	6260	76.9	10.1	100	3159	78.0	5.1	102	8208	80.2	13.2	105	3855	81.0	6.2	106
CABLE TV: HOME WIRED	32077	2865	35.2	8.9	89	1765	43.6	5.5	110	4208	41.1	13.1	104	2040	42.9	6.4	108
HOME NOT WIRED	48909	5272	64.8	10.8	107	2284	56.4	4.7	93	6022	58.9	12.3	97	2717	57.1	5.6	95
HAVE PAY CABLE	15935	1631	20.0	10.2	102	931	23.0	5.8	117	2089	20.4	13.1	104	1185	24.9	7.4	127

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	KOOL-AID A '000	KOOL-AID B % DOWN	KOOL-AID C % ACROSS	KOOL-AID D INDX	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	MOTTS A '000	MOTTS B % DOWN	MOTTS C % ACROSS	MOTTS D INDX
TOTAL FEMALE HOMEMAKERS		80986	8137	100.0	10.0	100	4049	100.0	5.0	100	10230	100.0	12.6	100	4757	100.0	5.9	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	4658	57.2	10.6	106	2375	58.7	5.4	108	5853	57.2	13.3	105	2721	57.2	6.2	105
10:00 AM - 3:00 PM		30659	3478	42.7	11.3	113	1765	43.6	5.8	115	4310	42.1	14.1	111	1735	36.5	5.7	96
3:00 PM - 7:00 PM		31045	3249	39.9	10.5	104	1635	40.4	5.3	105	4165	40.7	13.4	106	1922	40.4	6.2	105
7:00 PM - MIDNIGHT		15767	1812	22.3	11.5	114	991	24.5	6.3	126	2111	20.6	13.4	106	953	20.0	6.0	103
MIDNIGHT - 6:00 AM		9120	973	12.0	10.7	106	562	13.9	6.2	123	1215	11.9	13.3	105	525	11.0	5.8	98
6:00 AM - MIDNIGHT		58527	6252	76.8	10.7	106	3122	77.1	5.3	107	7989	78.1	13.7	108	3491	73.4	6.0	102
ENTIRE DAY		59311	6342	77.9	10.7	106	3151	77.8	5.3	106	8115	79.3	13.7	108	3541	74.4	6.0	102
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	1706	21.0	10.5	105	1055	26.1	6.5	130	2455	24.0	15.2	120	906	19.0	5.6	95
ALL NEWS		2256	**142	1.7	6.3	63	**131	3.2	5.8	116	*279	2.7	12.4	98	*187	3.9	8.3	141
AOR/PROGRESSIVE		3874	453	5.6	11.7	116	*163	4.0	4.2	84	583	5.7	15.0	119	272	5.7	7.0	120
BEAUTIFUL MUSIC		5660	480	5.9	8.5	84	283	7.0	5.0	100	784	7.7	13.9	110	467	9.8	8.3	140
BLACK		2204	383	4.7	17.4	173	*161	4.0	7.3	146	384	3.8	17.4	138	*166	3.5	7.5	128
CLASSICAL		1418	**108	1.3	7.6	76	**65	1.6	4.6	92	*210	2.1	14.8	117	**80	1.7	5.6	96
CHR/ROCK		9538	1045	12.8	11.0	109	523	12.9	5.5	110	1221	11.9	12.8	101	649	13.6	6.8	116
COUNTRY		12648	1529	18.8	12.1	120	637	15.7	5.0	101	1536	15.0	12.1	96	477	10.0	3.8	64
GOLDEN OLDIES		1191	**85	1.0	7.1	71	**37	0.9	3.1	62	**129	1.3	10.8	86	**80	1.7	6.7	114
MOR/NOSTALGIA		4757	481	5.9	10.1	101	*161	4.0	3.4	68	766	7.5	16.1	127	*236	5.0	5.0	84
NEWS/TALK		3863	*185	2.3	4.8	48	*229	5.7	5.9	119	503	4.9	13.0	103	282	5.9	7.3	124
RELIGIOUS		3084	*289	3.6	9.4	93	**119	2.9	3.9	77	346	3.4	11.2	89	*211	4.4	6.8	116
SOFT ROCK		521	**40	0.5	7.7	76	**43	1.1	8.3	165	**60	0.6	11.5	91	**53	1.1	10.2	173
URBAN CONTEMPORARY		1585	336	4.1	21.2	211	**49	1.2	3.1	62	264	2.6	16.7	132	**86	1.8	5.4	92
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	415	5.1	12.7	127	**134	3.3	4.1	82	467	4.6	14.3	113	*188	4.0	5.8	98
ABC DIRECTION		2316	*334	4.1	14.4	144	*221	5.5	9.5	191	427	4.2	18.4	146	*136	2.9	5.9	100
ABC ENTERTAINMENT		4834	439	5.4	9.1	90	*179	4.4	3.7	74	602	5.9	12.5	99	*221	4.6	4.6	78
ABC FM		2202	339	4.2	15.4	153	*145	3.6	6.6	132	273	2.7	12.4	98	*148	3.1	6.7	114
ABC INFORMATION		5425	549	6.7	10.1	101	279	6.9	5.1	103	793	7.8	14.6	116	287	6.0	5.3	90
ABC ROCK		1677	*227	2.8	13.5	135	**144	3.6	8.6	172	*295	2.9	17.6	139	*193	4.1	11.5	196
CBS		4430	330	4.1	7.4	74	314	7.8	7.1	142	600	5.9	13.5	107	279	5.9	6.3	107
MUTUAL		4992	583	7.2	11.7	116	384	9.5	7.7	154	789	7.7	15.8	125	*284	6.0	5.7	97
NBC		4679	514	6.3	11.0	109	*305	7.5	6.5	130	634	6.2	13.5	107	385	8.1	8.2	140
RADIORADIO		1994	*170	2.1	8.5	85	**119	2.9	6.0	119	251	2.5	12.6	100	*171	3.6	8.6	146
RKO ONE		2298	211	2.6	9.2	91	**81	2.0	3.5	71	267	2.6	11.6	92	*121	2.5	5.3	90
RKO TWO		3311	328	4.0	9.9	99	**124	3.1	3.7	75	444	4.3	13.4	106	*182	3.8	5.5	94
THE SOURCE		2114	*293	3.6	13.9	138	**161	4.0	7.6	152	*247	2.4	11.7	92	**112	2.4	5.3	90
NON-WIRED : BLAIR		8654	934	11.5	10.8	107	399	9.9	4.6	92	1213	11.9	14.0	111	443	9.3	5.1	87
INTERNET		12025	1594	19.6	13.3	132	616	15.2	5.1	102	1944	19.0	16.2	128	701	14.7	5.8	99
KATZ RADIO GROUP		15359	1441	17.7	9.4	93	959	23.7	6.2	125	2011	19.7	13.1	104	1094	23.0	7.1	121
SUPERNET		10628	1239	15.2	11.7	116	606	15.0	5.7	114	1551	15.2	14.6	116	623	13.1	5.9	100
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		8659	953	11.7	11.0	110	552	13.6	6.4	128	1140	11.1	13.2	104	473	9.9	5.5	93
WKDAY 9:00 AM - 1:00 PM		12163	1549	19.0	12.7	127	662	16.3	5.4	109	1681	16.4	13.8	109	623	13.1	5.1	87
WKDAY 1:00 PM - 4:30 PM		16150	2126	26.1	13.2	131	838	20.7	5.2	104	2116	20.7	13.1	104	848	17.8	5.3	89
WKDAY 4:30 PM - 7:30 PM		22463	2370	29.1	10.6	105	1124	27.8	5.0	100	2762	27.0	12.3	97	1219	25.6	5.4	92
WKDAY 7:30 PM - 8:00 PM		31795	3371	41.4	10.6	106	1618	40.0	5.1	102	3934	38.5	12.4	98	1792	37.7	5.6	96
WKDAY 11:00 PM - 11:30 PM		23977	2828	34.8	11.8	117	1309	32.3	5.5	109	3058	29.9	12.8	101	1414	29.7	5.9	100
WKDAY 11:30 PM - 1:00 AM		7703	1028	12.6	13.3	133	394	9.7	5.1	102	1025	10.0	13.3	105	482	10.1	6.3	107
M-SAT 8-11 PM+SUN 7-11 PM		33800	3626	44.6	10.7	107	1753	43.3	5.2	104	4281	41.8	12.7	100	1992	41.9	5.9	100
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	942	11.6	14.4	143	369	9.1	5.6	113	834	8.2	12.8	101	408	8.6	6.2	106
ANOTHER WORLD	N	4620	622	7.6	13.5	134	230	5.7	5.0	100	569	5.6	12.3	97	230	4.8	5.0	85
AS THE WORLD TURNS	C	5614	673	8.3	12.0	119	340	8.4	6.1	121	702	6.9	12.5	99	252	5.3	4.5	76
CAPITOL	C	3396	484	5.9	14.3	142	190	4.7	5.6	112	489	4.8	14.4	114	157	3.3	4.6	79
CBS MORN. NEWS 1	C	1446	144	1.8	10.0	99	*88	2.2	6.1	122	149	1.5	10.3	82	*56	1.2	3.9	66
CBS MORN. NEWS 2	C	1207	101	1.2	8.4	83	*53	1.3	4.4	88	149	1.5	12.3	98	*54	1.1	4.5	76
DAYS OF OUR LIVES	N	5877	914	11.2	15.6	155	311	7.7	5.3	106	815	8.0	13.9	110	312	6.6	5.3	90
FACTS OF LIFE - DAYTIME	N	2290	211	2.6	9.2	92	*110	2.7	4.8	96	281	2.7	12.3	97	*79	1.7	3.4	59
FAMILY FEUD	A	3023	381	4.7	12.6	125	165	4.1	5.5	109	361	3.5	11.9	95	*116	2.4	3.8	65
GENERAL HOSPITAL	A	6097	786	9.7	12.9	128	231	5.7	3.8	76	812	7.9	13.3	105	286	6.0	4.7	80
GOOD MORNING, AMERICA-730	A	3515	362	4.4	10.3	103	198	4.9	5.6	113	471	4.6	13.4	106	280	5.9	8.0	136
GOOD MORNING, AMERICA-830	A	2818	288	3.5	10.2	102	176	4.3	6.2	125	387	3.8	13.7	109	178	3.7	6.3	108
GUIDING LIGHT	C	5339	760	9.3	14.2	142	366	9.0	6.9	137	669	6.5	12.5	99	260	5.5	4.9	83
ONE LIFE TO LIVE	A	4478	687	8.4	15.3	153	182	4.5	4.1	81	590	5.8	13.2	104	210	4.4	4.7	80
PRESS YOUR LUCK	C	2244	257	3.2	11.5	114	*129	3.2	5.7	115	279	2.7	12.4	98	153	3.2	6.8	116
PRICE IS RIGHT 1	C	4348	549	6.7	12.6	126	277	6.8	6.4	127	524	5.1	12.1	95	261	5.5	6.0	102
PRICE IS RIGHT 2	C	5014	655	8.0	13.1	130	304	7.5	6.1	121	621	6.1	12.4	98	349	7.3	7.0	118
RYAN'S HOPE	A	3150	398	4.9	12.6	126	145	3.6	4.6	92	396	3.9	12.6	100	220	4.6	7.0	119
SALE OF THE CENTURY	N	2695	223	2.7	8.3	82	*88	2.2	3.3	65	380	3.7	14.1	112	*106	2.2	3.9	67
SEARCH FOR TOMORROW	N	2319	311	3.8	13.4	133	*84	2.1	3.6	72	288	2.8	12.4	98	*98	2.1	4.2	72
TODAY SHOW 1	N	2693	231	2.8	8.6	85	*171	4.2	6.3	127	304	3.0	11.3	89	*101	2.1	3.8	64
TODAY SHOW 2	N	2498	214	2.6	8.6	85	*110	2.7	4.4	88	251	2.5	10.0	80	*109	2.3	4.4	74
$25,000 PYRAMID	C	2753	353	4.3	12.8	128	128	3.2	4.6	93	388	3.8	14.1	112	138	2.9	5.0	85
WHEEL OF FORTUNE	N	4388	515	6.3	11.7	117	286	7.1	6.5	130	638	6.2	14.5	115	210	4.4	4.8	81
YOUNG AND THE RESTLESS	C	5695	799	9.8	14.0	140	377	9.3	6.6	132	704	6.9	12.4	98	243	5.1	4.3	73
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1760	*146	1.8	8.3	83	*110	2.7	6.3	125	254	2.5	14.4	114	*85	1.8	4.8	82
NBA PLAYOFF GAME -1	C	1136	*123	1.5	10.8	108	**44	1.1	3.9	77	154	1.5	13.6	107	**45	0.9	4.0	67
NBC MAJOR LEAGUE PRE-GAME	N	953	**69	0.8	7.2	72	**62	1.5	6.5	130	**65	0.6	6.8	54	**38	0.8	4.0	68
SPORTSWORLD - SUN	N	1233	*202	2.5	16.4	163	**68	1.7	5.5	110	*148	1.4	12.0	95	**69	1.5	5.6	95
SUNDAY MORNING	C	1611	*119	1.5	7.4	74	**53	1.3	3.3	66	163	1.6	10.1	80	**56	1.2	3.5	59

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	KOOL-AID A '000	KOOL-AID B % ACROSS DOWN	KOOL-AID C %	KOOL-AID D INDX	LIBBY'S A '000	LIBBY'S B % ACROSS DOWN	LIBBY'S C %	LIBBY'S D INDX	MINUTE MAID A '000	MINUTE MAID B % ACROSS DOWN	MINUTE MAID C %	MINUTE MAID D INDX	MOTTS A '000	MOTTS B % ACROSS DOWN	MOTTS C %	MOTTS D INDX
TOTAL FEMALE HOMEMAKERS		80986	8137	100.0	10.0	100	4049	100.0	5.0	100	10230	100.0	12.6	100	4757	100.0	5.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2583	31.7	9.9	99	1388	34.3	5.3	107	3088	30.2	11.8	94	1317	27.7	5.1	86
NETWORK AFFILIATES - LATE		20261	2270	27.9	11.2	112	1107	27.3	5.5	109	2580	25.2	12.7	101	1146	24.1	5.7	96
INDEPENDENTS - LATE		2076	193	2.4	9.3	93	*121	3.0	5.8	117	268	2.6	12.9	102	155	3.3	7.5	127
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1477	18.2	14.1	141	460	11.4	4.4	88	1298	12.7	12.4	98	576	12.1	5.5	94
ABC MONDAY NIGHT MOVIE	A	6412	646	7.9	10.1	100	310	7.7	4.8	97	871	8.5	13.6	108	432	9.1	6.7	115
ABC SUNDAY NIGHT MOVIE	A	12407	1185	14.6	9.6	95	549	13.6	4.4	89	1447	14.1	11.7	92	716	15.1	5.8	98
ABC WORLD NEWS TONIGHT	A	6176	518	6.4	8.4	83	312	7.7	5.1	101	835	8.2	13.5	107	289	6.1	4.7	80
AFTERMASH	C	5863	633	7.8	10.8	107	*511	12.6	8.7	174	760	7.4	13.0	103	388	8.2	6.6	113
ALICE	C	9594	966	11.9	10.1	100	548	13.5	5.7	114	1134	11.1	11.8	94	648	13.6	6.8	115
AMERICAN PARADE	C	6622	583	7.2	8.8	88	439	10.8	6.6	133	878	8.6	13.3	105	299	6.3	4.5	77
BENSON	A	10886	955	11.7	8.8	87	529	13.1	4.9	97	1341	13.1	12.3	98	717	15.1	6.6	112
BLUE THUNDER	A	5036	605	7.4	12.0	120	*191	4.7	3.8	76	754	7.4	15.0	119	230	4.8	4.6	78
CAGNEY & LACEY	C	9965	997	12.3	10.0	100	649	16.0	6.5	130	1344	13.1	13.5	107	614	12.9	6.2	105
CBS EVENING NEWS-DEAN	C	3491	*163	2.0	4.7	46	**151	3.7	4.3	87	385	3.8	11.0	87	*258	5.4	7.4	126
CBS EVENING NEWS-RATHER	C	7123	687	8.4	9.6	96	382	9.4	5.4	107	904	8.8	12.7	100	382	8.0	5.4	91
CBS SAT. NEWS-SCHIEFFER	C	3621	211	2.6	5.8	58	215	5.3	5.9	119	414	4.0	11.4	91	162	3.4	4.5	76
CBS SATURDAY NIGHT MOVIE	C	5436	565	6.9	10.4	103	260	6.4	4.8	96	596	5.8	11.0	87	327	6.9	6.0	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	662	8.1	10.9	108	366	9.0	6.0	120	808	7.9	13.2	105	264	5.5	4.3	74
CHEERS	N	8889	1109	13.6	12.5	124	506	12.5	5.7	114	1403	13.7	15.8	125	630	13.2	7.1	121
DALLAS	C	22109	2259	27.8	10.2	102	1402	34.6	6.3	127	3024	29.6	13.7	108	1303	27.4	5.9	100
DIFF'RENT STROKES	N	6940	847	10.4	12.2	121	348	8.6	5.0	100	929	9.1	13.4	106	335	7.0	4.8	82
DOUBLE TROUBLE	N	7223	943	11.6	13.1	130	390	9.6	5.4	108	956	9.3	13.2	105	356	7.5	4.9	84
DUCK FACTORY	N	5595	723	8.9	12.9	129	*218	5.4	3.9	78	948	9.3	16.9	134	404	8.5	7.2	123
DUKES OF HAZZARD	C	5768	777	9.5	13.5	134	278	6.9	4.8	96	624	6.1	10.8	86	288	6.1	5.0	85
DYNASTY	A	20053	2250	27.7	11.2	112	927	22.9	4.6	92	2555	25.0	12.7	101	1205	25.3	6.0	102
FACTS OF LIFE	N	8087	958	11.8	11.8	118	477	11.8	5.9	118	1063	10.4	13.1	104	407	8.6	5.0	86
FALCON CREST	C	20046	2057	25.3	10.3	102	1170	28.9	5.8	117	2576	25.2	12.9	102	1118	23.5	5.6	95
FALL GUY	A	9084	1268	15.6	14.0	139	435	10.7	4.8	96	1124	11.0	12.4	98	486	10.2	5.4	91
FAMILY TIES	N	7964	1138	14.0	14.3	142	*370	9.1	4.6	93	1185	11.6	14.9	118	493	10.4	6.2	105
FANTASY ISLAND	A	7687	748	9.2	9.7	97	321	7.9	4.2	84	990	9.7	12.9	102	442	9.3	5.7	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	1009	12.4	11.4	113	459	11.3	5.2	104	1114	10.9	12.6	100	513	10.8	5.8	99
FOUR SEASONS	C	5095	662	8.1	13.0	129	*412	10.2	8.1	162	739	7.2	14.5	115	*357	7.5	7.0	119
GIMME A BREAK	N	8838	1239	15.2	14.0	140	437	10.8	4.9	99	1282	12.5	14.5	115	543	11.4	6.1	105
HART TO HART	A	8978	1056	13.0	11.8	117	413	10.2	4.6	92	1275	12.5	14.2	112	437	9.2	4.9	83
HILL STREET BLUES	N	8590	997	12.3	11.6	116	492	12.2	5.7	115	1158	11.3	13.5	107	634	13.3	7.4	126
HOTEL	A	14085	1731	21.3	12.3	122	747	18.4	5.3	106	1751	17.1	12.4	98	865	18.2	6.1	105
JEFFERSONS	C	9360	992	12.2	10.6	105	563	13.9	6.0	120	1067	10.4	11.4	90	549	11.5	5.9	100
JENNIFER SLEPT HERE	N	5841	766	9.4	13.1	131	*350	8.6	6.0	120	800	7.8	13.7	108	336	7.1	5.8	98
KATE & ALLIE	C	9206	873	10.7	9.5	94	557	13.8	6.1	121	1166	11.4	12.7	100	596	12.5	6.5	110
KNIGHT RIDER	N	7076	727	8.9	10.3	102	303	7.5	4.3	86	986	9.6	13.9	110	406	8.5	5.7	98
LOVE BOAT	A	12219	1140	14.0	9.3	93	532	13.1	4.4	87	1471	14.4	12.0	95	601	12.6	4.9	84
MAGNUM PI	C	11199	1287	15.8	11.5	114	544	13.4	4.9	97	1213	11.9	10.8	86	652	13.7	5.8	99
MAMA'S FAMILY	N	6057	760	9.3	12.5	125	*275	6.8	4.5	91	742	7.3	12.3	97	360	7.6	5.9	101
MASTER, THE	N	3598	478	5.9	13.3	132	*186	4.6	5.2	103	568	5.6	15.8	125	*186	3.9	5.2	88
MATT HOUSTON	A	6344	765	9.4	12.1	120	283	7.0	4.5	89	922	9.0	14.5	115	372	7.8	5.9	100
NBC MONDAY NIGHT MOVIE	N	11994	1509	18.5	12.6	125	551	13.6	4.6	92	1649	16.1	13.7	109	604	12.7	5.0	86
NBC NIGHTLY NEWS	N	5132	550	6.8	10.7	107	255	6.3	5.0	99	552	5.4	10.8	85	295	6.2	5.7	98
NBC NIGHTLY NEWS-SAT	N	3375	*305	3.7	9.0	90	*216	5.3	6.4	128	314	3.1	9.3	74	*236	5.0	7.0	119
NBC NIGHTLY NEWS-SUN	N	3130	*208	2.6	6.6	66	*214	5.3	6.8	137	304	3.0	9.7	77	*206	4.3	6.6	112
NBC SUNDAY NIGHT MOVIE	N	8284	963	11.8	11.6	116	*340	8.4	4.1	82	1153	11.3	13.9	110	522	11.0	6.3	107
NEWHART	C	9240	949	11.7	10.3	102	490	12.1	5.3	106	1163	11.4	12.6	100	612	12.9	6.6	113
ONE DAY AT A TIME	C	7288	725	8.9	9.9	99	405	10.0	5.6	111	973	9.5	13.4	106	458	9.6	6.3	107
PEOPLE ARE FUNNY	N	4855	608	7.5	12.5	125	*232	5.7	4.8	96	679	6.6	14.0	111	*263	5.5	5.4	92
REAL PEOPLE	N	8869	977	12.0	11.0	110	501	12.4	5.6	113	1087	10.6	12.3	97	465	9.8	5.2	89
REMINGTON STEELE	N	7743	817	10.0	10.6	105	387	9.6	5.0	100	1034	10.1	13.4	106	399	8.4	5.2	88
RIPLEY'S BELIEVE IT - NOT	A	5345	595	7.3	11.1	111	*266	6.6	5.0	100	782	7.6	14.6	116	308	6.5	5.8	98
RIPTIDE	N	6988	812	10.0	11.6	116	300	7.4	4.3	86	933	9.1	13.4	106	344	7.2	4.9	84
SCARECROW & MRS. KING	C	10002	929	11.4	9.3	92	541	13.4	5.4	108	1170	11.4	11.7	93	643	13.5	6.4	109
SIMON & SIMON	C	10638	1259	15.5	11.8	118	650	16.1	6.1	122	1281	12.5	12.0	95	581	12.2	5.5	93
60 MINUTES	C	13293	967	11.9	7.3	72	777	19.2	5.8	117	1543	15.1	11.6	92	875	18.4	6.6	112
ST. ELSEWHERE	N	7017	911	11.2	13.0	129	365	9.0	5.2	104	1075	10.5	15.3	121	351	7.4	5.0	85
THREE'S COMPANY	A	10917	1260	15.5	11.5	115	577	14.3	5.3	106	1502	14.7	13.8	109	606	12.7	5.6	95
T.J. HOOKER	A	9204	977	12.0	10.6	106	484	12.0	5.3	105	1035	10.1	11.2	89	482	10.1	5.2	89
TONIGHT SHOW	N	2372	266	3.3	11.2	112	94	2.3	4.0	79	350	3.4	14.8	117	135	2.8	5.7	97
TRAPPER JOHN, M.D.	C	9846	1099	13.5	11.2	111	514	12.7	5.2	104	1161	11.3	11.8	93	678	14.3	6.9	117
TV BLOOPERS & PRAC. JOKES	N	9105	863	10.6	9.5	94	462	11.4	5.1	101	1219	11.9	13.4	106	497	10.4	5.5	93
20/20	A	9387	842	10.3	9.0	89	572	14.1	6.1	122	1312	12.8	14.0	111	514	10.8	5.5	93
WEBSTER	A	11067	1039	12.8	9.4	93	585	14.4	5.3	106	1328	13.0	12.0	95	692	14.5	6.3	106
WORLD NEWS - SUN	A	3062	*241	3.0	7.9	78	**161	4.0	5.3	105	317	3.1	10.4	82	*169	3.6	5.5	94
YELLOW ROSE	N	4978	694	8.5	13.9	139	*286	7.1	5.7	115	628	6.1	12.6	100	232	4.9	4.7	79
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	889	10.9	10.0	100	*428	10.6	4.8	96	1043	10.2	11.7	93	*462	9.7	5.2	89
BASKETBALL - COLLEGE GAMES		4080	*490	6.0	12.0	120	**181	4.5	4.4	89	681	6.7	16.7	132	**243	5.1	6.0	101
BASKETBALL - PRO GAMES		3607	*486	6.0	13.5	134	**266	6.6	7.4	148	573	5.6	15.9	126	**174	3.7	4.8	82
BOWLING		3883	561	6.9	14.4	144	**242	6.0	6.2	125	575	5.6	14.8	117	**142	3.0	3.7	62
BOXING		3928	642	7.9	16.3	163	**201	5.0	5.1	102	650	6.4	16.5	131	**282	5.9	7.2	122
FOOTBALL - COLLEGE GAMES		6366	702	8.6	11.0	110	*336	8.3	5.3	106	885	8.7	13.9	110	*349	7.3	5.5	93
FOOTBALL - PRO GAMES		11300	1313	16.1	11.6	116	*584	14.4	5.2	103	1835	17.9	16.2	129	736	15.5	6.5	111
GOLF		3378	*311	3.8	9.2	92	**234	5.8	6.9	139	532	5.2	15.7	125	**184	3.9	5.4	93
POST-SEASON COLL. FOOTBALL		4906	543	6.7	11.1	110	*340	8.4	6.9	139	745	7.3	15.2	120	*274	5.8	5.6	95
POST-SEASON PRO FOOTBALL		6120	807	9.9	13.2	131	*311	7.7	5.1	102	1054	10.3	17.2	136	*421	8.9	6.9	117
TENNIS		3033	*291	3.6	9.6	95	**109	2.7	3.6	72	*334	3.3	11.0	87	**213	4.5	7.0	120
WRESTLING - PROFESSIONAL		3344	630	7.7	18.8	188	**181	4.5	5.4	108	517	5.1	15.5	122	**226	4.8	6.8	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	REALEMON A '000	REALEMON B % DOWN	REALEMON C % ACROSS	REALEMON D INDX	SENECA A '000	SENECA B % DOWN	SENECA C % ACROSS	SENECA D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX
TOTAL FEMALE HOMEMAKERS	80986	14257	100.0	17.6	100	4605	100.0	5.7	100	5147	100.0	6.4	100	4769	100.0	5.9	100
18 - 24	9282	927	6.5	10.0	57	**327	7.1	3.5	62	*551	10.7	5.9	93	*404	8.5	4.4	74
25 - 34	19072	3450	24.2	18.1	103	897	19.5	4.7	83	1978	38.4	10.4	163	1408	29.5	7.4	125
35 - 44	14591	2510	17.6	17.2	98	991	21.5	6.8	119	1094	21.3	7.5	118	965	20.2	6.6	112
45 - 54	11345	2179	15.3	19.2	109	720	15.6	6.3	112	*526	10.2	4.6	73	784	16.4	6.9	117
55 - 64	11635	2502	17.5	21.5	122	838	18.2	7.2	127	*533	10.4	4.6	72	707	14.8	6.1	103
65 OR OLDER	15061	2689	18.9	17.9	101	833	18.1	5.5	97	*465	9.0	3.1	49	501	10.5	3.3	56
18 - 34	28354	4377	30.7	15.4	88	1224	26.6	4.3	76	2530	49.2	8.9	140	1812	38.0	6.4	109
18 - 49	48339	8017	56.2	16.6	94	2614	56.8	5.4	95	3930	76.4	8.1	128	3137	65.8	6.5	110
25 - 54	45008	8140	57.1	18.1	103	2608	56.6	5.8	102	3598	69.9	8.0	126	3157	66.2	7.0	119
35 - 49	19985	3639	25.5	18.2	103	1390	30.2	7.0	122	1401	27.2	7.0	110	1325	27.8	6.6	113
50 OR OLDER	32647	6241	43.8	19.1	109	1991	43.2	6.1	107	1217	23.6	3.7	59	1632	34.2	5.0	85
GRADUATED COLLEGE	11155	2920	20.5	26.2	149	897	19.5	8.0	141	1056	20.5	9.5	149	1070	22.4	9.6	163
ATTENDED COLLEGE	13682	2919	20.5	21.3	121	988	21.5	7.2	127	1100	21.4	8.0	127	1138	23.9	8.3	141
GRADUATED HIGH SCHOOL	33880	5788	40.6	17.1	97	1889	41.0	5.6	98	2090	40.6	6.2	97	1683	35.3	5.0	84
DID NOT GRADUATE HIGH SCHOOL	22270	2631	18.5	11.8	67	830	18.0	3.7	66	902	17.5	4.1	64	879	18.4	3.9	67
EMPLOYED	40306	8034	56.4	19.9	113	2372	51.5	5.9	103	2698	52.4	6.7	105	2588	54.3	6.4	109
EMPLOYED FULL-TIME	32850	6522	45.7	19.9	113	2005	43.5	6.1	107	2097	40.7	6.4	100	2206	46.3	6.7	114
EMPLOYED PART-TIME	7456	1512	10.6	20.3	115	*368	8.0	4.9	87	601	11.7	8.1	127	*382	8.0	5.1	87
NOT EMPLOYED	40680	6223	43.6	15.3	87	2232	48.5	5.5	96	2449	47.6	6.0	95	2181	45.7	5.4	91
PROFESSIONAL/MANAGER	10392	2624	18.4	25.3	143	789	17.1	7.6	134	798	15.5	7.7	121	900	18.9	8.7	147
TECH/CLERICAL/SALES	17574	3579	25.1	20.4	116	1001	21.7	5.7	100	1333	25.9	7.6	119	1049	22.0	6.0	101
PRECISION/CRAFT	985	**193	1.4	19.6	111	**52	1.1	5.3	93	**61	1.2	6.2	97	**73	1.5	7.4	126
OTHER EMPLOYED	11354	1638	11.5	14.4	82	*530	11.5	4.7	82	*507	9.9	4.5	70	567	11.9	5.0	85
SINGLE	9863	1580	11.1	16.0	91	491	10.7	5.0	88	495	9.6	5.0	79	579	12.1	5.9	100
MARRIED	51375	9489	66.6	18.5	105	3076	66.8	6.0	105	3946	76.7	7.7	121	3339	70.0	6.5	110
DIVORCED/SEPARATED/WIDOWED	19748	3188	22.4	16.1	92	1038	22.5	5.3	92	705	13.7	3.6	56	852	17.9	4.3	73
PARENTS	32590	5180	36.3	15.9	90	1875	40.7	5.8	101	3114	60.5	9.6	150	2100	44.0	6.4	109
WHITE	70416	13242	92.9	18.8	107	4127	89.6	5.9	103	4618	89.7	6.6	103	4148	87.0	5.9	100
BLACK	8778	807	5.7	9.2	52	*434	9.4	4.9	87	*397	7.7	4.5	71	441	9.2	5.0	85
OTHER	1791	**209	1.5	11.7	66	**44	1.0	2.5	43	**132	2.6	7.4	116	**181	3.8	10.1	172
NORTHEAST-CENSUS	17786	4067	28.5	22.9	130	1150	25.0	6.5	114	1456	28.3	8.2	129	889	18.6	5.0	85
NORTH CENTRAL	20741	3693	25.9	17.8	101	1405	30.5	6.8	119	1103	21.4	5.3	84	947	19.9	4.6	78
SOUTH	27775	3257	22.8	11.7	67	1282	27.8	4.6	81	1298	25.2	4.7	74	815	17.1	2.9	50
WEST	14683	3240	22.7	22.1	125	768	16.7	5.2	92	1290	25.1	8.8	138	2118	44.4	14.4	245
NORTHEAST-MKTG.	17961	3746	26.3	20.9	118	1139	24.7	6.3	112	1320	25.6	7.3	116	737	15.5	4.1	70
EAST CENTRAL	11885	2112	14.8	17.8	101	691	15.0	5.8	102	728	14.1	6.1	96	843	17.7	7.1	120
WEST CENTRAL	14090	2741	19.2	19.5	111	1033	22.4	7.3	129	784	15.2	5.6	88	*386	8.1	2.7	47
SOUTH	24081	2857	20.0	11.9	67	1142	24.8	4.7	83	1110	21.6	4.6	73	773	16.2	3.2	55
PACIFIC	12969	2801	19.6	21.6	123	*600	13.0	4.6	81	1205	23.4	9.3	146	2031	42.6	15.7	266
COUNTY SIZE A	32439	6046	42.4	18.6	106	1835	39.8	5.7	99	2106	40.9	6.5	102	2388	50.1	7.4	125
COUNTY SIZE B	24915	4409	30.9	17.7	101	1457	31.6	5.8	103	1724	33.5	6.9	109	1318	27.6	5.3	90
COUNTY SIZE C	12930	2537	17.8	19.6	111	733	15.9	5.7	100	848	16.5	6.6	103	706	14.8	5.5	93
COUNTY SIZE D	10703	1266	8.9	11.8	67	580	12.6	5.4	95	*469	9.1	4.4	69	*358	7.5	3.3	57
METRO CENTRAL CITY	24518	4018	28.2	16.4	93	1470	31.9	6.0	105	1741	33.8	7.1	112	1813	38.0	7.4	126
METRO SUBURBAN	35919	7236	50.8	20.1	114	2034	44.2	5.7	100	2328	45.2	6.5	102	2191	45.9	6.1	104
NON METRO	20549	3004	21.1	14.6	83	1101	23.9	5.4	94	1079	21.0	5.3	83	766	16.1	3.7	63
TOP 5 ADI'S	18341	3728	26.1	20.3	115	1187	25.8	6.5	114	1182	23.0	6.4	101	1378	28.9	7.5	128
TOP 10 ADI'S	25378	4994	35.0	19.7	112	1449	31.5	5.7	100	1431	27.8	5.6	89	1923	40.3	7.6	129
TOP 20 ADI'S	36488	6926	48.6	19.0	108	2049	44.5	5.6	99	2419	47.0	6.6	104	2814	59.0	7.7	131
HSHLD INC. $50,000 OR MORE	6612	1533	10.8	23.2	132	*569	12.4	8.6	151	*443	8.6	6.7	105	*828	17.4	12.5	213
$40,000 OR MORE	12659	2973	20.9	23.5	133	1047	22.7	8.3	145	985	19.1	7.8	122	1222	25.6	9.7	164
$30,000 OR MORE	24698	5699	40.0	23.1	131	1727	37.5	7.0	123	1908	37.1	7.7	122	2035	42.7	8.2	140
$25,000 OR MORE	32077	7183	50.4	22.4	127	2278	49.5	7.1	125	2533	49.2	7.9	124	2505	52.5	7.8	133
$20,000 - $24,999	9144	1722	12.1	18.8	107	671	14.6	7.3	129	577	11.2	6.3	99	*491	10.3	5.4	91
$15,000 - $19,999	8728	1509	10.6	17.3	98	*468	10.2	5.4	94	*574	11.2	6.6	103	472	9.9	5.4	92
$10,000 - $14,999	12562	1767	12.4	14.1	80	567	12.3	4.5	79	819	15.9	6.5	103	675	14.2	5.4	91
UNDER $10,000	18475	2076	14.6	11.2	64	621	13.5	3.4	59	644	12.5	3.5	55	626	13.1	3.4	58
HOUSEHOLD OF 1 PERSON	11987	2086	14.6	17.4	99	528	11.5	4.4	77	*326	6.3	2.7	43	540	11.3	4.5	77
2 PEOPLE	26577	4928	34.6	18.5	105	1689	36.7	6.4	112	1315	25.5	4.9	78	1652	34.6	6.2	106
3 OR 4 PEOPLE	30617	5633	39.5	18.4	105	1551	33.7	5.1	89	2423	47.1	7.9	125	1725	36.2	5.6	96
5 OR MORE PEOPLE	11804	1611	11.3	13.6	78	837	18.2	7.1	125	1084	21.1	9.2	144	852	17.9	7.2	123
NO CHILD IN HSHLD	46165	8742	61.3	18.9	108	2646	57.5	5.7	101	1895	36.8	4.1	65	2482	52.0	5.4	91
CHILD(REN) UNDER 2 YRS	5325	720	5.1	13.5	77	**234	5.1	4.4	77	727	14.1	13.7	215	*363	7.6	6.8	116
2 - 5 YEARS	14221	2112	14.8	14.9	84	727	15.8	5.1	90	1953	37.9	13.7	216	970	20.3	6.8	116
6 - 11 YEARS	15117	2254	15.8	14.9	85	856	18.6	5.7	100	1453	28.2	9.6	151	1021	21.4	6.8	115
12 - 17 YEARS	16611	2672	18.7	16.1	91	1091	23.7	6.6	116	1020	19.8	6.1	97	981	20.6	5.9	100
RESIDENCE OWNED	55884	10615	74.5	19.0	108	3687	80.1	6.6	116	3716	72.2	6.6	105	3502	73.4	6.3	106
VALUE: $50,000 OR MORE	31744	6862	48.1	21.6	123	2248	48.8	7.1	125	2428	47.2	7.6	120	2480	52.0	7.8	133
VALUE: UNDER $50,000	24140	3754	26.3	15.6	88	1440	31.3	6.0	105	1288	25.0	5.3	84	1022	21.4	4.2	72

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0499
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		TOTAL U.S. '000	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	REALEMON A '000	REALEMON B % DOWN	REALEMON C % ACROSS	REALEMON D INDX	SENECA A '000	SENECA B % DOWN	SENECA C % ACROSS	SENECA D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX
TOTAL FEMALE HOMEMAKERS		80986	14257	100.0	17.6	100	4605	100.0	5.7	100	5147	100.0	6.4	100	4769	100.0	5.9	100
MAGAZINES	QUINTILE 1	15799	3912	27.4	24.8	141	1098	23.8	6.9	122	1090	21.2	6.9	109	1050	22.0	6.6	113
	QUINTILE 2	17259	3452	24.2	20.0	114	1239	26.9	7.2	126	1260	24.5	7.3	115	1250	26.2	7.2	123
	QUINTILE 3	13545	2601	18.2	19.2	109	802	17.4	5.9	104	1037	20.1	7.7	120	847	17.8	6.3	106
	QUINTILE 4	15133	2116	14.8	14.0	79	665	14.4	4.4	77	978	19.0	6.5	102	910	19.1	6.0	102
	QUINTILE 5	19250	2177	15.3	11.3	64	800	17.4	4.2	73	783	15.2	4.1	64	713	15.0	3.7	63
NEWSPAPERS	QUINTILE 1	12413	2747	19.3	22.1	126	807	17.5	6.5	114	736	14.3	5.9	93	801	16.8	6.5	110
	QUINTILE 2	24116	4569	32.0	18.9	108	1551	33.7	6.4	113	1639	31.8	6.8	107	1501	31.5	6.2	106
	QUINTILE 3	11261	2079	14.6	18.5	105	785	17.0	7.0	123	688	13.4	6.1	96	826	17.3	7.3	125
	QUINTILE 4	20255	3459	24.3	17.1	97	985	21.4	4.9	86	1421	27.6	7.0	110	1054	22.1	5.2	88
	QUINTILE 5	12940	1403	9.8	10.8	62	*477	10.4	3.7	65	*664	12.9	5.1	81	588	12.3	4.5	77
OUTDOOR	QUINTILE 1	14852	3083	21.6	20.8	118	894	19.4	6.0	106	876	17.0	5.9	93	934	19.6	6.3	107
	QUINTILE 2	15725	2634	18.5	16.8	95	1016	22.1	6.5	114	1206	23.4	7.7	121	1018	21.3	6.5	110
	QUINTILE 3	16330	2967	20.8	18.2	103	970	21.1	5.9	104	1186	23.0	7.3	114	1082	22.7	6.6	113
	QUINTILE 4	16744	2988	21.0	17.8	101	913	19.8	5.5	96	1109	21.5	6.6	104	758	15.9	4.5	77
	QUINTILE 5	17334	2586	18.1	14.9	85	812	17.6	4.7	82	770	15.0	4.4	70	977	20.5	5.6	96
RADIO-DRIVE TIME	QUINTILE 1	15911	3053	21.4	19.2	109	970	21.1	6.1	107	1147	22.3	7.2	113	995	20.9	6.3	106
	QUINTILE 2	14837	2686	18.8	18.1	103	971	21.1	6.5	115	1073	20.8	7.2	114	805	16.9	5.4	92
	QUINTILE 3	15339	2573	18.0	16.8	95	892	19.4	5.8	102	958	18.6	6.2	98	860	18.0	5.6	95
	QUINTILE 4	16723	2755	19.3	16.5	94	920	20.0	5.5	97	1061	20.6	6.3	100	1063	22.3	6.4	108
	QUINTILE 5	18176	3191	22.4	17.6	100	851	18.5	4.7	82	908	17.6	5.0	79	1046	21.9	5.8	98
RADIO-MID-DAY	TERCILE 1	21020	3992	28.0	19.0	108	1493	32.4	7.1	125	1504	29.2	7.2	113	1247	26.1	5.9	101
	TERCILE 2	21610	3954	27.7	18.3	104	1343	29.2	6.2	109	1508	29.3	7.0	110	1439	30.2	6.7	113
	TERCILE 3	38355	6312	44.3	16.5	93	1769	38.4	4.6	81	2135	41.5	5.6	88	2084	43.7	5.4	92
RADIO-TOTAL	QUINTILE 1	15988	3042	21.3	19.0	108	1122	24.4	7.0	123	1154	22.4	7.2	114	1009	21.2	6.3	107
	QUINTILE 2	15626	2846	20.0	18.2	103	982	21.3	6.3	111	1160	22.5	7.4	117	896	18.8	5.7	97
	QUINTILE 3	16723	3020	21.2	18.1	103	872	18.9	5.2	92	1270	24.7	7.6	119	1045	21.9	6.2	106
	QUINTILE 4	16342	2840	19.9	17.4	99	917	19.9	5.6	99	794	15.4	4.9	76	902	18.9	5.5	94
	QUINTILE 5	16306	2509	17.6	15.4	87	712	15.5	4.4	77	770	15.0	4.7	74	919	19.3	5.6	96
TV-PRIME TIME	QUINTILE 1	15953	2929	20.5	18.4	104	1304	28.3	8.2	144	772	15.0	4.8	76	845	17.7	5.3	90
	QUINTILE 2	16137	2834	19.9	17.6	100	885	19.2	5.5	96	1027	20.0	6.4	100	835	17.5	5.2	88
	QUINTILE 3	16420	2884	20.2	17.6	100	846	18.4	5.2	91	1042	20.2	6.3	100	1097	23.0	6.7	113
	QUINTILE 4	16687	2933	20.6	17.6	100	835	18.1	5.0	88	1147	22.3	6.9	108	1037	21.7	6.2	106
	QUINTILE 5	15789	2677	18.8	17.0	96	735	16.0	4.7	82	1159	22.5	7.3	116	956	20.0	6.1	103
TV-DAYTIME	TERCILE 1	27736	4171	29.3	15.0	85	1575	34.2	5.7	100	1682	32.7	6.1	95	1457	30.6	5.3	89
	TERCILE 2	26489	4994	35.0	18.9	107	1533	33.3	5.8	102	1754	34.1	6.6	104	1591	33.4	6.0	102
	TERCILE 3	26761	5093	35.7	19.0	108	1496	32.5	5.6	98	1710	33.2	6.4	101	1721	36.1	6.4	109
TV-TOTAL	QUINTILE 1	16345	2442	17.1	14.9	85	1082	23.5	6.6	116	781	15.2	4.8	75	835	17.5	5.1	87
	QUINTILE 2	16447	2785	19.5	16.9	96	1035	22.5	6.3	111	979	19.0	6.0	94	1060	22.2	6.4	109
	QUINTILE 3	15980	3068	21.5	19.2	109	951	20.7	6.0	105	1056	20.5	6.6	104	835	17.5	5.2	89
	QUINTILE 4	15887	2935	20.6	18.5	105	810	17.6	5.1	90	1087	21.1	6.8	108	956	20.0	6.0	102
	QUINTILE 5	16326	3028	21.2	18.5	105	726	15.8	4.4	78	1244	24.2	7.6	120	1084	22.7	6.6	113
MAGAZINES-NEWSPAPERS: DUAL		20721	4856	34.1	23.4	133	1453	31.6	7.0	123	1460	28.4	7.0	111	1507	31.6	7.3	124
MAGAZINE IMPERATIVE		19186	3786	26.6	19.7	112	1308	28.4	6.8	120	1396	27.1	7.3	114	1199	25.1	6.2	106
NEWSPAPER IMPERATIVE		21899	3499	24.5	16.0	91	1232	26.8	5.6	99	1281	24.9	5.8	92	1232	25.8	5.6	96
MAGAZINES-OUTDOOR: DUAL		15451	3448	24.2	22.3	127	1251	27.2	8.1	142	1092	21.2	7.1	111	1073	22.5	6.9	118
MAGAZINE IMPERATIVE		25953	5335	37.4	20.6	117	1517	32.9	5.8	103	1764	34.3	6.8	107	1671	35.0	6.4	109
OUTDOOR IMPERATIVE		24400	3551	24.9	14.6	83	1064	23.1	4.4	77	1588	30.9	6.5	102	1447	30.3	5.9	101
MAGAZINES-RADIO: DUAL		18049	3804	26.7	21.1	120	1206	26.2	6.7	118	1511	29.4	8.4	132	1100	23.1	6.1	103
MAGAZINE IMPERATIVE		23571	5160	36.2	21.9	124	1563	33.9	6.6	117	1504	29.2	6.4	100	1650	34.6	7.0	119
RADIO IMPERATIVE		23278	3578	25.1	15.4	87	1343	29.2	5.8	101	1565	30.4	6.7	106	1343	28.2	5.8	98
MAGAZINES-TELEVISION: DUAL		15459	3073	21.6	19.9	113	1109	24.1	7.2	126	1068	20.7	6.9	109	1133	23.8	7.3	124
MAGAZINE IMPERATIVE		25829	5846	41.0	22.6	129	1579	34.3	6.1	108	1992	38.7	7.7	121	1719	36.0	6.7	113
TELEVISION IMPERATIVE		26039	3473	24.4	13.3	76	1365	29.6	5.2	92	1270	24.7	4.9	77	1282	26.9	4.9	84
NEWSPAPERS-OUTDOOR: DUAL		16605	3331	23.4	20.1	114	1418	30.8	8.5	150	1153	22.4	6.9	109	1169	24.5	7.0	120
NEWSPAPER IMPERATIVE		26834	5114	35.9	19.1	108	1490	32.4	5.6	98	1672	32.5	6.2	98	1645	34.5	6.1	104
OUTDOOR IMPERATIVE		23346	3927	27.5	16.8	96	1107	24.0	4.7	83	1618	31.4	6.9	109	1385	29.0	5.9	101
NEWSPAPERS-RADIO: DUAL		17133	3383	23.7	19.7	112	1176	25.5	6.9	121	1360	26.4	7.9	125	1007	21.1	5.9	100
NEWSPAPER IMPERATIVE		25892	5091	35.7	19.7	112	1581	34.3	6.1	107	1481	28.8	5.7	90	1789	37.5	6.9	117
RADIO IMPERATIVE		23167	3902	27.4	16.8	96	1277	27.7	5.5	97	1607	31.2	6.9	109	1436	30.1	6.2	105
NEWSPAPERS-TELEVISION: DUAL		17159	3062	21.5	17.8	101	1356	29.4	7.9	139	963	18.7	5.6	88	1010	21.2	5.9	100
NEWSPAPER IMPERATIVE		26214	5469	38.4	20.9	119	1441	31.3	5.5	97	1848	35.9	7.0	111	1751	36.7	6.7	113
TELEVISION IMPERATIVE		23412	3340	23.4	14.3	81	1214	26.4	5.2	91	1287	25.0	5.5	86	1285	26.9	5.5	93
OUTDOOR-RADIO: DUAL		15303	3099	21.7	20.3	115	1113	24.2	7.3	128	1069	20.8	7.0	110	1093	22.9	7.1	121
OUTDOOR IMPERATIVE		24901	4156	29.2	16.7	95	1371	29.8	5.5	97	1550	30.1	6.2	98	1466	30.7	5.9	100
RADIO IMPERATIVE		26492	4735	33.2	17.9	102	1547	33.6	5.8	103	1985	38.6	7.5	118	1484	31.1	5.6	95
OUTDOOR-TELEVISION: DUAL		14794	2489	17.5	16.8	96	1071	23.3	7.2	127	889	17.3	6.0	95	1010	21.2	6.8	116
OUTDOOR IMPERATIVE		25437	5085	35.7	20.0	114	1467	31.9	5.8	101	2077	40.4	8.2	128	1673	35.1	6.6	112
TELEVISION IMPERATIVE		27877	4615	32.4	16.6	94	1586	34.4	5.7	100	1561	30.3	5.6	88	1400	29.4	5.0	85
RADIO-TELEVISION: DUAL		15996	2677	18.8	16.7	95	1155	25.1	7.2	127	927	18.0	5.8	91	919	19.3	5.7	98
RADIO IMPERATIVE		25478	4980	34.9	19.5	111	1447	31.4	5.7	100	2114	41.1	8.3	131	1560	32.7	6.1	104
TELEVISION IMPERATIVE		26573	4335	30.4	16.3	93	1510	32.8	5.7	100	1478	28.7	5.6	88	1508	31.6	5.7	96

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0500
P-18

	TOTAL U.S. '000	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	REALEMON A '000	REALEMON B % DOWN	REALEMON C % ACROSS	REALEMON D INDX	SENECA A '000	SENECA B % DOWN	SENECA C % ACROSS	SENECA D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX
TOTAL FEMALE HOMEMAKERS	80986	14257	100.0	17.6	100	4605	100.0	5.7	100	5147	100.0	6.4	100	4769	100.0	5.9	100
ATLANTIC MONTHLY	415	**118	0.8	28.4	162	**33	0.7	8.0	140	**84	1.6	20.2	318	**52	1.1	12.5	213
BARRON'S	453	**166	1.2	36.6	208	**54	1.2	11.9	210	**10	0.2	2.2	35	**66	1.4	14.6	247
BETTER HOMES & GARDENS	16256	3686	25.9	22.7	129	1130	24.5	7.0	122	1185	23.0	7.3	115	1117	23.4	6.9	117
BON APPETIT	2535	715	5.0	28.2	160	*211	4.6	8.3	146	276	5.4	10.9	171	*211	4.4	8.3	141
BUSINESS WEEK	1278	285	2.0	22.3	127	**104	2.3	8.1	143	**64	1.2	5.0	79	**120	2.5	9.4	159
CAR AND DRIVER	378	**64	0.4	16.9	96	**4	0.1	1.1	19	**13	0.3	3.4	54	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	463	3.2	30.9	176	**116	2.5	7.7	136	**117	2.3	7.8	123	**130	2.7	8.7	147
CHANGING TIMES	1505	276	1.9	18.3	104	*166	3.6	11.0	194	**119	2.3	7.9	124	**119	2.5	7.9	134
COLONIAL HOMES	1231	327	2.3	26.6	151	**146	3.2	11.9	209	**114	2.2	9.3	146	**28	0.6	2.3	39
CONDE NAST MAG. PKG. (GROSS)	14146	3193	22.4	22.6	128	905	19.7	6.4	113	846	16.4	6.0	94	923	19.4	6.5	111
CONSUMERS DIGEST	1323	323	2.3	24.4	139	**110	2.4	8.3	146	**111	2.2	8.4	132	**102	2.1	7.7	131
COSMOPOLITAN	7102	1428	10.0	20.1	114	325	7.1	4.6	80	476	9.2	6.7	105	506	10.6	7.1	121
COUNTRY LIVING	2481	700	4.9	28.2	160	*239	5.2	9.6	169	*132	2.6	5.3	84	*195	4.1	7.9	133
CUISINE	1472	470	3.3	31.9	181	*147	3.2	10.0	176	**70	1.4	4.8	75	**149	3.1	10.1	172
CYCLE WORLD	425	**169	1.2	39.8	226	**65	1.4	15.3	269	**34	0.7	8.0	126	**92	1.9	21.6	368
DCI:CREATIVE IDEAS FOR LIV	2510	546	3.8	21.8	124	*144	3.1	5.7	101	*181	3.5	7.2	113	**103	2.2	4.1	70
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1330	9.3	19.9	113	420	9.1	6.3	110	431	8.4	6.4	101	*268	5.6	4.0	68
DISCOVER	894	211	1.5	23.6	134	**131	2.8	14.7	258	**78	1.5	8.7	137	**45	0.9	5.0	85
EBONY	3507	405	2.8	11.5	66	*193	4.2	5.5	97	238	4.6	6.8	107	190	4.0	5.4	92
ESQUIRE	1083	*219	1.5	20.2	115	**118	2.6	10.9	192	**40	0.8	3.7	58	**70	1.5	6.5	110
ESSENCE	1830	218	1.5	11.9	68	**113	2.5	6.2	109	*111	2.2	6.1	95	*131	2.7	7.2	122
FAMILY CIRCLE	15930	3496	24.5	21.9	125	1077	23.4	6.8	119	1092	21.2	6.9	108	1088	22.8	6.8	116
THE FAMILY HANDYMAN	1126	*290	2.0	25.8	146	**87	1.9	7.7	136	**98	1.9	8.7	137	**86	1.8	7.6	130
FAMILY WEEKLY	11468	2431	17.1	21.2	120	672	14.6	5.9	103	760	14.8	6.6	104	670	14.0	5.8	99
FIELD & STREAM	2234	476	3.3	21.3	121	**190	4.1	8.5	150	**164	3.2	7.3	116	*233	4.9	10.4	177
FOOD & WINE	579	*164	1.2	28.3	161	**14	0.3	2.4	43	**19	0.4	3.3	52	**23	0.5	4.0	67
FORBES	728	*205	1.4	28.2	160	**73	1.6	10.0	176	**83	1.6	11.4	179	**121	2.5	16.6	282
FORTUNE	906	*259	1.8	28.6	162	**103	2.2	11.4	200	**51	1.0	5.6	89	**90	1.9	9.9	169
GENTLEMEN'S QUARTERLY	791	*166	1.2	21.0	119	**65	1.4	8.2	145	**99	1.9	12.5	197	**67	1.4	8.5	144
GLAMOUR	5265	1299	9.1	24.7	140	309	6.7	5.9	103	365	7.1	6.9	109	429	9.0	8.1	138
GOLF DIGEST	636	**113	0.8	17.8	101	**55	1.2	8.6	152	**56	1.1	8.8	139	**16	0.3	2.5	43
GOLF DIGEST/TENNIS (GROSS)	1186	*225	1.6	19.0	108	**109	2.4	9.2	162	**126	2.4	10.6	167	**73	1.5	6.2	105
GOLF MAGAZINE	441	**132	0.9	29.9	170	**61	1.3	13.8	243	**33	0.6	7.5	118	**42	0.9	9.5	162
GOLF MAGAZINE/SKI (GROSS)	922	*211	1.5	22.9	130	**74	1.6	8.0	141	**84	1.6	9.1	143	**67	1.4	7.3	123
GOOD HOUSEKEEPING	16487	3457	24.2	21.0	119	1041	22.6	6.3	111	1358	26.4	8.2	130	973	20.4	5.9	100
HARPER'S BAZAAR	2423	676	4.7	27.9	158	*151	3.3	6.2	110	*193	3.7	8.0	125	*133	2.8	5.5	93
HEALTH	1994	332	2.3	16.6	95	*117	2.5	5.9	103	**129	2.5	6.5	102	**110	2.3	5.5	94
HEARST MAG CORP. BUY (GROSS)	44101	10057	70.5	22.8	130	2940	63.8	6.7	117	3313	64.4	7.5	118	2810	58.9	6.4	108
HEARST MAN POWER (GROSS)	1993	554	3.9	27.8	158	*186	4.0	9.3	164	*233	4.5	11.7	184	*228	4.8	11.4	194
HEARST WOMAN POWER (GROSS)	31274	6563	46.0	21.0	119	1852	40.2	5.9	104	2367	46.0	7.6	119	1994	41.8	6.4	108
HOUSE BEAUTIFUL	3623	987	6.9	27.2	155	248	5.4	6.8	120	*219	4.3	6.0	95	*177	3.7	4.9	83
INC.	283	**86	0.6	30.4	173	**24	0.5	8.5	149	**20	0.4	7.1	111	**45	0.9	15.9	270
JET	2928	352	2.5	12.0	68	*180	3.9	6.1	108	*194	3.8	6.6	104	*180	3.8	6.1	104
LADIES' HOME JOURNAL	11918	2555	17.9	21.4	122	719	15.6	6.0	106	811	15.8	6.8	107	728	15.3	6.1	104
LHJ FAMILY GRP COMBO(GROSS)	16764	3606	25.3	21.5	122	1027	22.3	6.1	108	1235	24.0	7.4	116	986	20.7	5.9	100
LIFE	4254	996	7.0	23.4	133	342	7.4	8.0	141	348	6.8	8.2	129	355	7.4	8.3	142
L.A. TIMES HOME MAGAZINE	1145	308	2.2	26.9	153	**23	0.5	2.0	35	**46	0.9	4.0	63	*291	6.1	25.4	432
MADEMOISELLE	2884	675	4.7	23.4	133	*150	3.3	5.2	91	*194	3.8	6.7	106	*153	3.2	5.3	90
MC CALL'S	13460	2935	20.6	21.8	124	926	20.1	6.9	121	936	18.2	7.0	109	921	19.3	6.8	116
MC CALL'S/WRK MOTHER (GROSS)	14606	3226	22.6	22.1	125	986	21.4	6.8	119	1043	20.3	7.1	112	1011	21.2	6.9	118
MECHANIX ILLUSTRATED	772	*159	1.1	20.6	117	**85	1.8	11.0	194	**121	2.4	15.7	247	**111	2.3	14.4	244
METROPOLITAN HOME	967	*243	1.7	25.1	143	**52	1.1	5.4	95	**48	0.9	5.0	78	**72	1.5	7.4	126
MONEY	1588	403	2.8	25.4	144	**99	2.1	6.2	110	**99	1.9	6.2	98	**166	3.5	10.5	178
MOTHER EARTH NEWS	1002	*269	1.9	26.8	152	**71	1.5	7.1	125	**33	0.6	3.3	52	**113	2.4	11.3	192
MS.	825	*209	1.5	25.3	144	**79	1.7	9.6	168	**85	1.7	10.3	162	**45	0.9	5.5	93
NATIONAL ENQUIRER	10336	1815	12.7	17.6	100	490	10.6	4.7	83	669	13.0	6.5	102	509	10.7	4.9	84
NATIONAL GEOGRAPHIC	9597	2582	18.1	26.9	153	865	18.8	9.0	159	683	13.3	7.1	112	907	19.0	9.5	160
NATIONAL SUNDAY MAGAZINE PKG	49558	9719	68.2	19.6	111	2856	62.0	5.8	101	3165	61.5	6.4	100	3224	67.6	6.5	110
NATURAL HISTORY	573	*232	1.6	40.5	230	**124	2.7	21.6	381	**58	1.1	10.1	159	**59	1.2	10.3	175
NEW WOMAN	1699	435	3.1	25.6	145	**102	2.2	6.0	106	**90	1.7	5.3	83	**109	2.3	6.4	109
NEW YORK INCLUDING CUE	443	*152	1.1	34.3	195	**44	1.0	9.9	175	**65	1.3	14.7	231	**11	0.2	2.5	42
THE NEW YORKER	1270	375	2.6	29.5	168	**121	2.6	9.5	168	*145	2.8	11.4	180	**42	0.9	3.3	56
NEWSWEEK	6277	1555	10.9	24.8	141	409	8.9	6.5	115	453	8.8	7.2	114	532	11.2	8.5	144
THE N.Y. TIMES DAILY EDITION	1205	377	2.6	31.3	178	*142	3.1	11.8	207	*120	2.3	10.0	157	**35	0.7	2.9	49
THE N.Y. TIMES MAGAZINE	2081	726	5.1	34.9	198	*229	5.0	11.0	194	*204	4.0	9.8	154	**99	2.1	4.8	81
OMNI	788	*186	1.3	23.6	134	**30	0.7	3.8	67	**51	1.0	6.5	102	**63	1.3	8.0	136
ON CABLE	1158	*252	1.8	21.8	124	**48	1.0	4.1	73	**96	1.9	8.3	130	**92	1.9	7.9	135
1001 HOME IDEAS	2852	719	5.0	25.2	143	*191	4.1	6.7	118	*296	5.8	10.4	163	*147	3.1	5.2	88
ORGANIC GARDENING	1658	541	3.8	32.6	185	*130	2.8	7.8	138	**153	3.0	9.2	145	*179	3.8	10.8	183
OUTDOOR LIFE	896	*177	1.2	19.8	112	**43	0.9	4.8	84	**62	1.2	6.9	109	**90	1.9	10.0	171
PARADE MAGAZINE	24275	4680	32.8	19.3	110	1520	33.0	6.3	110	1409	27.4	5.8	91	1556	32.6	6.4	109

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0501
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	TOTAL U.S. '000	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS %	OCEAN SPRAY D INDX	REALEMON A '000	REALEMON B % DOWN	REALEMON C % ACROSS %	REALEMON D INDX	SENECA A '000	SENECA B % DOWN	SENECA C % ACROSS %	SENECA D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS %	TREESWEET D INDX
TOTAL FEMALE HOMEMAKERS	80986	14257	100.0	17.6	100	4605	100.0	5.7	100	5147	100.0	6.4	100	4769	100.0	5.9	100
PARENTS	3845	854	6.0	22.2	126	*286	6.2	7.4	131	571	11.1	14.9	234	*303	6.4	7.9	134
PENTHOUSE	831	*115	0.8	13.8	79	**17	0.4	2.0	36	**45	0.9	5.4	85	**33	0.7	4.0	67
PEOPLE	11645	2421	17.0	20.8	118	654	14.2	5.6	99	795	15.4	6.8	107	789	16.5	6.8	115
PLAYBOY	2006	302	2.1	15.1	86	*177	3.8	8.8	155	**86	1.7	4.3	67	**150	3.1	7.5	127
POPULAR HOT RODDING	297	**34	0.2	11.4	65	**17	0.4	5.7	101	**13	0.3	4.4	69	**4	0.1	1.3	23
POPULAR MECHANICS	1018	*308	2.2	30.3	172	**91	2.0	8.9	157	**146	2.8	14.3	226	**176	3.7	17.3	294
POPULAR SCIENCE	878	*258	1.8	29.4	167	**104	2.3	11.8	208	**59	1.1	6.7	106	**51	1.1	5.8	99
PREVENTION	3913	1029	7.2	26.3	149	272	5.9	7.0	122	286	5.6	7.3	115	*224	4.7	5.7	97
PSYCHOLOGY TODAY	1710	478	3.4	28.0	159	*163	3.5	9.5	168	*163	3.2	9.5	150	**74	1.6	4.3	73
READER'S DIGEST	22204	4732	33.2	21.3	121	1516	32.9	6.8	120	1332	25.9	6.0	94	1379	28.9	6.2	105
REDBOOK	7684	1677	11.8	21.8	124	486	10.6	6.3	111	532	10.3	6.9	109	515	10.8	6.7	114
ROAD & TRACK	410	**56	0.4	13.7	78	**23	0.5	5.6	99	**39	0.8	9.5	150	**6	0.1	1.5	25
ROLLING STONE	969	248	1.7	25.6	145	**54	1.2	5.6	98	**81	1.6	8.4	132	**71	1.5	7.3	124
RUNNER'S WORLD	298	**79	0.6	26.5	151	**13	0.3	4.4	77	**19	0.4	6.4	100	**66	1.4	22.1	376
SATURDAY EVENING POST	1169	267	1.9	22.8	130	**82	1.8	7.0	123	**95	1.8	8.1	128	**47	1.0	4.0	68
SCIENCE 84	587	*194	1.4	33.0	188	**31	0.7	5.3	93	**84	1.6	14.3	225	**102	2.1	17.4	295
SCIENCE DIGEST	482	*133	0.9	27.6	157	**68	1.5	14.1	248	**58	1.1	12.0	189	**28	0.6	5.8	99
SCIENTIFIC AMERICAN	594	*134	0.9	22.6	128	**57	1.2	9.6	169	**36	0.7	6.1	95	**74	1.6	12.5	212
SELF	2089	411	2.9	19.7	112	**119	2.6	5.7	100	**63	1.2	3.0	47	**119	2.5	5.7	97
SEVENTEEN	2411	423	3.0	17.5	100	*151	3.3	6.3	110	**108	2.1	4.5	70	*228	4.8	9.5	161
SKI	480	**78	0.5	16.3	92	**13	0.3	2.7	48	**52	1.0	10.8	170	**25	0.5	5.2	88
SMITHSONIAN	2760	788	5.5	28.6	162	262	5.7	9.5	167	*164	3.2	5.9	93	*242	5.1	8.8	149
SOAP OPERA DIGEST	3013	507	3.6	16.8	96	**77	1.7	2.6	45	*139	2.7	4.6	73	*149	3.1	4.9	84
SOUTHERN LIVING	4184	785	5.5	18.8	107	*276	6.0	6.6	116	250	4.9	6.0	94	*165	3.5	3.9	67
SPORT	559	**69	0.5	12.3	70	**76	1.7	13.6	239	**32	0.6	5.7	90	**7	0.1	1.3	21
THE SPORTING NEWS	436	**84	0.6	19.3	109	**22	0.5	5.0	89	**16	0.3	3.7	58	**6	0.1	1.4	23
SPORTS AFIELD	493	**112	0.8	22.7	129	**27	0.6	5.5	96	**30	0.6	6.1	96	**25	0.5	5.1	86
SPORTS ILLUSTRATED	2758	502	3.5	18.2	103	*179	3.9	6.5	114	*185	3.6	6.7	106	*173	3.6	6.3	107
STAR	7456	1109	7.8	14.9	84	272	5.9	3.6	64	520	10.1	7.0	110	456	9.6	6.1	104
SUNDAY	24936	4734	33.2	19.0	108	1367	29.7	5.5	96	1628	31.6	6.5	103	1697	35.6	6.8	116
SUNSET	2124	568	4.0	26.7	152	*159	3.5	7.5	132	*257	5.0	12.1	190	496	10.4	23.4	397
TV GUIDE	21661	3926	27.5	18.1	103	1310	28.4	6.0	106	1263	24.5	5.8	92	1211	25.4	5.6	95
TENNIS	550	**112	0.8	20.4	116	**54	1.2	9.8	173	**70	1.4	12.7	200	**57	1.2	10.4	176
TIME	8880	2084	14.6	23.5	133	563	12.2	6.3	112	551	10.7	6.2	98	703	14.7	7.9	134
TOWN & COUNTRY	917	241	1.7	26.3	149	**100	2.2	10.9	192	**41	0.8	4.5	70	**49	1.0	5.3	91
TRAVEL & LEISURE	972	279	2.0	28.7	163	**70	1.5	7.2	127	**43	0.8	4.4	70	**27	0.6	2.8	47
TRUE STORY	3356	337	2.4	10.0	57	*182	4.0	5.4	95	**145	2.8	4.3	68	*152	3.2	4.5	77
U.S.NEWS & WORLD REPORT	3410	817	5.7	24.0	136	302	6.6	8.9	156	*248	4.8	7.3	114	*188	3.9	5.5	94
USA TODAY	1759	386	2.7	21.9	125	*155	3.4	8.8	155	**141	2.7	8.0	126	**101	2.1	5.7	98
US	1873	464	3.3	24.8	141	**66	1.4	3.5	62	*126	2.4	6.7	106	**106	2.2	5.7	96
VOGUE	3909	808	5.7	20.7	117	327	7.1	8.4	147	*224	4.4	5.7	90	*223	4.7	5.7	97
WALL STREET JOURNAL	1886	511	3.6	27.1	154	*117	2.5	6.2	109	*109	2.1	5.8	91	*186	3.9	9.9	167
WEIGHT WATCHERS	2120	593	4.2	28.0	159	*222	4.8	10.5	184	*162	3.1	7.6	120	*159	3.3	7.5	127
WOMAN'S DAY	14172	3317	23.3	23.4	133	937	20.3	6.6	116	1119	21.7	7.9	124	967	20.3	6.8	116
WORKING MOTHER	1146	*291	2.0	25.4	144	**60	1.3	5.2	92	**107	2.1	9.3	147	**90	1.9	7.9	133
WORKING WOMAN	1322	358	2.5	27.1	154	**77	1.7	5.8	102	**80	1.6	6.1	95	**108	2.3	8.2	139
WORLD TENNIS	*163	**31	0.2	19.0	108	**0	0.0	0.0	0	**7	0.1	4.3	68	**18	0.4	11.0	188
ZIFF-DAVIS MAG NETWK (GROSS)	2532	631	4.4	24.9	142	*169	3.7	6.7	117	*172	3.3	6.8	107	**133	2.8	5.3	89
BLAIR INSERTS	43657	8577	60.2	19.6	112	2750	59.7	6.3	111	2873	55.8	6.6	104	2892	60.6	6.6	112
DAILY NEWSPAPERS																	
READ ANY	51633	9940	69.7	19.3	109	3328	72.3	6.4	113	3435	66.7	6.7	105	3117	65.4	6.0	103
READ ONE	43463	8138	57.1	18.7	106	2679	58.2	6.2	108	3021	58.7	7.0	109	2588	54.3	6.0	101
READ TWO OR MORE	8170	1802	12.6	22.1	125	649	14.1	7.9	140	414	8.0	5.1	80	529	11.1	6.5	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10312	72.3	19.6	111	3158	68.6	6.0	105	3426	66.6	6.5	102	3383	70.9	6.4	109
READ ONE	46126	8819	61.9	19.1	109	2759	59.9	6.0	105	3050	59.3	6.6	104	2864	60.1	6.2	105
READ TWO OR MORE	6552	1492	10.5	22.8	129	399	8.7	6.1	107	376	7.3	5.7	90	520	10.9	7.9	135
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.60				28.57				25.59				30.40			
30 DAY REACH	71455	12798	89.8	17.9	102	4163	90.4	5.8	102	4832	93.9	6.8	106	4314	90.5	6.0	103
50 SHWG - 30 DAY AV FREQ	14.56	15.49				14.92				13.41				16.37			
30 DAY REACH	67742	12261	86.0	18.1	103	3997	86.8	5.9	104	4605	89.5	6.8	107	4033	84.6	6.0	101
25 SHWG - 30 DAY AV FREQ	7.94	8.31				8.15				7.27				8.88			
30 DAY REACH	62117	11454	80.3	18.4	105	3668	79.7	5.9	104	4224	82.1	6.8	107	3718	78.0	6.0	102
CABLE TV: HOME WIRED	32077	6400	44.9	20.0	113	1754	38.1	5.5	96	2182	42.4	6.8	107	2228	46.7	6.9	118
HOME NOT WIRED	48909	7857	55.1	16.1	91	2851	61.9	5.8	103	2966	57.6	6.1	95	2541	53.3	5.2	88
HAVE PAY CABLE	15935	3415	24.0	21.4	122	908	19.7	5.7	100	1410	27.4	8.8	139	1263	26.5	7.9	135

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	REALEMON A '000	REALEMON B % DOWN	REALEMON C % ACROSS	REALEMON D INDX	SENECA A '000	SENECA B % DOWN	SENECA C % ACROSS	SENECA D INDX	TREESHEET A '000	TREESHEET B % DOWN	TREESHEET C % ACROSS	TREESHEET D INDX
TOTAL FEMALE HOMEMAKERS	80986	14257	100.0	17.6	100	4605	100.0	5.7	100	5147	100.0	6.4	100	4769	100.0	5.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8109	56.9	18.5	105	2730	59.3	6.2	109	3181	61.8	7.2	114	2585	54.2	5.9	100
10:00 AM - 3:00 PM	30659	5775	40.5	18.8	107	2096	45.5	6.8	120	2172	42.2	7.1	111	1958	41.1	6.4	108
3:00 PM - 7:00 PM	31045	5637	39.5	18.2	103	1885	40.9	6.1	107	2319	45.1	7.5	118	1835	38.5	5.9	100
7:00 PM - MIDNIGHT	15767	2997	21.0	19.0	108	948	20.6	6.0	106	1234	24.0	7.8	123	1012	21.2	6.4	109
MIDNIGHT - 6:00 AM	9120	1739	12.2	19.1	108	603	13.1	6.6	116	675	13.1	7.4	116	532	11.2	5.8	99
6:00 AM - MIDNIGHT	58527	10757	75.5	18.4	104	3585	77.9	6.1	108	4087	79.4	7.0	110	3532	74.1	6.0	102
ENTIRE DAY	59311	10953	76.8	18.5	105	3654	79.3	6.2	108	4128	80.2	7.0	110	3589	75.3	6.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3187	22.4	19.7	112	1014	22.0	6.3	110	1050	20.4	6.5	102	823	17.3	5.1	86
ALL NEWS	2256	463	3.2	20.5	117	*235	5.1	10.4	183	**134	2.6	5.9	93	*226	4.7	10.0	170
AOR/PROGRESSIVE	3874	851	6.0	22.0	125	*179	3.9	4.6	81	438	8.5	11.3	178	369	7.7	9.5	162
BEAUTIFUL MUSIC	5660	1116	7.8	19.7	112	449	9.8	7.9	140	353	6.9	6.2	98	332	7.0	5.9	100
BLACK	2204	256	1.8	11.6	66	**116	2.5	5.3	93	**123	2.4	5.6	88	*181	3.8	8.2	139
CLASSICAL	1418	356	2.5	25.1	143	**122	2.6	8.6	151	**131	2.5	9.2	145	**143	3.0	10.1	171
CHR/ROCK	9538	1527	10.7	16.0	91	527	11.4	5.5	97	731	14.2	7.7	121	604	12.7	6.3	108
COUNTRY	12648	1961	13.8	15.5	88	773	16.8	6.1	107	834	16.2	6.6	104	670	14.0	5.3	90
GOLDEN OLDIES	1191	*175	1.2	14.7	83	**39	0.8	3.3	58	**77	1.5	6.5	102	**59	1.2	5.0	84
MOR/NOSTALGIA	4757	1008	7.1	21.2	120	321	7.0	6.7	119	398	7.7	8.4	132	*248	5.2	5.2	89
NEWS/TALK	3863	962	6.7	24.9	141	350	7.6	9.1	159	*281	5.5	7.3	114	*252	5.3	6.5	111
RELIGIOUS	3084	651	4.6	21.1	120	*164	3.6	5.3	94	*214	4.2	6.9	109	**174	3.6	5.6	96
SOFT ROCK	521	**62	0.4	11.9	68	**33	0.7	6.3	111	**55	1.1	10.6	166	**42	0.9	8.1	137
URBAN CONTEMPORARY	1585	*185	1.3	11.7	66	*116	2.5	7.3	129	*161	3.1	10.2	160	**49	1.0	3.1	52
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	475	3.3	14.6	83	*187	4.1	5.7	101	*228	4.4	7.0	110	**112	2.3	3.4	58
ABC DIRECTION	2316	415	2.9	17.9	102	*179	3.9	7.7	136	*261	5.1	11.3	177	*123	2.6	5.3	90
ABC ENTERTAINMENT	4834	941	6.6	19.5	111	*228	5.0	4.7	83	301	5.8	6.2	98	*243	5.1	5.0	85
ABC FM	2202	384	2.7	17.4	99	**82	1.8	3.7	65	*148	2.9	6.7	106	**93	2.0	4.2	72
ABC INFORMATION	5425	1033	7.2	19.0	108	405	8.8	7.5	131	409	7.9	7.5	119	375	7.9	6.9	117
ABC ROCK	1677	311	2.2	18.5	105	**116	2.5	6.9	122	*254	4.9	15.1	238	**112	2.3	6.7	113
CBS	4430	965	6.8	21.8	124	427	9.3	9.6	170	298	5.8	6.7	106	312	6.5	7.0	120
MUTUAL	4992	1001	7.0	20.1	114	378	8.2	7.6	133	312	6.1	6.3	98	274	5.7	5.5	93
NBC	4679	1038	7.3	22.2	126	377	8.2	8.1	142	354	6.9	7.6	119	302	6.3	6.5	110
RADIORADIO	1994	304	2.1	15.2	87	**80	1.7	4.0	71	*157	3.1	7.9	124	**114	2.4	5.7	97
RKO ONE	2298	298	2.1	13.0	74	*128	2.8	5.6	98	*154	3.0	6.7	105	**145	3.0	6.3	107
RKO TWO	3311	606	4.3	18.3	104	*141	3.1	4.3	75	*204	4.0	6.2	97	*121	2.5	3.7	62
THE SOURCE	2114	391	2.7	18.5	105	**89	1.9	4.2	74	*167	3.2	7.9	124	**106	2.2	5.0	85
NON-WIRED : BLAIR	8654	1292	9.1	14.9	85	515	11.2	6.0	105	616	12.0	7.1	112	463	9.7	5.4	91
INTERNET	12025	2428	17.0	20.2	115	830	18.0	6.9	121	961	18.7	8.0	126	796	16.7	6.6	112
KATZ RADIO GROUP	15359	3410	23.9	22.2	126	1055	22.9	6.9	121	1181	22.9	7.7	121	947	19.9	6.2	105
SUPERNET	10628	1841	12.9	17.3	98	614	13.3	5.8	102	762	14.8	7.2	113	669	14.0	6.3	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1425	10.0	16.5	93	561	12.2	6.5	114	460	8.9	5.3	84	516	10.8	6.0	101
WKDAY 9:00 AM - 1:00 PM	12163	1805	12.7	14.8	84	709	15.4	5.8	103	700	13.6	5.8	91	656	13.8	5.4	92
WKDAY 1:00 PM - 4:30 PM	16150	2421	17.0	15.0	85	910	19.8	5.6	99	906	17.6	5.6	88	788	16.5	4.9	83
WKDAY 4:30 PM - 7:30 PM	22463	3691	25.9	16.4	93	1348	29.3	6.0	106	1287	25.0	5.7	90	1315	27.6	5.9	99
WKDAY 7:30 PM - 8:00 PM	31795	5252	36.8	16.5	94	1909	41.5	6.0	106	1681	32.7	5.3	83	1785	37.4	5.6	95
WKDAY 11:00 PM - 11:30 PM	23977	4417	31.0	18.4	105	1542	33.5	6.4	113	1316	25.6	5.5	86	1334	28.0	5.6	94
WKDAY 11:30 PM - 1:00 AM	7703	1338	9.4	17.4	99	526	11.4	6.8	120	489	9.5	6.3	100	422	8.8	5.5	93
M-SAT 8-11 PM+SUN 7-11 PM	33800	6035	42.3	17.9	101	2146	46.6	6.3	112	1989	38.6	5.9	93	1937	40.6	5.7	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	974	6.8	14.9	85	388	8.4	5.9	104	396	7.7	6.1	95	329	6.9	5.0	85
ANOTHER WORLD N	4620	685	4.8	14.8	84	278	6.0	6.0	106	141	2.7	3.1	48	237	5.0	5.1	87
AS THE WORLD TURNS C	5614	794	5.6	14.1	80	283	6.1	5.0	89	356	6.9	6.3	100	274	5.7	4.9	83
CAPITOL C	3396	435	3.1	12.8	73	191	4.1	5.6	99	258	5.0	7.6	120	*117	2.5	3.4	59
CBS MORN. NEWS 1 C	1446	245	1.7	16.9	96	*94	2.0	6.5	114	*80	1.6	5.5	87	*35	0.7	2.4	41
CBS MORN. NEWS 2 C	1207	189	1.3	15.7	89	*99	2.1	8.2	144	*66	1.3	5.5	86	**43	0.9	3.6	60
DAYS OF OUR LIVES N	5877	957	6.7	16.3	92	404	8.8	6.9	121	268	5.2	4.6	72	340	7.1	5.8	98
FACTS OF LIFE - DAYTIME N	2290	276	1.9	12.1	68	142	3.1	6.2	109	99	1.9	4.3	68	*109	2.3	4.8	81
FAMILY FEUD A	3023	433	3.0	14.3	81	131	2.8	4.3	76	106	2.1	3.5	55	118	2.5	3.9	66
GENERAL HOSPITAL A	6097	933	6.5	15.3	87	311	6.8	5.1	90	371	7.2	6.1	96	226	4.7	3.7	63
GOOD MORNING, AMERICA-730 A	3515	586	4.1	16.7	95	218	4.7	6.2	109	195	3.8	5.5	87	186	3.9	5.3	90
GOOD MORNING, AMERICA-830 A	2818	548	3.8	19.4	110	217	4.7	7.7	135	142	2.8	5.0	79	162	3.4	5.7	98
GUIDING LIGHT C	5339	867	6.1	16.2	92	294	6.4	5.5	97	338	6.6	6.3	100	247	5.2	4.6	79
ONE LIFE TO LIVE A	4478	677	4.7	15.1	86	276	6.0	6.2	108	275	5.3	6.1	97	183	3.8	4.1	69
PRESS YOUR LUCK C	2244	300	2.1	13.4	76	*124	2.7	5.5	97	*114	2.2	5.1	80	*103	2.2	4.6	78
PRICE IS RIGHT 1 C	4348	570	4.0	13.1	74	221	4.8	5.1	89	253	4.9	5.8	92	140	2.9	3.2	55
PRICE IS RIGHT 2 C	5014	703	4.9	14.0	80	285	6.2	5.7	100	266	5.2	5.3	83	208	4.4	4.1	70
RYAN'S HOPE A	3150	441	3.1	14.0	80	*194	4.2	6.2	108	194	3.8	6.2	97	*96	2.0	3.0	52
SALE OF THE CENTURY N	2695	383	2.7	14.2	81	173	3.8	6.4	113	*118	2.3	4.4	69	*139	2.9	5.2	88
SEARCH FOR TOMORROW N	2319	376	2.6	16.2	92	180	3.9	7.8	137	*80	1.6	3.4	54	*120	2.5	5.2	88
TODAY SHOW 1 N	2693	452	3.2	16.8	95	128	2.8	4.8	84	*119	2.3	4.4	70	*144	3.0	5.3	91
TODAY SHOW 2 N	2498	460	3.2	18.4	105	123	2.7	4.9	87	*104	2.0	4.2	66	219	4.6	8.8	149
$25,000 PYRAMID C	2753	360	2.5	13.1	74	195	4.2	7.1	125	134	2.6	4.9	77	133	2.8	4.8	82
WHEEL OF FORTUNE N	4388	701	4.9	16.0	91	321	7.0	7.3	129	213	4.1	4.9	76	270	5.7	6.2	104
YOUNG AND THE RESTLESS C	5695	663	4.7	11.6	66	316	6.9	5.5	98	336	6.5	5.9	93	184	3.9	3.2	55
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	372	2.6	21.1	120	*112	2.4	6.4	112	*154	3.0	8.8	138	*93	2.0	5.3	90
NBA PLAYOFF GAME -1 C	1136	177	1.2	15.6	89	**69	1.5	6.1	107	**64	1.2	5.6	89	**47	1.0	4.1	70
NBC MAJOR LEAGUE PRE-GAME N	953	**93	0.7	9.8	55	**58	1.3	6.1	107	**35	0.7	3.7	58	**10	0.2	1.0	18
SPORTSWORLD - SUN N	1233	235	1.6	19.1	108	**77	1.7	6.2	110	**54	1.0	4.4	69	**64	1.3	5.2	88
SUNDAY MORNING C	1611	231	1.6	14.3	81	*161	3.5	10.0	176	*107	2.1	6.6	105	**50	1.0	3.1	53

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0503
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		TOTAL U.S. '000	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	REALEMON A '000	REALEMON B % DOWN	REALEMON C % ACROSS	REALEMON D INDX	SENECA A '000	SENECA B % DOWN	SENECA C % ACROSS	SENECA D INDX	TREESWEET A '000	TREESWEET B % DOWN	TREESWEET C % ACROSS	TREESWEET D INDX
TOTAL FEMALE HOMEMAKERS		80986	14257	100.0	17.6	100	4605	100.0	5.7	100	5147	100.0	6.4	100	4769	100.0	5.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4373	30.7	16.8	95	1655	35.9	6.3	112	1404	27.3	5.4	85	1360	28.5	5.2	89
NETWORK AFFILIATES - LATE		20261	3871	27.2	19.1	109	1311	28.5	6.5	114	1049	20.4	5.2	81	1124	23.6	5.5	94
INDEPENDENTS - LATE		2076	458	3.2	22.1	125	183	4.0	8.8	155	154	3.0	7.4	117	151	3.2	7.3	124
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1787	12.5	17.1	97	677	14.7	6.5	114	551	10.7	5.3	83	531	11.1	5.1	86
ABC MONDAY NIGHT MOVIE	A	6412	1258	8.8	19.6	111	477	10.4	7.4	131	414	8.0	6.5	102	434	9.1	6.8	115
ABC SUNDAY NIGHT MOVIE	A	12407	2272	15.9	18.3	104	688	14.9	5.5	98	755	14.7	6.1	96	833	17.5	6.7	114
ABC WORLD NEWS TONIGHT	A	6176	1058	7.4	17.1	97	367	8.0	5.9	105	337	6.5	5.5	86	345	7.2	5.6	95
AFTERMASH	C	5863	1002	7.0	17.1	97	368	8.0	6.3	110	*350	6.8	6.0	94	*353	7.4	6.0	102
ALICE	C	9594	1658	11.6	17.3	98	567	12.3	5.9	104	482	9.4	5.0	79	513	10.8	5.3	91
AMERICAN PARADE	C	6622	1108	7.8	16.7	95	492	10.7	7.4	131	379	7.4	5.7	90	278	5.8	4.2	71
BENSON	A	10886	1984	13.9	18.2	104	670	14.5	6.2	108	790	15.3	7.3	114	533	11.2	4.9	83
BLUE THUNDER	A	5036	881	6.2	17.5	99	285	6.2	5.7	100	344	6.7	6.8	107	284	6.0	5.6	96
CAGNEY & LACEY	C	9965	1920	13.5	19.3	109	586	12.7	5.9	103	539	10.5	5.4	85	455	9.5	4.6	78
CBS EVENING NEWS-DEAN	C	3491	697	4.9	20.0	113	*228	5.0	6.5	115	*208	4.0	6.0	94	*161	3.4	4.6	78
CBS EVENING NEWS-RATHER	C	7123	1295	9.1	18.2	103	508	11.0	7.1	125	365	7.1	5.1	81	357	7.5	5.0	85
CBS SAT. NEWS-SCHIEFFER	C	3621	619	4.3	17.1	97	205	4.5	5.7	100	147	2.9	4.1	64	231	4.8	6.4	108
CBS SATURDAY NIGHT MOVIE	C	5436	1045	7.3	19.2	109	380	8.3	7.0	123	362	7.0	6.7	105	311	6.5	5.7	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	877	6.2	14.4	82	290	6.3	4.8	84	353	6.9	5.8	91	330	6.9	5.4	92
CHEERS	N	8889	1636	11.5	18.4	105	706	15.3	7.9	140	578	11.2	6.5	102	608	12.7	6.8	116
DALLAS	C	22109	4015	28.2	18.2	103	1436	31.2	6.5	114	1205	23.4	5.5	86	1273	26.7	5.8	98
DIFF'RENT STROKES	N	6940	1124	7.9	16.2	92	418	9.1	6.0	106	434	8.4	6.3	98	420	8.8	6.1	103
DOUBLE TROUBLE	N	7223	1269	8.9	17.6	100	435	9.4	6.0	106	357	6.9	4.9	78	388	8.1	5.4	91
DUCK FACTORY	N	5595	994	7.0	17.8	101	488	10.6	8.7	153	346	6.7	6.2	97	290	6.1	5.2	88
DUKES OF HAZZARD	C	5768	862	6.0	14.9	85	333	7.2	5.8	102	278	5.4	4.8	76	282	5.9	4.9	83
DYNASTY	A	20053	3311	23.2	16.5	94	1268	27.5	6.3	111	1265	24.6	6.3	99	1203	25.2	6.0	102
FACTS OF LIFE	N	8087	1366	9.6	16.9	96	472	10.2	5.8	103	443	8.6	5.5	86	408	8.6	5.0	86
FALCON CREST	C	20046	3597	25.2	17.9	102	1376	29.9	6.9	121	1124	21.8	5.6	88	1166	24.4	5.8	99
FALL GUY	A	9084	1563	11.0	17.2	98	646	14.0	7.1	125	475	9.2	5.2	82	371	7.8	4.1	69
FAMILY TIES	N	7964	1416	9.9	17.8	101	580	12.6	7.3	128	523	10.2	6.6	103	396	8.3	5.0	84
FANTASY ISLAND	A	7687	1281	9.0	16.7	95	387	8.4	5.0	89	353	6.9	4.6	72	476	10.0	6.2	105
FOULUPS,BLEEPS & BLUNDERS	A	8861	1484	10.4	16.7	95	548	11.9	6.2	109	609	11.8	6.9	108	502	10.5	5.7	96
FOUR SEASONS	C	5095	876	6.1	17.2	98	*343	7.4	6.7	118	*346	6.7	6.8	107	*275	5.8	5.4	92
GIMME A BREAK	N	8838	1330	9.3	15.0	85	590	12.8	6.7	117	402	7.8	4.5	72	409	8.6	4.6	79
HART TO HART	A	8978	1587	11.1	17.7	100	510	11.1	5.7	100	566	11.0	6.3	99	483	10.1	5.4	91
HILL STREET BLUES	N	8590	1517	10.6	17.7	100	594	12.9	6.9	122	610	11.9	7.1	112	618	13.0	7.2	122
HOTEL	A	14085	2303	16.2	16.4	93	840	18.2	6.0	105	849	16.5	6.0	95	782	16.4	5.6	94
JEFFERSONS	C	9360	1518	10.6	16.2	92	499	10.8	5.3	94	455	8.8	4.9	76	455	9.5	4.9	83
JENNIFER SLEPT HERE	N	5841	982	6.9	16.8	96	407	8.8	7.0	123	340	6.6	5.8	92	339	7.1	5.8	99
KATE & ALLIE	C	9206	1663	11.7	18.1	103	525	11.4	5.7	100	569	11.1	6.2	97	407	8.5	4.4	75
KNIGHT RIDER	N	7076	1249	8.8	17.7	100	425	9.2	6.0	106	415	8.1	5.9	92	367	7.7	5.2	88
LOVE BOAT	A	12219	2026	14.2	16.6	94	660	14.3	5.4	95	489	9.5	4.0	63	726	15.2	5.9	101
MAGNUM PI	C	11199	1849	13.0	16.5	94	781	17.0	7.0	123	600	11.7	5.4	84	681	14.3	6.1	103
MAMA'S FAMILY	N	6057	1106	7.8	18.3	104	420	9.1	6.9	122	454	8.8	7.5	118	365	7.7	6.0	102
MASTER, THE	N	3598	532	3.7	14.8	84	*189	4.1	5.3	92	*291	5.7	8.1	127	225	4.7	6.3	106
MATT HOUSTON	A	6344	1024	7.2	16.1	92	435	9.4	6.9	121	406	7.9	6.4	101	398	8.3	6.3	107
NBC MONDAY NIGHT MOVIE	N	11994	1959	13.7	16.3	93	700	15.2	5.8	103	763	14.8	6.4	100	685	14.4	5.7	97
NBC NIGHTLY NEWS	N	5132	874	6.1	17.0	97	301	6.5	5.9	103	288	5.6	5.6	88	338	7.1	6.6	112
NBC NIGHTLY NEWS-SAT	N	3375	579	4.1	17.2	97	*183	4.0	5.4	95	*161	3.1	4.8	75	**135	2.8	4.0	68
NBC NIGHTLY NEWS-SUN	N	3130	642	4.5	20.5	117	*250	5.4	8.0	140	**100	1.9	3.2	50	*254	5.3	8.1	138
NBC SUNDAY NIGHT MOVIE	N	8284	1376	9.7	16.6	94	531	11.5	6.4	113	495	9.6	6.0	94	460	9.6	5.6	94
NEWHART	C	9240	1726	12.1	18.7	106	574	12.5	6.2	109	552	10.7	6.0	94	462	9.7	5.0	85
ONE DAY AT A TIME	C	7288	982	6.9	13.5	77	344	7.5	4.7	83	478	9.3	6.6	103	371	7.8	5.1	86
PEOPLE ARE FUNNY	N	4855	924	6.5	19.0	108	372	8.1	7.7	135	275	5.3	5.7	89	*233	4.9	4.8	81
REAL PEOPLE	N	8869	1487	10.4	16.8	95	454	9.9	5.1	90	428	8.3	4.8	76	519	10.9	5.9	99
REMINGTON STEELE	N	7743	1315	9.2	17.0	96	510	11.1	6.6	116	576	11.2	7.4	117	385	8.1	5.0	84
RIPLEY'S BELIEVE IT - NOT	A	5345	910	6.4	17.0	97	289	6.3	5.4	95	381	7.4	7.1	112	374	7.8	7.0	119
RIPTIDE	N	6988	1148	8.1	16.4	93	419	9.1	6.0	105	359	7.0	5.1	81	397	8.3	5.7	96
SCARECROW & MRS. KING	C	10002	1797	12.6	18.0	102	616	13.4	6.2	108	592	11.5	5.9	93	591	12.4	5.9	100
SIMON & SIMON	C	10638	1794	12.6	16.9	96	700	15.2	6.6	116	579	11.2	5.4	86	553	11.6	5.2	88
60 MINUTES	C	13293	2492	17.5	18.7	106	774	16.8	5.8	102	746	14.5	5.6	88	718	15.1	5.4	92
ST. ELSEWHERE	N	7017	1495	10.5	21.3	121	409	8.9	5.8	103	491	9.5	7.0	110	457	9.6	6.5	111
THREE'S COMPANY	A	10917	2134	15.0	19.5	111	650	14.1	6.0	105	771	15.0	7.1	111	733	15.4	6.7	114
T.J. HOOKER	A	9204	1487	10.4	16.2	92	509	11.1	5.5	97	452	8.8	4.9	77	416	8.7	4.5	77
TONIGHT SHOW	N	2372	533	3.7	22.5	128	199	4.3	8.4	148	152	3.0	6.4	101	163	3.4	6.9	117
TRAPPER JOHN, M.D.	C	9846	1546	10.8	15.7	89	521	11.3	5.3	93	518	10.1	5.3	83	428	9.0	4.3	74
TV BLOOPERS & PRAC. JOKES	N	9105	1558	10.9	17.1	97	600	13.0	6.6	116	516	10.0	5.7	89	548	11.5	6.0	102
20/20	A	9387	1984	13.9	21.1	120	728	15.8	7.8	136	496	9.6	5.3	83	566	11.9	6.0	102
WEBSTER	A	11067	2019	14.2	18.2	104	624	13.6	5.6	99	754	14.6	6.8	107	515	10.8	4.7	79
WORLD NEWS - SUN	A	3062	555	3.9	18.1	103	*211	4.6	6.9	121	*154	3.0	5.0	79	*194	4.1	6.3	108
YELLOW ROSE	N	4978	885	6.2	17.8	101	304	6.6	6.1	107	242	4.7	4.9	76	*227	4.8	4.6	77
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1826	12.8	20.6	117	612	13.3	6.9	121	*558	10.8	6.3	99	763	16.0	8.6	146
BASKETBALL - COLLEGE GAMES		4080	668	4.7	16.4	93	*331	7.2	8.1	143	*360	7.0	8.8	139	*270	5.7	6.6	112
BASKETBALL - PRO GAMES		3607	615	4.3	17.1	97	**292	6.3	8.1	142	**257	5.0	7.1	112	*242	5.1	6.7	114
BOWLING		3883	1039	7.3	26.8	152	*247	5.4	6.4	112	**179	3.5	4.6	73	*359	7.5	9.2	157
BOXING		3928	728	5.1	18.5	105	**157	3.4	4.0	70	**262	5.1	6.7	105	**219	4.6	5.6	95
FOOTBALL - COLLEGE GAMES		6366	1349	9.5	21.2	120	*519	11.3	8.2	143	*408	7.9	6.4	101	*346	7.3	5.4	92
FOOTBALL - PRO GAMES		11300	2347	16.5	20.8	118	794	17.2	7.0	124	874	17.0	7.7	122	947	19.9	8.4	142
GOLF		3378	762	5.3	22.6	128	**225	4.9	6.7	117	**183	3.6	5.4	85	**183	3.8	5.4	92
POST-SEASON COLL. FOOTBALL		4906	1083	7.6	22.1	125	*376	8.2	7.7	135	*299	5.8	6.1	96	*321	6.7	6.5	111
POST-SEASON PRO FOOTBALL		6120	1408	9.9	23.0	131	*429	9.3	7.0	123	*447	8.7	7.3	115	*499	10.5	8.2	138
TENNIS		3033	588	4.1	19.4	110	**185	4.0	6.1	107	**240	4.7	7.9	125	*242	5.1	8.0	135
WRESTLING - PROFESSIONAL		3344	*566	4.0	16.9	96	**122	2.6	3.6	64	**214	4.2	6.4	101	**179	3.8	5.4	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0504
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	TOTAL U.S. '000	TREETOP A '000	TREETOP B % DOWN	TREETOP C % ACROSS	TREETOP D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7192	100.0	8.9	100	6069	100.0	7.5	100	14163	100.0	17.5	100				
18 - 24	9282	1050	14.6	11.3	127	645	10.6	6.9	93	1686	11.9	18.2	104				
25 - 34	19072	2275	31.6	11.9	134	1598	26.3	8.4	112	4053	28.6	21.3	122				
35 - 44	14591	1470	20.4	10.1	113	1267	20.9	8.7	116	2983	21.1	20.4	117				
45 - 54	11345	897	12.5	7.9	89	1009	16.6	8.9	119	1917	13.5	16.9	97				
55 - 64	11635	725	10.1	6.2	70	710	11.7	6.1	81	1645	11.6	14.1	81				
65 OR OLDER	15061	775	10.8	5.1	58	840	13.8	5.6	74	1879	13.3	12.5	71				
18 - 34	28354	3325	46.2	11.7	132	2243	37.0	7.9	106	5739	40.5	20.2	116				
18 - 49	48339	5285	73.5	10.9	123	4030	66.4	8.3	111	9781	69.1	20.2	116				
25 - 54	45008	4642	64.5	10.3	116	3874	63.8	8.6	115	8953	63.2	19.9	114				
35 - 49	19985	1960	27.3	9.8	110	1787	29.4	8.9	119	4042	28.5	20.2	116				
50 OR OLDER	32647	1907	26.5	5.8	66	2039	33.6	6.2	83	4382	30.9	13.4	77				
GRADUATED COLLEGE	11155	1407	19.6	12.6	142	717	11.8	6.4	86	2298	16.2	20.6	118				
ATTENDED COLLEGE	13682	1644	22.9	12.0	135	959	15.8	7.0	94	2914	20.6	21.3	122				
GRADUATED HIGH SCHOOL	33880	2946	41.0	8.7	98	2761	45.5	8.1	109	6026	42.5	17.8	102				
DID NOT GRADUATE HIGH SCHOOL	22270	1195	16.6	5.4	60	1632	26.9	7.3	98	2926	20.7	13.1	75				
EMPLOYED	40306	3820	53.1	9.5	107	3345	55.1	8.3	111	7579	53.5	18.8	108				
EMPLOYED FULL-TIME	32850	3108	43.2	9.5	107	2876	47.4	8.8	117	6147	43.4	18.7	107				
EMPLOYED PART-TIME	7456	712	9.9	9.5	108	*470	7.7	6.3	84	1432	10.1	19.2	110				
NOT EMPLOYED	40680	3371	46.9	8.3	93	2724	44.9	6.7	89	6584	46.5	16.2	93				
PROFESSIONAL/MANAGER	10392	982	13.7	9.4	106	784	12.9	7.5	101	2028	14.3	19.5	112				
TECH/CLERICAL/SALES	17574	1751	24.3	10.0	112	1442	23.8	8.2	109	3554	25.1	20.2	116				
PRECISION/CRAFT	985	**118	1.6	12.0	135	**114	1.9	11.6	154	**155	1.1	15.7	90				
OTHER EMPLOYED	11354	969	13.5	8.5	96	1006	16.6	8.9	118	1842	13.0	16.2	93				
SINGLE	9863	950	13.2	9.6	108	717	11.8	7.3	97	1633	11.5	16.6	95				
MARRIED	51375	4932	68.6	9.6	108	3867	63.7	7.5	100	9901	69.9	19.3	110				
DIVORCED/SEPARATED/WIDOWED	19748	1310	18.2	6.6	75	1486	24.5	7.5	100	2629	18.6	13.3	76				
PARENTS	32590	3721	51.7	11.4	129	2796	46.1	8.6	114	7073	49.9	21.7	124				
WHITE	70416	6386	88.8	9.1	102	4833	79.6	6.9	92	12302	86.9	17.5	100				
BLACK	8778	589	8.2	6.7	76	1172	19.3	13.4	178	1561	11.0	17.8	102				
OTHER	1791	**217	3.0	12.1	136	**64	1.1	3.6	48	**300	2.1	16.8	96				
NORTHEAST-CENSUS	17786	543	7.6	3.1	34	1795	29.6	10.1	135	3068	21.7	17.2	99				
NORTH CENTRAL	20741	1586	22.1	7.6	86	1350	22.2	6.5	87	3675	25.9	17.7	101				
SOUTH	27775	2104	29.3	7.6	85	2249	37.1	8.1	108	4192	29.6	15.1	86				
WEST	14683	2959	41.1	20.2	227	*675	11.1	4.6	61	3229	22.8	22.0	126				
NORTHEAST-MKTG.	17961	526	7.3	2.9	33	1751	28.9	9.7	130	2751	19.4	15.3	88				
EAST CENTRAL	11885	588	8.2	4.9	56	832	13.7	7.0	93	1802	12.7	15.2	87				
WEST CENTRAL	14090	1456	20.2	10.3	116	819	13.5	5.8	78	2907	20.5	20.6	118				
SOUTH	24081	2047	28.5	8.5	96	2116	34.9	8.8	117	3927	27.7	16.3	93				
PACIFIC	12969	2574	35.8	19.8	223	*551	9.1	4.2	57	2776	19.6	21.4	122				
COUNTY SIZE A	32439	2946	41.0	9.1	102	2821	46.5	8.7	116	5582	39.4	17.2	98				
COUNTY SIZE B	24915	2194	30.5	8.8	99	1789	29.5	7.2	96	4578	32.3	18.4	105				
COUNTY SIZE C	12930	1344	18.7	10.4	117	904	14.9	7.0	93	2391	16.9	18.5	106				
COUNTY SIZE D	10703	708	9.8	6.6	74	555	9.1	5.2	69	1612	11.4	15.1	86				
METRO CENTRAL CITY	24518	2389	33.2	9.7	110	1963	32.3	8.0	107	4690	33.1	19.1	109				
METRO SUBURBAN	35919	3114	43.3	8.7	98	2824	46.5	7.9	105	5993	42.3	16.7	95				
NON METRO	20549	1688	23.5	8.2	93	1282	21.1	6.2	83	3480	24.6	16.9	97				
TOP 5 ADI'S	18341	1726	24.0	9.4	106	1649	27.2	9.0	120	3169	22.4	17.3	99				
TOP 10 ADI'S	25378	2161	30.0	8.5	96	2162	35.6	8.5	114	4088	28.9	16.1	92				
TOP 20 ADI'S	36488	3259	45.3	8.9	101	3048	50.2	8.4	111	6135	43.3	16.8	96				
HSHLD INC. $50,000 OR MORE	6612	770	10.7	11.6	131	*577	9.5	8.7	116	1343	9.5	20.3	116				
$40,000 OR MORE	12659	1343	18.7	10.6	119	1097	18.1	8.7	116	2542	17.9	20.1	115				
$30,000 OR MORE	24698	2575	35.8	10.4	117	1894	31.2	7.7	102	4893	34.5	19.8	113				
$25,000 OR MORE	32077	3444	47.9	10.7	121	2451	40.4	7.6	102	6340	44.8	19.8	113				
$20,000 - $24,999	9144	742	10.3	8.1	91	613	10.1	6.7	89	1810	12.8	19.8	113				
$15,000 - $19,999	8728	712	9.9	8.2	92	672	11.1	7.7	103	1442	10.2	16.5	94				
$10,000 - $14,999	12562	960	13.3	7.6	86	963	15.9	7.7	102	2142	15.1	17.1	98				
UNDER $10,000	18475	1334	18.5	7.2	81	1371	22.6	7.4	99	2430	17.2	13.2	75				
HOUSEHOLD OF 1 PERSON	11987	755	10.5	6.3	71	593	9.8	4.9	66	1349	9.5	11.3	64				
2 PEOPLE	26577	2005	27.9	7.5	85	1855	30.6	7.0	93	4333	30.6	16.3	93				
3 OR 4 PEOPLE	30617	3327	46.3	10.9	122	2550	42.0	8.3	111	6009	42.4	19.6	112				
5 OR MORE PEOPLE	11804	1105	15.4	9.4	105	1071	17.6	9.1	121	2472	17.5	20.9	120				
NO CHILD IN HSHLD	46165	3235	45.0	7.0	79	3102	51.1	6.7	90	6713	47.4	14.5	83				
CHILD(REN) UNDER 2 YRS	5325	756	10.5	14.2	160	*430	7.1	8.1	108	1357	9.6	25.5	146				
2 - 5 YEARS	14221	1995	27.7	14.0	158	1199	19.8	8.4	113	3025	21.4	21.3	122				
6 - 11 YEARS	15117	1744	24.2	11.5	130	1282	21.1	8.5	113	3291	23.2	21.8	124				
12 - 17 YEARS	16611	1520	21.1	9.2	103	1466	24.2	8.8	118	3444	24.3	20.7	119				
RESIDENCE OWNED	55884	5052	70.2	9.0	102	4038	66.5	7.2	96	10035	70.9	18.0	103				
VALUE: $50,000 OR MORE	31744	3238	45.0	10.2	115	2203	36.3	6.9	93	5943	42.0	18.7	107				
VALUE: UNDER $50,000	24140	1815	25.2	7.5	85	1835	30.2	7.6	101	4092	28.9	17.0	97				

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	TREETOP A '000	TREETOP B % DOWN	TREETOP C % ACROSS	TREETOP D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7192	100.0	8.9	100	6069	100.0	7.5	100	14163	100.0	17.5	100				
MAGAZINES	QUINTILE 1	15799	1680	23.4	10.6	120	1397	23.0	8.8	118	3397	24.0	21.5	123				
	QUINTILE 2	17259	1676	23.3	9.7	109	1388	22.9	8.0	107	3141	22.2	18.2	104				
	QUINTILE 3	13545	1325	18.4	9.8	110	1115	18.4	8.2	110	2462	17.4	18.2	104				
	QUINTILE 4	15133	1269	17.6	8.4	94	1108	18.3	7.3	98	2624	18.5	17.3	99				
	QUINTILE 5	19250	1241	17.3	6.4	73	1061	17.5	5.5	74	2539	17.9	13.2	75				
NEWSPAPERS	QUINTILE 1	12413	893	12.4	7.2	81	1104	18.2	8.9	119	2325	16.4	18.7	107				
	QUINTILE 2	24116	2242	31.2	9.3	105	1933	31.9	8.0	107	4242	30.0	17.6	101				
	QUINTILE 3	11261	1032	14.3	9.2	103	931	15.3	8.3	110	2072	14.6	18.4	105				
	QUINTILE 4	20255	1919	26.7	9.5	107	1284	21.2	6.3	85	3660	25.8	18.1	103				
	QUINTILE 5	12940	1106	15.4	8.5	96	818	13.5	6.3	84	1863	13.2	14.4	82				
OUTDOOR	QUINTILE 1	14852	1334	18.5	9.0	101	1168	19.2	7.9	105	3029	21.4	20.4	117				
	QUINTILE 2	15725	1482	20.6	9.4	106	1189	19.6	7.6	101	2684	19.0	17.1	98				
	QUINTILE 3	16330	1554	21.6	9.5	107	1202	19.8	7.4	98	2808	19.8	17.2	98				
	QUINTILE 4	16744	1474	20.5	8.8	99	1194	19.7	7.1	95	3086	21.8	18.4	105				
	QUINTILE 5	17334	1348	18.7	7.8	88	1316	21.7	7.6	101	2557	18.1	14.8	84				
RADIO-DRIVE TIME	QUINTILE 1	15911	1395	19.4	8.8	99	1422	23.4	8.9	119	2988	21.1	18.8	107				
	QUINTILE 2	14837	1310	18.2	8.8	99	1101	18.1	7.4	99	2748	19.4	18.5	106				
	QUINTILE 3	15339	1327	18.5	8.7	97	1258	20.7	8.2	109	2583	18.2	16.8	96				
	QUINTILE 4	16723	1568	21.8	9.4	106	1322	21.8	7.9	105	2879	20.3	17.2	98				
	QUINTILE 5	18176	1592	22.1	8.8	99	967	15.9	5.3	71	2965	20.9	16.3	93				
RADIO-MID-DAY	TERCILE 1	21020	1731	24.1	8.2	93	1860	30.6	8.8	118	4209	29.7	20.0	114				
	TERCILE 2	21610	2460	34.2	11.4	128	1881	31.0	8.7	116	4181	29.5	19.3	111				
	TERCILE 3	38355	3001	41.7	7.8	88	2328	38.4	6.1	81	5773	40.8	15.1	86				
RADIO-TOTAL	QUINTILE 1	15988	1403	19.5	8.8	99	1530	25.2	9.6	128	3176	22.4	19.9	114				
	QUINTILE 2	15626	1444	20.1	9.2	104	1114	18.4	7.1	95	2994	21.1	19.2	110				
	QUINTILE 3	16723	1509	21.0	9.0	102	1395	23.0	8.3	111	2805	19.8	16.8	96				
	QUINTILE 4	16342	1522	21.2	9.3	105	1269	20.9	7.8	104	2823	19.9	17.3	99				
	QUINTILE 5	16306	1315	18.3	8.1	91	761	12.5	4.7	62	2364	16.7	14.5	83				
TV-PRIME TIME	QUINTILE 1	15953	1361	18.9	8.5	96	1202	19.8	7.5	101	2630	18.6	16.5	94				
	QUINTILE 2	16137	1417	19.7	8.8	99	1172	19.3	7.3	97	2843	20.1	17.6	101				
	QUINTILE 3	16420	1221	17.0	7.4	84	1403	23.1	8.5	114	2853	20.1	17.4	99				
	QUINTILE 4	16687	1736	24.1	10.4	117	1299	21.4	7.8	104	2966	20.9	17.8	102				
	QUINTILE 5	15789	1456	20.2	9.2	104	994	16.4	6.3	84	2872	20.3	18.2	104				
TV-DAYTIME	TERCILE 1	27736	2385	33.2	8.6	97	2425	40.0	8.7	117	5028	35.5	18.1	104				
	TERCILE 2	26489	2427	33.7	9.2	103	1832	30.2	6.9	92	4340	30.6	16.4	94				
	TERCILE 3	26761	2380	33.1	8.9	100	1813	29.9	6.8	90	4795	33.9	17.9	102				
TV-TOTAL	QUINTILE 1	16345	1295	18.0	7.9	89	1318	21.7	8.1	108	2745	19.4	16.8	96				
	QUINTILE 2	16447	1235	17.2	7.5	85	1242	20.5	7.6	101	2658	18.8	16.2	92				
	QUINTILE 3	15980	1594	22.2	10.0	112	1435	23.6	9.0	120	3037	21.4	19.0	109				
	QUINTILE 4	15887	1549	21.5	9.8	110	985	16.2	6.2	83	2774	19.6	17.5	100				
	QUINTILE 5	16326	1519	21.1	9.3	105	1090	18.0	6.7	89	2949	20.8	18.1	103				
MAGAZINES-NEWSPAPERS: DUAL		20721	1851	25.7	8.9	101	1867	30.8	9.0	120	3938	27.8	19.0	109				
MAGAZINE IMPERATIVE		19186	2190	30.5	11.4	129	1488	24.5	7.8	103	3871	27.3	20.2	115				
NEWSPAPER IMPERATIVE		21899	1772	24.6	8.1	91	1686	27.8	7.7	103	3564	25.2	16.3	93				
MAGAZINES-OUTDOOR: DUAL		15451	1778	24.7	11.5	130	1269	20.9	8.2	110	3185	22.5	20.6	118				
MAGAZINE IMPERATIVE		25953	2424	33.7	9.3	105	2089	34.4	8.0	107	4663	32.9	18.0	103				
OUTDOOR IMPERATIVE		24400	1871	26.0	7.7	86	1663	27.4	6.8	91	3958	27.9	16.2	93				
MAGAZINES-RADIO: DUAL		18049	1935	26.9	10.7	121	1590	26.2	8.8	118	3870	27.3	21.4	123				
MAGAZINE IMPERATIVE		23571	2360	32.8	10.0	113	1896	31.2	8.0	107	4311	30.4	18.3	105				
RADIO IMPERATIVE		23278	1812	25.2	7.8	88	1775	29.2	7.6	102	3851	27.2	16.5	95				
MAGAZINES-TELEVISION: DUAL		15459	1456	20.2	9.4	106	1448	23.9	9.4	125	2833	20.0	18.3	105				
MAGAZINE IMPERATIVE		25829	2794	38.8	10.8	122	1959	32.3	7.6	101	5375	38.0	20.8	119				
TELEVISION IMPERATIVE		26039	1927	26.8	7.4	83	1808	29.8	6.9	93	4123	29.1	15.8	91				
NEWSPAPERS-OUTDOOR: DUAL		16605	1514	21.1	9.1	103	1390	22.9	8.4	112	3059	21.6	18.4	105				
NEWSPAPER IMPERATIVE		26834	2241	31.2	8.4	94	2226	36.7	8.3	111	4743	33.5	17.7	101				
OUTDOOR IMPERATIVE		23346	2262	31.5	9.7	109	1625	26.8	7.0	93	4150	29.3	17.8	102				
NEWSPAPERS-RADIO: DUAL		17133	1428	19.9	8.3	94	1465	24.1	8.6	114	3327	23.5	19.4	111				
NEWSPAPER IMPERATIVE		25892	2302	32.0	8.9	100	2049	33.8	7.9	106	4352	30.7	16.8	96				
RADIO IMPERATIVE		23167	2131	29.6	9.2	104	1756	28.9	7.6	101	4244	30.0	18.3	105				
NEWSPAPERS-TELEVISION: DUAL		17159	1266	17.6	7.4	83	1419	23.4	8.3	110	2823	19.9	16.5	94				
NEWSPAPER IMPERATIVE		26214	2486	34.6	9.5	107	2035	33.5	7.8	104	4950	35.0	18.9	108				
TELEVISION IMPERATIVE		23412	2029	28.2	8.7	98	1745	28.8	7.5	99	3943	27.8	16.8	96				
OUTDOOR-RADIO: DUAL		15303	1387	19.3	9.1	102	1365	22.5	8.9	119	3332	23.5	21.8	125				
OUTDOOR IMPERATIVE		24901	2289	31.8	9.2	104	1590	26.2	6.4	85	3951	27.9	15.9	91				
RADIO IMPERATIVE		26492	2333	32.4	8.8	99	2177	35.9	8.2	110	4690	33.1	17.7	101				
OUTDOOR-TELEVISION: DUAL		14794	1320	18.4	8.9	100	1205	19.9	8.1	109	2646	18.7	17.9	102				
OUTDOOR IMPERATIVE		25437	2516	35.0	9.9	111	1893	31.2	7.4	99	4823	34.1	19.0	108				
TELEVISION IMPERATIVE		27877	2283	31.7	8.2	92	2192	36.1	7.9	105	4704	33.2	16.9	96				
RADIO-TELEVISION: DUAL		15996	1238	17.2	7.7	87	1580	26.0	9.9	132	2723	19.2	17.0	97				
RADIO IMPERATIVE		25478	2525	35.1	9.9	112	1935	31.9	7.6	101	5068	35.8	19.9	114				
TELEVISION IMPERATIVE		26573	2300	32.0	8.7	97	1787	29.4	6.7	90	4352	30.7	16.4	94				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0506
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	TOTAL U.S. '000	TREETOP A '000	TREETOP B % DOWN	TREETOP C % ACROSS	TREETOP D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7192	100.0	8.9	100	6069	100.0	7.5	100	14163	100.0	17.5	100				
ATLANTIC MONTHLY	415	**26	0.4	6.3	71	**41	0.7	9.9	132	**78	0.6	18.8	107				
BARRON'S	453	**89	1.2	19.6	221	**17	0.3	3.8	50	**104	0.7	23.0	131				
BETTER HOMES & GARDENS	16256	1682	23.4	10.3	117	1225	20.2	7.5	101	3316	23.4	20.4	117				
BON APPETIT	2535	301	4.2	11.9	134	228	3.8	9.0	120	535	3.8	21.1	121				
BUSINESS WEEK	1278	*187	2.6	14.6	165	**108	1.8	8.5	113	*279	2.0	21.8	125				
CAR AND DRIVER	378	**4	0.1	1.1	12	**29	0.5	7.7	102	**82	0.6	21.7	124				
CBS MAGAZINE NETWORK (GROSS)	1498	**136	1.9	9.1	102	*196	3.2	13.1	175	337	2.4	22.5	129				
CHANGING TIMES	1505	**129	1.8	8.6	97	*141	2.3	9.4	125	252	1.8	16.7	96				
COLONIAL HOMES	1231	*190	2.6	15.4	174	*134	2.2	10.9	145	320	2.3	26.0	149				
CONDE NAST MAG. PKG. (GROSS)	14146	1431	19.9	10.1	114	1301	21.4	9.2	123	2846	20.1	20.1	115				
CONSUMERS DIGEST	1323	**83	1.2	6.3	71	*178	2.9	13.5	180	282	2.0	21.3	122				
COSMOPOLITAN	7102	683	9.5	9.6	108	633	10.4	8.9	119	1402	9.9	19.7	113				
COUNTRY LIVING	2481	*250	3.5	10.1	113	*248	4.1	10.0	133	578	4.1	23.3	133				
CUISINE	1472	*166	2.3	11.3	127	*198	3.3	13.5	179	320	2.3	21.7	124				
CYCLE WORLD	425	**28	0.4	6.6	74	**54	0.9	12.7	170	**114	0.8	26.8	153				
DCI:CREATIVE IDEAS FOR LIV	2510	302	4.2	12.0	135	*154	2.5	6.1	82	443	3.1	17.6	101				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	735	10.2	11.0	124	485	8.0	7.2	97	1149	8.1	17.2	98				
DISCOVER	894	*107	1.5	12.0	135	**78	1.3	8.7	116	*171	1.2	19.1	109				
EBONY	3507	251	3.5	7.2	81	581	9.6	16.6	221	701	4.9	20.0	114				
ESQUIRE	1083	**121	1.7	11.2	126	**127	2.1	11.7	156	273	1.9	25.2	144				
ESSENCE	1830	*153	2.1	8.4	94	355	5.8	19.4	259	444	3.1	24.3	139				
FAMILY CIRCLE	15930	1570	21.8	9.9	111	1279	21.1	8.0	107	3152	22.3	19.8	113				
THE FAMILY HANDYMAN	1126	**139	1.9	12.3	139	**117	1.9	10.4	139	271	1.9	24.1	138				
FAMILY WEEKLY	11468	1085	15.1	9.5	107	741	12.2	6.5	86	2115	14.9	18.4	105				
FIELD & STREAM	2234	*232	3.2	10.4	117	*184	3.0	8.2	110	439	3.1	19.7	112				
FOOD & WINE	579	**94	1.3	16.2	183	**47	0.8	8.1	108	*118	0.8	20.4	117				
FORBES	728	**152	2.1	20.9	235	**80	1.3	11.0	147	*183	1.3	25.1	144				
FORTUNE	906	**155	2.2	17.1	193	**69	1.1	7.6	102	*294	2.1	32.5	186				
GENTLEMEN'S QUARTERLY	791	**76	1.1	9.6	108	*163	2.7	20.6	275	*212	1.5	26.8	153				
GLAMOUR	5265	643	8.9	12.2	138	450	7.4	8.5	114	1244	8.8	23.6	135				
GOLF DIGEST	636	**57	0.8	9.0	101	**57	0.9	9.0	120	*132	0.9	20.8	119				
GOLF DIGEST/TENNIS (GROSS)	1186	**108	1.5	9.1	103	**103	1.7	8.7	116	*227	1.6	19.1	109				
GOLF MAGAZINE	441	**41	0.6	9.3	105	**24	0.4	5.4	73	**89	0.6	20.2	115				
GOLF MAGAZINE/SKI (GROSS)	922	**133	1.8	14.4	162	**60	1.0	6.5	87	*217	1.5	23.5	135				
GOOD HOUSEKEEPING	16487	1704	23.7	10.3	116	1446	23.8	8.8	117	3334	23.5	20.2	116				
HARPER'S BAZAAR	2423	314	4.4	13.0	146	213	3.5	8.8	117	519	3.7	21.4	122				
HEALTH	1994	*219	3.0	11.0	124	*248	4.1	12.4	166	432	3.1	21.7	124				
HEARST MAG CORP. BUY (GROSS)	44101	4573	63.6	10.4	117	3933	64.8	8.9	119	9244	65.3	21.0	120				
HEARST MAN POWER (GROSS)	1993	*256	3.6	12.8	145	*210	3.5	10.5	141	510	3.6	25.6	146				
HEARST WOMAN POWER (GROSS)	31274	3072	42.7	9.8	111	2688	44.3	8.6	115	6291	44.4	20.1	115				
HOUSE BEAUTIFUL	3623	385	5.4	10.6	120	316	5.2	8.7	116	745	5.3	20.6	118				
INC.	283	**56	0.8	19.8	223	**47	0.8	16.6	222	**94	0.7	33.2	190				
JET	2928	*208	2.9	7.1	80	473	7.8	16.2	216	591	4.2	20.2	115				
LADIES' HOME JOURNAL	11918	1277	17.8	10.7	121	967	15.9	8.1	108	2400	16.9	20.1	115				
LHJ FAMILY GRP COMBO(GROSS)	16764	1824	25.4	10.9	123	1391	22.9	8.3	111	3533	24.9	21.1	121				
LIFE	4254	374	5.2	8.8	99	445	7.3	10.5	140	934	6.6	22.0	126				
L.A. TIMES HOME MAGAZINE	1145	*231	3.2	20.2	227	**38	0.6	3.3	44	*250	1.8	21.8	125				
MADEMOISELLE	2884	*206	2.9	7.1	80	243	4.0	8.4	112	485	3.4	16.8	96				
MC CALL'S	13460	1323	18.4	9.8	111	1060	17.5	7.9	105	2622	18.5	19.5	111				
MC CALL'S/WRK MOTHER (GROSS)	14606	1475	20.5	10.1	114	1247	20.5	8.5	114	2971	21.0	20.3	116				
MECHANIX ILLUSTRATED	772	**132	1.8	17.1	193	**86	1.4	11.1	149	*149	1.1	19.3	110				
METROPOLITAN HOME	967	**58	0.8	6.0	68	*122	2.0	12.6	168	*232	1.6	24.0	137				
MONEY	1588	*204	2.8	12.8	145	*219	3.6	13.8	184	315	2.2	19.8	113				
MOTHER EARTH NEWS	1002	**121	1.7	12.1	136	**54	0.9	5.4	72	*191	1.3	19.1	109				
MS.	825	**94	1.3	11.4	128	**114	1.9	13.8	184	217	1.5	26.3	150				
NATIONAL ENQUIRER	10336	816	11.3	7.9	89	1032	17.0	10.0	133	1864	13.2	18.0	103				
NATIONAL GEOGRAPHIC	9597	1114	15.5	11.6	131	776	12.8	8.1	108	2208	15.6	23.0	132				
NATIONAL SUNDAY MAGAZINE PKG	49558	4384	61.0	8.8	100	3967	65.4	8.0	107	9184	64.8	18.5	106				
NATURAL HISTORY	573	**40	0.6	7.0	79	**78	1.3	13.6	182	*112	0.8	19.5	112				
NEW WOMAN	1699	**115	1.6	6.8	76	*171	2.8	10.1	134	430	3.0	25.3	145				
NEW YORK INCLUDING CUE	443	**24	0.3	5.4	61	**78	1.3	17.6	235	*103	0.7	23.3	133				
THE NEW YORKER	1270	**81	1.1	6.4	72	*174	2.9	13.7	183	281	2.0	22.1	127				
NEWSWEEK	6277	715	9.9	11.4	128	462	7.6	7.4	98	1395	9.8	22.2	127				
THE N.Y. TIMES DAILY EDITION	1205	**47	0.7	3.9	44	*143	2.4	11.9	158	*153	1.1	12.7	73				
THE N.Y. TIMES MAGAZINE	2081	**78	1.1	3.7	42	259	4.3	12.4	166	346	2.4	16.6	95				
OMNI	788	**98	1.4	12.4	140	**96	1.6	12.2	163	*162	1.1	20.6	118				
ON CABLE	1158	**69	1.0	6.0	67	*130	2.1	11.2	150	*211	1.5	18.2	104				
1001 HOME IDEAS	2852	329	4.6	11.5	130	*176	2.9	6.2	82	702	5.0	24.6	141				
ORGANIC GARDENING	1658	*195	2.7	11.8	132	*152	2.5	9.2	122	391	2.8	23.6	135				
OUTDOOR LIFE	896	**64	0.9	7.1	80	**122	2.0	13.6	182	*279	2.0	31.1	178				
PARADE MAGAZINE	24275	1896	26.4	7.8	88	2070	34.1	8.5	114	4541	32.1	18.7	107				

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	TREETOP A '000	TREETOP B % DOWN	TREETOP C % ACROSS	TREETOP D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	HELCH'S A '000	HELCH'S B % DOWN	HELCH'S C % ACROSS	HELCH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7192	100.0	8.9	100	6069	100.0	7.5	100	14163	100.0	17.5	100				
PARENTS	3845	767	10.7	19.9	225	445	7.3	11.6	154	1106	7.8	28.8	164				
PENTHOUSE	831	**68	0.9	8.2	92	**145	2.4	17.4	233	*130	0.9	15.6	89				
PEOPLE	11645	1191	16.6	10.2	115	952	15.7	8.2	109	2111	14.9	18.1	104				
PLAYBOY	2006	*162	2.3	8.1	91	241	4.0	12.0	160	349	2.5	17.4	99				
POPULAR HOT RODDING	297	**49	0.7	16.5	186	**7	0.1	2.4	31	**71	0.5	23.9	137				
POPULAR MECHANICS	1018	**173	2.4	17.0	191	**133	2.2	13.1	174	*248	1.8	24.4	139				
POPULAR SCIENCE	878	**80	1.1	9.1	103	**84	1.4	9.6	128	*239	1.7	27.2	156				
PREVENTION	3913	440	6.1	11.2	127	349	5.8	8.9	119	618	4.4	15.8	90				
PSYCHOLOGY TODAY	1710	*170	2.4	9.9	112	*149	2.5	8.7	116	434	3.1	25.4	145				
READER'S DIGEST	22204	2280	31.7	10.3	116	1525	25.1	6.9	92	4139	29.2	18.6	107				
REDBOOK	7684	685	9.5	8.9	100	608	10.0	7.9	106	1555	11.0	20.2	116				
ROAD & TRACK	410	**54	0.8	13.2	148	**32	0.5	7.8	104	**98	0.7	23.9	137				
ROLLING STONE	969	*120	1.7	12.4	139	*118	1.9	12.2	162	*188	1.3	19.4	111				
RUNNER'S WORLD	298	**52	0.7	17.4	196	**56	0.9	18.8	251	**63	0.4	21.1	121				
SATURDAY EVENING POST	1169	**87	1.2	7.4	84	**119	2.0	10.2	136	*231	1.6	19.8	113				
SCIENCE 84	587	**81	1.1	13.8	155	**51	0.8	8.7	116	*154	1.1	26.2	150				
SCIENCE DIGEST	482	**33	0.5	6.8	77	**45	0.7	9.3	125	*104	0.7	21.6	123				
SCIENTIFIC AMERICAN	594	**56	0.8	9.4	106	**71	1.2	12.0	160	*112	0.8	18.9	108				
SELF	2089	*177	2.5	8.5	95	223	3.7	10.7	142	312	2.2	14.9	85				
SEVENTEEN	2411	*189	2.6	7.8	88	*248	4.1	10.3	137	397	2.8	16.5	94				
SKI	480	**92	1.3	19.2	216	**36	0.6	7.5	100	*127	0.9	26.5	151				
SMITHSONIAN	2760	305	4.2	11.1	124	*179	2.9	6.5	87	560	4.0	20.3	116				
SOAP OPERA DIGEST	3013	315	4.4	10.5	118	340	5.6	11.3	151	515	3.6	17.1	98				
SOUTHERN LIVING	4184	433	6.0	10.3	117	331	5.5	7.9	106	706	5.0	16.9	96				
SPORT	559	**80	1.1	14.3	161	**83	1.4	14.8	198	**166	1.2	29.7	170				
THE SPORTING NEWS	436	**39	0.5	8.9	101	**53	0.9	12.2	162	**115	0.8	26.4	151				
SPORTS AFIELD	493	**50	0.7	10.1	114	**32	0.5	6.5	87	*158	1.1	32.0	183				
SPORTS ILLUSTRATED	2758	361	5.0	13.1	147	268	4.4	9.7	130	689	4.9	25.0	143				
STAR	7456	460	6.4	6.2	69	830	13.7	11.1	149	1280	9.0	17.2	98				
SUNDAY	24936	2033	28.3	8.2	92	2187	36.0	8.8	117	4524	31.9	18.1	104				
SUNSET	2124	509	7.1	24.0	270	**114	1.9	5.4	72	565	4.0	26.6	152				
TV GUIDE	21661	2056	28.6	9.5	107	1962	32.3	9.1	121	4026	28.4	18.6	106				
TENNIS	550	**52	0.7	9.5	106	**46	0.8	8.4	112	**96	0.7	17.5	100				
TIME	8880	862	12.0	9.7	109	765	12.6	8.6	115	1797	12.7	20.2	116				
TOWN & COUNTRY	917	**70	1.0	7.6	86	**92	1.5	10.0	134	*232	1.6	25.3	145				
TRAVEL & LEISURE	972	**59	0.8	6.1	68	**60	1.0	6.2	82	*155	1.1	15.9	91				
TRUE STORY	3356	*232	3.2	6.9	78	*275	4.5	8.2	109	650	4.6	19.4	111				
U.S.NEWS & WORLD REPORT	3410	368	5.1	10.8	122	*246	4.1	7.2	96	734	5.2	21.5	123				
USA TODAY	1759	*223	3.1	12.7	143	*191	3.1	10.9	145	358	2.5	20.4	116				
US	1873	*167	2.3	8.9	100	*244	4.0	13.0	174	361	2.5	19.3	110				
VOGUE	3909	406	5.6	10.4	117	385	6.3	9.8	131	804	5.7	20.6	118				
WALL STREET JOURNAL	1886	*197	2.7	10.4	118	*163	2.7	8.6	115	390	2.8	20.7	118				
WEIGHT WATCHERS	2120	*282	3.9	13.3	150	*219	3.6	10.3	138	443	3.1	20.9	119				
WOMAN'S DAY	14172	1503	20.9	10.6	119	1139	18.8	8.0	107	2814	19.9	19.9	114				
WORKING MOTHER	1146	*152	2.1	13.3	149	*188	3.1	16.4	219	349	2.5	30.5	174				
WORKING WOMAN	1322	**95	1.3	7.2	81	*157	2.6	11.9	158	303	2.1	22.9	131				
WORLD TENNIS	*163	**8	0.1	4.9	55	**28	0.5	17.2	229	**45	0.3	27.6	158				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*181	2.5	7.1	80	312	5.1	12.3	164	639	4.5	25.2	144				
BLAIR INSERTS	43657	3827	53.2	8.8	99	3806	62.7	8.7	116	8253	58.3	18.9	108				
DAILY NEWSPAPERS																	
READ ANY	51633	4507	62.7	8.7	98	4059	66.9	7.9	105	9339	65.9	18.1	103				
READ ONE	43463	3884	54.0	8.9	101	3337	55.0	7.7	102	7809	55.1	18.0	103				
READ TWO OR MORE	8170	623	8.7	7.6	86	722	11.9	8.8	118	1531	10.8	18.7	107				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4681	65.1	8.9	100	4269	70.3	8.1	108	9658	68.2	18.3	105				
READ ONE	46126	4206	58.5	9.1	103	3740	61.6	8.1	108	8486	59.9	18.4	105				
READ TWO OR MORE	6552	476	6.6	7.3	82	529	8.7	8.1	108	1172	8.3	17.9	102				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.92				29.73				29.33							
30 DAY REACH	71455	6411	89.1	9.0	101	5208	85.8	7.3	97	12818	90.5	17.9	103				
50 SHWG - 30 DAY AV FREQ	14.56	15.73				15.59				15.34							
30 DAY REACH	67742	6120	85.1	9.0	102	4975	82.0	7.3	98	12277	86.7	18.1	104				
25 SHWG - 30 DAY AV FREQ	7.94	8.44				8.39				8.34							
30 DAY REACH	62117	5699	79.2	9.2	103	4630	76.3	7.5	99	11304	79.8	18.2	104				
CABLE TV: HOME WIRED	32077	3100	43.1	9.7	109	2354	38.8	7.3	98	5746	40.6	17.9	102				
HOME NOT WIRED	48909	4092	56.9	8.4	94	3715	61.2	7.6	101	8417	59.4	17.2	98				
HAVE PAY CABLE	15935	1641	22.8	10.3	116	1327	21.9	8.3	111	3086	21.8	19.4	111				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0508
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	TOTAL U.S. '000	TREETOP A '000	TREETOP B % DOWN	TREETOP C % ACROSS	TREETOP D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS	TROPICANA D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	7192	100.0	8.9	100	6069	100.0	7.5	100	14163	100.0	17.5	100
RADIO AVG. DAILY (M-F) CUME													
6:00 AM - 10:00 AM	43921	3971	55.2	9.0	102	3702	61.0	8.4	112	7908	55.8	18.0	103
10:00 AM - 3:00 PM	30659	2919	40.6	9.5	107	2618	43.1	8.5	114	6019	42.5	19.6	112
3:00 PM - 7:00 PM	31045	2960	41.2	9.5	107	2442	40.2	7.9	105	6033	42.6	19.4	111
7:00 PM - MIDNIGHT	15767	1497	20.8	9.5	107	1365	22.5	8.7	116	3047	21.5	19.3	111
MIDNIGHT - 6:00 AM	9120	775	10.8	8.5	96	853	14.1	9.4	125	1722	12.2	18.9	108
6:00 AM - MIDNIGHT	58527	5403	75.1	9.2	104	4803	79.1	8.2	110	10793	76.2	18.4	105
ENTIRE DAY	59311	5462	75.9	9.2	104	4880	80.4	8.2	110	10935	77.2	18.4	105
AVG DAILY M-F CUME: 6AM-MDNT													
FORMATS: ADULT CONTEMPORARY	16172	1449	20.1	9.0	101	1404	23.1	8.7	116	2985	21.1	18.5	106
ALL NEWS	2256	*205	2.9	9.1	102	*171	2.8	7.6	101	298	2.1	13.2	76
AOR/PROGRESSIVE	3874	474	6.6	12.2	138	335	5.5	8.6	115	872	6.2	22.5	129
BEAUTIFUL MUSIC	5660	484	6.7	8.6	96	453	7.5	8.0	107	1036	7.3	18.3	105
BLACK	2204	*224	3.1	10.2	114	379	6.2	17.2	229	470	3.3	21.3	122
CLASSICAL	1418	**146	2.0	10.3	116	**69	1.1	4.9	65	*212	1.5	15.0	85
CHR/ROCK	9538	902	12.5	9.5	106	695	11.5	7.3	97	1871	13.2	19.6	112
COUNTRY	12648	1103	15.3	8.7	98	857	14.1	6.8	90	2290	16.2	18.1	104
GOLDEN OLDIES	1191	**66	0.9	5.5	62	**69	1.1	5.8	77	*222	1.6	18.6	107
MOR/NOSTALGIA	4757	468	6.5	9.8	111	469	7.7	9.9	132	849	6.0	17.8	102
NEWS/TALK	3863	375	5.2	9.7	109	310	5.1	8.0	107	830	5.9	21.5	123
RELIGIOUS	3084	364	5.1	11.8	133	*142	2.3	4.6	61	631	4.5	20.5	117
SOFT ROCK	521	**32	0.4	6.1	69	**49	0.8	9.4	126	**93	0.7	17.9	102
URBAN CONTEMPORARY	1585	**101	1.4	6.4	72	292	4.8	18.4	246	335	2.4	21.1	121
WIRED NETWORKS:													
ABC CONTEMPORARY	3261	*191	2.7	5.9	66	256	4.2	7.9	105	622	4.4	19.1	109
ABC DIRECTION	2316	*290	4.0	12.5	141	236	3.9	10.2	136	384	2.7	16.6	95
ABC ENTERTAINMENT	4834	*341	4.7	7.1	79	439	7.2	9.1	121	796	5.6	16.5	94
ABC FM	2202	*229	3.2	10.4	117	279	4.6	12.7	169	475	3.4	21.6	123
ABC INFORMATION	5425	568	7.9	10.5	118	438	7.2	8.1	108	1172	8.3	21.6	124
ABC ROCK	1677	*208	2.9	12.4	140	*184	3.0	11.0	146	402	2.8	24.0	137
CBS	4430	497	6.9	11.2	126	*252	4.2	5.7	76	678	4.8	15.3	88
MUTUAL	4992	409	5.7	8.2	92	610	10.1	12.2	163	996	7.0	20.0	114
NBC	4679	425	5.9	9.1	102	346	5.7	7.4	99	974	6.9	20.8	119
RADIORADIO	1994	*152	2.1	7.6	86	*168	2.8	8.4	112	283	2.0	14.2	81
RKO ONE	2298	*224	3.1	9.7	110	*119	2.0	5.2	69	477	3.4	20.8	119
RKO TWO	3311	*230	3.2	6.9	78	294	4.8	8.9	118	623	4.4	18.8	108
THE SOURCE	2114	*197	2.7	9.3	105	*263	4.3	12.4	166	405	2.9	19.2	110
NON-WIRED : BLAIR	8654	853	11.9	9.9	111	755	12.4	8.7	116	1653	11.7	19.1	109
INTERNET	12025	1225	17.0	10.2	115	1099	18.1	9.1	122	2611	18.4	21.7	124
KATZ RADIO GROUP	15359	1321	18.4	8.6	97	1406	23.2	9.2	122	2974	21.0	19.4	111
SUPERNET	10628	1115	15.5	10.5	118	925	15.2	8.7	116	1811	12.8	17.0	97
TELEVISION AVG. HALF HOUR													
WKDAY 7:00 AM - 9:00 AM	8659	721	10.0	8.3	94	710	11.7	8.2	109	1521	10.7	17.6	100
WKDAY 9:00 AM - 1:00 PM	12163	1035	14.4	8.5	96	1014	16.7	8.3	111	2127	15.0	17.5	100
WKDAY 1:00 PM - 4:30 PM	16150	1344	18.7	8.3	94	1419	23.4	8.8	117	2807	19.8	17.4	99
WKDAY 4:30 PM - 7:30 PM	22463	1763	24.5	7.8	88	1635	26.9	7.3	97	3560	25.1	15.8	91
WKDAY 7:30 PM - 8:00 PM	31795	2605	36.2	8.2	92	2333	38.4	7.3	98	5157	36.4	16.2	93
WKDAY 11:00 PM - 11:30 PM	23977	2029	28.2	8.5	95	1817	29.9	7.6	101	4419	31.2	18.4	105
WKDAY 11:30 PM - 1:00 AM	7703	646	9.0	8.4	94	665	11.0	8.6	115	1508	10.6	19.6	112
M-SAT 8-11 PM+SUN 7-11 PM	33800	2893	40.2	8.6	96	2576	42.4	7.6	102	5837	41.2	17.3	99
WKDY DAYTIME NTWK 7AM-4:30PM													
ALL MY CHILDREN A	6538	565	7.9	8.6	97	622	10.2	9.5	127	1170	8.3	17.9	102
ANOTHER WORLD N	4620	211	2.9	4.6	51	392	6.5	8.5	113	790	5.6	17.1	98
AS THE WORLD TURNS C	5614	519	7.2	9.2	104	428	7.1	7.6	102	1021	7.2	18.2	104
CAPITOL C	3396	294	4.1	8.7	97	359	5.9	10.6	141	647	4.6	19.1	109
CBS MORN. NEWS 1 C	1446	111	1.5	7.7	86	132	2.2	9.1	122	275	1.9	19.0	109
CBS MORN. NEWS 2 C	1207	*92	1.3	7.6	86	*78	1.3	6.5	86	183	1.3	15.2	87
DAYS OF OUR LIVES N	5877	406	5.6	6.9	78	503	8.3	8.6	114	939	6.6	16.0	91
FACTS OF LIFE - DAYTIME N	2290	179	2.5	7.8	88	176	2.9	7.7	103	429	3.0	18.7	107
FAMILY FEUD A	3023	260	3.6	8.6	97	241	4.0	8.0	106	435	3.1	14.4	82
GENERAL HOSPITAL A	6097	542	7.5	8.9	100	595	9.8	9.8	130	1034	7.3	17.0	97
GOOD MORNING, AMERICA-730 A	3515	285	4.0	8.1	91	231	3.8	6.6	88	621	4.4	17.7	101
GOOD MORNING, AMERICA-830 A	2818	256	3.6	9.1	102	215	3.5	7.6	102	524	3.7	18.6	106
GUIDING LIGHT C	5339	415	5.8	7.8	88	493	8.1	9.2	123	1041	7.4	19.5	111
ONE LIFE TO LIVE A	4478	477	6.6	10.7	120	472	7.8	10.5	141	695	4.9	15.5	89
PRESS YOUR LUCK C	2244	193	2.7	8.6	97	127	2.1	5.7	76	384	2.7	17.1	98
PRICE IS RIGHT 1 C	4348	331	4.6	7.6	86	343	5.7	7.9	105	738	5.2	17.0	97
PRICE IS RIGHT 2 C	5014	392	5.5	7.8	88	387	6.4	7.7	103	826	5.8	16.5	94
RYAN'S HOPE A	3150	227	3.2	7.2	81	316	5.2	10.0	134	519	3.7	16.5	94
SALE OF THE CENTURY N	2695	203	2.8	7.5	85	201	3.3	7.5	100	430	3.0	16.0	91
SEARCH FOR TOMORROW N	2319	*124	1.7	5.3	60	142	2.3	6.1	82	343	2.4	14.8	85
TODAY SHOW 1 N	2693	188	2.6	7.0	79	216	3.6	8.0	107	397	2.8	14.7	84
TODAY SHOW 2 N	2498	133	1.8	5.3	60	192	3.2	7.7	103	382	2.7	15.3	87
$25,000 PYRAMID C	2753	190	2.6	6.9	78	151	2.5	5.5	73	498	3.5	18.1	103
WHEEL OF FORTUNE N	4388	391	5.4	8.9	100	349	5.8	8.0	106	821	5.8	18.7	107
YOUNG AND THE RESTLESS C	5695	518	7.2	9.1	102	544	9.0	9.6	127	1002	7.1	17.6	101
WEEKEND DAYTIME NTWK PRE 6PM													
ABC WIDE WORLD-SPORTS SAT A	1760	*150	2.1	8.5	96	*105	1.7	6.0	80	290	2.0	16.5	94
NBA PLAYOFF GAME -1 C	1136	*57	0.8	5.0	57	*140	2.3	12.3	164	182	1.3	16.0	92
NBC MAJOR LEAGUE PRE-GAME N	953	**43	0.6	4.5	51	**70	1.2	7.3	98	**150	1.1	15.7	90
SPORTSWORLD - SUN N	1233	**38	0.5	3.1	35	**84	1.4	6.8	91	238	1.7	19.3	110
SUNDAY MORNING C	1611	*188	2.6	11.7	131	*113	1.9	7.0	94	250	1.8	15.5	89

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OTHER FRUIT JUICES & DRINKS (EXCLUDING CARBONATED DRINKS, ORANGE JUICE & TOMATO JUICE): BRANDS
(FEMALE HOMEMAKERS)

0509
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		TOTAL U.S. '000	TREETOP A '000	TREETOP B % DOWN	TREETOP C % ACROSS %	TREETOP D INDX	TROPICANA A '000	TROPICANA B % DOWN	TROPICANA C % ACROSS %	TROPICANA D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS %	WELCH'S D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7192	100.0	8.9	100	6069	100.0	7.5	100	14163	100.0	17.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1972	27.4	7.6	85	1658	27.3	6.4	85	3989	28.2	15.3	88				
NETWORK AFFILIATES - LATE		20261	1730	24.1	8.5	96	1387	22.9	6.8	91	3714	26.2	18.3	105				
INDEPENDENTS - LATE		2076	191	2.7	9.2	104	147	2.4	7.1	94	330	2.3	15.9	91				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	855	11.9	8.2	92	927	15.3	8.9	118	1888	13.3	18.1	103				
ABC MONDAY NIGHT MOVIE	A	6412	633	8.8	9.9	111	454	7.5	7.1	94	1187	8.4	18.5	106				
ABC SUNDAY NIGHT MOVIE	A	12407	1088	15.1	8.8	99	811	13.4	6.5	87	1904	13.4	15.3	88				
ABC WORLD NEWS TONIGHT	A	6176	424	5.9	6.9	77	330	5.4	5.3	71	837	5.9	13.6	77				
AFTERMASH	C	5863	476	6.6	8.1	91	453	7.5	7.7	103	1068	7.5	18.2	104				
ALICE	C	9594	699	9.7	7.3	82	729	12.0	7.6	101	1623	11.5	16.9	97				
AMERICAN PARADE	C	6622	524	7.3	7.9	89	481	7.9	7.3	97	962	6.8	14.5	83				
BENSON	A	10886	1007	14.0	9.3	104	797	13.1	7.3	98	1795	12.7	16.5	94				
BLUE THUNDER	A	5036	448	6.2	8.9	100	393	6.5	7.8	104	743	5.2	14.8	84				
CAGNEY & LACEY	C	9965	792	11.0	7.9	89	708	11.7	7.1	95	1772	12.5	17.8	102				
CBS EVENING NEWS-DEAN	C	3491	*195	2.7	5.6	63	*254	4.2	7.3	97	529	3.7	15.2	87				
CBS EVENING NEWS-RATHER	C	7123	528	7.3	7.4	83	527	8.7	7.4	99	1191	8.4	16.7	96				
CBS SAT. NEWS-SCHIEFFER	C	3621	279	3.9	7.7	87	198	3.3	5.5	73	492	3.5	13.6	78				
CBS SATURDAY NIGHT MOVIE	C	5436	482	6.7	8.9	100	405	6.7	7.5	99	960	6.8	17.7	101				
CBS WEDNESDAY NIGHT MOVIE	C	6100	475	6.6	7.8	88	378	6.2	6.2	83	1091	7.7	17.9	102				
CHEERS	N	8889	816	11.3	9.2	103	796	13.1	9.0	119	1717	12.1	19.3	110				
DALLAS	C	22109	2022	28.1	9.1	103	1782	29.4	8.1	108	3903	27.6	17.7	101				
DIFF'RENT STROKES	N	6940	461	6.4	6.6	75	461	7.6	6.6	89	1154	8.1	16.6	95				
DOUBLE TROUBLE	N	7223	605	8.4	8.4	94	649	10.7	9.0	120	1222	8.6	16.9	97				
DUCK FACTORY	N	5595	513	7.1	9.2	103	507	8.4	9.1	121	1126	8.0	20.1	115				
DUKES OF HAZZARD	C	5768	395	5.5	6.8	77	380	6.3	6.6	88	948	6.7	16.4	94				
DYNASTY	A	20053	2010	27.9	10.0	113	1910	31.5	9.5	127	3302	23.3	16.5	94				
FACTS OF LIFE	N	8087	645	9.0	8.0	90	686	11.3	8.5	113	1456	10.3	18.0	103				
FALCON CREST	C	20046	1773	24.7	8.8	100	1650	27.2	8.2	110	3438	24.3	17.2	98				
FALL GUY	A	9084	793	11.0	8.7	98	980	16.1	10.8	144	1636	11.6	18.0	103				
FAMILY TIES	N	7964	670	9.3	8.4	95	673	11.1	8.5	113	1406	9.9	17.7	101				
FANTASY ISLAND	A	7687	611	8.5	7.9	90	648	10.7	8.4	112	1284	9.1	16.7	96				
FOULUPS,BLEEPS & BLUNDERS	A	8861	749	10.4	8.5	95	674	11.1	7.6	102	1588	11.2	17.9	102				
FOUR SEASONS	C	5095	429	6.0	8.4	95	432	7.1	8.5	113	924	6.5	18.1	104				
GIMME A BREAK	N	8838	696	9.7	7.9	89	831	13.7	9.4	125	1503	10.6	17.0	97				
HART TO HART	A	8978	869	12.1	9.7	109	730	12.0	8.1	109	1663	11.7	18.5	106				
HILL STREET BLUES	N	8590	808	11.2	9.4	106	693	11.4	8.1	108	1596	11.3	18.6	106				
HOTEL	A	14085	1400	19.5	9.9	112	1196	19.7	8.5	113	2280	16.1	16.2	93				
JEFFERSONS	C	9360	749	10.4	8.0	90	693	11.4	7.4	99	1629	11.5	17.4	100				
JENNIFER SLEPT HERE	N	5841	336	4.7	5.8	65	417	6.9	7.1	95	966	6.8	16.5	95				
KATE & ALLIE	C	9206	731	10.2	7.9	89	673	11.1	7.3	98	1377	9.7	15.0	86				
KNIGHT RIDER	N	7076	633	8.8	8.9	101	553	9.1	7.8	104	1155	8.2	16.3	93				
LOVE BOAT	A	12219	1049	14.6	8.6	97	810	13.3	6.6	88	1806	12.8	14.8	85				
MAGNUM PI	C	11199	1082	15.0	9.7	109	817	13.5	7.3	97	1950	13.8	17.4	100				
MAMA'S FAMILY	N	6057	416	5.8	6.9	77	429	7.1	7.1	95	1093	7.7	18.0	103				
MASTER, THE	N	3598	365	5.1	10.1	114	330	5.4	9.2	122	594	4.2	16.5	94				
MATT HOUSTON	A	6344	603	8.4	9.5	107	496	8.2	7.8	104	1123	7.9	17.7	101				
NBC MONDAY NIGHT MOVIE	N	11994	952	13.2	7.9	89	876	14.4	7.3	97	2095	14.8	17.5	100				
NBC NIGHTLY NEWS	N	5132	370	5.1	7.2	81	334	5.5	6.5	87	730	5.2	14.2	81				
NBC NIGHTLY NEWS-SAT	N	3375	*204	2.8	6.0	68	*150	2.5	4.4	59	486	3.4	14.4	82				
NBC NIGHTLY NEWS-SUN	N	3130	**124	1.7	4.0	45	*188	3.1	6.0	80	402	2.8	12.8	73				
NBC SUNDAY NIGHT MOVIE	N	8284	781	10.9	9.4	106	850	14.0	10.3	137	1603	11.3	19.4	111				
NEWHART	C	9240	692	9.6	7.5	84	651	10.7	7.0	94	1510	10.7	16.3	93				
ONE DAY AT A TIME	C	7288	717	10.0	9.8	111	474	7.8	6.5	87	1378	9.7	18.9	108				
PEOPLE ARE FUNNY	N	4855	297	4.1	6.1	69	307	5.1	6.3	84	931	6.6	19.2	110				
REAL PEOPLE	N	8869	604	8.4	6.8	77	622	10.2	7.0	94	1326	9.4	15.0	85				
REMINGTON STEELE	N	7743	645	9.0	8.3	94	580	9.6	7.5	100	1379	9.7	17.8	102				
RIPLEY'S BELIEVE IT - NOT	A	5345	476	6.6	8.9	100	364	6.0	6.8	91	909	6.4	17.0	97				
RIPTIDE	N	6988	593	8.2	8.5	96	551	9.1	7.9	105	1350	9.5	19.3	110				
SCARECROW & MRS. KING	C	10002	942	13.1	9.4	106	749	12.3	7.5	100	1646	11.6	16.5	94				
SIMON & SIMON	C	10638	960	13.3	9.0	102	830	13.7	7.8	104	1985	14.0	18.7	107				
60 MINUTES	C	13293	1276	17.7	9.6	108	883	14.5	6.6	89	2135	15.1	16.1	92				
ST. ELSEWHERE	N	7017	579	8.1	8.3	93	619	10.2	8.8	118	1466	10.4	20.9	119				
THREE'S COMPANY	A	10917	1117	15.5	10.2	115	964	15.9	8.8	118	1816	12.8	16.6	95				
T.J. HOOKER	A	9204	777	10.8	8.4	95	740	12.2	8.0	107	1406	9.9	15.3	87				
TONIGHT SHOW	N	2372	189	2.6	8.0	90	207	3.4	8.7	116	485	3.4	20.4	117				
TRAPPER JOHN, M.D.	C	9846	751	10.4	7.6	86	717	11.8	7.3	97	1800	12.7	18.3	105				
TV BLOOPERS & PRAC. JOKES	N	9105	784	10.9	8.6	97	620	10.2	6.8	91	1537	10.9	16.9	97				
20/20	A	9387	791	11.0	8.4	95	565	9.3	6.0	80	1744	12.3	18.6	106				
WEBSTER	A	11067	1045	14.5	9.4	106	841	13.9	7.6	101	1760	12.4	15.9	91				
WORLD NEWS - SUN	A	3062	*275	3.8	9.0	101	*131	2.2	4.3	57	341	2.4	11.1	64				
YELLOW ROSE	N	4978	395	5.5	7.9	89	309	5.1	6.2	83	831	5.9	16.7	95				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1008	14.0	11.4	128	878	14.5	9.9	132	1870	13.2	21.1	120				
BASKETBALL - COLLEGE GAMES		4080	*435	6.0	10.7	120	*433	7.1	10.6	142	799	5.6	19.6	112				
BASKETBALL - PRO GAMES		3607	*345	4.8	9.6	108	*451	7.4	12.5	167	788	5.6	21.8	125				
BOWLING		3883	*308	4.3	7.9	89	*438	7.2	11.3	151	696	4.9	17.9	102				
BOXING		3928	**260	3.6	6.6	75	520	8.6	13.2	177	882	6.2	22.5	128				
FOOTBALL - COLLEGE GAMES		6366	664	9.2	10.4	117	574	9.5	9.0	120	1168	8.2	18.3	105				
FOOTBALL - PRO GAMES		11300	1230	17.1	10.9	123	933	15.4	8.3	110	2461	17.4	21.8	125				
GOLF		3378	*358	5.0	10.6	119	*239	3.9	7.1	94	*662	4.7	19.6	112				
POST-SEASON COLL. FOOTBALL		4906	*386	5.4	7.9	89	493	8.1	10.0	134	970	6.8	19.8	113				
POST-SEASON PRO FOOTBALL		6120	727	10.1	11.9	134	*514	8.5	8.4	112	1412	10.0	23.1	132				
TENNIS		3033	*303	4.2	10.0	112	*260	4.3	8.6	114	*488	3.4	16.1	92				
WRESTLING - PROFESSIONAL		3344	**212	2.9	6.3	71	*403	6.6	12.1	161	708	5.0	21.2	121				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	13695	16.9	1532
	NO	67291	83.1	7903

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
7B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BORDEN	1595	2.0	694	.9	617	.8	284	.4	167
DAYBREAK	592	.7	136	.2	213	.3	243	.3	58
ORANGEBURST	769	.9	433	.5	288	.4	48	.1	82
START	524	.6	260	.3	204	.3	61	.1	68
TANG	10848	13.4	8806	10.9	1835	2.3	207	.3	1198
OTHER BRANDS	1899	2.3	924	1.1	495	.6	480	.6	221
DO NOT KNOW	144	.2							17

		'000	%	UNWEIGHTED
7C. ABOUT HOW MANY GLASSES OF POWDERED FRUIT FLAVORED BREAKFAST DRINKS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
11 OR MORE	H	1296	1.6	131
8 - 10	H	732	.9	79
6 - 7	H	1207	1.5	146
5	M	656	.8	83
4	M	1250	1.5	133
3	M	1245	1.5	142
2	M	1343	1.7	178
1	L	1756	2.2	191
NONE	L	4211	5.2	449

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	13695	100.0	16.9	100	3235	100.0	4.0	100	4494	100.0	5.5	100	5967	100.0	7.4	100
18 - 24	9282	1717	12.5	18.5	109	*436	13.5	4.7	118	625	13.9	6.7	121	657	11.0	7.1	96
25 - 34	19072	3572	26.1	18.7	111	863	26.7	4.5	113	1027	22.9	5.4	97	1681	28.2	8.8	120
35 - 44	14591	2953	21.6	20.2	120	647	20.0	4.4	111	936	20.8	6.4	116	1371	23.0	9.4	128
45 - 54	11345	1931	14.1	17.0	101	*447	13.8	3.9	99	*474	10.5	4.2	75	1010	16.9	8.9	121
55 - 64	11635	1547	11.3	13.3	79	*366	11.3	3.1	79	550	12.2	4.7	85	632	10.6	5.4	74
65 OR OLDER	15061	1975	14.4	13.1	78	*476	14.7	3.2	79	882	19.6	5.9	106	617	10.3	4.1	56
18 - 34	28354	5289	38.6	18.7	110	1299	40.2	4.6	115	1652	36.8	5.8	105	2338	39.2	8.2	112
18 - 49	48339	9261	67.6	19.2	113	2172	67.1	4.5	112	2758	61.4	5.7	103	4331	72.6	9.0	122
25 - 54	45008	8456	61.7	18.8	111	1958	60.5	4.4	109	2437	54.2	5.4	98	4062	68.1	9.0	122
35 - 49	19985	3972	29.0	19.9	118	873	27.0	4.4	109	1106	24.6	5.5	100	1993	33.4	10.0	135
50 OR OLDER	32647	4434	32.4	13.6	80	1062	32.8	3.3	81	1736	38.6	5.3	96	1636	27.4	5.0	68
GRADUATED COLLEGE	11155	1454	10.6	13.0	77	*325	10.0	2.9	73	*377	8.4	3.4	61	752	12.6	6.7	91
ATTENDED COLLEGE	13682	2230	16.3	16.3	96	*475	14.7	3.5	87	584	13.0	4.3	77	1170	19.6	8.6	116
GRADUATED HIGH SCHOOL	33880	6136	44.8	18.1	107	1458	45.1	4.3	108	1986	44.2	5.9	106	2692	45.1	7.9	108
DID NOT GRADUATE HIGH SCHOOL	22270	3875	28.3	17.4	103	976	30.2	4.4	110	1546	34.4	6.9	125	1353	22.7	6.1	82
EMPLOYED	40306	6732	49.2	16.7	99	1348	41.7	3.3	84	2033	45.2	5.0	91	3350	56.1	8.3	113
EMPLOYED FULL-TIME	32850	5402	39.4	16.4	97	1050	32.5	3.2	80	1682	37.4	5.1	92	2671	44.8	8.1	110
EMPLOYED PART-TIME	7456	1330	9.7	17.8	105	*299	9.2	4.0	100	*352	7.8	4.7	85	679	11.4	9.1	124
NOT EMPLOYED	40680	6964	50.9	17.1	101	1886	58.3	4.6	116	2460	54.7	6.0	109	2617	43.9	6.4	87
PROFESSIONAL/MANAGER	10392	1441	10.5	13.9	82	**302	9.3	2.9	73	*348	7.7	3.3	60	791	13.3	7.6	103
TECH/CLERICAL/SALES	17574	3011	22.0	17.1	101	599	18.5	3.4	85	928	20.6	5.3	95	1485	24.9	8.4	115
PRECISION/CRAFT	985	**173	1.3	17.6	104	**14	0.4	1.4	36	**84	1.9	8.5	154	**76	1.3	7.7	105
OTHER EMPLOYED	11354	2106	15.4	18.5	110	*434	13.4	3.8	96	674	15.0	5.9	107	998	16.7	8.8	119
SINGLE	9863	1481	10.8	15.0	89	*305	9.4	3.1	77	579	12.9	5.9	106	597	10.0	6.1	82
MARRIED	51375	9000	65.7	17.5	104	2190	67.7	4.3	107	2569	57.2	5.0	90	4241	71.1	8.3	112
DIVORCED/SEPARATED/WIDOWED	19748	3214	23.5	16.3	96	740	22.9	3.7	94	1345	29.9	6.8	123	1130	18.9	5.7	78
PARENTS	32590	7073	51.6	21.7	128	1889	58.4	5.8	145	1997	44.4	6.1	110	3187	53.4	9.8	133
WHITE	70416	11240	82.1	16.0	94	2519	77.9	3.6	90	3792	84.4	5.4	97	4929	82.6	7.0	95
BLACK	8778	2202	16.1	25.1	148	599	18.5	6.8	171	650	14.5	7.4	133	953	16.0	10.9	147
OTHER	1791	**254	1.9	14.2	84	**116	3.6	6.5	162	**52	1.2	2.9	52	**85	1.4	4.7	64
NORTHEAST-CENSUS	17786	2448	17.9	13.8	81	669	20.7	3.8	94	813	18.1	4.6	82	966	16.2	5.4	74
NORTH CENTRAL	20741	3808	27.8	18.4	109	1021	31.6	4.9	123	1127	25.1	5.4	98	1660	27.8	8.0	109
SOUTH	27775	5303	38.7	19.1	113	1035	32.0	3.7	93	1718	38.2	6.2	111	2550	42.7	9.2	125
WEST	14683	2137	15.6	14.6	86	510	15.8	3.5	87	836	18.6	5.7	103	791	13.3	5.4	73
NORTHEAST-MKTG.	17961	2842	20.8	15.8	94	693	21.4	3.9	97	1137	25.3	6.3	114	1013	17.0	5.6	77
EAST CENTRAL	11885	1851	13.5	15.6	92	*427	13.2	3.6	90	578	12.9	4.9	88	846	14.2	7.1	97
WEST CENTRAL	14090	2750	20.1	19.5	115	788	24.4	5.6	140	770	17.1	5.5	98	1193	20.0	8.5	115
SOUTH	24081	4446	32.5	18.5	109	934	28.9	3.9	97	1281	28.5	5.3	96	2230	37.4	9.3	126
PACIFIC	12969	1806	13.2	13.9	82	*393	12.1	3.0	76	*728	16.2	5.6	101	*685	11.5	5.3	72
COUNTY SIZE A	32439	5099	37.2	15.7	93	1212	37.5	3.7	94	1996	44.4	6.2	111	1892	31.7	5.8	79
COUNTY SIZE B	24915	4203	30.7	16.9	100	1028	31.8	4.1	103	1111	24.7	4.5	80	2065	34.6	8.3	112
COUNTY SIZE C	12930	2246	16.4	17.4	103	*517	16.0	4.0	100	623	13.9	4.8	87	1107	18.6	8.6	116
COUNTY SIZE D	10703	2147	15.7	20.1	119	*479	14.8	4.5	112	764	17.0	7.1	129	904	15.1	8.4	115
METRO CENTRAL CITY	24518	4041	29.5	16.5	97	1049	32.4	4.3	107	1415	31.5	5.8	104	1576	26.4	6.4	87
METRO SUBURBAN	35919	5664	41.4	15.8	93	1207	37.3	3.4	84	1846	41.1	5.1	93	2611	43.8	7.3	99
NON METRO	20549	3991	29.1	19.4	115	979	30.3	4.8	119	1232	27.4	6.0	108	1780	29.8	8.7	118
TOP 5 ADI'S	18341	2805	20.5	15.3	90	830	25.7	4.5	113	1021	22.7	5.6	100	955	16.0	5.2	71
TOP 10 ADI'S	25378	4007	29.3	15.8	93	1006	31.1	4.0	99	1645	36.6	6.5	117	1357	22.7	5.3	73
TOP 20 ADI'S	36488	5851	42.7	16.0	95	1340	41.4	3.7	92	2338	52.0	6.4	115	2174	36.4	6.0	81
HSHLD INC. $50,000 OR MORE	6612	994	7.3	15.0	89	**210	6.5	3.2	80	**303	6.7	4.6	83	*481	8.1	7.3	99
$40,000 OR MORE	12659	1929	14.1	15.2	90	*360	11.1	2.8	71	*603	13.4	4.8	86	966	16.2	7.6	104
$30,000 OR MORE	24698	3856	28.2	15.6	92	785	24.3	3.2	80	1268	28.2	5.1	93	1802	30.2	7.3	99
$25,000 OR MORE	32077	5097	37.2	15.9	94	1010	31.2	3.1	79	1676	37.3	5.2	94	2410	40.4	7.5	102
$20,000 - $24,999	9144	1569	11.5	17.2	101	**301	9.3	3.3	82	*430	9.6	4.7	85	838	14.0	9.2	124
$15,000 - $19,999	8728	1879	13.7	21.5	127	*452	14.0	5.2	130	*572	12.7	6.6	118	856	14.3	9.8	133
$10,000 - $14,999	12562	1952	14.3	15.5	92	597	18.5	4.8	119	583	13.0	4.6	84	773	13.0	6.2	84
UNDER $10,000	18475	3199	23.4	17.3	102	875	27.0	4.7	119	1233	27.4	6.7	120	1091	18.3	5.9	80
HOUSEHOLD OF 1 PERSON	11987	1375	10.0	11.5	68	*271	8.4	2.3	57	596	13.3	5.0	90	508	8.5	4.2	58
2 PEOPLE	26577	3355	24.5	12.6	75	680	21.0	2.6	64	1286	28.6	4.8	87	1388	23.3	5.2	71
3 OR 4 PEOPLE	30617	5886	43.0	19.2	114	1477	45.7	4.8	121	1792	39.9	5.9	105	2618	43.9	8.6	116
5 OR MORE PEOPLE	11804	3079	22.5	26.1	154	806	24.9	6.8	171	819	18.2	6.9	125	1454	24.4	12.3	167
NO CHILD IN HSHLD	46165	6159	45.0	13.3	79	1273	39.4	2.8	69	2333	51.9	5.1	91	2553	42.8	5.5	75
CHILD(REN) UNDER 2 YRS	5325	1047	7.6	19.7	116	**292	9.0	5.5	137	**242	5.4	4.5	82	*513	8.6	9.6	131
2 - 5 YEARS	14221	3068	22.4	21.6	128	809	25.0	5.7	142	888	19.8	6.2	113	1372	23.0	9.6	131
6 - 11 YEARS	15117	3518	25.7	23.3	138	1135	35.1	7.5	188	884	19.7	5.8	105	1500	25.1	9.9	135
12 - 17 YEARS	16611	3632	26.5	21.9	129	864	26.7	5.2	130	1021	22.7	6.1	111	1747	29.3	10.5	143
RESIDENCE OWNED	55884	9126	66.6	16.3	97	1961	60.6	3.5	88	2955	65.8	5.3	95	4209	70.5	7.5	102
VALUE: $50,000 OR MORE	31744	4829	35.3	15.2	90	941	29.1	3.0	74	1692	37.7	5.3	96	2196	36.8	6.9	94
VALUE: UNDER $50,000	24140	4296	31.4	17.8	105	1020	31.5	4.2	106	1263	28.1	5.2	94	2014	33.8	8.3	113

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	13695	100.0	16.9	100	3235	100.0	4.0	100	4494	100.0	5.5	100	5967	100.0	7.4	100
MAGAZINES	QUINTILE 1	15799	2972	21.7	18.8	111	801	24.8	5.1	127	826	18.4	5.2	94	1345	22.5	8.5	116
	QUINTILE 2	17259	3001	21.9	17.4	103	601	18.6	3.5	87	1009	22.5	5.8	105	1391	23.3	8.1	109
	QUINTILE 3	13545	2223	16.2	16.4	97	*536	16.6	4.0	99	754	16.8	5.6	100	933	15.6	6.9	93
	QUINTILE 4	15133	2451	17.9	16.2	96	588	18.2	3.9	97	787	17.5	5.2	94	1076	18.0	7.1	97
	QUINTILE 5	19250	3049	22.3	15.8	94	708	21.9	3.7	92	1118	24.9	5.8	105	1222	20.5	6.3	86
NEWSPAPERS	QUINTILE 1	12413	1850	13.5	14.9	88	*388	12.0	3.1	78	620	13.8	5.0	90	842	14.1	6.8	92
	QUINTILE 2	24116	4224	30.8	17.5	104	858	26.5	3.6	89	1485	33.0	6.2	111	1881	31.5	7.8	106
	QUINTILE 3	11261	1724	12.6	15.3	91	*529	16.4	4.7	118	470	10.5	4.2	75	724	12.1	6.4	87
	QUINTILE 4	20255	3674	26.8	18.1	107	916	28.3	4.5	113	1163	25.9	5.7	103	1596	26.7	7.9	107
	QUINTILE 5	12940	2223	16.2	17.2	102	543	16.8	4.2	105	756	16.8	5.8	105	925	15.5	7.1	97
OUTDOOR	QUINTILE 1	14852	2480	18.1	16.7	99	*506	15.6	3.4	85	796	17.7	5.4	97	1179	19.8	7.9	108
	QUINTILE 2	15725	2775	20.3	17.6	104	742	22.9	4.7	118	904	20.1	5.7	104	1129	18.9	7.2	97
	QUINTILE 3	16330	2948	21.5	18.1	107	727	22.5	4.5	111	928	20.6	5.7	102	1293	21.7	7.9	107
	QUINTILE 4	16744	2677	19.5	16.0	95	584	18.1	3.5	87	893	19.9	5.3	96	1200	20.1	7.2	97
	QUINTILE 5	17334	2815	20.6	16.2	96	675	20.9	3.9	97	973	21.7	5.6	101	1167	19.6	6.7	91
RADIO-DRIVE TIME	QUINTILE 1	15911	2872	21.0	18.1	107	777	24.0	4.9	122	798	17.8	5.0	90	1297	21.7	8.2	111
	QUINTILE 2	14837	2656	19.4	17.9	106	520	16.1	3.5	88	915	20.4	6.2	111	1222	20.5	8.2	112
	QUINTILE 3	15339	2541	18.6	16.6	98	581	18.0	3.8	95	825	18.4	5.4	97	1135	19.0	7.4	100
	QUINTILE 4	16723	2783	20.3	16.6	98	642	19.8	3.8	96	949	21.1	5.7	102	1192	20.0	7.1	97
	QUINTILE 5	18176	2844	20.8	15.6	93	715	22.1	3.9	98	1007	22.4	5.5	100	1122	18.8	6.2	84
RADIO-MID-DAY	TERCILE 1	21020	3980	29.1	18.9	112	1010	31.2	4.8	120	1229	27.3	5.8	105	1742	29.2	8.3	112
	TERCILE 2	21610	3600	26.3	16.7	99	822	25.4	3.8	95	1049	23.3	4.9	87	1729	29.0	8.0	109
	TERCILE 3	38355	6116	44.7	15.9	94	1403	43.4	3.7	92	2216	49.3	5.8	104	2497	41.8	6.5	88
RADIO-TOTAL	QUINTILE 1	15988	3024	22.1	18.9	112	766	23.7	4.8	120	956	21.3	6.0	108	1302	21.8	8.1	111
	QUINTILE 2	15626	2855	20.8	18.3	108	780	24.1	5.0	125	833	18.5	5.3	96	1242	20.8	7.9	108
	QUINTILE 3	16723	2716	19.8	16.2	96	503	15.5	3.0	75	944	21.0	5.6	102	1269	21.3	7.6	103
	QUINTILE 4	16342	2598	19.0	15.9	94	570	17.6	3.5	87	918	20.4	5.6	101	1110	18.6	6.8	92
	QUINTILE 5	16306	2503	18.3	15.4	91	616	19.0	3.8	95	844	18.8	5.2	93	1044	17.5	6.4	87
TV-PRIME TIME	QUINTILE 1	15953	2884	21.1	18.1	107	784	24.2	4.9	123	1055	23.5	6.6	119	1045	17.5	6.6	89
	QUINTILE 2	16137	2702	19.7	16.7	99	696	21.5	4.3	108	920	20.5	5.7	103	1086	18.2	6.7	91
	QUINTILE 3	16420	2950	21.5	18.0	106	642	19.8	3.9	98	865	19.2	5.3	95	1443	24.2	8.8	119
	QUINTILE 4	16687	2848	20.8	17.1	101	683	21.1	4.1	102	927	20.6	5.6	100	1238	20.7	7.4	101
	QUINTILE 5	15789	2312	16.9	14.6	87	*429	13.3	2.7	68	727	16.2	4.6	83	1156	19.4	7.3	99
TV-DAYTIME	TERCILE 1	27736	5416	39.5	19.5	115	1539	47.6	5.5	139	1721	38.3	6.2	112	2157	36.1	7.8	106
	TERCILE 2	26489	4603	33.6	17.4	103	1043	32.2	3.9	99	1549	34.5	5.8	105	2012	33.7	7.6	103
	TERCILE 3	26761	3676	26.8	13.7	81	653	20.2	2.4	61	1224	27.2	4.6	82	1798	30.1	6.7	91
TV-TOTAL	QUINTILE 1	16345	3185	23.3	19.5	115	952	29.4	5.8	146	1092	24.3	6.7	120	1141	19.1	7.0	95
	QUINTILE 2	16447	2892	21.1	17.6	104	776	24.0	4.7	118	843	18.8	5.1	92	1272	21.3	7.7	105
	QUINTILE 3	15980	2682	19.6	16.8	99	772	23.9	4.8	121	918	20.4	5.7	104	992	16.6	6.2	84
	QUINTILE 4	15887	2672	19.5	16.8	99	*414	12.8	2.6	65	839	18.7	5.3	95	1419	23.8	8.9	121
	QUINTILE 5	16326	2265	16.5	13.9	82	*320	9.9	2.0	49	801	17.8	4.9	88	1144	19.2	7.0	95
MAGAZINES-NEWSPAPERS: DUAL		20721	3614	26.4	17.4	103	809	25.0	3.9	98	1233	27.4	6.0	107	1573	26.4	7.6	103
MAGAZINE IMPERATIVE		19186	3687	26.9	19.2	114	963	29.8	5.0	126	1000	22.3	5.2	94	1723	28.9	9.0	122
NEWSPAPER IMPERATIVE		21899	3327	24.3	15.2	90	718	22.2	3.3	82	1140	25.4	5.2	94	1469	24.6	6.7	91
MAGAZINES-OUTDOOR: DUAL		15451	2737	20.0	17.7	105	615	19.0	4.0	100	929	20.7	6.0	108	1193	20.0	7.7	105
MAGAZINE IMPERATIVE		25953	4616	33.7	17.8	105	1101	34.0	4.2	106	1425	31.7	5.5	99	2090	35.0	8.1	109
OUTDOOR IMPERATIVE		24400	4299	31.4	17.6	104	1091	33.7	4.5	112	1357	30.2	5.6	100	1850	31.0	7.6	103
MAGAZINES-RADIO: DUAL		18049	3508	25.6	19.4	115	885	27.4	4.9	123	1049	23.3	5.8	105	1574	26.4	8.7	118
MAGAZINE IMPERATIVE		23571	3801	27.8	16.1	95	799	24.7	3.4	85	1249	27.8	5.3	95	1753	29.4	7.4	101
RADIO IMPERATIVE		23278	3911	28.6	16.8	99	943	29.1	4.1	101	1283	28.5	5.5	99	1686	28.3	7.2	98
MAGAZINES-TELEVISION: DUAL		15459	3006	21.9	19.4	115	790	24.4	5.1	128	881	19.6	5.7	103	1335	22.4	8.6	117
MAGAZINE IMPERATIVE		25829	4314	31.5	16.7	99	847	26.2	3.3	82	1431	31.8	5.5	100	2036	34.1	7.9	107
TELEVISION IMPERATIVE		26039	4485	32.7	17.2	102	1335	41.3	5.1	128	1495	33.3	5.7	103	1655	27.7	6.4	86
NEWSPAPERS-OUTDOOR: DUAL		16605	2563	18.7	15.4	91	539	16.7	3.2	81	890	19.8	5.4	97	1134	19.0	6.8	93
NEWSPAPER IMPERATIVE		26834	4462	32.6	16.6	98	1016	31.4	3.8	95	1438	32.0	5.4	97	2008	33.7	7.5	102
OUTDOOR IMPERATIVE		23346	4418	32.3	18.9	112	1156	35.7	5.0	124	1397	31.1	6.0	108	1865	31.3	8.0	108
NEWSPAPERS-RADIO: DUAL		17133	2968	21.7	17.3	102	670	20.7	3.9	98	984	21.9	5.7	103	1314	22.0	7.7	104
NEWSPAPER IMPERATIVE		25892	3999	29.2	15.4	91	810	25.0	3.1	78	1373	30.6	5.3	96	1816	30.4	7.0	95
RADIO IMPERATIVE		23167	4271	31.2	18.4	109	1152	35.6	5.0	124	1262	28.1	5.4	98	1857	31.1	8.0	109
NEWSPAPERS-TELEVISION: DUAL		17159	3074	22.4	17.9	106	758	23.4	4.4	111	940	20.9	5.5	99	1377	23.1	8.0	109
NEWSPAPER IMPERATIVE		26214	3914	28.6	14.9	88	685	21.2	2.6	65	1393	31.0	5.3	96	1836	30.8	7.0	95
TELEVISION IMPERATIVE		23412	4432	32.4	18.9	112	1473	45.5	6.3	158	1382	30.8	5.9	106	1578	26.4	6.7	91
OUTDOOR-RADIO: DUAL		15303	2886	21.1	18.9	112	844	26.1	5.5	138	919	20.4	6.0	108	1123	18.8	7.3	100
OUTDOOR IMPERATIVE		24901	4078	29.8	16.4	97	843	26.1	3.4	85	1388	30.9	5.6	100	1847	31.0	7.4	101
RADIO IMPERATIVE		26492	4754	34.7	17.9	106	1069	33.0	4.0	101	1438	32.0	5.4	98	2247	37.7	8.5	115
OUTDOOR-TELEVISION: DUAL		14794	2670	19.5	18.0	107	791	24.5	5.3	134	782	17.4	5.3	95	1098	18.4	7.4	101
OUTDOOR IMPERATIVE		25437	4192	30.6	16.5	97	827	25.6	3.3	81	1424	31.7	5.6	101	1941	32.5	7.6	104
TELEVISION IMPERATIVE		27877	5044	36.8	18.1	107	1393	43.1	5.0	125	1654	36.8	5.9	107	1997	33.5	7.2	97
RADIO-TELEVISION: DUAL		15996	3231	23.6	20.2	119	951	29.4	5.9	149	988	22.0	6.2	111	1293	21.7	8.1	110
RADIO IMPERATIVE		25478	4132	30.2	16.2	96	812	25.1	3.2	80	1331	29.6	5.2	94	1989	33.3	7.8	106
TELEVISION IMPERATIVE		26573	4441	32.4	16.7	99	1185	36.6	4.5	112	1522	33.9	5.7	103	1734	29.1	6.5	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	13695	100.0	16.9	100	3235	100.0	4.0	100	4494	100.0	5.5	100	5967	100.0	7.4	100
ATLANTIC MONTHLY	415	**39	0.3	9.4	56	**21	0.6	5.1	127	**10	0.2	2.4	43	**8	0.1	1.9	26
BARRON'S	453	**85	0.6	18.8	111	**32	1.0	7.1	177	**8	0.2	1.8	32	**45	0.8	9.9	135
BETTER HOMES & GARDENS	16256	2932	21.4	18.0	107	683	21.1	4.2	105	991	22.1	6.1	110	1259	21.1	7.7	105
BON APPETIT	2535	417	3.0	16.4	97	**107	3.3	4.2	106	*158	3.5	6.2	112	*151	2.5	6.0	81
BUSINESS WEEK	1278	*237	1.7	18.5	110	**47	1.5	3.7	92	**111	2.5	8.7	157	**79	1.3	6.2	84
CAR AND DRIVER	378	**114	0.8	30.2	178	**63	1.9	16.7	417	**23	0.5	6.1	110	**28	0.5	7.4	101
CBS MAGAZINE NETWORK (GROSS)	1498	331	2.4	22.1	131	**127	3.9	8.5	212	**34	0.8	2.3	41	**170	2.8	11.3	154
CHANGING TIMES	1505	*196	1.4	13.0	77	**39	1.2	2.6	65	**46	1.0	3.1	55	**110	1.8	7.3	99
COLONIAL HOMES	1231	313	2.3	25.4	150	**90	2.8	7.3	183	**60	1.3	4.9	88	*163	2.7	13.2	180
CONDE NAST MAG. PKG. (GROSS)	14146	2359	17.2	16.7	99	539	16.7	3.8	95	838	18.6	5.9	107	983	16.5	6.9	94
CONSUMERS DIGEST	1323	*269	2.0	20.3	120	**48	1.5	3.6	91	**75	1.7	5.7	102	**146	2.4	11.0	150
COSMOPOLITAN	7102	1293	9.4	18.2	108	*225	7.0	3.2	79	488	10.9	6.9	124	580	9.7	8.2	111
COUNTRY LIVING	2481	406	3.0	16.4	97	**67	2.1	2.7	68	**106	2.4	4.3	77	*233	3.9	9.4	127
CUISINE	1472	*304	2.2	20.7	122	**59	1.8	4.0	100	**135	3.0	9.2	165	**110	1.8	7.5	101
CYCLE WORLD	425	**112	0.8	26.4	156	**78	2.4	18.4	459	**1	0.0	0.2	4	**33	0.6	7.8	105
DCI:CREATIVE IDEAS FOR LIV	2510	664	4.8	26.5	156	*246	7.6	9.8	245	*134	3.0	5.3	96	*284	4.8	11.3	154
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1435	10.5	21.4	127	382	11.8	5.7	143	294	6.5	4.4	79	758	12.7	11.3	154
DISCOVER	894	*105	0.8	11.7	69	**40	1.2	4.5	112	**32	0.7	3.6	65	**33	0.6	3.7	50
EBONY	3507	973	7.1	27.7	164	261	8.1	7.4	186	285	6.3	8.1	146	427	7.2	12.2	165
ESQUIRE	1083	306	2.2	28.3	167	**124	3.8	11.4	287	**106	2.4	9.8	176	**76	1.3	7.0	95
ESSENCE	1830	489	3.6	26.7	158	*158	4.9	8.6	216	*128	2.8	7.0	126	*203	3.4	11.1	151
FAMILY CIRCLE	15930	2953	21.6	18.5	110	688	21.3	4.3	108	940	20.9	5.9	106	1324	22.2	8.3	113
THE FAMILY HANDYMAN	1126	281	2.1	25.0	148	**76	2.3	6.7	169	**39	0.9	3.5	62	*166	2.8	14.7	200
FAMILY WEEKLY	11468	1818	13.3	15.9	94	375	11.6	3.3	82	624	13.9	5.4	98	819	13.7	7.1	97
FIELD & STREAM	2234	503	3.7	22.5	133	*169	5.2	7.6	189	**142	3.2	6.4	115	*193	3.2	8.6	117
FOOD & WINE	579	**119	0.9	20.6	122	**31	1.0	5.4	134	**56	1.2	9.7	174	**33	0.6	5.7	77
FORBES	728	**123	0.9	16.9	100	**18	0.6	2.5	62	**44	1.0	6.0	109	**61	1.0	8.4	114
FORTUNE	906	*191	1.4	21.1	125	**48	1.5	5.3	133	**52	1.2	5.7	103	**91	1.5	10.0	136
GENTLEMEN'S QUARTERLY	791	*128	0.9	16.2	96	**65	2.0	8.2	206	**21	0.5	2.7	48	**42	0.7	5.3	72
GLAMOUR	5265	921	6.7	17.5	103	*217	6.7	4.1	103	296	6.6	5.6	101	408	6.8	7.7	105
GOLF DIGEST	636	**62	0.5	9.7	58	**15	0.5	2.4	59	**9	0.2	1.4	26	**38	0.6	6.0	81
GOLF DIGEST/TENNIS (GROSS)	1186	*160	1.2	13.5	80	**61	1.9	5.1	129	**23	0.5	1.9	35	**75	1.3	6.3	86
GOLF MAGAZINE	441	**56	0.4	12.7	75	**32	1.0	7.3	182	**0	0.0	0.0	0	**24	0.4	5.4	74
GOLF MAGAZINE/SKI (GROSS)	922	*131	1.0	14.2	84	**62	1.9	6.7	168	**1	0.0	0.1	2	**68	1.1	7.4	100
GOOD HOUSEKEEPING	16487	3055	22.3	18.5	110	809	25.0	4.9	123	854	19.0	5.2	93	1391	23.3	8.4	115
HARPER'S BAZAAR	2423	435	3.2	18.0	106	**126	3.9	5.2	130	*134	3.0	5.5	100	*174	2.9	7.2	97
HEALTH	1994	422	3.1	21.2	125	**107	3.3	5.4	134	**74	1.6	3.7	67	*242	4.1	12.1	165
HEARST MAG CORP. BUY (GROSS)	44101	8099	59.1	18.4	109	2042	63.1	4.6	116	2412	53.7	5.5	99	3645	61.1	8.3	112
HEARST MAN POWER (GROSS)	1993	448	3.3	22.5	133	*138	4.3	6.9	173	**95	2.1	4.8	86	*215	3.6	10.8	146
HEARST WOMAN POWER (GROSS)	31274	5682	41.5	18.2	107	1406	43.5	4.5	113	1739	38.7	5.6	100	2537	42.5	8.1	110
HOUSE BEAUTIFUL	3623	713	5.2	19.7	116	*172	5.3	4.7	119	245	5.5	6.8	122	297	5.0	8.2	111
INC.	283	**137	1.0	48.4	286	**21	0.6	7.4	186	**56	1.2	19.8	357	**60	1.0	21.2	288
JET	2928	791	5.8	27.0	160	*220	6.8	7.5	188	292	6.5	10.0	180	279	4.7	9.5	129
LADIES' HOME JOURNAL	11918	2248	16.4	18.9	112	488	15.1	4.1	103	695	15.5	5.8	105	1066	17.9	8.9	121
LHJ FAMILY GRP COMBO(GROSS)	16764	3253	23.8	19.4	115	765	23.6	4.6	114	938	20.9	5.6	101	1549	26.0	9.2	125
LIFE	4254	898	6.6	21.1	125	273	8.4	6.4	161	*236	5.3	5.5	100	389	6.5	9.1	124
L.A. TIMES HOME MAGAZINE	1145	**104	0.8	9.1	54	**10	0.3	0.9	22	**40	0.9	3.5	63	**54	0.9	4.7	64
MADEMOISELLE	2884	482	3.5	16.7	99	**75	2.3	2.6	65	*180	4.0	6.2	112	*227	3.8	7.9	107
MC CALL'S	13460	2464	18.0	18.3	108	598	18.5	4.4	111	719	16.0	5.3	96	1148	19.2	8.5	116
MC CALL'S/WRK MOTHER (GROSS)	14606	2746	20.1	18.8	111	712	22.0	4.9	122	795	17.7	5.4	98	1239	20.8	8.5	115
MECHANIX ILLUSTRATED	772	*223	1.6	28.9	171	**98	3.0	12.7	318	**17	0.4	2.2	40	**108	1.8	14.0	190
METROPOLITAN HOME	967	*149	1.1	15.4	91	**51	1.6	5.3	132	**33	0.7	3.4	61	**65	1.1	6.7	91
MONEY	1588	305	2.2	19.2	114	**49	1.5	3.1	77	**112	2.5	7.1	127	**145	2.4	9.1	124
MOTHER EARTH NEWS	1002	*199	1.5	19.9	117	**69	2.1	6.9	172	**25	0.6	2.5	45	**106	1.8	10.6	144
MS.	825	*164	1.2	19.9	118	**24	0.7	2.9	73	**51	1.1	6.2	111	**88	1.5	10.7	145
NATIONAL ENQUIRER	10336	2130	15.6	20.6	122	595	18.4	5.8	144	723	16.1	7.0	126	812	13.6	7.9	107
NATIONAL GEOGRAPHIC	9597	1481	10.8	15.4	91	258	8.0	2.7	67	481	10.7	5.0	90	742	12.4	7.7	105
NATIONAL SUNDAY MAGAZINE PKG	49558	8525	62.2	17.2	102	1986	61.4	4.0	100	2880	64.1	5.8	105	3660	61.3	7.4	100
NATURAL HISTORY	573	**55	0.4	9.6	57	**16	0.5	2.8	70	**13	0.3	2.3	41	**26	0.4	4.5	62
NEW WOMAN	1699	231	1.7	13.6	80	**88	2.7	5.2	130	**42	0.9	2.5	45	**102	1.7	6.0	81
NEW YORK INCLUDING CUE	443	**57	0.4	12.9	76	**22	0.7	5.0	124	**29	0.6	6.5	118	**7	0.1	1.6	21
THE NEW YORKER	1270	*170	1.2	13.4	79	**63	1.9	5.0	124	**72	1.6	5.7	102	**36	0.6	2.8	38
NEWSWEEK	6277	1136	8.3	18.1	107	324	10.0	5.2	129	372	8.3	5.9	107	440	7.4	7.0	95
THE N.Y. TIMES DAILY EDITION	1205	**90	0.7	7.5	44	**47	1.5	3.9	98	**26	0.6	2.2	39	**16	0.3	1.3	18
THE N.Y. TIMES MAGAZINE	2081	*137	1.0	6.6	39	**17	0.5	0.8	20	**49	1.1	2.4	42	**70	1.2	3.4	46
OMNI	788	*154	1.1	19.5	116	**23	0.7	2.9	73	**37	0.8	4.7	85	**94	1.6	11.9	162
ON CABLE	1158	*258	1.9	22.3	132	**63	1.9	5.4	136	**60	1.3	5.2	93	**135	2.3	11.7	158
1001 HOME IDEAS	2852	582	4.2	20.4	121	*171	5.3	6.0	150	*169	3.8	5.9	107	*242	4.1	8.5	115
ORGANIC GARDENING	1658	308	2.2	18.6	110	**106	3.3	6.4	160	**57	1.3	3.4	62	*146	2.4	8.8	120
OUTDOOR LIFE	896	*198	1.4	22.1	131	**59	1.8	6.6	165	**67	1.5	7.5	135	**73	1.2	8.1	111
PARADE MAGAZINE	24275	4600	33.6	18.9	112	1046	32.3	4.3	108	1738	38.7	7.2	129	1817	30.5	7.5	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	13695	100.0	16.9	100	3235	100.0	4.0	100	4494	100.0	5.5	100	5967	100.0	7.4	100
PARENTS	3845	758	5.5	19.7	117	264	8.2	6.9	172	*214	4.8	5.6	100	280	4.7	7.3	99
PENTHOUSE	831	*199	1.5	23.9	142	**63	1.9	7.6	190	**66	1.5	7.9	143	**69	1.2	8.3	113
PEOPLE	11645	2204	16.1	18.9	112	481	14.9	4.1	103	778	17.3	6.7	120	944	15.8	8.1	110
PLAYBOY	2006	407	3.0	20.3	120	*102	3.2	5.1	127	*142	3.2	7.1	128	*163	2.7	8.1	110
POPULAR HOT RODDING	297	**115	0.8	38.7	229	**45	1.4	15.2	379	**31	0.7	10.4	188	**39	0.7	13.1	178
POPULAR MECHANICS	1018	*215	1.6	21.1	125	**76	2.3	7.5	187	**31	0.7	3.0	55	**108	1.8	10.6	144
POPULAR SCIENCE	878	*203	1.5	23.1	137	**81	2.5	9.2	231	**52	1.2	5.9	107	**71	1.2	8.1	110
PREVENTION	3913	816	6.0	20.9	123	*218	6.7	5.6	139	287	6.4	7.3	132	*311	5.2	7.9	108
PSYCHOLOGY TODAY	1710	259	1.9	15.1	90	**44	1.4	2.6	64	**101	2.2	5.9	106	**115	1.9	6.7	91
READER'S DIGEST	22204	4052	29.6	18.2	108	881	27.2	4.0	99	1313	29.2	5.9	107	1858	31.1	8.4	114
REDBOOK	7684	1333	9.7	17.3	103	371	11.5	4.8	121	397	8.8	5.2	93	566	9.5	7.4	100
ROAD & TRACK	410	**42	0.3	10.2	61	**10	0.3	2.4	61	**8	0.2	2.0	35	**25	0.4	6.1	83
ROLLING STONE	969	*145	1.1	15.0	88	**38	1.2	3.9	98	**16	0.4	1.7	30	**91	1.5	9.4	127
RUNNER'S WORLD	298	**59	0.4	19.8	117	**12	0.4	4.0	101	**29	0.6	9.7	175	**18	0.3	6.0	82
SATURDAY EVENING POST	1169	236	1.7	20.2	119	**62	1.9	5.3	133	**68	1.5	5.8	105	**106	1.8	9.1	123
SCIENCE 84	587	**89	0.6	15.2	90	**24	0.7	4.1	102	**5	0.1	0.9	15	**60	1.0	10.2	139
SCIENCE DIGEST	482	**141	1.0	29.3	173	**37	1.1	7.7	192	**32	0.7	6.6	120	**72	1.2	14.9	203
SCIENTIFIC AMERICAN	594	**99	0.7	16.7	99	**37	1.1	6.2	156	**23	0.5	3.9	70	**40	0.7	6.7	91
SELF	2089	343	2.5	16.4	97	**67	2.1	3.2	80	**154	3.4	7.4	133	*122	2.0	5.8	79
SEVENTEEN	2411	442	3.2	18.3	108	**89	2.8	3.7	92	*200	4.5	8.3	149	*154	2.6	6.4	87
SKI	480	**76	0.6	15.8	94	**30	0.9	6.3	156	**1	0.0	0.2	4	**45	0.8	9.4	127
SMITHSONIAN	2760	328	2.4	11.9	70	**26	0.8	0.9	24	**112	2.5	4.1	73	*190	3.2	6.9	93
SOAP OPERA DIGEST	3013	871	6.4	28.9	171	*308	9.5	10.2	256	*253	5.6	8.4	151	*310	5.2	10.3	140
SOUTHERN LIVING	4184	770	5.6	18.4	109	*136	4.2	3.3	81	*160	3.6	3.8	69	474	7.9	11.3	154
SPORT	559	**180	1.3	32.2	190	**92	2.8	16.5	412	**23	0.5	4.1	74	**64	1.1	11.4	155
THE SPORTING NEWS	436	**151	1.1	34.6	205	**42	1.3	9.6	241	**64	1.4	14.7	265	**44	0.7	10.1	137
SPORTS AFIELD	493	**92	0.7	18.7	110	**24	0.7	4.9	122	**32	0.7	6.5	117	**36	0.6	7.3	99
SPORTS ILLUSTRATED	2758	496	3.6	18.0	106	*167	5.2	6.1	152	*118	2.6	4.3	77	*211	3.5	7.7	104
STAR	7456	1741	12.7	23.4	138	497	15.4	6.7	167	605	13.5	8.1	146	639	10.7	8.6	116
SUNDAY	24936	4240	31.0	17.0	101	1050	32.5	4.2	105	1543	34.3	6.2	112	1647	27.6	6.6	90
SUNSET	2124	*271	2.0	12.8	75	**57	1.8	2.7	67	**103	2.3	4.8	87	**111	1.9	5.2	71
TV GUIDE	21661	4107	30.0	19.0	112	1012	31.3	4.7	117	1280	28.5	5.9	106	1815	30.4	8.4	114
TENNIS	550	**98	0.7	17.8	105	**47	1.5	8.5	214	**14	0.3	2.5	46	**37	0.6	6.7	91
TIME	8880	1522	11.1	17.1	101	323	10.0	3.6	91	545	12.1	6.1	111	655	11.0	7.4	100
TOWN & COUNTRY	917	**81	0.6	8.8	52	**34	1.1	3.7	93	**30	0.7	3.3	59	**16	0.3	1.7	24
TRAVEL & LEISURE	972	**114	0.8	11.7	69	**25	0.8	2.6	64	**36	0.8	3.7	67	**53	0.9	5.5	74
TRUE STORY	3356	912	6.7	27.2	161	*376	11.6	11.2	280	*249	5.5	7.4	134	287	4.8	8.6	116
U.S.NEWS & WORLD REPORT	3410	513	3.7	15.0	89	**103	3.2	3.0	76	*144	3.2	4.2	76	*266	4.5	7.8	106
USA TODAY	1759	253	1.8	14.4	85	**56	1.7	3.2	80	**88	2.0	5.0	90	**109	1.8	6.2	84
US	1873	336	2.5	17.9	106	**72	2.2	3.8	96	**127	2.8	6.8	122	*138	2.3	7.4	100
VOGUE	3909	613	4.5	15.7	93	*180	5.6	4.6	115	*207	4.6	5.3	95	*225	3.8	5.8	78
WALL STREET JOURNAL	1886	*282	2.1	15.0	88	**60	1.9	3.2	80	**69	1.5	3.7	66	**154	2.6	8.2	111
WEIGHT WATCHERS	2120	455	3.3	21.5	127	**62	1.9	2.9	73	*232	5.2	10.9	197	*161	2.7	7.6	103
WOMAN'S DAY	14172	2915	21.3	20.6	122	784	24.2	5.5	138	819	18.2	5.8	104	1312	22.0	9.3	126
WORKING MOTHER	1146	282	2.1	24.6	146	**115	3.6	10.0	251	**76	1.7	6.6	120	**91	1.5	7.9	108
WORKING WOMAN	1322	276	2.0	20.9	123	**73	2.3	5.5	138	**50	1.1	3.8	68	*154	2.6	11.6	158
WORLD TENNIS	*163	**20	0.1	12.3	73	**14	0.4	8.6	215	**6	0.1	3.7	66	**1	0.0	0.6	8
ZIFF-DAVIS MAG NETWK (GROSS)	2532	609	4.4	24.1	142	*175	5.4	6.9	173	*191	4.3	7.5	136	*243	4.1	9.6	130
BLAIR INSERTS	43657	7402	54.0	17.0	100	1698	52.5	3.9	97	2570	57.2	5.9	106	3134	52.5	7.2	97
DAILY NEWSPAPERS																	
READ ANY	51633	8565	62.5	16.6	98	1967	60.8	3.8	95	2722	60.6	5.3	95	3876	65.0	7.5	102
READ ONE	43463	7349	53.7	16.9	100	1707	52.8	3.9	98	2394	53.3	5.5	99	3248	54.4	7.5	101
READ TWO OR MORE	8170	1216	8.9	14.9	88	260	8.0	3.2	80	328	7.3	4.0	72	628	10.5	7.7	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8909	65.1	16.9	100	2002	61.9	3.8	95	3040	67.6	5.8	104	3868	64.8	7.3	100
READ ONE	46126	7960	58.1	17.3	102	1815	56.1	3.9	99	2620	58.3	5.7	102	3525	59.1	7.6	104
READ TWO OR MORE	6552	950	6.9	14.5	86	*187	5.8	2.9	71	421	9.4	6.4	116	342	5.7	5.2	71
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.77				25.52				27.74				29.05			
30 DAY REACH	71455	12069	88.1	16.9	100	2910	90.0	4.1	102	3924	87.3	5.5	99	5236	87.7	7.3	99
50 SHWG - 30 DAY AV FREQ	14.56	14.63				13.55				14.60				15.25			
30 DAY REACH	67742	11480	83.8	16.9	100	2740	84.7	4.0	101	3745	83.3	5.5	100	4995	83.7	7.4	100
25 SHWG - 30 DAY AV FREQ	7.94	7.84				7.28				7.85				8.12			
30 DAY REACH	62117	10712	78.2	17.2	102	2531	78.2	4.1	102	3473	77.3	5.6	101	4708	78.9	7.6	103
CABLE TV: HOME WIRED	32077	5622	41.1	17.5	104	1134	35.1	3.5	89	1686	37.5	5.3	95	2802	47.0	8.7	119
HOME NOT WIRED	48909	8073	58.9	16.5	98	2101	64.9	4.3	108	2807	62.5	5.7	103	3165	53.0	6.5	88
HAVE PAY CABLE	15935	3295	24.1	20.7	122	664	20.5	4.2	104	1044	23.2	6.6	118	1587	26.6	10.0	135

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	13695	100.0	16.9	100	3235	100.0	4.0	100	4494	100.0	5.5	100	5967	100.0	7.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7474	54.6	17.0	101	1719	53.1	3.9	98	2385	53.1	5.4	98	3370	56.5	7.7	104
10:00 AM - 3:00 PM	30659	5541	40.5	18.1	107	1372	42.4	4.5	112	1692	37.7	5.5	99	2477	41.5	8.1	110
3:00 PM - 7:00 PM	31045	5405	39.5	17.4	103	1300	40.2	4.2	105	1558	34.7	5.0	90	2547	42.7	8.2	111
7:00 PM - MIDNIGHT	15767	2798	20.4	17.7	105	736	22.8	4.7	117	913	20.3	5.8	104	1149	19.3	7.3	99
MIDNIGHT - 6:00 AM	9120	1682	12.3	18.4	109	395	12.2	4.3	108	540	12.0	5.9	107	746	12.5	8.2	111
6:00 AM - MIDNIGHT	58527	10277	75.0	17.6	104	2412	74.6	4.1	103	3310	73.7	5.7	102	4555	76.3	7.8	106
ENTIRE DAY	59311	10400	75.9	17.5	104	2428	75.1	4.1	102	3337	74.3	5.6	101	4635	77.7	7.8	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3048	22.3	18.8	111	767	23.7	4.7	119	784	17.4	4.8	87	1497	25.1	9.3	126
ALL NEWS	2256	340	2.5	15.1	89	**83	2.6	3.7	92	*125	2.8	5.5	100	**132	2.2	5.9	79
AOR/PROGRESSIVE	3874	588	4.3	15.2	90	**130	4.0	3.4	84	*209	4.7	5.4	97	249	4.2	6.4	87
BEAUTIFUL MUSIC	5660	900	6.6	15.9	94	*236	7.3	4.2	104	*221	4.9	3.9	70	443	7.4	7.8	106
BLACK	2204	536	3.9	24.3	144	*123	3.8	5.6	140	*180	4.0	8.2	147	*234	3.9	10.6	144
CLASSICAL	1418	*162	1.2	11.4	68	**23	0.7	1.6	41	**72	1.6	5.1	92	**67	1.1	4.7	64
CHR/ROCK	9538	1741	12.7	18.3	108	388	12.0	4.1	102	609	13.6	6.4	115	744	12.5	7.8	106
COUNTRY	12648	2587	18.9	20.5	121	641	19.8	5.1	127	805	17.9	6.4	115	1141	19.1	9.0	122
GOLDEN OLDIES	1191	*199	1.5	16.7	99	**32	1.0	2.7	67	**71	1.6	6.0	107	**96	1.6	8.1	109
MOR/NOSTALGIA	4757	773	5.6	16.2	96	*166	5.1	3.5	87	302	6.7	6.3	114	305	5.1	6.4	87
NEWS/TALK	3863	430	3.1	11.1	66	**79	2.4	2.0	51	*168	3.7	4.3	78	*183	3.1	4.7	64
RELIGIOUS	3084	525	3.8	17.0	101	**70	2.2	2.3	57	*145	3.2	4.7	85	*310	5.2	10.1	136
SOFT ROCK	521	**78	0.6	15.0	89	**11	0.3	2.1	53	**3	0.1	0.6	10	**65	1.1	12.5	169
URBAN CONTEMPORARY	1585	402	2.9	25.4	150	*143	4.4	9.0	226	*118	2.6	7.4	134	*141	2.4	8.9	121
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	645	4.7	19.8	117	*134	4.1	4.1	103	*177	3.9	5.4	98	334	5.6	10.2	139
ABC DIRECTION	2316	503	3.7	21.7	128	**132	4.1	5.7	143	*128	2.8	5.5	100	*244	4.1	10.5	143
ABC ENTERTAINMENT	4834	871	6.4	18.0	107	**188	5.8	3.9	97	*223	5.0	4.6	83	460	7.7	9.5	129
ABC FM	2202	446	3.3	20.3	120	*158	4.9	7.2	180	**138	3.1	6.3	113	*150	2.5	6.8	92
ABC INFORMATION	5425	909	6.6	16.8	99	*204	6.3	3.8	94	*270	6.0	5.0	90	435	7.3	8.0	109
ABC ROCK	1677	305	2.2	18.2	108	**79	2.4	4.7	118	**101	2.2	6.0	109	**124	2.1	7.4	100
CBS	4430	666	4.9	15.0	89	*156	4.8	3.5	88	*176	3.9	4.0	72	334	5.6	7.5	102
MUTUAL	4992	1015	7.4	20.3	120	*270	8.3	5.4	135	338	7.5	6.8	122	407	6.8	8.2	111
NBC	4679	823	6.0	17.6	104	*282	8.7	6.0	151	*241	5.4	5.2	93	301	5.0	6.4	87
RADIORADIO	1994	312	2.3	15.6	93	**37	1.1	1.9	46	**107	2.4	5.4	97	*168	2.8	8.4	114
RKO ONE	2298	431	3.1	18.8	111	**98	3.0	4.3	107	*135	3.0	5.9	106	*198	3.3	8.6	117
RKO TWO	3311	520	3.8	15.7	93	**85	2.6	2.6	64	*159	3.5	4.8	87	276	4.6	8.3	113
THE SOURCE	2114	354	2.6	16.7	99	**116	3.6	5.5	137	**116	2.6	5.5	99	*122	2.0	5.8	78
NON-WIRED : BLAIR	8654	1874	13.7	21.7	128	417	12.9	4.8	121	521	11.6	6.0	108	936	15.7	10.8	147
INTERNET	12025	2312	16.9	19.2	114	554	17.1	4.6	115	620	13.8	5.2	93	1139	19.1	9.5	129
KATZ RADIO GROUP	15359	2521	18.4	16.4	97	604	18.7	3.9	98	712	15.8	4.6	84	1205	20.2	7.8	106
SUPERNET	10628	1882	13.7	17.7	105	440	13.6	4.1	104	561	12.5	5.3	95	882	14.8	8.3	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1412	10.3	16.3	96	385	11.9	4.4	111	518	11.5	6.0	108	509	8.5	5.9	80
WKDAY 9:00 AM - 1:00 PM	12163	2370	17.3	19.5	115	636	19.7	5.2	131	829	18.4	6.8	123	906	15.2	7.4	101
WKDAY 1:00 PM - 4:30 PM	16150	3217	23.5	19.9	118	868	26.8	5.4	135	1036	23.1	6.4	116	1312	22.0	8.1	110
WKDAY 4:30 PM - 7:30 PM	22463	3817	27.9	17.0	100	1040	32.1	4.6	116	1265	28.1	5.6	101	1512	25.3	6.7	91
WKDAY 7:30 PM - 8:00 PM	31795	5407	39.5	17.0	101	1488	46.0	4.7	117	1807	40.2	5.7	102	2112	35.4	6.6	90
WKDAY 11:00 PM - 11:30 PM	23977	4403	32.2	18.4	109	1183	36.6	4.9	124	1418	31.6	5.9	107	1802	30.2	7.5	102
WKDAY 11:30 PM - 1:00 AM	7703	1629	11.9	21.1	125	461	14.3	6.0	150	538	12.0	7.0	126	630	10.6	8.2	111
M-SAT 8-11 PM+SUN 7-11 PM	33800	5913	43.2	17.5	103	1507	46.6	4.5	112	1957	43.5	5.8	104	2449	41.0	7.2	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1361	9.9	20.8	123	407	12.6	6.2	156	428	9.5	6.5	118	525	8.8	8.0	109
ANOTHER WORLD N	4620	851	6.2	18.4	109	253	7.8	5.5	137	246	5.5	5.3	96	353	5.9	7.6	104
AS THE WORLD TURNS C	5614	1217	8.9	21.7	128	271	8.4	4.8	121	376	8.4	6.7	121	570	9.6	10.2	138
CAPITOL C	3396	786	5.7	23.1	137	201	6.2	5.9	148	225	5.0	6.6	119	360	6.0	10.6	144
CBS MORN. NEWS 1 C	1446	260	1.9	18.0	106	**66	2.0	4.6	114	*110	2.4	7.6	137	*84	1.4	5.8	79
CBS MORN. NEWS 2 C	1207	204	1.5	16.9	100	*66	2.0	5.5	137	*66	1.5	5.5	99	*72	1.2	6.0	81
DAYS OF OUR LIVES N	5877	1055	7.7	18.0	106	274	8.5	4.7	117	356	7.9	6.1	109	425	7.1	7.2	98
FACTS OF LIFE - DAYTIME N	2290	393	2.9	17.2	101	118	3.6	5.2	129	141	3.1	6.2	111	134	2.2	5.9	79
FAMILY FEUD A	3023	591	4.3	19.6	116	180	5.6	6.0	149	235	5.2	7.8	140	177	3.0	5.9	79
GENERAL HOSPITAL A	6097	1267	9.3	20.8	123	330	10.2	5.4	135	514	11.4	8.4	152	423	7.1	6.9	94
GOOD MORNING, AMERICA-730 A	3515	507	3.7	14.4	85	110	3.4	3.1	78	234	5.2	6.7	120	163	2.7	4.6	63
GOOD MORNING, AMERICA-830 A	2818	383	2.8	13.6	80	*77	2.4	2.7	68	199	4.4	7.1	127	107	1.8	3.8	52
GUIDING LIGHT C	5339	1142	8.3	21.4	126	266	8.2	5.0	125	377	8.4	7.1	127	500	8.4	9.4	127
ONE LIFE TO LIVE A	4478	980	7.2	21.9	129	293	9.1	6.5	164	366	8.1	8.2	147	321	5.4	7.2	97
PRESS YOUR LUCK C	2244	513	3.7	22.9	135	150	4.6	6.7	167	189	4.2	8.4	152	174	2.9	7.8	105
PRICE IS RIGHT 1 C	4348	980	7.2	22.5	133	265	8.2	6.1	153	317	7.1	7.3	131	399	6.7	9.2	125
PRICE IS RIGHT 2 C	5014	1123	8.2	22.4	132	300	9.3	6.0	150	362	8.1	7.2	130	461	7.7	9.2	125
RYAN'S HOPE A	3150	673	4.9	21.4	126	218	6.7	6.9	173	250	5.6	7.9	143	206	3.5	6.5	89
SALE OF THE CENTURY N	2695	436	3.2	16.2	96	149	4.6	5.5	138	114	2.5	4.2	76	173	2.9	6.4	87
SEARCH FOR TOMORROW N	2319	426	3.1	18.4	109	**88	2.7	3.8	95	141	3.1	6.1	110	*197	3.3	8.5	115
TODAY SHOW 1 N	2693	411	3.0	15.3	90	*109	3.4	4.0	101	177	3.9	6.6	118	125	2.1	4.6	63
TODAY SHOW 2 N	2498	294	2.1	11.8	70	*58	1.8	2.3	58	106	2.4	4.2	76	130	2.2	5.2	71
$25,000 PYRAMID C	2753	599	4.4	21.8	129	191	5.9	6.9	174	232	5.2	8.4	152	176	2.9	6.4	87
WHEEL OF FORTUNE N	4388	866	6.3	19.7	117	289	8.9	6.6	165	258	5.7	5.9	106	320	5.4	7.3	99
YOUNG AND THE RESTLESS C	5695	1383	10.1	24.3	144	408	12.6	7.2	179	432	9.6	7.6	137	543	9.1	9.5	129
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	280	2.0	15.9	94	*98	3.0	5.6	139	*92	2.0	5.2	94	*89	1.5	5.1	69
NBA PLAYOFF GAME -1 C	1136	216	1.6	19.0	112	**43	1.3	3.8	95	*93	2.1	8.2	148	**80	1.3	7.0	96
NBC MAJOR LEAGUE PRE-GAME N	953	*207	1.5	21.7	128	**57	1.8	6.0	150	**54	1.2	5.7	102	**96	1.6	10.1	137
SPORTSWORLD - SUN N	1233	235	1.7	19.1	113	**59	1.8	4.8	120	*105	2.3	8.5	153	**71	1.2	5.8	78
SUNDAY MORNING C	1611	192	1.4	11.9	70	**61	1.9	3.8	95	*51	1.1	3.2	57	**80	1.3	5.0	67

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0517
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	13695	100.0	16.9	100	3235	100.0	4.0	100	4494	100.0	5.5	100	5967	100.0	7.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4245	31.0	16.3	96	1123	34.7	4.3	108	1426	31.7	5.5	99	1696	28.4	6.5	88
NETWORK AFFILIATES - LATE		20261	3461	25.3	17.1	101	965	29.8	4.8	119	1103	24.5	5.4	98	1392	23.3	6.9	93
INDEPENDENTS - LATE		2076	282	2.1	13.6	80	*71	2.2	3.4	86	*86	1.9	4.1	75	125	2.1	6.0	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1975	14.4	18.9	112	624	19.3	6.0	149	590	13.1	5.6	102	761	12.8	7.3	99
ABC MONDAY NIGHT MOVIE	A	6412	1082	7.9	16.9	100	248	7.7	3.9	97	355	7.9	5.5	100	480	8.0	7.5	102
ABC SUNDAY NIGHT MOVIE	A	12407	2130	15.6	17.2	102	467	14.4	3.8	94	693	15.4	5.6	101	971	16.3	7.8	106
ABC WORLD NEWS TONIGHT	A	6176	920	6.7	14.9	88	253	7.8	4.1	103	288	6.4	4.7	84	379	6.4	6.1	83
AFTERMASH	C	5863	994	7.3	17.0	100	*213	6.6	3.6	91	404	9.0	6.9	124	377	6.3	6.4	87
ALICE	C	9594	1637	12.0	17.1	101	395	12.2	4.1	103	521	11.6	5.4	98	721	12.1	7.5	102
AMERICAN PARADE	C	6622	1195	8.7	18.0	107	293	9.1	4.4	111	502	11.2	7.6	137	400	6.7	6.0	82
BENSON	A	10886	1800	13.1	16.5	98	582	18.0	5.3	134	589	13.1	5.4	98	629	10.5	5.8	78
BLUE THUNDER	A	5036	915	6.7	18.2	107	*227	7.0	4.5	113	339	7.5	6.7	121	348	5.8	6.9	94
CAGNEY & LACEY	C	9965	1793	13.1	18.0	106	516	16.0	5.2	130	531	11.8	5.3	96	746	12.5	7.5	102
CBS EVENING NEWS-DEAN	C	3491	612	4.5	17.5	104	**138	4.3	4.0	99	320	7.1	9.2	165	*154	2.6	4.4	60
CBS EVENING NEWS-RATHER	C	7123	1166	8.5	16.4	97	287	8.9	4.0	101	489	10.9	6.9	124	390	6.5	5.5	74
CBS SAT. NEWS-SCHIEFFER	C	3621	480	3.5	13.3	78	160	4.9	4.4	111	177	3.9	4.9	88	143	2.4	3.9	54
CBS SATURDAY NIGHT MOVIE	C	5436	915	6.7	16.8	100	157	4.9	2.9	72	410	9.1	7.5	136	349	5.8	6.4	87
CBS WEDNESDAY NIGHT MOVIE	C	6100	983	7.2	16.1	95	265	8.2	4.3	109	325	7.2	5.3	96	392	6.6	6.4	87
CHEERS	N	8889	1515	11.1	17.0	101	275	8.5	3.1	77	530	11.8	6.0	107	709	11.9	8.0	108
DALLAS	C	22109	3928	28.7	17.8	105	905	28.0	4.1	102	1314	29.2	5.9	107	1709	28.6	7.7	105
DIFF'RENT STROKES	N	6940	1279	9.3	18.4	109	290	9.0	4.2	105	435	9.7	6.3	113	554	9.3	8.0	108
DOUBLE TROUBLE	N	7223	1356	9.9	18.8	111	414	12.8	5.7	143	436	9.7	6.0	109	507	8.5	7.0	95
DUCK FACTORY	N	5595	912	6.7	16.3	96	*157	4.9	2.8	70	366	8.1	6.5	118	389	6.5	7.0	94
DUKES OF HAZZARD	C	5768	1201	8.8	20.8	123	282	8.7	4.9	122	427	9.5	7.4	133	491	8.2	8.5	116
DYNASTY	A	20053	3696	27.0	18.4	109	928	28.7	4.6	116	1241	27.6	6.2	112	1527	25.6	7.6	103
FACTS OF LIFE	N	8087	1442	10.5	17.8	105	466	14.4	5.8	144	502	11.2	6.2	112	474	7.9	5.9	80
FALCON CREST	C	20046	3637	26.6	18.1	107	848	26.2	4.2	106	1119	24.9	5.6	101	1670	28.0	8.3	113
FALL GUY	A	9084	1852	13.5	20.4	121	591	18.3	6.5	163	562	12.5	6.2	111	699	11.7	7.7	104
FAMILY TIES	N	7964	1392	10.2	17.5	103	402	12.4	5.0	126	500	11.1	6.3	113	489	8.2	6.1	83
FANTASY ISLAND	A	7687	1499	10.9	19.5	115	426	13.2	5.5	139	522	11.6	6.8	122	551	9.2	7.2	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	1392	10.2	15.7	93	307	9.5	3.5	87	451	10.0	5.1	92	634	10.6	7.2	97
FOUR SEASONS	C	5095	859	6.3	16.9	100	*183	5.7	3.6	90	364	8.1	7.1	129	*311	5.2	6.1	83
GIMME A BREAK	N	8838	1746	12.7	19.8	117	492	15.2	5.6	139	687	15.3	7.8	140	567	9.5	6.4	87
HART TO HART	A	8978	1467	10.7	16.3	97	383	11.8	4.3	107	399	8.9	4.4	80	685	11.5	7.6	104
HILL STREET BLUES	N	8590	1369	10.0	15.9	94	*232	7.2	2.7	68	502	11.2	5.8	105	636	10.7	7.4	100
HOTEL	A	14085	2616	19.1	18.6	110	649	20.1	4.6	115	943	21.0	6.7	121	1024	17.2	7.3	99
JEFFERSONS	C	9360	1819	13.3	19.4	115	394	12.2	4.2	105	622	13.8	6.6	120	802	13.4	8.6	116
JENNIFER SLEPT HERE	N	5841	997	7.3	17.1	101	*246	7.6	4.2	105	341	7.6	5.8	105	409	6.9	7.0	95
KATE & ALLIE	C	9206	1667	12.2	18.1	107	426	13.2	4.6	116	554	12.3	6.0	108	688	11.5	7.5	101
KNIGHT RIDER	N	7076	1299	9.5	18.4	109	359	11.1	5.1	127	412	9.2	5.8	105	529	8.9	7.5	101
LOVE BOAT	A	12219	2257	16.5	18.5	109	524	16.2	4.3	107	716	15.9	5.9	106	1017	17.0	8.3	113
MAGNUM PI	C	11199	2220	16.2	19.8	117	565	17.5	5.0	126	601	13.4	5.4	97	1055	17.7	9.4	128
MAMA'S FAMILY	N	6057	1123	8.2	18.5	110	*255	7.9	4.2	105	402	8.9	6.6	120	467	7.8	7.7	105
MASTER, THE	N	3598	588	4.3	16.3	97	*194	6.0	5.4	135	*177	3.9	4.9	89	218	3.7	6.1	82
MATT HOUSTON	A	6344	1056	7.7	16.6	98	276	8.5	4.4	109	393	8.7	6.2	112	387	6.5	6.1	83
NBC MONDAY NIGHT MOVIE	N	11994	2038	14.9	17.0	100	507	15.7	4.2	106	635	14.1	5.3	95	896	15.0	7.5	101
NBC NIGHTLY NEWS	N	5132	848	6.2	16.5	98	206	6.4	4.0	100	280	6.2	5.5	98	362	6.1	7.1	96
NBC NIGHTLY NEWS-SAT	N	3375	500	3.7	14.8	88	*169	5.2	5.0	125	*180	4.0	5.3	96	*151	2.5	4.5	61
NBC NIGHTLY NEWS-SUN	N	3130	488	3.6	15.6	92	**153	4.7	4.9	122	*193	4.3	6.2	111	*141	2.4	4.5	61
NBC SUNDAY NIGHT MOVIE	N	8284	1449	10.6	17.5	103	415	12.8	5.0	125	469	10.4	5.7	102	565	9.5	6.8	93
NEWHART	C	9240	1558	11.4	16.9	100	380	11.7	4.1	103	458	10.2	5.0	89	720	12.1	7.8	106
ONE DAY AT A TIME	C	7288	1341	9.8	18.4	109	285	8.8	3.9	98	407	9.1	5.6	101	649	10.9	8.9	121
PEOPLE ARE FUNNY	N	4855	878	6.4	18.1	107	*221	6.8	4.6	114	295	6.6	6.1	109	363	6.1	7.5	101
REAL PEOPLE	N	8869	1323	9.7	14.9	88	336	10.4	3.8	95	545	12.1	6.1	111	442	7.4	5.0	68
REMINGTON STEELE	N	7743	1206	8.8	15.6	92	369	11.4	4.8	119	332	7.4	4.3	77	505	8.5	6.5	89
RIPLEY'S BELIEVE IT - NOT	A	5345	838	6.1	15.7	93	*194	6.0	3.6	91	238	5.3	4.5	80	406	6.8	7.6	103
RIPTIDE	N	6988	1314	9.6	18.8	111	357	11.0	5.1	128	385	8.6	5.5	99	572	9.6	8.2	111
SCARECROW & MRS. KING	C	10002	1850	13.5	18.5	109	486	15.0	4.9	122	498	11.1	5.0	90	866	14.5	8.7	118
SIMON & SIMON	C	10638	2050	15.0	19.3	114	568	17.6	5.3	134	709	15.8	6.7	120	774	13.0	7.3	99
60 MINUTES	C	13293	2255	16.5	17.0	100	496	15.3	3.7	93	872	19.4	6.6	118	887	14.9	6.7	91
ST. ELSEWHERE	N	7017	1224	8.9	17.4	103	346	10.7	4.9	123	424	9.4	6.0	109	454	7.6	6.5	88
THREE'S COMPANY	A	10917	1859	13.6	17.0	101	505	15.6	4.6	116	512	11.4	4.7	85	842	14.1	7.7	105
T.J. HOOKER	A	9204	1735	12.7	18.9	111	505	15.6	5.5	137	496	11.0	5.4	97	734	12.3	8.0	108
TONIGHT SHOW	N	2372	462	3.4	19.5	115	102	3.2	4.3	108	179	4.0	7.5	136	181	3.0	7.6	104
TRAPPER JOHN, M.D.	C	9846	1715	12.5	17.4	103	500	15.5	5.1	127	455	10.1	4.6	83	760	12.7	7.7	105
TV BLOOPERS & PRAC. JOKES	N	9105	1323	9.7	14.5	86	368	11.4	4.0	101	464	10.3	5.1	92	491	8.2	5.4	73
20/20	A	9387	1516	11.1	16.1	96	431	13.3	4.6	115	429	9.5	4.6	82	656	11.0	7.0	95
WEBSTER	A	11067	1791	13.1	16.2	96	590	18.2	5.3	133	585	13.0	5.3	95	615	10.3	5.6	75
WORLD NEWS - SUN	A	3062	415	3.0	13.6	80	**76	2.3	2.5	62	*108	2.4	3.5	64	*231	3.9	7.5	102
YELLOW ROSE	N	4978	1037	7.6	20.8	123	*266	8.2	5.3	134	380	8.5	7.6	138	392	6.6	7.9	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1548	11.3	17.4	103	*379	11.7	4.3	107	*541	12.0	6.1	110	628	10.5	7.1	96
BASKETBALL - COLLEGE GAMES		4080	668	4.9	16.4	97	**225	7.0	5.5	138	**211	4.7	5.2	93	*232	3.9	5.7	77
BASKETBALL - PRO GAMES		3607	624	4.6	17.3	102	**133	4.1	3.7	92	*288	6.4	8.0	144	**203	3.4	5.6	76
BOWLING		3883	906	6.6	23.3	138	**205	6.3	5.3	132	*423	9.4	10.9	196	**278	4.7	7.2	97
BOXING		3928	693	5.1	17.6	104	**182	5.6	4.6	116	*291	6.5	7.4	134	**221	3.7	5.6	76
FOOTBALL - COLLEGE GAMES		6366	1052	7.7	16.5	98	**224	6.9	3.5	88	*345	7.7	5.4	98	*483	8.1	7.6	103
FOOTBALL - PRO GAMES		11300	1901	13.9	16.8	99	*403	12.5	3.6	89	*430	9.6	3.8	69	1068	17.9	9.5	128
GOLF		3378	*482	3.5	14.3	84	**137	4.2	4.1	102	**120	2.7	3.6	64	**225	3.8	6.7	90
POST-SEASON COLL. FOOTBALL		4906	883	6.4	18.0	106	*247	7.6	5.0	126	*275	6.1	5.6	101	*361	6.0	7.4	100
POST-SEASON PRO FOOTBALL		6120	1256	9.2	20.5	121	*233	7.2	3.8	95	*441	9.8	7.2	130	*582	9.8	9.5	129
TENNIS		3033	*465	3.4	15.3	91	**90	2.8	3.0	74	**250	5.6	8.2	149	**125	2.1	4.1	56
WRESTLING - PROFESSIONAL		3344	783	5.7	23.4	138	**152	4.7	4.5	114	*407	9.1	12.2	219	*223	3.7	6.7	91

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	TANG B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10848	100.0	13.4	100												
18 - 24	9282	1245	11.5	13.4	100												
25 - 34	19072	2953	27.2	15.5	116												
35 - 44	14591	2259	20.8	15.5	116												
45 - 54	11345	1558	14.4	13.7	103												
55 - 64	11635	1362	12.6	11.7	87												
65 OR OLDER	15061	1471	13.6	9.8	73												
18 - 34	28354	4198	38.7	14.8	111												
18 - 49	48339	7322	67.5	15.1	113												
25 - 54	45008	6770	62.4	15.0	112												
35 - 49	19985	3124	28.8	15.6	117												
50 OR OLDER	32647	3526	32.5	10.8	81												
GRADUATED COLLEGE	11155	1075	9.9	9.6	72												
ATTENDED COLLEGE	13682	1890	17.4	13.8	103												
GRADUATED HIGH SCHOOL	33880	4788	44.1	14.1	106												
DID NOT GRADUATE HIGH SCHOOL	22270	3095	28.5	13.9	104												
EMPLOYED	40306	5369	49.5	13.3	99												
EMPLOYED FULL-TIME	32850	4292	39.6	13.1	98												
EMPLOYED PART-TIME	7456	1077	9.9	14.4	108												
NOT EMPLOYED	40680	5479	50.5	13.5	101												
PROFESSIONAL/MANAGER	10392	1146	10.6	11.0	82												
TECH/CLERICAL/SALES	17574	2354	21.7	13.4	100												
PRECISION/CRAFT	985	**165	1.5	16.8	125												
OTHER EMPLOYED	11354	1705	15.7	15.0	112												
SINGLE	9863	1035	9.5	10.5	78												
MARRIED	51375	7386	68.1	14.4	107												
DIVORCED/SEPARATED/WIDOWED	19748	2427	22.4	12.3	92												
PARENTS	32590	5800	53.5	17.8	133												
WHITE	70416	8965	82.6	12.7	95												
BLACK	8778	1652	15.2	18.8	140												
OTHER	1791	**231	2.1	12.9	96												
NORTHEAST-CENSUS	17786	1994	18.4	11.2	84												
NORTH CENTRAL	20741	3264	30.1	15.7	117												
SOUTH	27775	3973	36.6	14.3	107												
WEST	14683	1617	14.9	11.0	82												
NORTHEAST-MKTG.	17961	2036	18.8	11.3	85												
EAST CENTRAL	11885	1625	15.0	13.7	102												
WEST CENTRAL	14090	2342	21.6	16.6	124												
SOUTH	24081	3513	32.4	14.6	109												
PACIFIC	12969	1331	12.3	10.3	77												
COUNTY SIZE A	32439	3694	34.1	11.4	85												
COUNTY SIZE B	24915	3445	31.8	13.8	103												
COUNTY SIZE C	12930	1950	18.0	15.1	113												
COUNTY SIZE D	10703	1759	16.2	16.4	123												
METRO CENTRAL CITY	24518	3109	28.7	12.7	95												
METRO SUBURBAN	35919	4409	40.6	12.3	92												
NON METRO	20549	3330	30.7	16.2	121												
TOP 5 ADI'S	18341	2154	19.9	11.7	88												
TOP 10 ADI'S	25378	2772	25.6	10.9	82												
TOP 20 ADI'S	36488	4308	39.7	11.8	88												
HSHLD INC. $50,000 OR MORE	6612	761	7.0	11.5	86												
$40,000 OR MORE	12659	1524	14.0	12.0	90												
$30,000 OR MORE	24698	3001	27.7	12.2	91												
$25,000 OR MORE	32077	4094	37.7	12.8	95												
$20,000 - $24,999	9144	1280	11.8	14.0	105												
$15,000 - $19,999	8728	1427	13.2	16.3	122												
$10,000 - $14,999	12562	1602	14.8	12.8	95												
UNDER $10,000	18475	2445	22.5	13.2	99												
HOUSEHOLD OF 1 PERSON	11987	973	9.0	8.1	61												
2 PEOPLE	26577	2622	24.2	9.9	74												
3 OR 4 PEOPLE	30617	4736	43.7	15.5	115												
5 OR MORE PEOPLE	11804	2517	23.2	21.3	159												
NO CHILD IN HSHLD	46165	4693	43.3	10.2	76												
CHILD(REN) UNDER 2 YRS	5325	911	8.4	17.1	128												
2 - 5 YEARS	14221	2591	23.9	18.2	136												
6 - 11 YEARS	15117	2843	26.2	18.8	140												
12 - 17 YEARS	16611	2955	27.2	17.8	133												
RESIDENCE OWNED	55884	7423	68.4	13.3	99												
VALUE: $50,000 OR MORE	31744	3675	33.9	11.6	86												
VALUE: UNDER $50,000	24140	3748	34.6	15.5	116												

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	TANG A '000	TANG B % DOWN	TANG C % ACROSS	TANG D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10848	100.0	13.4	100												
MAGAZINES	QUINTILE 1	15799	2506	23.1	15.9	118												
	QUINTILE 2	17259	2408	22.2	14.0	104												
	QUINTILE 3	13545	1737	16.0	12.8	96												
	QUINTILE 4	15133	1778	16.4	11.7	88												
	QUINTILE 5	19250	2420	22.3	12.6	94												
NEWSPAPERS	QUINTILE 1	12413	1476	13.6	11.9	89												
	QUINTILE 2	24116	3405	31.4	14.1	105												
	QUINTILE 3	11261	1347	12.4	12.0	89												
	QUINTILE 4	20255	2912	26.8	14.4	107												
	QUINTILE 5	12940	1708	15.7	13.2	99												
OUTDOOR	QUINTILE 1	14852	1937	17.9	13.0	97												
	QUINTILE 2	15725	2183	20.1	13.9	104												
	QUINTILE 3	16330	2378	21.9	14.6	109												
	QUINTILE 4	16744	2138	19.7	12.8	95												
	QUINTILE 5	17334	2212	20.4	12.8	95												
RADIO-DRIVE TIME	QUINTILE 1	15911	2292	21.1	14.4	108												
	QUINTILE 2	14837	2170	20.0	14.6	109												
	QUINTILE 3	15339	1952	18.0	12.7	95												
	QUINTILE 4	16723	2194	20.2	13.1	98												
	QUINTILE 5	18176	2239	20.6	12.3	92												
RADIO-MID-DAY	TERCILE 1	21020	3188	29.4	15.2	113												
	TERCILE 2	21610	2957	27.3	13.7	102												
	TERCILE 3	38355	4703	43.4	12.3	92												
RADIO-TOTAL	QUINTILE 1	15988	2436	22.5	15.2	114												
	QUINTILE 2	15626	2352	21.7	15.1	112												
	QUINTILE 3	16723	2137	19.7	12.8	95												
	QUINTILE 4	16342	1992	18.4	12.2	91												
	QUINTILE 5	16306	1932	17.8	11.8	88												
TV-PRIME TIME	QUINTILE 1	15953	2268	20.9	14.2	106												
	QUINTILE 2	16137	2193	20.2	13.6	101												
	QUINTILE 3	16420	2427	22.4	14.8	110												
	QUINTILE 4	16687	2096	19.3	12.6	94												
	QUINTILE 5	15789	1864	17.2	11.8	88												
TV-DAYTIME	TERCILE 1	27736	4478	41.3	16.1	121												
	TERCILE 2	26489	3650	33.6	13.8	103												
	TERCILE 3	26761	2720	25.1	10.2	76												
TV-TOTAL	QUINTILE 1	16345	2585	23.8	15.8	118												
	QUINTILE 2	16447	2359	21.7	14.3	107												
	QUINTILE 3	15980	2182	20.1	13.7	102												
	QUINTILE 4	15887	1966	18.1	12.4	92												
	QUINTILE 5	16326	1756	16.2	10.8	80												
MAGAZINES-NEWSPAPERS: DUAL		20721	2939	27.1	14.2	106												
MAGAZINE IMPERATIVE		19186	2996	27.6	15.6	117												
NEWSPAPER IMPERATIVE		21899	2615	24.1	11.9	89												
MAGAZINES-OUTDOOR: DUAL		15451	2184	20.1	14.1	106												
MAGAZINE IMPERATIVE		25953	3763	34.7	14.5	108												
OUTDOOR IMPERATIVE		24400	3340	30.8	13.7	102												
MAGAZINES-RADIO: DUAL		18049	2936	27.1	16.3	121												
MAGAZINE IMPERATIVE		23571	2972	27.4	12.6	94												
RADIO IMPERATIVE		23278	3030	27.9	13.0	97												
MAGAZINES-TELEVISION: DUAL		15459	2497	23.0	16.2	121												
MAGAZINE IMPERATIVE		25829	3465	31.9	13.4	100												
TELEVISION IMPERATIVE		26039	3605	33.2	13.8	103												
NEWSPAPERS-OUTDOOR: DUAL		16605	2126	19.6	12.8	96												
NEWSPAPER IMPERATIVE		26834	3500	32.3	13.0	97												
OUTDOOR IMPERATIVE		23346	3374	31.1	14.5	108												
NEWSPAPERS-RADIO: DUAL		17133	2415	22.3	14.1	105												
NEWSPAPER IMPERATIVE		25892	3119	28.8	12.0	90												
RADIO IMPERATIVE		23167	3382	31.2	14.6	109												
NEWSPAPERS-TELEVISION: DUAL		17159	2472	22.8	14.4	108												
NEWSPAPER IMPERATIVE		26214	3121	28.8	11.9	89												
TELEVISION IMPERATIVE		23412	3603	33.2	15.4	115												
OUTDOOR-RADIO: DUAL		15303	2333	21.5	15.2	114												
OUTDOOR IMPERATIVE		24901	3173	29.2	12.7	95												
RADIO IMPERATIVE		26492	3838	35.4	14.5	108												
OUTDOOR-TELEVISION: DUAL		14794	2178	20.1	14.7	110												
OUTDOOR IMPERATIVE		25437	3242	29.9	12.7	95												
TELEVISION IMPERATIVE		27877	4123	38.0	14.8	110												
RADIO-TELEVISION: DUAL		15996	2693	24.8	16.8	126												
RADIO IMPERATIVE		25478	3247	29.9	12.7	95												
TELEVISION IMPERATIVE		26573	3513	32.4	13.2	99												

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	TANG A '000	TANG B % DOWN	TANG C % ACROSS	TANG D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10848	100.0	13.4	100												
ATLANTIC MONTHLY	415	**25	0.2	6.0	45												
BARRON'S	453	**79	0.7	17.4	130												
BETTER HOMES & GARDENS	16256	2345	21.6	14.4	108												
BON APPETIT	2535	357	3.3	14.1	105												
BUSINESS WEEK	1278	*207	1.9	16.2	121												
CAR AND DRIVER	378	**84	0.8	22.2	166												
CBS MAGAZINE NETWORK (GROSS)	1498	*266	2.5	17.8	133												
CHANGING TIMES	1505	*153	1.4	10.2	76												
COLONIAL HOMES	1231	*257	2.4	20.9	156												
CONDE NAST MAG. PKG. (GROSS)	14146	1843	17.0	13.0	97												
CONSUMERS DIGEST	1323	*246	2.3	18.6	139												
COSMOPOLITAN	7102	922	8.5	13.0	97												
COUNTRY LIVING	2481	318	2.9	12.8	96												
CUISINE	1472	*245	2.3	16.6	124												
CYCLE WORLD	425	**93	0.9	21.9	163												
DCI:CREATIVE IDEAS FOR LIV	2510	576	5.3	22.9	171												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1249	11.5	18.7	139												
DISCOVER	894	**65	0.6	7.3	54												
EBONY	3507	720	6.6	20.5	153												
ESQUIRE	1083	*226	2.1	20.9	156												
ESSENCE	1830	385	3.5	21.0	157												
FAMILY CIRCLE	15930	2335	21.5	14.7	109												
THE FAMILY HANDYMAN	1126	*225	2.1	20.0	149												
FAMILY WEEKLY	11468	1511	13.9	13.2	98												
FIELD & STREAM	2234	453	4.2	20.3	151												
FOOD & WINE	579	**89	0.8	15.4	115												
FORBES	728	**96	0.9	13.2	98												
FORTUNE	906	**131	1.2	14.5	108												
GENTLEMEN'S QUARTERLY	791	**100	0.9	12.6	94												
GLAMOUR	5265	735	6.8	14.0	104												
GOLF DIGEST	636	**43	0.4	6.8	50												
GOLF DIGEST/TENNIS (GROSS)	1186	**122	1.1	10.3	77												
GOLF MAGAZINE	441	**36	0.3	8.2	61												
GOLF MAGAZINE/SKI (GROSS)	922	**104	1.0	11.3	84												
GOOD HOUSEKEEPING	16487	2468	22.8	15.0	112												
HARPER'S BAZAAR	2423	358	3.3	14.8	110												
HEALTH	1994	351	3.2	17.6	131												
HEARST MAG CORP. BUY (GROSS)	44101	6398	59.0	14.5	108												
HEARST MAN POWER (GROSS)	1993	426	3.9	21.4	160												
HEARST WOMAN POWER (GROSS)	31274	4409	40.6	14.1	105												
HOUSE BEAUTIFUL	3623	538	5.0	14.8	111												
INC.	283	**109	1.0	38.5	288												
JET	2928	556	5.1	19.0	142												
LADIES' HOME JOURNAL	11918	1829	16.9	15.3	115												
LHJ FAMILY GRP COMBO(GROSS)	16764	2624	24.2	15.7	117												
LIFE	4254	749	6.9	17.6	131												
L.A. TIMES HOME MAGAZINE	1145	**84	0.8	7.3	55												
MADEMOISELLE	2884	355	3.3	12.3	92												
MC CALL'S	13460	2050	18.9	15.2	114												
MC CALL'S/WRK MOTHER (GROSS)	14606	2297	21.2	15.7	117												
MECHANIX ILLUSTRATED	772	*205	1.9	26.6	198												
METROPOLITAN HOME	967	**110	1.0	11.4	85												
MONEY	1588	*223	2.1	14.0	105												
MOTHER EARTH NEWS	1002	*165	1.5	16.5	123												
MS.	825	*136	1.3	16.5	123												
NATIONAL ENQUIRER	10336	1675	15.4	16.2	121												
NATIONAL GEOGRAPHIC	9597	1240	11.4	12.9	96												
NATIONAL SUNDAY MAGAZINE PKG	49558	6739	62.1	13.6	102												
NATURAL HISTORY	573	**46	0.4	8.0	60												
NEW WOMAN	1699	*195	1.8	11.5	86												
NEW YORK INCLUDING CUE	443	**50	0.5	11.3	84												
THE NEW YORKER	1270	**136	1.3	10.7	80												
NEWSWEEK	6277	940	8.7	15.0	112												
THE N.Y. TIMES DAILY EDITION	1205	**63	0.6	5.2	39												
THE N.Y. TIMES MAGAZINE	2081	**109	1.0	5.2	39												
OMNI	788	**134	1.2	17.0	127												
ON CABLE	1158	*179	1.7	15.5	115												
1001 HOME IDEAS	2852	444	4.1	15.6	116												
ORGANIC GARDENING	1658	*264	2.4	15.9	119												
OUTDOOR LIFE	896	*174	1.6	19.4	145												
PARADE MAGAZINE	24275	3534	32.6	14.6	109												

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	TANG A '000	TANG B % DOWN	TANG C % ACROSS	TANG D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10848	100.0	13.4	100												
PARENTS	3845	683	6.3	17.8	133												
PENTHOUSE	831	**147	1.4	17.7	132												
PEOPLE	11645	1698	15.7	14.6	109												
PLAYBOY	2006	315	2.9	15.7	117												
POPULAR HOT RODDING	297	**72	0.7	24.2	181												
POPULAR MECHANICS	1018	*201	1.9	19.7	147												
POPULAR SCIENCE	878	*175	1.6	19.9	149												
PREVENTION	3913	690	6.4	17.6	132												
PSYCHOLOGY TODAY	1710	*161	1.5	9.4	70												
READER'S DIGEST	22204	3348	30.9	15.1	113												
REDBOOK	7684	1019	9.4	13.3	99												
ROAD & TRACK	410	**28	0.3	6.8	51												
ROLLING STONE	969	**113	1.0	11.7	87												
RUNNER'S WORLD	298	**24	0.2	8.1	60												
SATURDAY EVENING POST	1169	*189	1.7	16.2	121												
SCIENCE 84	587	**89	0.8	15.2	113												
SCIENCE DIGEST	482	**137	1.3	28.4	212												
SCIENTIFIC AMERICAN	594	**76	0.7	12.8	96												
SELF	2089	253	2.3	12.1	90												
SEVENTEEN	2411	376	3.5	15.6	116												
SKI	480	**68	0.6	14.2	106												
SMITHSONIAN	2760	*271	2.5	9.8	73												
SOAP OPERA DIGEST	3013	733	6.8	24.3	182												
SOUTHERN LIVING	4184	672	6.2	16.1	120												
SPORT	559	**127	1.2	22.7	170												
THE SPORTING NEWS	436	**151	1.4	34.6	259												
SPORTS AFIELD	493	**89	0.8	18.1	135												
SPORTS ILLUSTRATED	2758	428	3.9	15.5	116												
STAR	7456	1373	12.7	18.4	137												
SUNDAY	24936	3193	29.4	12.8	96												
SUNSET	2124	*222	2.0	10.5	78												
TV GUIDE	21661	3310	30.5	15.3	114												
TENNIS	550	**79	0.7	14.4	107												
TIME	8880	1231	11.3	13.9	103												
TOWN & COUNTRY	917	**69	0.6	7.5	56												
TRAVEL & LEISURE	972	**88	0.8	9.1	68												
TRUE STORY	3356	784	7.2	23.4	174												
U.S.NEWS & WORLD REPORT	3410	435	4.0	12.8	95												
USA TODAY	1759	*218	2.0	12.4	93												
US	1873	*282	2.6	15.1	112												
VOGUE	3909	500	4.6	12.8	95												
WALL STREET JOURNAL	1886	*221	2.0	11.7	87												
WEIGHT WATCHERS	2120	333	3.1	15.7	117												
WOMAN'S DAY	14172	2487	22.9	17.5	131												
WORKING MOTHER	1146	*248	2.3	21.6	162												
WORKING WOMAN	1322	*240	2.2	18.2	136												
WORLD TENNIS	*163	**6	0.1	3.7	27												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	489	4.5	19.3	144												
BLAIR INSERTS	43657	5784	53.3	13.2	99												
DAILY NEWSPAPERS																	
READ ANY	51633	6947	64.0	13.5	100												
READ ONE	43463	6010	55.4	13.8	103												
READ TWO OR MORE	8170	937	8.6	11.5	86												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7013	64.6	13.3	99												
READ ONE	46126	6271	57.8	13.6	101												
READ TWO OR MORE	6552	742	6.8	11.3	85												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.32															
30 DAY REACH	71455	9546	88.0	13.4	100												
50 SHWG - 30 DAY AV FREQ	14.56	14.32															
30 DAY REACH	67742	9118	84.1	13.5	100												
25 SHWG - 30 DAY AV FREQ	7.94	7.68															
30 DAY REACH	62117	8508	78.4	13.7	102												
CABLE TV: HOME WIRED	32077	4512	41.6	14.1	105												
HOME NOT WIRED	48909	6336	58.4	13.0	97												
HAVE PAY CABLE	15935	2585	23.8	16.2	121												

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	TANG A '000	TANG B % DOWN	TANG C % ACROSS	TANG D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10848	100.0	13.4	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5960	54.9	13.6	101												
10:00 AM - 3:00 PM	30659	4496	41.4	14.7	109												
3:00 PM - 7:00 PM	31045	4303	39.7	13.9	103												
7:00 PM - MIDNIGHT	15767	2277	21.0	14.4	108												
MIDNIGHT - 6:00 AM	9120	1296	11.9	14.2	106												
6:00 AM - MIDNIGHT	58527	8209	75.7	14.0	105												
ENTIRE DAY	59311	8295	76.5	14.0	104												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2540	23.4	15.7	117												
ALL NEWS	2256	*240	2.2	10.6	79												
AOR/PROGRESSIVE	3874	463	4.3	12.0	89												
BEAUTIFUL MUSIC	5660	738	6.8	13.0	97												
BLACK	2204	398	3.7	18.1	135												
CLASSICAL	1418	*141	1.3	9.9	74												
CHR/ROCK	9538	1439	13.3	15.1	113												
COUNTRY	12648	1998	18.4	15.8	118												
GOLDEN OLDIES	1191	**156	1.4	13.1	98												
MOR/NOSTALGIA	4757	625	5.8	13.1	98												
NEWS/TALK	3863	348	3.2	9.0	67												
RELIGIOUS	3084	443	4.1	14.4	107												
SOFT ROCK	521	**67	0.6	12.9	96												
URBAN CONTEMPORARY	1585	296	2.7	18.7	139												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	516	4.8	15.8	118												
ABC DIRECTION	2316	395	3.6	17.1	127												
ABC ENTERTAINMENT	4834	769	7.1	15.9	119												
ABC FM	2202	384	3.5	17.4	130												
ABC INFORMATION	5425	743	6.8	13.7	102												
ABC ROCK	1677	*285	2.6	17.0	127												
CBS	4430	557	5.1	12.6	94												
MUTUAL	4992	841	7.8	16.8	126												
NBC	4679	653	6.0	14.0	104												
RADIORADIO	1994	*250	2.3	12.5	94												
RKO ONE	2298	304	2.8	13.2	99												
RKO TWO	3311	400	3.7	12.1	90												
THE SOURCE	2114	276	2.5	13.1	97												
NON-WIRED : BLAIR	8654	1504	13.9	17.4	130												
INTERNET	12025	1821	16.8	15.1	113												
KATZ RADIO GROUP	15359	2025	18.7	13.2	98												
SUPERNET	10628	1531	14.1	14.4	108												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1159	10.7	13.4	100												
MKDAY 9:00 AM - 1:00 PM	12163	1952	18.0	16.0	120												
MKDAY 1:00 PM - 4:30 PM	16150	2642	24.4	16.4	122												
MKDAY 4:30 PM - 7:30 PM	22463	2992	27.6	13.3	99												
MKDAY 7:30 PM - 8:00 PM	31795	4302	39.7	13.5	101												
MKDAY 11:00 PM - 11:30 PM	23977	3558	32.8	14.8	111												
MKDAY 11:30 PM - 1:00 AM	7703	1334	12.3	17.3	129												
M-SAT 8-11 PM+SUN 7-11 PM	33800	4707	43.4	13.9	104												
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1177	10.8	18.0	134												
ANOTHER WORLD N	4620	714	6.6	15.5	115												
AS THE WORLD TURNS C	5614	976	9.0	17.4	130												
CAPITOL C	3396	656	6.0	19.3	144												
CBS MORN. NEWS 1 C	1446	200	1.8	13.8	103												
CBS MORN. NEWS 2 C	1207	179	1.7	14.8	111												
DAYS OF OUR LIVES N	5877	864	8.0	14.7	110												
FACTS OF LIFE - DAYTIME N	2290	327	3.0	14.3	107												
FAMILY FEUD A	3023	501	4.6	16.6	124												
GENERAL HOSPITAL A	6097	1064	9.8	17.5	130												
GOOD MORNING, AMERICA-730 A	3515	431	4.0	12.3	92												
GOOD MORNING, AMERICA-830 A	2818	303	2.8	10.8	80												
GUIDING LIGHT C	5339	915	8.4	17.1	128												
ONE LIFE TO LIVE A	4478	830	7.7	18.5	138												
PRESS YOUR LUCK C	2244	432	4.0	19.3	144												
PRICE IS RIGHT 1 C	4348	807	7.4	18.6	139												
PRICE IS RIGHT 2 C	5014	926	8.5	18.5	138												
RYAN'S HOPE A	3150	532	4.9	16.9	126												
SALE OF THE CENTURY N	2695	373	3.4	13.8	103												
SEARCH FOR TOMORROW N	2319	337	3.1	14.5	108												
TODAY SHOW 1 N	2693	291	2.7	10.8	81												
TODAY SHOW 2 N	2498	258	2.4	10.3	77												
$25,000 PYRAMID C	2753	468	4.3	17.0	127												
WHEEL OF FORTUNE N	4388	742	6.8	16.9	126												
YOUNG AND THE RESTLESS C	5695	1121	10.3	19.7	147												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	173	1.6	9.8	73												
NBA PLAYOFF GAME -1 C	1136	*157	1.4	13.8	103												
NBC MAJOR LEAGUE PRE-GAME N	953	*163	1.5	17.1	128												
SPORTSWORLD - SUN N	1233	*188	1.7	15.2	114												
SUNDAY MORNING C	1611	*145	1.3	9.0	67												

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POWDERED FRUIT FLAVORED BREAKFAST DRINKS: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	TANG A '000	TANG B % DOWN	TANG C % ACROSS	TANG D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10848	100.0	13.4	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3360	31.0	12.9	96												
NETWORK AFFILIATES - LATE		20261	2798	25.8	13.8	103												
INDEPENDENTS - LATE		2076	238	2.2	11.5	86												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1595	14.7	15.3	114												
ABC MONDAY NIGHT MOVIE	A	6412	870	8.0	13.6	101												
ABC SUNDAY NIGHT MOVIE	A	12407	1666	15.4	13.4	100												
ABC WORLD NEWS TONIGHT	A	6176	683	6.3	11.1	83												
AFTERMASH	C	5863	725	6.7	12.4	92												
ALICE	C	9594	1345	12.4	14.0	105												
AMERICAN PARADE	C	6622	920	8.5	13.9	104												
BENSON	A	10886	1304	12.0	12.0	89												
BLUE THUNDER	A	5036	758	7.0	15.1	112												
CAGNEY & LACEY	C	9965	1480	13.6	14.9	111												
CBS EVENING NEWS-DEAN	C	3491	417	3.8	11.9	89												
CBS EVENING NEWS-RATHER	C	7123	915	8.4	12.8	96												
CBS SAT. NEWS-SCHIEFFER	C	3621	351	3.2	9.7	72												
CBS SATURDAY NIGHT MOVIE	C	5436	750	6.9	13.8	103												
CBS WEDNESDAY NIGHT MOVIE	C	6100	796	7.3	13.0	97												
CHEERS	N	8889	1219	11.2	13.7	102												
DALLAS	C	22109	3160	29.1	14.3	107												
DIFF'RENT STROKES	N	6940	1051	9.7	15.1	113												
DOUBLE TROUBLE	N	7223	1053	9.7	14.6	109												
DUCK FACTORY	N	5595	718	6.6	12.8	96												
DUKES OF HAZZARD	C	5768	1005	9.3	17.4	130												
DYNASTY	A	20053	2876	26.5	14.3	107												
FACTS OF LIFE	N	8087	1136	10.5	14.0	105												
FALCON CREST	C	20046	2990	27.6	14.9	111												
FALL GUY	A	9084	1509	13.9	16.6	124												
FAMILY TIES	N	7964	1069	9.9	13.4	100												
FANTASY ISLAND	A	7687	1186	10.9	15.4	115												
FOULUPS,BLEEPS & BLUNDERS	A	8861	1065	9.8	12.0	90												
FOUR SEASONS	C	5095	628	5.8	12.3	92												
GIMME A BREAK	N	8838	1347	12.4	15.2	114												
HART TO HART	A	8978	1208	11.1	13.5	100												
HILL STREET BLUES	N	8590	1126	10.4	13.1	98												
HOTEL	A	14085	2153	19.8	15.3	114												
JEFFERSONS	C	9360	1460	13.5	15.6	116												
JENNIFER SLEPT HERE	N	5841	760	7.0	13.0	97												
KATE & ALLIE	C	9206	1343	12.4	14.6	109												
KNIGHT RIDER	N	7076	993	9.2	14.0	105												
LOVE BOAT	A	12219	1783	16.4	14.6	109												
MAGNUM PI	C	11199	1741	16.0	15.5	116												
MAMA'S FAMILY	N	6057	899	8.3	14.8	111												
MASTER, THE	N	3598	495	4.6	13.8	103												
MATT HOUSTON	A	6344	873	8.0	13.8	103												
NBC MONDAY NIGHT MOVIE	N	11994	1656	15.3	13.8	103												
NBC NIGHTLY NEWS	N	5132	643	5.9	12.5	94												
NBC NIGHTLY NEWS-SAT	N	3375	366	3.4	10.8	81												
NBC NIGHTLY NEWS-SUN	N	3130	344	3.2	11.0	82												
NBC SUNDAY NIGHT MOVIE	N	8284	1134	10.5	13.7	102												
NEWHART	C	9240	1330	12.3	14.4	107												
ONE DAY AT A TIME	C	7288	1067	9.8	14.6	109												
PEOPLE ARE FUNNY	N	4855	701	6.5	14.4	108												
REAL PEOPLE	N	8869	993	9.2	11.2	84												
REMINGTON STEELE	N	7743	999	9.2	12.9	96												
RIPLEY'S BELIEVE IT - NOT	A	5345	690	6.4	12.9	96												
RIPTIDE	N	6988	1081	10.0	15.5	115												
SCARECROW & MRS. KING	C	10002	1492	13.8	14.9	111												
SIMON & SIMON	C	10638	1576	14.5	14.8	111												
60 MINUTES	C	13293	1685	15.5	12.7	95												
ST. ELSEWHERE	N	7017	1034	9.5	14.7	110												
THREE'S COMPANY	A	10917	1399	12.9	12.8	96												
T.J. HOOKER	A	9204	1339	12.3	14.5	109												
TONIGHT SHOW	N	2372	394	3.6	16.6	124												
TRAPPER JOHN, M.D.	C	9846	1386	12.8	14.1	105												
TV BLOOPERS & PRAC. JOKES	N	9105	992	9.1	10.9	81												
20/20	A	9387	1218	11.2	13.0	97												
WEBSTER	A	11067	1333	12.3	12.0	90												
WORLD NEWS - SUN	A	3062	325	3.0	10.6	79												
YELLOW ROSE	N	4978	765	7.1	15.4	115												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1325	12.2	14.9	111												
BASKETBALL - COLLEGE GAMES		4080	571	5.3	14.0	104												
BASKETBALL - PRO GAMES		3607	516	4.8	14.3	107												
BOWLING		3883	756	7.0	19.5	145												
BOXING		3928	525	4.8	13.4	100												
FOOTBALL - COLLEGE GAMES		6366	808	7.4	12.7	95												
FOOTBALL - PRO GAMES		11300	1531	14.1	13.5	101												
GOLF		3378	*363	3.3	10.7	80												
POST-SEASON COLL. FOOTBALL		4906	700	6.5	14.3	107												
POST-SEASON PRO FOOTBALL		6120	1059	9.8	17.3	129												
TENNIS		3033	*424	3.9	14.0	104												
WRESTLING - PROFESSIONAL		3344	665	6.1	19.9	148												

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		'000	%	UNWEIGHTED
8A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	34930	43.1	3848
	NO	46056	56.9	5587

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
8B. WHICH TYPES ARE USED BY YOUR HOUSEHOLD?									
LEMONADE-LOW CALORIE PRE-SWEETENED	3601	4.4	1427	1.8	1618	2.0	556	.7	410
LEMONADE-REGULAR PRE-SWEETENED	10769	13.3	4514	5.6	5162	6.4	1094	1.4	1188
LEMONADE-UNSWEETENED	5139	6.3	1693	2.1	2676	3.3	770	1.0	564
OTHER FLAVOR-LOW CALORIE PRE-SWEETENED	3773	4.7	1229	1.5	1886	2.3	659	.8	410
OTHER FLAVOR-REGULAR PRE-SWEETENED	10977	13.6	4046	5.0	5278	6.5	1654	2.0	1155
OTHER FLAVOR-UNSWEETENED	13078	16.1	6811	8.4	4910	6.1	1357	1.7	1369
DO NOT KNOW	2990	3.7							348
8C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
CHEERI-AID/A & P	694	.9	27	*	415	.5	252	.3	86
COUNTRY TIME	7389	9.1	1182	1.5	4518	5.6	1688	2.1	824
DOWN HOME	296	.4	7	*	218	.3	71	.1	42
GATORADE	1663	2.1	162	.2	978	1.2	524	.6	169
HAWAIIAN PUNCH	6027	7.4	343	.4	4216	5.2	1469	1.8	681
HI-C	3945	4.9	273	.3	2695	3.3	977	1.2	460
KOOL-AID	25747	31.8	11095	13.7	13140	16.2	1512	1.9	2759
LEMON TREE	1880	2.3	230	.3	1134	1.4	516	.6	210
MINUTE MAID	5212	6.4	627	.8	3434	4.2	1151	1.4	572
PILLSBURY FUNNY FACE	445	.5	23	*	322	.4	100	.1	46
REALEMON LEMONADE	2859	3.5	271	.3	1815	2.2	773	1.0	307
WELCH'S	2406	3.0	37	*	1735	2.1	635	.8	285
WYLER'S LITE	1863	2.3	230	.3	1122	1.4	510	.6	200
OTHER WYLER'S	6873	8.5	740	.9	3883	4.8	2250	2.8	777
OTHER BRANDS	4688	5.8	1297	1.6	2159	2.7	1232	1.5	514
DO NOT KNOW	164	.2							26

		'000	%	UNWEIGHTED
8D. ABOUT HOW MANY GLASSES OF POWDERED SOFT DRINKS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
11 OR MORE	H	7359	9.1	748
8 - 10	H	2924	3.6	315
6 - 7	M	3169	3.9	347
5	M	1992	2.5	248
4	M	2842	3.5	295
3	M	2336	2.9	280
2	M	2266	2.8	274
1	L	1749	2.2	216
NONE	L	10294	12.7	1125

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POWDERED SOFT DRINKS (ADD WATER): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS TWO - SEVEN A '000	MEDIUM USERS TWO - SEVEN B % DOWN	MEDIUM USERS TWO - SEVEN C % ACROSS	MEDIUM USERS TWO - SEVEN D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	34930	100.0	43.1	100	10283	100.0	12.7	100	12604	100.0	15.6	100	12043	100.0	14.9	100
18 - 24	9282	4175	12.0	45.0	104	1423	13.8	15.3	121	1816	14.4	19.6	126	936	7.8	10.1	68
25 - 34	19072	10237	29.3	53.7	124	3245	31.6	17.0	134	3500	27.8	18.4	118	3492	29.0	18.3	123
35 - 44	14591	8141	23.3	55.8	129	2778	27.0	19.0	150	2854	22.6	19.6	126	2509	20.8	17.2	116
45 - 54	11345	5053	14.5	44.5	103	1341	13.0	11.8	93	1705	13.5	15.0	97	2007	16.7	17.7	119
55 - 64	11635	3831	11.0	32.9	76	864	8.4	7.4	58	1153	9.1	9.9	64	1814	15.1	15.6	105
65 OR OLDER	15061	3494	10.0	23.2	54	632	6.1	4.2	33	1577	12.5	10.5	67	1285	10.7	8.5	57
18 - 34	28354	14412	41.3	50.8	118	4668	45.4	16.5	130	5316	42.2	18.7	120	4428	36.8	15.6	105
18 - 49	48339	25299	72.4	52.3	121	8201	79.8	17.0	134	9054	71.8	18.7	120	8045	66.8	16.6	112
25 - 54	45008	23431	67.1	52.1	121	7364	71.6	16.4	129	8059	63.9	17.9	115	8008	66.5	17.8	120
35 - 49	19985	10888	31.2	54.5	126	3533	34.4	17.7	139	3738	29.7	18.7	120	3617	30.0	18.1	122
50 OR OLDER	32647	9631	27.6	29.5	68	2082	20.2	6.4	50	3551	28.2	10.9	70	3998	33.2	12.2	82
GRADUATED COLLEGE	11155	4145	11.9	37.2	86	932	9.1	8.4	66	1346	10.7	12.1	78	1867	15.5	16.7	113
ATTENDED COLLEGE	13682	6429	18.4	47.0	109	1913	18.6	14.0	110	2036	16.2	14.9	96	2480	20.6	18.1	122
GRADUATED HIGH SCHOOL	33880	15842	45.4	46.8	108	4912	47.8	14.5	114	5517	43.8	16.3	105	5413	44.9	16.0	107
DID NOT GRADUATE HIGH SCHOOL	22270	8514	24.4	38.2	89	2526	24.6	11.3	89	3706	29.4	16.6	107	2282	18.9	10.2	69
EMPLOYED	40306	18258	52.3	45.3	105	5159	50.2	12.8	101	6410	50.9	15.9	102	6689	55.5	16.6	112
EMPLOYED FULL-TIME	32850	14576	41.7	44.4	103	3994	38.8	12.2	96	5227	41.5	15.9	102	5354	44.5	16.3	110
EMPLOYED PART-TIME	7456	3682	10.5	49.4	114	1165	11.3	15.6	123	1183	9.4	15.9	102	1334	11.1	17.9	120
NOT EMPLOYED	40680	16673	47.7	41.0	95	5124	49.8	12.6	99	6195	49.2	15.2	98	5355	44.5	13.2	89
PROFESSIONAL/MANAGER	10392	3980	11.4	38.3	89	989	9.6	9.5	75	1233	9.8	11.9	76	1758	14.6	16.9	114
TECH/CLERICAL/SALES	17574	8437	24.2	48.0	111	2247	21.9	12.8	101	2789	22.1	15.9	102	3402	28.2	19.4	130
PRECISION/CRAFT	985	*470	1.3	47.7	111	**141	1.4	14.3	113	**157	1.2	15.9	102	**172	1.4	17.5	117
OTHER EMPLOYED	11354	5371	15.4	47.3	110	1782	17.3	15.7	124	2232	17.7	19.7	126	1357	11.3	12.0	80
SINGLE	9863	3671	10.5	37.2	86	975	9.5	9.9	78	1436	11.4	14.6	94	1260	10.5	12.8	86
MARRIED	51375	24427	69.9	47.5	110	7339	71.4	14.3	113	8423	66.8	16.4	105	8665	72.0	16.9	113
DIVORCED/SEPARATED/WIDOWED	19748	6833	19.6	34.6	80	1969	19.1	10.0	79	2746	21.8	13.9	89	2118	17.6	10.7	72
PARENTS	32590	19230	55.1	59.0	137	7126	69.3	21.9	172	6665	52.9	20.5	131	5439	45.2	16.7	112
WHITE	70416	30411	87.1	43.2	100	8708	84.7	12.4	97	10677	84.7	15.2	97	11026	91.6	15.7	105
BLACK	8778	4040	11.6	46.0	107	1376	13.4	15.7	123	1832	14.5	20.9	134	832	6.9	9.5	64
OTHER	1791	*480	1.4	26.8	62	**199	1.9	11.1	88	**96	0.8	5.4	34	**186	1.5	10.4	70
NORTHEAST-CENSUS	17786	6773	19.4	38.1	88	2052	20.0	11.5	91	1994	15.8	11.2	72	2727	22.6	15.3	103
NORTH CENTRAL	20741	10839	31.0	52.3	121	3180	30.9	15.3	121	3458	27.4	16.7	107	4201	34.9	20.3	136
SOUTH	27775	12037	34.5	43.3	100	3634	35.3	13.1	103	5258	41.7	18.9	122	3145	26.1	11.3	76
WEST	14683	5281	15.1	36.0	83	1417	13.8	9.7	76	1894	15.0	12.9	83	1970	16.4	13.4	90
NORTHEAST-MKTG.	17961	6652	19.0	37.0	86	1883	18.3	10.5	83	2105	16.7	11.7	75	2664	22.1	14.8	100
EAST CENTRAL	11885	5826	16.7	49.0	114	1904	18.5	16.0	126	1772	14.1	14.9	96	2151	17.9	18.1	122
WEST CENTRAL	14090	7249	20.8	51.4	119	2012	19.6	14.3	112	2409	19.1	17.1	110	2828	23.5	20.1	135
SOUTH	24081	10658	30.5	44.3	103	3296	32.1	13.7	108	4634	36.8	19.2	124	2727	22.6	11.3	76
PACIFIC	12969	4546	13.0	35.1	81	1189	11.6	9.2	72	1685	13.4	13.0	83	1672	13.9	12.9	87
COUNTY SIZE A	32439	12023	34.4	37.1	86	3390	33.0	10.5	82	4727	37.5	14.6	94	3907	32.4	12.0	81
COUNTY SIZE B	24915	11848	33.9	47.6	110	3621	35.2	14.5	114	4097	32.5	16.4	106	4131	34.3	16.6	111
COUNTY SIZE C	12930	5694	16.3	44.0	102	1807	17.6	14.0	110	1905	15.1	14.7	95	1982	16.5	15.3	103
COUNTY SIZE D	10703	5365	15.4	50.1	116	1465	14.2	13.7	108	1876	14.9	17.5	113	2024	16.8	18.9	127
METRO CENTRAL CITY	24518	9609	27.5	39.2	91	2996	29.1	12.2	96	3914	31.1	16.0	103	2698	22.4	11.0	74
METRO SUBURBAN	35919	15543	44.5	43.3	100	4339	42.2	12.1	95	5405	42.9	15.0	97	5800	48.2	16.1	109
NON METRO	20549	9778	28.0	47.6	110	2948	28.7	14.3	113	3286	26.1	16.0	103	3545	29.4	17.3	116
TOP 5 ADI'S	18341	6502	18.6	35.5	82	1875	18.2	10.2	81	2315	18.4	12.6	81	2311	19.2	12.6	85
TOP 10 ADI'S	25378	8961	25.7	35.3	82	2433	23.7	9.6	76	3480	27.6	13.7	88	3048	25.3	12.0	81
TOP 20 ADI'S	36488	13616	39.0	37.3	87	3758	36.5	10.3	81	5264	41.8	14.4	93	4594	38.1	12.6	85
HSHLD INC. $50,000 OR MORE	6612	2803	8.0	42.4	98	*692	6.7	10.5	82	822	6.5	12.4	80	1289	10.7	19.5	131
$40,000 OR MORE	12659	5727	16.4	45.2	105	1524	14.8	12.0	95	1826	14.5	14.4	93	2377	19.7	18.8	126
$30,000 OR MORE	24698	11485	32.9	46.5	108	3139	30.5	12.7	100	3890	30.9	15.8	101	4456	37.0	18.0	121
$25,000 OR MORE	32077	15032	43.0	46.9	109	4110	40.0	12.8	101	5132	40.7	16.0	103	5790	48.1	18.1	121
$20,000 - $24,999	9144	3834	11.0	41.9	97	1171	11.4	12.8	101	1308	10.4	14.3	92	1355	11.3	14.8	100
$15,000 - $19,999	8728	3860	11.1	44.2	103	1102	10.7	12.6	99	1265	10.0	14.5	93	1493	12.4	17.1	115
$10,000 - $14,999	12562	5452	15.6	43.4	101	1506	14.6	12.0	94	2189	17.4	17.4	112	1757	14.6	14.0	94
UNDER $10,000	18475	6752	19.3	36.5	85	2394	23.3	13.0	102	2710	21.5	14.7	94	1648	13.7	8.9	60
HOUSEHOLD OF 1 PERSON	11987	2820	8.1	23.5	55	374	3.6	3.1	25	1165	9.2	9.7	62	1281	10.6	10.7	72
2 PEOPLE	26577	8735	25.0	32.9	76	1736	16.9	6.5	51	3432	27.2	12.9	83	3567	29.6	13.4	90
3 OR 4 PEOPLE	30617	15875	45.4	51.9	120	5075	49.4	16.6	131	5735	45.5	18.7	120	5065	42.1	16.5	111
5 OR MORE PEOPLE	11804	7501	21.5	63.5	147	3098	30.1	26.2	207	2272	18.0	19.2	124	2130	17.7	18.0	121
NO CHILD IN HSHLD	46165	14482	41.5	31.4	73	2732	26.6	5.9	47	5495	43.6	11.9	76	6255	51.9	13.5	91
CHILD(REN) UNDER 2 YRS	5325	3109	8.9	58.4	135	1131	11.0	21.2	167	1083	8.6	20.3	131	895	7.4	16.8	113
2 - 5 YEARS	14221	7835	22.4	55.1	128	3042	29.6	21.4	168	2808	22.3	19.7	127	1986	16.5	14.0	94
6 - 11 YEARS	15117	9195	26.3	60.8	141	3808	37.0	25.2	198	2957	23.5	19.6	126	2430	20.2	16.1	108
12 - 17 YEARS	16611	10185	29.2	61.3	142	3825	37.2	23.0	181	3473	27.6	20.9	134	2886	24.0	17.4	117
RESIDENCE OWNED	55884	24452	70.0	43.8	101	6986	67.9	12.5	98	8618	68.4	15.4	99	8848	73.5	15.8	106
VALUE: $50,000 OR MORE	31744	13382	38.3	42.2	98	3513	34.2	11.1	87	4592	36.4	14.5	93	5277	43.8	16.6	112
VALUE: UNDER $50,000	24140	11071	31.7	45.9	106	3474	33.8	14.4	113	4027	32.0	16.7	107	3571	29.7	14.8	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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POWDERED SOFT DRINKS (ADD WATER): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0527
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS TWO - SEVEN A '000	MEDIUM USERS TWO - SEVEN B % DOWN	MEDIUM USERS TWO - SEVEN C % ACROSS	MEDIUM USERS TWO - SEVEN D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	34930	100.0	43.1	100	10283	100.0	12.7	100	12604	100.0	15.6	100	12043	100.0	14.9	100
MAGAZINES	QUINTILE 1	15799	7546	21.6	47.8	111	2560	24.9	16.2	128	2340	18.6	14.8	95	2646	22.0	16.7	113
	QUINTILE 2	17259	8010	22.9	46.4	108	2183	21.2	12.6	100	2867	22.7	16.6	107	2961	24.6	17.2	115
	QUINTILE 3	13545	5998	17.2	44.3	103	1845	17.9	13.6	107	2035	16.1	15.0	97	2118	17.6	15.6	105
	QUINTILE 4	15133	6491	18.6	42.9	99	1939	18.9	12.8	101	2405	19.1	15.9	102	2147	17.8	14.2	95
	QUINTILE 5	19250	6886	19.7	35.8	83	1757	17.1	9.1	72	2957	23.5	15.4	99	2172	18.0	11.3	76
NEWSPAPERS	QUINTILE 1	12413	5029	14.4	40.5	94	1528	14.9	12.3	97	1727	13.7	13.9	89	1774	14.7	14.3	96
	QUINTILE 2	24116	10395	29.8	43.1	100	2875	28.0	11.9	94	3583	28.4	14.9	95	3937	32.7	16.3	110
	QUINTILE 3	11261	5087	14.6	45.2	105	1653	16.1	14.7	116	1817	14.4	16.1	104	1618	13.4	14.4	97
	QUINTILE 4	20255	9143	26.2	45.1	105	2618	25.5	12.9	102	3433	27.2	16.9	109	3092	25.7	15.3	103
	QUINTILE 5	12940	5276	15.1	40.8	95	1610	15.7	12.4	98	2044	16.2	15.8	101	1622	13.5	12.5	84
OUTDOOR	QUINTILE 1	14852	6725	19.3	45.3	105	1851	18.0	12.5	98	2254	17.9	15.2	98	2620	21.8	17.6	119
	QUINTILE 2	15725	7356	21.1	46.8	108	2298	22.3	14.6	115	2728	21.6	17.3	111	2329	19.3	14.8	100
	QUINTILE 3	16330	7122	20.4	43.6	101	2136	20.8	13.1	103	2630	20.9	16.1	103	2356	19.6	14.4	97
	QUINTILE 4	16744	6921	19.8	41.3	96	2038	19.8	12.2	96	2506	19.9	15.0	96	2377	19.7	14.2	95
	QUINTILE 5	17334	6806	19.5	39.3	91	1959	19.1	11.3	89	2486	19.7	14.3	92	2362	19.6	13.6	92
RADIO-DRIVE TIME	QUINTILE 1	15911	7258	20.8	45.6	106	2263	22.0	14.2	112	2501	19.8	15.7	101	2494	20.7	15.7	105
	QUINTILE 2	14837	7044	20.2	47.5	110	2215	21.5	14.9	118	2519	20.0	17.0	109	2310	19.2	15.6	105
	QUINTILE 3	15339	6553	18.8	42.7	99	2059	20.0	13.4	106	2356	18.7	15.4	99	2138	17.8	13.9	94
	QUINTILE 4	16723	7322	21.0	43.8	102	2028	19.7	12.1	96	2541	20.2	15.2	98	2753	22.9	16.5	111
	QUINTILE 5	18176	6755	19.3	37.2	86	1718	16.7	9.5	74	2688	21.3	14.8	95	2349	19.5	12.9	87
RADIO-MID-DAY	TERCILE 1	21020	9473	27.1	45.1	104	2832	27.5	13.5	106	3770	29.9	17.9	115	2872	23.8	13.7	92
	TERCILE 2	21610	10112	28.9	46.8	108	3075	29.9	14.2	112	3283	26.0	15.2	98	3755	31.2	17.4	117
	TERCILE 3	38355	15346	43.9	40.0	93	4377	42.6	11.4	90	5552	44.0	14.5	93	5417	45.0	14.1	95
RADIO-TOTAL	QUINTILE 1	15988	7284	20.9	45.6	106	2300	22.4	14.4	113	2657	21.1	16.6	107	2327	19.3	14.6	98
	QUINTILE 2	15626	7330	21.0	46.9	109	2279	22.2	14.6	115	2677	21.2	17.1	110	2375	19.7	15.2	102
	QUINTILE 3	16723	7430	21.3	44.4	103	2215	21.5	13.2	104	2659	21.1	15.9	102	2556	21.2	15.3	103
	QUINTILE 4	16342	7010	20.1	42.9	99	1971	19.2	12.1	95	2232	17.7	13.7	88	2807	23.3	17.2	116
	QUINTILE 5	16306	5876	16.8	36.0	84	1519	14.8	9.3	73	2380	18.9	14.6	94	1978	16.4	12.1	82
TV-PRIME TIME	QUINTILE 1	15953	6605	18.9	41.4	96	1932	18.8	12.1	95	2404	19.1	15.1	97	2270	18.8	14.2	96
	QUINTILE 2	16137	7096	20.3	44.0	102	2258	22.0	14.0	110	2404	19.1	14.9	96	2435	20.2	15.1	101
	QUINTILE 3	16420	7697	22.0	46.9	109	2188	21.3	13.3	105	2945	23.4	17.9	115	2564	21.3	15.6	105
	QUINTILE 4	16687	7092	20.3	42.5	99	2185	21.2	13.1	103	2483	19.7	14.9	96	2424	20.1	14.5	98
	QUINTILE 5	15789	6440	18.4	40.8	95	1720	16.7	10.9	86	2370	18.8	15.0	96	2350	19.5	14.9	100
TV-DAYTIME	TERCILE 1	27736	12445	35.6	44.9	104	4114	40.0	14.8	117	4599	36.5	16.6	107	3733	31.0	13.5	91
	TERCILE 2	26489	11817	33.8	44.6	103	3490	33.9	13.2	104	4296	34.1	16.2	104	4031	33.5	15.2	102
	TERCILE 3	26761	10668	30.5	39.9	92	2679	26.1	10.0	79	3709	29.4	13.9	89	4280	35.5	16.0	108
TV-TOTAL	QUINTILE 1	16345	6892	19.7	42.2	98	2316	22.5	14.2	112	2467	19.6	15.1	97	2110	17.5	12.9	87
	QUINTILE 2	16447	7306	20.9	44.4	103	2235	21.7	13.6	107	2753	21.8	16.7	108	2318	19.2	14.1	95
	QUINTILE 3	15980	7023	20.1	43.9	102	1953	19.0	12.2	96	2594	20.6	16.2	104	2476	20.6	15.5	104
	QUINTILE 4	15887	7120	20.4	44.8	104	2241	21.8	14.1	111	2324	18.4	14.6	94	2555	21.2	16.1	108
	QUINTILE 5	16326	6589	18.9	40.4	94	1538	15.0	9.4	74	2467	19.6	15.1	97	2585	21.5	15.8	106
MAGAZINES-NEWSPAPERS: DUAL		20721	9468	27.1	45.7	106	2793	27.2	13.5	106	3085	24.5	14.9	96	3590	29.8	17.3	117
MAGAZINE IMPERATIVE		19186	9434	27.0	49.2	114	3009	29.3	15.7	124	3208	25.5	16.7	107	3217	26.7	16.8	113
NEWSPAPER IMPERATIVE		21899	8547	24.5	39.0	90	2423	23.6	11.1	87	3185	25.3	14.5	93	2940	24.4	13.4	90
MAGAZINES-OUTDOOR: DUAL		15451	7786	22.3	50.4	117	2268	22.1	14.7	116	2633	20.9	17.0	109	2884	23.9	18.7	126
MAGAZINE IMPERATIVE		25953	11261	32.2	43.4	101	3530	34.3	13.6	107	3828	30.4	14.7	95	3904	32.4	15.0	101
OUTDOOR IMPERATIVE		24400	10054	28.8	41.2	96	2916	28.4	12.0	94	3829	30.4	15.7	101	3309	27.5	13.6	91
MAGAZINES-RADIO: DUAL		18049	8830	25.3	48.9	113	2925	28.4	16.2	128	3039	24.1	16.8	108	2866	23.8	15.9	107
MAGAZINE IMPERATIVE		23571	10377	29.7	44.0	102	2846	27.7	12.1	95	3453	27.4	14.6	94	4079	33.9	17.3	116
RADIO IMPERATIVE		23278	10066	28.8	43.2	100	2914	28.3	12.5	99	3915	31.1	16.8	108	3238	26.9	13.9	94
MAGAZINES-TELEVISION: DUAL		15459	7290	20.9	47.2	109	2314	22.5	15.0	118	2466	19.6	16.0	102	2510	20.8	16.2	109
MAGAZINE IMPERATIVE		25829	11993	34.3	46.4	108	3484	33.9	13.5	106	3986	31.6	15.4	99	4523	37.6	17.5	118
TELEVISION IMPERATIVE		26039	10497	30.1	40.3	93	3172	30.8	12.2	96	4129	32.8	15.9	102	3197	26.5	12.3	83
NEWSPAPERS-OUTDOOR: DUAL		16605	7711	22.1	46.4	108	2430	23.6	14.6	115	2528	20.1	15.2	98	2753	22.9	16.6	111
NEWSPAPER IMPERATIVE		26834	10842	31.0	40.4	94	2979	29.0	11.1	87	3901	31.0	14.5	93	3962	32.9	14.8	99
OUTDOOR IMPERATIVE		23346	10533	30.2	45.1	105	2997	29.1	12.8	101	3935	31.2	16.9	108	3601	29.9	15.4	104
NEWSPAPERS-RADIO: DUAL		17133	7665	21.9	44.7	104	2451	23.8	14.3	113	2674	21.2	15.6	100	2539	21.1	14.8	100
NEWSPAPER IMPERATIVE		25892	10533	30.2	40.7	94	2904	28.2	11.2	88	3512	27.9	13.6	87	4117	34.2	15.9	107
RADIO IMPERATIVE		23167	10748	30.8	46.4	108	3336	32.4	14.4	113	4127	32.7	17.8	114	3285	27.3	14.2	95
NEWSPAPERS-TELEVISION: DUAL		17159	7212	20.6	42.0	97	2255	21.9	13.1	104	2382	18.9	13.9	89	2574	21.4	15.0	101
NEWSPAPER IMPERATIVE		26214	11130	31.9	42.5	98	3036	29.5	11.6	91	3883	30.8	14.8	95	4211	35.0	16.1	108
TELEVISION IMPERATIVE		23412	10677	30.6	45.6	106	3378	32.9	14.4	114	4162	33.0	17.8	114	3136	26.0	13.4	90
OUTDOOR-RADIO: DUAL		15303	7725	22.1	50.5	117	2330	22.7	15.2	120	2958	23.5	19.3	124	2438	20.2	15.9	107
OUTDOOR IMPERATIVE		24901	10451	29.9	42.0	97	2913	28.3	11.7	92	3656	29.0	14.7	94	3881	32.2	15.6	105
RADIO IMPERATIVE		26492	11492	32.9	43.4	101	3609	35.1	13.6	107	4072	32.3	15.4	99	3810	31.6	14.4	97
OUTDOOR-TELEVISION: DUAL		14794	6946	19.9	47.0	109	2252	21.9	15.2	120	2583	20.5	17.5	112	2112	17.5	14.3	96
OUTDOOR IMPERATIVE		25437	11438	32.7	45.0	104	3132	30.5	12.3	97	3931	31.2	15.5	99	4375	36.3	17.2	116
TELEVISION IMPERATIVE		27877	11555	33.1	41.4	96	3365	32.7	12.1	95	4250	33.7	15.2	98	3940	32.7	14.1	95
RADIO-TELEVISION: DUAL		15996	7428	21.3	46.4	108	2453	23.9	15.3	121	2729	21.7	17.1	110	2246	18.6	14.0	94
RADIO IMPERATIVE		25478	11464	32.8	45.0	104	3352	32.6	13.2	104	4075	32.3	16.0	103	4037	33.5	15.8	107
TELEVISION IMPERATIVE		26573	10873	31.1	40.9	95	3171	30.8	11.9	94	3933	31.2	14.8	95	3769	31.3	14.2	95

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POWDERED SOFT DRINKS (ADD WATER): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS TWO - SEVEN A '000	MEDIUM USERS TWO - SEVEN B % DOWN	MEDIUM USERS TWO - SEVEN C % ACROSS	MEDIUM USERS TWO - SEVEN D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	34930	100.0	43.1	100	10283	100.0	12.7	100	12604	100.0	15.6	100	12043	100.0	14.9	100
ATLANTIC MONTHLY	415	*117	0.3	28.2	65	**32	0.3	7.7	61	**40	0.3	9.6	62	**46	0.4	11.1	75
BARRON'S	453	**195	0.6	43.0	100	**71	0.7	15.7	123	**51	0.4	11.3	72	**73	0.6	16.1	108
BETTER HOMES & GARDENS	16256	7854	22.5	48.3	112	2286	22.2	14.1	111	2484	19.7	15.3	98	3084	25.6	19.0	128
BON APPETIT	2535	1018	2.9	40.2	93	*341	3.3	13.5	106	303	2.4	12.0	77	375	3.1	14.8	99
BUSINESS WEEK	1278	533	1.5	41.7	97	*148	1.4	11.6	91	*140	1.1	11.0	70	*245	2.0	19.2	129
CAR AND DRIVER	378	*181	0.5	47.9	111	**54	0.5	14.3	113	**69	0.5	18.3	117	**58	0.5	15.3	103
CBS MAGAZINE NETHORK (GROSS)	1498	690	2.0	46.1	107	*230	2.2	15.4	121	*276	2.2	18.4	118	*184	1.5	12.3	83
CHANGING TIMES	1505	670	1.9	44.5	103	*183	1.8	12.2	96	*263	2.1	17.5	112	*224	1.9	14.9	100
COLONIAL HOMES	1231	545	1.6	44.3	103	*143	1.4	11.6	91	*184	1.5	14.9	96	*218	1.8	17.7	119
CONDE NAST MAG. PKG. (GROSS)	14146	6601	18.9	46.7	108	2016	19.6	14.3	112	2361	18.7	16.7	107	2225	18.5	15.7	106
CONSUMERS DIGEST	1323	657	1.9	49.7	115	*180	1.8	13.6	107	*212	1.7	16.0	103	*264	2.2	20.0	134
COSMOPOLITAN	7102	3429	9.8	48.3	112	997	9.7	14.0	111	1223	9.7	17.2	111	1209	10.0	17.0	114
COUNTRY LIVING	2481	1190	3.4	48.0	111	*310	3.0	12.5	98	385	3.1	15.5	100	495	4.1	20.0	134
CUISINE	1472	574	1.6	39.0	90	**176	1.7	12.0	94	*195	1.5	13.2	85	*203	1.7	13.8	93
CYCLE WORLD	425	*209	0.6	49.2	114	**87	0.8	20.5	161	**73	0.6	17.2	110	**49	0.4	11.5	78
DCI:CREATIVE IDEAS FOR LIV	2510	1052	3.0	41.9	97	284	2.8	11.3	89	364	2.9	14.5	93	403	3.3	16.1	108
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2829	8.1	42.3	98	697	6.8	10.4	82	1048	8.3	15.7	101	1084	9.0	16.2	109
DISCOVER	894	401	1.1	44.9	104	*145	1.4	16.2	128	*159	1.3	17.8	114	**97	0.8	10.9	73
EBONY	3507	1760	5.0	50.2	116	702	6.8	20.0	158	721	5.7	20.6	132	338	2.8	9.6	65
ESQUIRE	1083	474	1.4	43.8	101	*172	1.7	15.9	125	*184	1.5	17.0	109	*119	1.0	11.0	74
ESSENCE	1830	951	2.7	52.0	120	412	4.0	22.5	177	381	3.0	20.8	134	*158	1.3	8.6	58
FAMILY CIRCLE	15930	7859	22.5	49.3	114	2406	23.4	15.1	119	2668	21.2	16.7	108	2785	23.1	17.5	118
THE FAMILY HANDYMAN	1126	552	1.6	49.0	114	*194	1.9	17.2	136	*176	1.4	15.6	100	*183	1.5	16.3	109
FAMILY WEEKLY	11468	5541	15.9	48.3	112	1630	15.9	14.2	112	1879	14.9	16.4	105	2032	16.9	17.7	119
FIELD & STREAM	2234	1174	3.4	52.6	122	351	3.4	15.7	124	466	3.7	20.9	134	357	3.0	16.0	107
FOOD & WINE	579	237	0.7	40.9	95	**63	0.6	10.9	86	**43	0.3	7.4	48	**131	1.1	22.6	152
FORBES	728	*222	0.6	30.5	71	**62	0.6	8.5	67	**49	0.4	6.7	43	**111	0.9	15.2	103
FORTUNE	906	358	1.0	39.5	92	*142	1.4	15.7	123	**47	0.4	5.2	33	**168	1.4	18.5	125
GENTLEMEN'S QUARTERLY	791	351	1.0	44.4	103	**119	1.2	15.0	118	**141	1.1	17.8	115	**91	0.8	11.5	77
GLAMOUR	5265	2644	7.6	50.2	116	825	8.0	15.7	123	990	7.9	18.8	121	829	6.9	15.7	106
GOLF DIGEST	636	338	1.0	53.1	123	**127	1.2	20.0	157	**77	0.6	12.1	78	*134	1.1	21.1	142
GOLF DIGEST/TENNIS (GROSS)	1186	590	1.7	49.7	115	*227	2.2	19.1	151	*145	1.2	12.2	79	*218	1.8	18.4	124
GOLF MAGAZINE	441	*206	0.6	46.7	108	**78	0.8	17.7	139	**54	0.4	12.2	79	**74	0.6	16.8	113
GOLF MAGAZINE/SKI (GROSS)	922	445	1.3	48.3	112	**148	1.4	16.1	126	**102	0.8	11.1	71	*195	1.6	21.1	142
GOOD HOUSEKEEPING	16487	8183	23.4	49.6	115	2560	24.9	15.5	122	2588	20.5	15.7	101	3035	25.2	18.4	124
HARPER'S BAZAAR	2423	1017	2.9	42.0	97	306	3.0	12.6	99	381	3.0	15.7	101	330	2.7	13.6	92
HEALTH	1994	972	2.8	48.7	113	406	3.9	20.4	160	263	2.1	13.2	85	303	2.5	15.2	102
HEARST MAG CORP. BUY (GROSS)	44101	20866	59.7	47.3	110	6361	61.9	14.4	114	7064	56.0	16.0	103	7441	61.8	16.9	113
HEARST MAN POWER (GROSS)	1993	958	2.7	48.1	111	313	3.0	15.7	124	361	2.9	18.1	116	284	2.4	14.2	96
HEARST WOMAN POWER (GROSS)	31274	15250	43.7	48.8	113	4807	46.7	15.4	121	5060	40.1	16.2	104	5382	44.7	17.2	116
HOUSE BEAUTIFUL	3623	1492	4.3	41.2	95	380	3.7	10.5	83	511	4.1	14.1	91	601	5.0	16.6	112
INC.	283	**140	0.4	49.5	115	**41	0.4	14.5	114	**44	0.3	15.5	100	**55	0.5	19.4	131
JET	2928	1514	4.3	51.7	120	572	5.6	19.5	154	741	5.9	25.3	163	201	1.7	6.9	46
LADIES' HOME JOURNAL	11918	5585	16.0	46.9	109	1772	17.2	14.9	117	1765	14.0	14.8	95	2047	17.0	17.2	116
LHJ FAMILY GRP COMBO(GROSS)	16764	8120	23.2	48.4	112	2719	26.4	16.2	128	2542	20.2	15.2	97	2859	23.7	17.1	115
LIFE	4254	2030	5.8	47.7	111	684	6.7	16.1	127	692	5.5	16.3	105	655	5.4	15.4	104
L.A. TIMES HOME MAGAZINE	1145	*219	0.6	19.1	44	**27	0.3	2.4	19	**102	0.8	8.9	57	**89	0.7	7.8	52
MADEMOISELLE	2884	1435	4.1	49.8	115	400	3.9	13.9	109	592	4.7	20.5	132	443	3.7	15.4	103
MC CALL'S	13460	6506	18.6	48.3	112	2057	20.0	15.3	120	2016	16.0	15.0	96	2433	20.2	18.1	122
MC CALL'S/WRK MOTHER (GROSS)	14606	7115	20.4	48.7	113	2363	23.0	16.2	127	2178	17.3	14.9	96	2575	21.4	17.6	119
MECHANIX ILLUSTRATED	772	353	1.0	45.7	106	*183	1.8	23.7	187	**99	0.8	12.8	82	**72	0.6	9.3	63
METROPOLITAN HOME	967	358	1.0	37.0	86	**126	1.2	13.0	103	*113	0.9	11.7	75	*119	1.0	12.3	83
MONEY	1588	589	1.7	37.1	86	*149	1.4	9.4	74	*215	1.7	13.5	87	*226	1.9	14.2	96
MOTHER EARTH NEWS	1002	560	1.6	55.9	130	*210	2.0	21.0	165	*181	1.4	18.1	116	*169	1.4	16.9	113
MS.	825	363	1.0	44.0	102	*143	1.4	17.3	137	*133	1.1	16.1	104	**87	0.7	10.5	71
NATIONAL ENQUIRER	10336	5130	14.7	49.6	115	1683	16.4	16.3	128	1975	15.7	19.1	123	1472	12.2	14.2	96
NATIONAL GEOGRAPHIC	9597	3934	11.3	41.0	95	973	9.5	10.1	80	1241	9.8	12.9	83	1720	14.3	17.9	121
NATIONAL SUNDAY MAGAZINE PKG	49558	21620	61.9	43.6	101	6188	60.2	12.5	98	7561	60.0	15.3	98	7871	65.4	15.9	107
NATURAL HISTORY	573	*189	0.5	33.0	76	**74	0.7	12.9	102	**44	0.3	7.7	49	**71	0.6	12.4	83
NEW WOMAN	1699	848	2.4	49.9	116	271	2.6	16.0	126	*263	2.1	15.5	99	314	2.6	18.5	124
NEW YORK INCLUDING CUE	443	*152	0.4	34.3	80	**71	0.7	16.0	126	**29	0.2	6.5	42	**52	0.4	11.7	79
THE NEW YORKER	1270	369	1.1	29.1	67	**123	1.2	9.7	76	**70	0.6	5.5	35	*175	1.5	13.8	93
NEWSWEEK	6277	2623	7.5	41.8	97	700	6.8	11.2	88	859	6.8	13.7	88	1063	8.8	16.9	114
THE N.Y. TIMES DAILY EDITION	1205	326	0.9	27.1	63	**121	1.2	10.0	79	**47	0.4	3.9	25	*159	1.3	13.2	89
THE N.Y. TIMES MAGAZINE	2081	518	1.5	24.9	58	**164	1.6	7.9	62	**96	0.8	4.6	30	*258	2.1	12.4	83
OMNI	788	325	0.9	41.2	96	*162	1.6	20.6	162	**83	0.7	10.5	68	**79	0.7	10.0	67
ON CABLE	1158	719	2.1	62.1	144	*225	2.2	19.4	153	*278	2.2	24.0	154	*216	1.8	18.7	125
1001 HOME IDEAS	2852	1564	4.5	54.8	127	541	5.3	19.0	149	513	4.1	18.0	116	509	4.2	17.8	120
ORGANIC GARDENING	1658	834	2.4	50.3	117	319	3.1	19.2	152	*241	1.9	14.5	93	273	2.3	16.5	111
OUTDOOR LIFE	896	455	1.3	50.8	118	*159	1.5	17.7	140	*139	1.1	15.5	100	*157	1.3	17.5	118
PARADE MAGAZINE	24275	10440	29.9	43.0	100	2705	26.3	11.1	88	3913	31.0	16.1	104	3823	31.7	15.7	106

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POWDERED SOFT DRINKS (ADD WATER): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0529
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS %	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS TWO - SEVEN A '000	MEDIUM USERS TWO - SEVEN B % DOWN	MEDIUM USERS TWO - SEVEN C % ACROSS %	MEDIUM USERS TWO - SEVEN D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	34930	100.0	43.1	100	10283	100.0	12.7	100	12604	100.0	15.6	100	12043	100.0	14.9	100
PARENTS	3845	2066	5.9	53.7	125	796	7.7	20.7	163	601	4.8	15.6	100	669	5.6	17.4	117
PENTHOUSE	831	460	1.3	55.4	128	*282	2.7	33.9	267	**104	0.8	12.5	80	**74	0.6	8.9	60
PEOPLE	11645	5497	15.7	47.2	109	1626	15.8	14.0	110	1936	15.4	16.6	107	1935	16.1	16.6	112
PLAYBOY	2006	969	2.8	48.3	112	384	3.7	19.1	151	336	2.7	16.7	108	*249	2.1	12.4	83
POPULAR HOT RODDING	297	*176	0.5	59.3	137	**95	0.9	32.0	252	**59	0.5	19.9	128	**23	0.2	7.7	52
POPULAR MECHANICS	1018	450	1.3	44.2	102	**151	1.5	14.8	117	**164	1.3	16.1	104	*135	1.1	13.3	89
POPULAR SCIENCE	878	357	1.0	40.7	94	**141	1.4	16.1	126	**80	0.6	9.1	59	*136	1.1	15.5	104
PREVENTION	3913	1704	4.9	43.5	101	477	4.6	12.2	96	528	4.2	13.5	87	700	5.8	17.9	120
PSYCHOLOGY TODAY	1710	739	2.7	54.9	127	414	4.0	24.2	191	*293	2.3	17.1	110	*232	1.9	13.6	91
READER'S DIGEST	22204	10079	28.9	45.4	105	3049	29.7	13.7	108	3377	26.8	15.2	98	3653	30.3	16.5	111
REDBOOK	7684	3638	10.4	47.3	110	1250	12.2	16.3	128	1249	9.9	16.3	104	1139	9.5	14.8	100
ROAD & TRACK	410	*180	0.5	43.9	102	**46	0.4	11.2	88	**52	0.4	12.7	81	**82	0.7	20.0	134
ROLLING STONE	969	481	1.4	49.6	115	*155	1.5	16.0	126	*143	1.1	14.8	95	*183	1.5	18.9	127
RUNNER'S WORLD	798	**135	0.4	45.3	105	**35	0.3	11.7	93	**67	0.5	22.5	144	**32	0.3	10.7	72
SATURDAY EVENING POST	1169	639	1.8	54.7	127	*169	1.6	14.5	114	255	2.0	21.8	140	*216	1.8	18.5	124
SCIENCE 84	587	*222	0.6	37.8	88	**81	0.8	13.8	109	**46	0.4	7.8	50	**95	0.8	16.2	109
SCIENCE DIGEST	482	265	0.8	55.0	127	**100	1.0	20.7	163	**93	0.7	19.3	124	**72	0.6	14.9	100
SCIENTIFIC AMERICAN	594	*195	0.6	32.8	76	**83	0.8	14.0	110	**44	0.3	7.4	48	**68	0.6	11.4	77
SELF	2089	968	2.8	46.3	107	278	2.7	13.3	105	265	2.1	12.7	82	425	3.5	20.3	137
SEVENTEEN	2411	1218	3.5	50.5	117	387	3.8	16.1	126	450	3.6	18.7	120	382	3.2	15.8	107
SKI	480	*239	0.7	49.8	115	**71	0.7	14.8	116	**48	0.4	10.0	64	**121	1.0	25.2	170
SMITHSONIAN	2760	923	2.6	33.4	78	309	3.0	11.2	88	229	1.8	8.3	53	385	3.2	13.9	94
SOAP OPERA DIGEST	3013	1611	4.6	53.5	124	650	6.3	21.6	170	550	4.4	18.3	117	412	3.4	13.7	92
SOUTHERN LIVING	4184	1777	5.1	42.5	98	413	4.0	9.9	78	684	5.4	16.3	105	681	5.7	16.3	109
SPORT	559	342	1.0	61.2	142	*164	1.6	29.3	231	**97	0.8	17.4	111	**81	0.7	14.5	97
THE SPORTING NEWS	436	*249	0.7	57.1	132	**79	0.8	18.1	143	**76	0.6	17.4	112	**94	0.8	21.6	145
SPORTS AFIELD	493	243	0.7	49.3	114	**62	0.6	12.6	99	**104	0.8	21.1	136	**77	0.6	15.6	105
SPORTS ILLUSTRATED	2758	1346	3.9	48.8	113	505	4.9	18.3	144	381	3.0	13.8	89	461	3.8	16.7	112
STAR	7456	3737	10.7	50.1	116	1444	14.0	19.4	153	1399	11.1	18.8	121	894	7.4	12.0	81
SUNDAY	24936	10516	30.1	42.2	98	3168	30.8	12.7	100	3617	28.7	14.5	93	3731	31.0	15.0	101
SUNSET	2124	826	2.4	38.9	90	*255	2.5	12.0	95	*215	1.7	10.1	65	356	3.0	16.8	113
TV GUIDE	21661	10385	29.7	47.9	111	3309	32.2	15.3	120	3544	28.1	16.4	105	3533	29.3	16.3	110
TENNIS	550	*252	0.7	45.8	106	**100	1.0	18.2	143	**68	0.5	12.4	79	**84	0.7	15.3	103
TIME	8880	3805	10.9	42.8	99	1219	11.9	13.7	108	1159	9.2	13.1	84	1427	11.8	16.1	108
TOWN & COUNTRY	917	350	1.0	38.2	88	**82	0.8	8.9	70	**168	1.3	18.3	118	**100	0.8	10.9	73
TRAVEL & LEISURE	972	310	0.9	31.9	74	**98	1.0	10.1	79	**104	0.8	10.7	69	*108	0.9	11.1	75
TRUE STORY	3356	1859	5.3	55.4	128	740	7.2	22.1	174	640	5.1	19.1	123	479	4.0	14.3	96
U.S.NEWS & WORLD REPORT	3410	1451	4.2	42.6	99	418	4.1	12.3	97	387	3.1	11.3	73	646	5.4	18.9	127
USA TODAY	1759	724	2.1	41.2	95	*213	2.1	12.1	95	224	1.8	12.7	82	287	2.4	16.3	110
US	1873	958	2.7	51.1	119	*243	2.4	13.0	102	372	3.0	19.9	128	343	2.8	18.3	123
VOGUE	3909	1553	4.4	39.7	92	513	5.0	13.1	103	513	4.1	13.1	84	527	4.4	13.5	91
WALL STREET JOURNAL	1886	664	1.9	35.2	82	*120	1.2	6.4	50	*228	1.8	12.1	78	*316	2.6	16.8	113
WEIGHT WATCHERS	2120	1019	2.9	48.1	111	315	3.1	14.9	117	330	2.6	15.6	100	375	3.1	17.7	119
WOMAN'S DAY	14172	6746	19.3	47.6	110	2077	20.2	14.7	115	2192	17.4	15.5	99	2477	20.6	17.5	118
WORKING MOTHER	1146	610	1.7	53.2	123	*306	3.0	26.7	210	*162	1.3	14.1	91	*142	1.2	12.4	83
WORKING WOMAN	1322	631	1.8	47.7	111	218	2.1	16.5	130	*215	1.7	16.3	104	*197	1.6	14.9	100
WORLD TENNIS	*163	**57	0.2	35.0	81	**20	0.2	12.3	97	**12	0.1	7.4	47	**24	0.2	14.7	99
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1249	3.6	49.3	114	498	4.8	19.7	155	381	3.0	15.0	97	370	3.1	14.6	98
BLAIR INSERTS	43657	18526	53.0	42.4	98	5145	50.0	11.8	93	6598	52.3	15.1	97	6783	56.3	15.5	104
DAILY NEWSPAPERS																	
READ ANY	51633	22306	63.9	43.2	100	6501	63.2	12.6	99	7802	61.9	15.1	97	8002	66.4	15.5	104
READ ONE	43463	18831	53.9	43.3	100	5454	53.0	12.5	99	6690	53.1	15.4	99	6687	55.5	15.4	103
READ TWO OR MORE	8170	3475	9.9	42.5	99	1047	10.2	12.8	101	1112	8.8	13.6	87	1315	10.9	16.1	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22751	65.1	43.2	100	6562	63.8	12.5	98	8092	64.2	15.4	99	8097	67.2	15.4	103
READ ONE	46126	20189	57.8	43.8	101	5822	56.6	12.6	99	7218	57.3	15.6	101	7149	59.4	15.5	104
READ TWO OR MORE	6552	2562	7.3	39.1	91	739	7.2	11.3	89	874	6.9	13.3	86	948	7.9	14.5	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.31				28.92				27.24				28.88			
30 DAY REACH	71455	31047	88.9	43.4	101	9182	89.3	12.9	101	11087	88.0	15.5	100	10777	89.5	15.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.83				15.19				14.17				15.20			
30 DAY REACH	67742	29707	85.0	43.9	102	8748	85.1	12.9	102	10693	84.8	15.8	101	10266	85.2	15.2	102
25 SHWG - 30 DAY AV FREQ	7.94	7.96				8.10				7.58				8.25			
30 DAY REACH	62117	27561	78.9	44.4	103	8132	79.1	13.1	103	9979	79.2	16.1	103	9450	78.5	15.2	102
CABLE TV: HOME WIRED	32077	15270	43.7	47.6	110	4664	45.4	14.5	115	5008	39.7	15.6	100	5598	46.5	17.5	117
HOME NOT WIRED	48909	19660	56.3	40.2	93	5619	54.6	11.5	90	7596	60.3	15.5	100	6446	53.5	13.2	89
HAVE PAY CABLE	15935	8537	24.4	53.6	124	2901	28.2	18.2	143	2759	21.9	17.3	111	2878	23.9	18.1	121

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POWDERED SOFT DRINKS (ADD WATER): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS TWO - SEVEN A '000	MEDIUM USERS TWO - SEVEN B % DOWN	MEDIUM USERS TWO - SEVEN C % ACROSS	MEDIUM USERS TWO - SEVEN D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	34930	100.0	43.1	100	10283	100.0	12.7	100	12604	100.0	15.6	100	12043	100.0	14.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	19952	57.1	45.4	105	6139	59.7	14.0	110	6816	54.1	15.5	100	6998	58.1	15.9	107
10:00 AM - 3:00 PM	30659	14142	40.5	46.1	107	4233	41.2	13.8	109	5064	40.2	16.5	106	4846	40.2	15.8	106
3:00 PM - 7:00 PM	31045	14070	40.3	45.3	105	4173	40.6	13.4	106	5103	40.5	16.4	106	4795	39.8	15.4	104
7:00 PM - MIDNIGHT	15767	7165	20.5	45.4	105	2277	22.1	14.4	114	2608	20.7	16.5	106	2280	18.9	14.5	97
MIDNIGHT - 6:00 AM	9120	4107	11.8	45.0	104	1181	11.5	12.9	102	1471	11.7	16.1	104	1455	12.1	16.0	107
6:00 AM - MIDNIGHT	58527	26564	76.0	45.4	105	8077	78.5	13.8	109	9272	73.6	15.8	102	9215	76.5	15.7	106
ENTIRE DAY	59311	26928	77.1	45.4	105	8163	79.4	13.8	108	9359	74.3	15.8	101	9406	78.1	15.9	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7784	22.3	48.1	112	2451	23.8	15.2	119	2418	19.2	15.0	96	2915	24.2	18.0	121
ALL NEWS	2256	744	2.1	33.0	76	*185	1.8	8.2	65	287	2.3	12.7	82	*272	2.3	12.1	81
AOR/PROGRESSIVE	3874	1930	5.5	49.8	116	595	5.8	15.4	121	713	5.7	18.4	118	622	5.2	16.1	108
BEAUTIFUL MUSIC	5660	2245	6.4	39.7	92	704	6.8	12.4	98	730	5.8	12.9	83	811	6.7	14.3	96
BLACK	2204	1060	3.0	48.1	112	320	3.1	14.5	114	482	3.8	21.9	141	257	2.1	11.7	78
CLASSICAL	1418	438	1.3	30.9	72	**88	0.9	6.2	49	*151	1.2	10.6	68	*199	1.7	14.0	94
CHR/ROCK	9538	4653	13.3	48.8	113	1632	15.9	17.1	135	1657	13.1	17.4	112	1364	11.3	14.3	96
COUNTRY	12648	6192	17.7	49.0	114	1777	17.3	14.0	111	2148	17.0	17.0	109	2267	18.8	17.9	121
GOLDEN OLDIES	1191	480	1.4	40.3	93	**130	1.3	10.9	86	*212	1.7	17.8	114	**138	1.1	11.6	78
MOR/NOSTALGIA	4757	2024	5.8	42.5	99	606	5.9	12.7	100	681	5.4	14.3	92	737	6.1	15.5	104
NEWS/TALK	3863	1280	3.7	33.1	77	273	2.7	7.1	56	497	3.9	12.9	83	510	4.2	13.2	89
RELIGIOUS	3064	1312	3.8	42.5	99	449	4.4	14.6	115	417	3.3	13.5	87	447	3.7	14.5	97
SOFT ROCK	521	*236	0.7	45.3	105	**10	0.1	1.9	15	**87	0.7	16.7	107	**139	1.2	26.7	179
URBAN CONTEMPORARY	1585	845	2.4	53.3	124	345	3.4	21.8	171	353	2.8	22.3	143	*147	1.2	9.3	62
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1674	4.8	51.3	119	670	6.5	20.5	162	460	3.6	14.1	91	543	4.5	16.7	112
ABC DIRECTION	2316	1189	3.4	51.3	119	353	3.4	15.2	120	361	2.9	15.6	100	475	3.9	20.5	138
ABC ENTERTAINMENT	4834	2207	6.3	45.7	106	637	6.2	13.2	104	757	6.0	15.7	101	813	6.8	16.8	113
ABC FM	2202	1088	3.1	49.4	115	411	4.0	18.7	147	447	3.5	20.3	130	231	1.9	10.5	71
ABC INFORMATION	5425	2441	7.0	45.0	104	730	7.1	13.5	106	807	6.4	14.9	96	904	7.5	16.7	112
ABC ROCK	1677	953	2.7	56.8	132	335	3.3	20.0	157	378	3.0	22.5	145	*239	2.0	14.3	96
CBS	4430	1787	5.1	40.3	94	421	4.1	9.5	75	667	5.3	15.1	97	699	5.8	15.8	106
MUTUAL	4992	2196	6.3	44.0	102	668	6.5	13.4	105	734	5.8	14.7	94	794	6.6	15.9	107
NBC	4679	2039	5.8	43.6	101	577	5.6	12.3	97	670	5.3	14.3	92	792	6.6	16.9	114
RADIORADIO	1994	927	2.7	46.5	108	*250	2.4	12.5	99	343	2.7	17.2	111	333	2.8	16.7	112
RKO ONE	2298	1104	3.2	48.0	111	383	3.7	16.7	131	371	2.9	16.1	104	350	2.9	15.2	102
RKO TWO	3311	1586	4.5	47.9	111	523	5.1	15.8	124	539	4.3	16.3	105	523	4.3	15.8	106
THE SOURCE	2114	968	2.8	45.8	106	318	3.1	15.0	118	338	2.7	16.0	103	*312	2.6	14.8	99
NON-WIRED : BLAIR	8654	4013	11.5	46.4	108	1393	13.5	16.1	127	1367	10.8	15.8	101	1254	10.4	14.5	97
INTERNET	12025	5555	15.9	46.2	107	1577	15.3	13.1	103	2035	16.1	16.9	109	1942	16.1	16.1	109
KATZ RADIO GROUP	15359	6436	18.4	41.9	97	1963	19.1	12.8	101	2089	16.6	13.6	87	2385	19.8	15.5	104
SUPERNET	10628	5035	14.4	47.4	110	1514	14.7	14.2	112	1859	14.7	17.5	112	1662	13.8	15.6	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3427	9.8	39.6	92	1079	10.5	12.5	98	1242	9.9	14.3	92	1106	9.2	12.8	86
WKDAY 9:00 AM - 1:00 PM	12163	5338	15.3	43.9	102	1729	16.8	14.2	112	1976	15.7	16.2	104	1632	13.6	13.4	90
WKDAY 1:00 PM - 4:30 PM	16150	7287	20.9	45.1	105	2455	23.9	15.2	120	2684	21.3	16.6	107	2147	17.8	13.3	89
WKDAY 4:30 PM - 7:30 PM	22463	9198	26.3	40.9	95	2853	27.7	12.7	100	3339	26.5	14.9	96	3006	25.0	13.4	90
WKDAY 7:30 PM - 8:00 PM	31795	13029	37.3	41.0	95	3974	38.6	12.5	98	4643	36.8	14.6	94	4412	36.6	13.9	93
WKDAY 11:00 PM - 11:30 PM	23977	10708	30.7	44.7	104	3221	31.3	13.4	106	3829	30.4	16.0	103	3659	30.4	15.3	103
WKDAY 11:30 PM - 1:00 AM	7703	3667	10.5	47.6	110	1149	11.2	14.9	117	1340	10.6	17.4	112	1179	9.8	15.3	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	14642	41.9	43.3	100	4385	42.6	13.0	102	5241	41.6	15.5	100	5015	41.6	14.8	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3031	8.7	46.4	107	1008	9.8	15.4	121	1088	8.6	16.6	107	936	7.8	14.3	96
ANOTHER WORLD N	4620	1941	5.6	42.0	97	487	4.7	10.5	83	703	5.6	15.2	98	751	6.2	16.3	109
AS THE WORLD TURNS C	5614	2531	7.2	45.1	105	938	9.1	16.7	132	959	7.6	17.1	110	634	5.3	11.3	76
CAPITOL C	3396	1768	5.1	52.1	121	715	7.0	21.1	166	623	4.9	18.3	118	430	3.6	12.7	85
CBS MORN. NEWS 1 C	1446	539	1.5	37.3	86	126	1.2	8.7	69	242	1.9	16.7	108	172	1.4	11.9	80
CBS MORN. NEWS 2 C	1207	442	1.3	36.6	85	117	1.1	9.7	76	138	1.1	11.4	73	187	1.6	15.5	104
DAYS OF OUR LIVES N	5877	2521	7.2	42.9	99	757	7.4	12.9	101	933	7.4	15.9	102	832	6.9	14.2	95
FACTS OF LIFE - DAYTIME N	2290	950	2.7	41.5	96	262	2.5	11.4	90	376	3.0	16.4	106	312	2.6	13.6	92
FAMILY FEUD A	3023	1296	3.7	42.9	99	450	4.4	14.9	117	488	3.9	16.1	104	357	3.0	11.8	79
GENERAL HOSPITAL A	6097	2691	7.7	44.1	102	922	9.0	15.1	119	1022	8.1	16.8	108	747	6.2	12.3	82
GOOD MORNING, AMERICA-730 A	3515	1414	4.0	40.2	93	423	4.1	12.0	95	545	4.3	15.5	100	446	3.7	12.7	85
GOOD MORNING, AMERICA-830 A	2818	1156	3.3	41.0	95	413	4.0	14.7	115	359	2.8	12.7	82	384	3.2	13.6	92
GUIDING LIGHT C	5339	2602	7.4	48.7	113	935	9.1	17.5	138	1070	8.5	20.0	129	596	4.9	11.2	75
ONE LIFE TO LIVE A	4478	2120	6.1	47.3	110	770	7.5	17.2	135	789	6.3	17.6	113	560	4.7	12.5	84
PRESS YOUR LUCK C	2244	1106	3.2	49.3	114	354	3.4	15.8	124	381	3.0	17.0	109	371	3.1	16.5	111
PRICE IS RIGHT 1 C	4348	2038	5.8	46.9	109	715	7.0	16.4	130	744	5.9	17.1	110	579	4.8	13.3	90
PRICE IS RIGHT 2 C	5014	2358	6.8	47.0	109	827	8.0	16.5	130	868	6.9	17.3	111	663	5.5	13.2	89
RYAN'S HOPE A	3150	1466	4.2	46.5	108	493	4.8	15.7	123	522	4.1	16.6	106	452	3.8	14.3	96
SALE OF THE CENTURY N	2695	998	2.9	37.0	86	275	2.7	10.2	80	370	2.9	13.7	88	353	2.9	13.1	88
SEARCH FOR TOMORROW N	2319	954	2.7	41.1	95	220	2.1	9.5	75	424	3.4	18.3	117	310	2.6	13.4	90
TODAY SHOW 1 N	2693	946	2.7	35.1	81	263	2.6	9.8	77	385	3.1	14.3	92	299	2.5	11.1	75
TODAY SHOW 2 N	2498	832	2.4	33.3	77	201	2.0	8.0	63	317	2.5	12.7	82	314	2.6	12.6	85
$25,000 PYRAMID C	2753	1178	3.4	42.8	99	398	3.9	14.5	114	462	3.7	16.8	108	318	2.6	11.6	78
WHEEL OF FORTUNE N	4388	1718	4.9	39.2	91	535	5.2	12.2	96	678	5.4	15.5	99	505	4.2	11.5	77
YOUNG AND THE RESTLESS C	5695	2776	7.9	48.7	113	986	9.6	17.3	136	1104	8.8	19.4	125	687	5.7	12.1	81
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	707	2.0	40.2	93	185	1.8	10.5	83	290	2.3	16.5	106	231	1.9	13.1	88
NBA PLAYOFF GAME -1 C	1136	521	1.5	45.9	106	*245	2.4	21.6	170	160	1.3	14.1	90	*116	1.0	10.2	69
NBC MAJOR LEAGUE PRE-GAME N	953	324	0.9	34.0	79	**112	1.1	11.8	93	**88	0.7	9.2	59	*124	1.0	13.0	87
SPORTSWORLD - SUN N	1233	615	1.8	49.9	116	*224	2.2	18.2	143	204	1.6	16.5	106	187	1.6	15.2	102
SUNDAY MORNING C	1611	577	1.7	35.8	83	*184	1.8	11.4	90	235	1.9	14.6	94	*157	1.3	9.7	66

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POWDERED SOFT DRINKS (ADD WATER): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS TWO - SEVEN A '000	MEDIUM USERS TWO - SEVEN B % DOWN	MEDIUM USERS TWO - SEVEN C % ACROSS	MEDIUM USERS TWO - SEVEN D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	34930	100.0	43.1	100	10283	100.0	12.7	100	12604	100.0	15.6	100	12043	100.0	14.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10109	28.9	38.8	90	2820	27.4	10.8	85	3755	29.8	14.4	93	3534	29.3	13.6	91
NETWORK AFFILIATES - LATE		20261	8885	25.4	43.9	102	2625	25.5	13.0	102	3191	25.3	15.7	101	3069	25.5	15.1	102
INDEPENDENTS - LATE		2076	828	2.4	39.9	92	262	2.5	12.6	99	272	2.2	13.1	84	293	2.4	14.1	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4860	13.9	46.5	108	1673	16.3	16.0	126	1786	14.2	17.1	110	1402	11.6	13.4	90
ABC MONDAY NIGHT MOVIE	A	6412	2866	8.2	44.7	104	849	8.3	13.2	104	1035	8.2	16.1	104	981	8.1	15.3	103
ABC SUNDAY NIGHT MOVIE	A	12407	5196	14.9	41.9	97	1395	13.6	11.2	89	1921	15.2	15.5	99	1880	15.6	15.2	102
ABC WORLD NEWS TONIGHT	A	6176	2222	6.4	36.0	83	781	7.6	12.6	100	830	6.6	13.4	86	611	5.1	9.9	67
AFTERMASH	C	5863	2352	6.7	40.1	93	601	5.8	10.3	81	887	7.0	15.1	97	863	7.2	14.7	99
ALICE	C	9594	4151	11.9	43.3	100	1174	11.4	12.2	96	1447	11.5	15.1	97	1530	12.7	15.9	107
AMERICAN PARADE	C	6622	2733	7.8	41.3	96	626	6.1	9.5	74	1080	8.6	16.3	105	1028	8.5	15.5	104
BENSON	A	10886	4406	12.6	40.5	94	1163	11.3	10.7	84	1624	12.9	14.9	96	1618	13.4	14.9	100
BLUE THUNDER	A	5036	2253	6.5	44.7	104	771	7.5	15.3	121	788	6.3	15.6	101	695	5.8	13.8	93
CAGNEY & LACEY	C	9965	4465	12.8	44.8	104	1400	13.6	14.0	111	1540	12.2	15.5	99	1525	12.7	15.3	103
CBS EVENING NEWS-DEAN	C	3491	1287	3.7	36.9	85	384	3.7	11.0	87	485	3.8	13.9	89	418	3.5	12.0	81
CBS EVENING NEWS-RATHER	C	7123	2937	8.4	41.2	96	803	7.8	11.3	89	981	7.8	13.8	88	1153	9.6	16.2	109
CBS SAT. NEWS-SCHIEFFER	C	3621	1130	3.2	31.2	72	263	2.6	7.3	57	459	3.6	12.7	81	408	3.4	11.3	76
CBS SATURDAY NIGHT MOVIE	C	5436	2489	7.1	45.8	106	764	7.4	14.1	111	886	7.0	16.3	105	839	7.0	15.4	104
CBS WEDNESDAY NIGHT MOVIE	C	6100	2559	7.3	42.0	97	750	7.3	12.3	97	868	6.9	14.2	91	940	7.8	15.4	104
CHEERS	N	8889	3966	11.4	44.6	103	1151	11.2	12.9	102	1353	10.7	15.2	98	1463	12.1	16.5	111
DALLAS	C	22109	9672	27.7	43.7	101	2744	26.7	12.4	98	3413	27.1	15.4	99	3515	29.2	15.9	107
DIFF'RENT STROKES	N	6940	2772	7.9	39.9	93	836	8.1	12.0	95	1062	8.4	15.3	98	873	7.2	12.6	85
DOUBLE TROUBLE	N	7223	3578	10.2	49.5	115	962	9.4	13.3	105	1442	11.4	20.0	128	1174	9.7	16.3	109
DUCK FACTORY	N	5595	2449	7.0	43.8	101	747	7.3	13.4	105	871	6.9	15.6	100	831	6.9	14.9	100
DUKES OF HAZZARD	C	5768	2609	7.5	45.2	105	813	7.9	14.1	111	1012	8.0	17.5	113	785	6.5	13.6	92
DYNASTY	A	20053	8465	24.2	42.2	98	2600	25.3	13.0	102	3067	24.3	15.3	98	2799	23.2	14.0	94
FACTS OF LIFE	N	8087	3661	10.5	45.3	105	1044	10.2	12.9	102	1533	12.2	19.0	122	1085	9.0	13.4	90
FALCON CREST	C	20046	8846	25.3	44.1	102	2583	25.1	12.9	101	3158	25.1	15.8	101	3105	25.8	15.5	104
FALL GUY	A	9084	4256	12.2	46.9	109	1390	13.5	15.3	121	1559	12.4	17.2	110	1307	10.9	14.4	97
FAMILY TIES	N	7964	3712	10.6	46.6	108	1016	9.9	12.8	100	1457	11.6	18.3	118	1239	10.3	15.6	105
FANTASY ISLAND	A	7687	3356	9.6	43.7	101	986	9.6	12.8	101	1251	9.9	16.3	105	1119	9.3	14.6	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	3929	11.2	44.3	103	1099	10.7	12.4	98	1603	12.7	18.1	116	1227	10.2	13.8	93
FOUR SEASONS	C	5095	2217	6.3	43.5	101	629	6.1	12.3	97	757	6.0	14.9	95	831	6.9	16.3	110
GIMME A BREAK	N	8838	3868	11.1	43.8	101	1070	10.4	12.1	95	1515	12.0	17.1	110	1282	10.6	14.5	98
HART TO HART	A	8978	3724	10.7	41.5	96	1073	10.4	12.0	94	1488	11.8	16.6	106	1163	9.7	13.0	87
HILL STREET BLUES	N	8590	4016	11.5	46.8	108	1292	12.6	15.0	118	1351	10.7	15.7	101	1374	11.4	16.0	108
HOTEL	A	14085	5930	17.0	42.1	98	1970	19.2	14.0	110	2119	16.8	15.0	97	1841	15.3	13.1	88
JEFFERSONS	C	9360	4054	11.6	43.3	100	1187	11.5	12.7	100	1393	11.1	14.9	96	1475	12.2	15.8	106
JENNIFER SLEPT HERE	N	5841	2501	7.2	42.8	99	753	7.3	12.9	102	962	7.6	16.5	106	786	6.5	13.5	90
KATE & ALLIE	C	9206	4036	11.6	43.8	102	1285	12.5	14.0	110	1410	11.2	15.3	98	1341	11.1	14.6	98
KNIGHT RIDER	N	7076	3252	9.3	46.0	107	972	9.5	13.7	108	1239	9.8	17.5	113	1041	8.6	14.7	99
LOVE BOAT	A	12219	4958	14.2	40.6	94	1366	13.3	11.2	88	1821	14.4	14.9	96	1770	14.7	14.5	97
MAGNUM PI	C	11199	4959	14.2	44.3	103	1583	15.4	14.1	111	1678	13.3	15.0	96	1698	14.1	15.2	102
MAMA'S FAMILY	N	6057	2558	7.3	42.2	98	757	7.4	12.5	98	939	7.5	15.5	100	862	7.2	14.2	96
MASTER, THE	N	3598	1698	4.9	47.2	109	480	4.7	13.3	105	649	5.1	18.0	116	569	4.7	15.8	106
MATT HOUSTON	A	6344	2811	8.0	44.3	103	865	8.4	13.6	107	1009	8.0	15.9	102	937	7.8	14.8	99
NBC MONDAY NIGHT MOVIE	N	11994	5677	16.3	47.3	110	1604	15.6	13.4	105	2070	16.4	17.3	111	2003	16.6	16.7	112
NBC NIGHTLY NEWS	N	5132	1819	5.2	35.4	82	379	3.7	7.4	58	704	5.6	13.7	88	736	6.1	14.3	96
NBC NIGHTLY NEWS-SAT	N	3375	1280	3.7	37.9	88	378	3.7	11.2	88	423	3.4	12.5	81	479	4.0	14.2	95
NBC NIGHTLY NEWS-SUN	N	3130	1217	3.5	38.9	90	*320	3.1	10.2	81	419	3.3	13.4	86	479	4.0	15.3	103
NBC SUNDAY NIGHT MOVIE	N	8284	3891	11.1	47.0	109	1218	11.8	14.7	116	1351	10.7	16.3	105	1323	11.0	16.0	107
NEWHART	C	9240	4057	11.6	43.9	102	1239	12.0	13.4	106	1456	11.6	15.8	101	1363	11.3	14.8	99
ONE DAY AT A TIME	C	7288	3116	8.9	42.8	99	866	8.4	11.9	94	1274	10.1	17.5	112	977	8.1	13.4	90
PEOPLE ARE FUNNY	N	4855	2104	6.0	43.3	100	552	5.4	11.4	90	815	6.5	16.8	108	738	6.1	15.2	102
REAL PEOPLE	N	8869	3705	10.6	41.8	97	989	9.6	11.2	88	1466	11.6	16.5	106	1249	10.4	14.1	95
REMINGTON STEELE	N	7743	3403	9.7	43.9	102	1006	9.8	13.0	102	1209	9.6	15.6	100	1189	9.9	15.4	103
RIPLEY'S BELIEVE IT - NOT	A	5345	2450	7.0	45.8	106	758	7.4	14.2	112	777	6.2	14.5	93	915	7.6	17.1	115
RIPTIDE	N	6988	3329	9.5	47.6	110	1038	10.1	14.9	117	1145	9.1	16.4	105	1146	9.5	16.4	110
SCARECROW & MRS. KING	C	10002	4417	12.6	44.2	102	1278	12.4	12.8	101	1547	12.3	15.5	99	1593	13.2	15.9	107
SIMON & SIMON	C	10638	4949	14.2	46.5	108	1566	15.2	14.7	116	1817	14.4	17.1	110	1567	13.0	14.7	99
60 MINUTES	C	13293	5042	14.4	37.9	88	1189	11.6	8.9	70	1871	14.8	14.1	90	1981	16.4	14.9	100
ST. ELSEWHERE	N	7017	3379	9.7	48.2	112	914	8.9	13.0	103	1334	10.6	19.0	122	1131	9.4	16.1	108
THREE'S COMPANY	A	10917	4685	13.4	42.9	99	1390	13.5	12.7	100	1763	14.0	16.1	104	1532	12.7	14.0	94
T.J. HOOKER	A	9204	3925	11.2	42.6	99	1180	11.5	12.8	101	1366	10.8	14.8	95	1379	11.5	15.0	101
TONIGHT SHOW	N	2372	1010	2.9	42.6	99	276	2.7	11.6	92	371	2.9	15.6	100	363	3.0	15.3	103
TRAPPER JOHN, M.D.	C	9846	4179	12.0	42.4	98	1163	11.3	11.8	93	1546	12.3	15.7	101	1470	12.2	14.9	100
TV BLOOPERS & PRAC. JOKES	N	9105	3902	11.2	42.9	99	1154	11.2	12.7	100	1385	11.0	15.2	98	1364	11.3	15.0	101
20/20	A	9387	3802	10.9	40.5	94	1091	10.6	11.6	92	1353	10.7	14.4	93	1358	11.3	14.5	97
WEBSTER	A	11067	4556	13.0	41.2	95	1191	11.6	10.8	85	1701	13.5	15.4	99	1664	13.8	15.0	101
WORLD NEWS - SUN	A	3062	1137	3.3	37.1	86	*251	2.4	8.2	65	401	3.2	13.1	84	485	4.0	15.8	107
YELLOW ROSE	N	4978	2337	6.7	46.9	109	751	7.3	15.1	119	909	7.2	18.3	117	677	5.6	13.6	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4343	12.4	48.9	113	1264	12.3	14.2	112	1709	13.6	19.2	124	1369	11.4	15.4	104
BASKETBALL - COLLEGE GAMES		4080	1894	5.4	46.4	108	581	5.7	14.2	112	713	5.7	17.5	112	600	5.0	14.7	99
BASKETBALL - PRO GAMES		3607	1710	4.9	47.4	110	653	6.4	18.1	143	622	4.9	17.2	111	*435	3.6	12.1	81
BOWLING		3883	2056	5.9	52.9	123	557	5.4	14.3	113	881	7.0	22.7	146	618	5.1	15.9	107
BOXING		3928	2157	6.2	54.9	127	840	8.2	21.4	168	703	5.6	17.9	115	615	5.1	15.7	105
FOOTBALL - COLLEGE GAMES		6366	2998	8.6	47.1	109	904	8.8	14.2	112	972	7.7	15.3	98	1123	9.3	17.6	119
FOOTBALL - PRO GAMES		11300	5876	16.8	52.0	121	2008	19.5	17.8	140	1991	15.8	17.6	113	1877	15.6	16.6	112
GOLF		3378	1461	4.2	43.3	100	*309	3.0	9.1	72	*569	4.5	16.8	108	*583	4.8	17.3	116
POST-SEASON COLL. FOOTBALL		4906	2265	6.5	46.2	107	822	8.0	16.8	132	693	5.5	14.1	91	750	6.2	15.3	103
POST-SEASON PRO FOOTBALL		6120	3127	9.0	51.1	118	1205	11.7	19.7	155	1039	8.2	17.0	109	883	7.3	14.4	97
TENNIS		3033	1222	3.5	40.3	93	*292	2.8	9.6	76	*471	3.7	15.5	100	*458	3.8	15.1	102
WRESTLING - PROFESSIONAL		3344	2040	5.8	61.0	141	750	7.3	22.4	177	764	6.1	22.8	147	*525	4.4	15.7	106

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LEMONADE-UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE - REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR -UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5139	100.0	6.3	100	10769	100.0	13.3	100	3601	100.0	4.4	100	13078	100.0	16.1	100
18 - 24	9282	*623	12.1	6.7	106	876	8.1	9.4	71	*464	12.9	5.0	112	1810	13.8	19.5	121
25 - 34	19072	1593	31.0	8.4	132	2855	26.5	15.0	113	1012	28.1	5.3	119	4606	35.2	24.2	150
35 - 44	14591	1325	25.8	9.1	143	2634	24.5	18.1	136	508	14.1	3.5	78	3060	23.4	21.0	130
45 - 54	11345	639	12.4	5.6	89	1769	16.4	15.6	117	692	19.2	6.1	137	1716	13.1	15.1	94
55 - 64	11635	*496	9.7	4.3	67	1240	11.5	10.7	80	*497	13.8	4.3	96	1105	8.4	9.5	59
65 OR OLDER	15061	463	9.0	3.1	48	1396	13.0	9.3	70	*428	11.9	2.8	64	781	6.0	5.2	32
18 - 34	28354	2216	43.1	7.8	123	3731	34.6	13.2	99	1476	41.0	5.2	117	6416	49.1	22.6	140
18 - 49	48339	3942	76.7	8.2	129	7343	68.2	15.2	114	2299	63.8	4.8	107	10395	79.5	21.5	133
25 - 54	45008	3558	69.2	7.9	125	7258	67.4	16.1	121	2213	61.5	4.9	111	9382	71.7	20.8	129
35 - 49	19985	1726	33.6	8.6	136	3611	33.5	18.1	136	823	22.9	4.1	93	3979	30.4	19.9	123
50 OR OLDER	32647	1198	23.3	3.7	58	3427	31.8	10.5	79	1302	36.2	4.0	90	2684	20.5	8.2	51
GRADUATED COLLEGE	11155	478	9.3	4.3	68	1366	12.7	12.2	92	674	18.7	6.0	136	1232	9.4	11.0	68
ATTENDED COLLEGE	13682	876	17.0	6.4	101	1834	17.0	13.4	101	806	22.4	5.9	132	2484	19.0	18.2	112
GRADUATED HIGH SCHOOL	33880	2367	46.1	7.0	110	5018	46.6	14.8	111	1453	40.3	4.3	96	6612	50.6	19.5	121
DID NOT GRADUATE HIGH SCHOOL	22270	1419	27.6	6.4	100	2553	23.7	11.5	86	667	18.5	3.0	67	2750	21.0	12.3	76
EMPLOYED	40306	2527	49.2	6.3	99	5598	52.0	13.9	104	2102	58.4	5.2	117	6771	51.8	16.8	104
EMPLOYED FULL-TIME	32850	2021	39.3	6.2	97	4494	41.7	13.7	103	1668	46.3	5.1	114	5534	42.3	16.8	104
EMPLOYED PART-TIME	7456	*506	9.8	6.8	107	1105	10.3	14.8	111	*434	12.1	5.8	131	1236	9.5	16.6	103
NOT EMPLOYED	40680	2613	50.8	6.4	101	5171	48.0	12.7	96	1499	41.6	3.7	83	6308	48.2	15.5	96
PROFESSIONAL/MANAGER	10392	*476	9.3	4.6	72	1255	11.7	12.1	91	*605	16.8	5.8	131	1258	9.6	12.1	75
TECH/CLERICAL/SALES	17574	1145	22.3	6.5	103	2484	23.1	14.1	106	993	27.6	5.7	127	3208	24.5	18.3	113
PRECISION/CRAFT	985	**34	0.7	3.5	54	**167	1.6	17.0	128	**99	2.7	10.1	226	**237	1.8	24.1	149
OTHER EMPLOYED	11354	871	16.9	7.7	121	1693	15.7	14.9	112	*406	11.3	3.6	80	2068	15.8	18.2	113
SINGLE	9863	472	9.2	4.8	75	903	8.4	9.2	69	548	15.2	5.6	125	1331	10.2	13.5	84
MARRIED	51375	3777	73.5	7.4	116	7706	71.6	15.0	113	2377	66.0	4.6	104	9692	74.1	18.9	117
DIVORCED/SEPARATED/WIDOWED	19748	890	17.3	4.5	71	2161	20.1	10.9	82	676	18.8	3.4	77	2056	15.7	10.4	64
PARENTS	32590	3228	62.8	9.9	156	5533	51.4	17.0	128	1344	37.3	4.1	93	8722	66.7	26.8	166
WHITE	70416	4382	85.3	6.2	98	9409	87.4	13.4	100	3268	90.8	4.6	104	11411	87.3	16.2	100
BLACK	8778	623	12.1	7.1	112	1114	10.3	12.7	95	*295	8.2	3.4	76	1510	11.5	17.2	107
OTHER	1791	**135	2.6	7.5	119	**247	2.3	13.8	104	**38	1.1	2.1	48	**157	1.2	8.8	54
NORTHEAST-CENSUS	17786	588	11.4	3.3	52	2739	25.4	15.4	116	751	20.9	4.2	95	1683	12.9	9.5	59
NORTH CENTRAL	20741	1855	36.1	8.9	141	3538	32.9	17.1	128	987	27.4	4.8	107	4592	35.1	22.1	137
SOUTH	27775	1897	36.9	6.8	108	3235	30.0	11.6	88	1210	33.6	4.4	98	4681	35.8	16.9	104
WEST	14683	799	15.5	5.4	86	1258	11.7	8.6	64	654	18.2	4.5	100	2122	16.2	14.5	89
NORTHEAST-MKTG.	17961	630	12.3	3.5	55	2746	25.5	15.3	115	739	20.5	4.1	93	1523	11.6	8.5	53
EAST CENTRAL	11885	1025	19.9	8.6	136	1734	16.1	14.6	110	602	16.7	5.1	114	2334	17.8	19.6	122
WEST CENTRAL	14090	1130	22.0	8.0	126	2522	23.4	17.9	135	618	17.2	4.4	99	3149	24.1	22.3	138
SOUTH	24081	1666	32.4	6.9	109	2759	25.6	11.5	86	1039	28.9	4.3	97	4234	32.4	17.6	109
PACIFIC	12969	*689	13.4	5.3	84	1009	9.4	7.8	59	*602	16.7	4.6	104	1838	14.1	14.2	88
COUNTY SIZE A	32439	1506	29.3	4.6	73	3835	35.6	11.8	89	1489	41.3	4.6	103	3768	28.8	11.6	72
COUNTY SIZE B	24915	1709	33.3	6.9	108	3888	36.1	15.6	117	1151	32.0	4.6	104	4465	34.1	17.9	111
COUNTY SIZE C	12930	882	17.2	6.8	107	1461	13.6	11.3	85	604	16.8	4.7	105	2408	18.4	18.6	115
COUNTY SIZE D	10703	1043	20.3	9.7	154	1586	14.7	14.8	111	*357	9.9	3.3	75	2437	18.6	22.8	141
METRO CENTRAL CITY	24518	1331	25.9	5.4	86	3124	29.0	12.7	96	972	27.0	4.0	89	3436	26.3	14.0	87
METRO SUBURBAN	35919	2073	40.3	5.8	91	4694	43.6	13.1	98	1875	52.1	5.2	117	5419	41.4	15.1	93
NON METRO	20549	1736	33.8	8.4	133	2952	27.4	14.4	108	754	20.9	3.7	83	4224	32.3	20.6	127
TOP 5 ADI'S	18341	856	16.7	4.7	74	2286	21.2	12.5	94	945	26.2	5.2	116	1803	13.8	9.8	61
TOP 10 ADI'S	25378	1158	22.5	4.6	72	2857	26.5	11.3	85	1204	33.4	4.7	107	2600	19.9	10.2	63
TOP 20 ADI'S	36488	1668	32.5	4.6	72	4388	40.7	12.0	90	1721	47.8	4.7	106	4353	33.3	11.9	74
HSHLD INC. $50,000 OR MORE	6612	*448	8.7	6.8	107	874	8.1	13.2	99	*505	14.0	7.6	172	939	7.2	14.2	88
$40,000 OR MORE	12659	812	15.8	6.4	101	1980	18.4	15.6	118	791	22.0	6.2	141	1924	14.7	15.2	94
$30,000 OR MORE	24698	1480	28.8	6.0	94	3958	36.8	16.0	121	1459	40.5	5.9	133	4005	30.6	16.2	100
$25,000 OR MORE	32077	1940	37.8	6.0	95	5103	47.4	15.9	120	1804	50.1	5.6	126	5330	40.8	16.6	103
$20,000 - $24,999	9144	746	14.5	8.2	129	914	8.5	10.0	75	*417	11.6	4.6	103	1480	11.3	16.2	100
$15,000 - $19,999	8728	*463	9.0	5.3	84	1338	12.4	15.3	115	*323	9.0	3.7	83	1487	11.4	17.0	106
$10,000 - $14,999	12562	902	17.6	7.2	113	1559	14.5	12.4	93	*362	10.1	2.9	65	2346	17.9	18.7	116
UNDER $10,000	18475	1088	21.2	5.9	93	1857	17.2	10.1	76	695	19.3	3.8	85	2435	18.6	13.2	82
HOUSEHOLD OF 1 PERSON	11987	349	6.8	2.9	46	985	9.1	8.2	62	455	12.6	3.8	85	645	4.9	5.4	33
2 PEOPLE	26577	1076	20.9	4.0	64	3034	28.2	11.4	86	1316	36.5	5.0	111	2402	18.4	9.0	56
3 OR 4 PEOPLE	30617	2534	49.3	8.3	130	4512	41.9	14.7	111	1294	35.9	4.2	95	6749	51.6	22.0	137
5 OR MORE PEOPLE	11804	1180	23.0	10.0	158	2239	20.8	19.0	143	*536	14.9	4.5	102	3283	25.1	27.8	172
NO CHILD IN HSHLD	46165	1739	33.8	3.8	59	4927	45.8	10.7	80	2136	59.3	4.6	104	3869	29.6	8.4	52
CHILD(REN) UNDER 2 YRS	5325	*448	8.7	8.4	133	819	7.6	15.4	116	**141	3.9	2.6	60	1480	11.3	27.8	172
2 - 5 YEARS	14221	1247	24.3	8.8	138	1950	18.1	13.7	103	728	20.2	5.1	115	3776	28.9	26.6	164
6 - 11 YEARS	15117	1710	33.3	11.3	178	2585	24.0	17.1	129	563	15.6	3.7	84	4046	30.9	26.8	166
12 - 17 YEARS	16611	1737	33.8	10.5	165	3147	29.2	18.9	142	709	19.7	4.3	96	4280	32.7	25.8	160
RESIDENCE OWNED	55884	3776	73.5	6.8	106	7738	71.9	13.8	104	2418	67.1	4.3	97	9343	71.4	16.7	104
VALUE: $50,000 OR MORE	31744	1882	36.6	5.9	93	4289	39.8	13.5	102	1549	43.0	4.9	110	4510	34.5	14.2	88
VALUE: UNDER $50,000	24140	1894	36.9	7.8	124	3450	32.0	14.3	107	869	24.1	3.6	81	4833	37.0	20.0	124

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LEMONADE-UNSWEETENED A '000	B % ACROSS DOWN	C % ACROSS	D INDX	LEMONADE - REGULAR PRE-SWEETENED A '000	B % ACROSS DOWN	C % ACROSS	D INDX	LEMONADE-LOW CALORIE PRE-SWEETENED A '000	B % ACROSS DOWN	C % ACROSS	D INDX	OTHER FLAVOR -UNSWEETENED A '000	B % ACROSS DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5139	100.0	6.3	100	10769	100.0	13.3	100	3601	100.0	4.4	100	13078	100.0	16.1	100
MAGAZINES	QUINTILE 1	15799	1147	22.3	7.3	114	2231	20.7	14.1	106	931	25.9	5.9	133	2796	21.4	17.7	110
	QUINTILE 2	17259	1131	22.0	6.6	103	2544	23.6	14.7	111	902	25.0	5.2	118	2994	22.9	17.3	107
	QUINTILE 3	13545	863	16.8	6.4	100	1966	18.3	14.5	109	*483	13.4	3.6	80	2232	17.1	16.5	102
	QUINTILE 4	15133	854	16.6	5.6	89	1943	18.0	12.8	97	703	19.5	4.6	104	2643	20.2	17.5	108
	QUINTILE 5	19250	1146	22.3	6.0	94	2086	19.4	10.8	81	583	16.2	3.0	68	2413	18.5	12.5	78
NEWSPAPERS	QUINTILE 1	12413	591	11.5	4.8	75	1758	16.3	14.2	107	649	18.0	5.2	118	1465	11.2	11.8	73
	QUINTILE 2	24116	1594	31.0	6.6	104	3195	29.7	13.2	100	1130	31.4	4.7	105	4007	30.6	16.6	103
	QUINTILE 3	11261	711	13.8	6.3	100	1575	14.6	14.0	105	*587	16.3	5.2	117	1950	14.9	17.3	107
	QUINTILE 4	20255	1356	26.4	6.7	106	2750	25.5	13.6	102	846	23.5	4.2	94	3514	26.9	17.3	107
	QUINTILE 5	12940	887	17.3	6.9	108	1492	13.9	11.5	87	*389	10.8	3.0	68	2142	16.4	16.6	103
OUTDOOR	QUINTILE 1	14852	1020	19.8	6.9	108	1655	15.4	11.1	84	927	25.7	6.2	140	2824	21.6	19.0	118
	QUINTILE 2	15725	1079	21.0	6.9	108	2554	23.7	16.2	122	676	18.8	4.3	97	2755	21.1	17.5	108
	QUINTILE 3	16330	936	18.2	5.7	90	2256	20.9	13.8	104	761	21.1	4.7	105	2405	18.4	14.7	91
	QUINTILE 4	16744	1081	21.0	6.5	102	1954	18.1	11.7	88	677	18.8	4.0	91	2378	18.2	14.2	88
	QUINTILE 5	17334	1024	19.9	5.9	93	2351	21.8	13.6	102	560	15.6	3.2	73	2717	20.8	15.7	97
RADIO-DRIVE TIME	QUINTILE 1	15911	1151	22.4	7.2	114	2266	21.0	14.2	107	611	17.0	3.8	86	3026	23.1	19.0	118
	QUINTILE 2	14837	986	19.2	6.6	105	2045	19.0	13.8	104	762	21.2	5.1	116	2707	20.7	18.2	113
	QUINTILE 3	15339	958	18.6	6.2	98	1958	18.2	12.8	96	608	16.9	4.0	89	2381	18.2	15.5	96
	QUINTILE 4	16723	1098	21.4	6.6	103	2269	21.1	13.6	102	805	22.4	4.8	108	2787	21.3	16.7	103
	QUINTILE 5	18176	947	18.4	5.2	82	2232	20.7	12.3	92	814	22.6	4.5	101	2176	16.6	12.0	74
RADIO-MID-DAY	TERCILE 1	21020	1454	28.3	6.9	109	2987	27.7	14.2	107	860	23.9	4.1	92	3623	27.7	17.2	107
	TERCILE 2	21610	1512	29.4	7.0	110	2943	27.3	13.6	102	1049	29.1	4.9	109	4140	31.7	19.2	119
	TERCILE 3	38355	2174	42.3	5.7	89	4839	44.9	12.6	95	1692	47.0	4.4	99	5315	40.6	13.9	86
RADIO-TOTAL	QUINTILE 1	15988	1075	20.9	6.7	106	2162	20.1	13.5	102	726	20.2	4.5	102	2965	22.7	18.5	115
	QUINTILE 2	15626	1194	23.2	7.6	120	2334	21.7	14.9	112	595	16.5	3.8	86	2835	21.7	18.1	112
	QUINTILE 3	16723	1106	21.5	6.6	104	2266	21.0	13.6	102	708	19.7	4.2	95	2839	21.7	17.0	105
	QUINTILE 4	16342	1008	19.6	6.2	97	2251	20.9	13.8	104	826	22.9	5.1	114	2435	18.6	14.9	92
	QUINTILE 5	16306	757	14.7	4.6	73	1757	16.3	10.8	81	745	20.7	4.6	103	2005	15.3	12.3	76
TV-PRIME TIME	QUINTILE 1	15953	961	18.7	6.0	95	1984	18.4	12.4	94	811	22.5	5.1	114	2400	18.4	15.0	93
	QUINTILE 2	16137	1430	27.8	8.9	140	2094	19.4	13.0	98	700	19.4	4.3	98	2850	21.8	17.7	109
	QUINTILE 3	16420	901	17.5	5.5	86	2546	23.6	15.5	117	757	21.0	4.6	104	2910	22.3	17.7	110
	QUINTILE 4	16687	854	16.6	5.1	81	1973	18.3	11.8	89	748	20.8	4.5	101	2604	19.9	15.6	97
	QUINTILE 5	15789	993	19.3	6.3	99	2172	20.2	13.8	103	585	16.2	3.7	83	2315	17.7	14.7	91
TV-DAYTIME	TERCILE 1	27736	1794	34.9	6.5	102	3908	36.3	14.1	106	1212	33.7	4.4	98	4601	35.2	16.6	103
	TERCILE 2	26489	1901	37.0	7.2	113	3412	31.7	12.9	97	1139	31.6	4.3	97	4348	33.2	16.4	102
	TERCILE 3	26761	1444	28.1	5.4	85	3449	32.0	12.9	97	1250	34.7	4.7	105	4129	31.6	15.4	96
TV-TOTAL	QUINTILE 1	16345	1065	20.7	6.5	103	2109	19.6	12.9	97	802	22.3	4.9	110	2791	21.3	17.1	106
	QUINTILE 2	16447	1156	22.5	7.0	111	2143	19.9	13.0	98	632	17.6	3.8	86	2557	19.6	15.5	96
	QUINTILE 3	15980	943	18.3	5.9	93	2057	19.1	12.9	97	831	23.1	5.2	117	2492	19.1	15.6	97
	QUINTILE 4	15887	1123	21.9	7.1	111	2440	22.7	15.4	116	618	17.2	3.9	87	2774	21.2	17.5	108
	QUINTILE 5	16326	852	16.6	5.2	82	2021	18.8	12.4	93	719	20.0	4.4	99	2466	18.9	15.1	94
MAGAZINES-NEWSPAPERS: DUAL		20721	1383	26.9	6.7	105	3054	28.4	14.7	111	1223	34.0	5.9	133	3503	26.8	16.9	105
MAGAZINE IMPERATIVE		19186	1388	27.0	7.2	114	2807	26.1	14.6	110	865	24.0	4.5	101	3655	27.9	19.1	118
NEWSPAPER IMPERATIVE		21899	1169	22.7	5.3	84	2738	25.4	12.5	94	792	22.0	3.6	81	3052	23.3	13.9	86
MAGAZINES-OUTDOOR: DUAL		15451	1055	20.5	6.8	108	2333	21.7	15.1	114	971	27.0	6.3	141	3128	23.9	20.2	125
MAGAZINE IMPERATIVE		25953	1659	32.3	6.4	101	3571	33.2	13.8	103	1214	33.7	4.7	105	3828	29.3	14.7	91
OUTDOOR IMPERATIVE		24400	1521	29.6	6.2	98	3022	28.1	12.4	93	1021	28.4	4.2	94	3882	29.7	15.9	99
MAGAZINES-RADIO: DUAL		18049	1194	23.2	6.6	104	2684	24.9	14.9	112	885	24.6	4.9	110	3437	26.3	19.0	118
MAGAZINE IMPERATIVE		23571	1503	29.2	6.4	100	3299	30.6	14.0	105	1257	34.9	5.3	120	3591	27.5	15.2	94
RADIO IMPERATIVE		23278	1646	32.0	7.1	111	3165	29.4	13.6	102	799	22.2	3.4	77	4003	30.6	17.2	106
MAGAZINES-TELEVISION: DUAL		15459	1096	21.3	7.1	112	2175	20.2	14.1	106	775	21.5	5.0	113	2592	19.8	16.8	104
MAGAZINE IMPERATIVE		25829	1746	34.0	6.8	107	3778	35.1	14.6	110	1328	36.9	5.1	116	4593	35.1	17.8	110
TELEVISION IMPERATIVE		26039	1499	29.2	5.8	91	3104	28.8	11.9	90	1033	28.7	4.0	89	3910	29.9	15.0	93
NEWSPAPERS-OUTDOOR: DUAL		16605	1066	20.7	6.4	101	2630	24.4	15.8	119	912	25.3	5.5	124	2711	20.7	16.3	101
NEWSPAPER IMPERATIVE		26834	1535	29.9	5.7	90	3387	31.5	12.6	95	1208	33.5	4.5	101	3777	28.9	14.1	87
OUTDOOR IMPERATIVE		23346	1622	31.6	6.9	109	3005	27.9	12.9	97	1091	30.3	4.7	105	4232	32.4	18.1	112
NEWSPAPERS-RADIO: DUAL		17133	1049	20.4	6.1	96	2551	23.7	14.9	112	890	24.7	5.2	117	2899	22.2	16.9	105
NEWSPAPER IMPERATIVE		25892	1524	29.7	5.9	93	3321	30.8	12.8	96	1227	34.1	4.7	107	3641	27.8	14.1	87
RADIO IMPERATIVE		23167	1841	35.8	7.9	125	3073	28.5	13.3	100	790	21.9	3.4	77	4493	34.4	19.4	120
NEWSPAPERS-TELEVISION: DUAL		17159	1026	20.0	6.0	94	2144	19.9	12.5	94	734	20.4	4.3	96	2544	19.5	14.8	92
NEWSPAPER IMPERATIVE		26214	1530	29.8	5.8	92	3654	33.9	13.9	105	1364	37.9	5.2	117	4082	31.2	15.6	96
TELEVISION IMPERATIVE		23412	1693	32.9	7.2	114	3137	29.1	13.4	101	1114	30.9	4.8	107	4213	32.2	18.0	111
OUTDOOR-RADIO: DUAL		15303	1296	25.2	8.5	133	2348	21.8	15.3	115	838	23.3	5.5	123	3067	23.5	20.0	124
OUTDOOR IMPERATIVE		24901	1375	26.8	5.5	87	3071	28.5	12.3	93	1282	35.6	5.1	116	3784	28.9	15.2	94
RADIO IMPERATIVE		26492	1734	33.7	6.5	103	3521	32.7	13.3	100	914	25.4	3.5	78	4463	34.1	16.8	104
OUTDOOR-TELEVISION: DUAL		14794	1087	21.2	7.3	116	1921	17.8	13.0	98	697	19.4	4.7	106	2509	19.2	17.0	105
OUTDOOR IMPERATIVE		25437	1513	29.4	5.9	94	3805	35.3	15.0	112	1394	38.7	5.5	123	4345	33.2	17.1	106
TELEVISION IMPERATIVE		27877	1698	33.0	6.1	96	3549	33.0	12.7	96	1185	32.9	4.3	96	4253	32.5	15.3	94
RADIO-TELEVISION: DUAL		15996	1158	22.5	7.2	114	2341	21.7	14.6	110	537	14.9	3.4	76	2962	22.6	18.5	115
RADIO IMPERATIVE		25478	1721	33.5	6.8	106	3647	33.9	14.3	108	1088	30.2	4.3	96	4463	34.1	17.5	108
TELEVISION IMPERATIVE		26573	1593	31.0	6.0	94	3226	30.0	12.1	91	1460	40.5	5.5	124	3888	29.7	14.6	91

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LEMONADE-UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE - REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR -UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5139	100.0	6.3	100	10769	100.0	13.3	100	3601	100.0	4.4	100	13078	100.0	16.1	100
ATLANTIC MONTHLY	415	**12	0.2	2.9	46	**37	0.3	8.9	67	**12	0.3	2.9	65	**24	0.2	5.8	36
BARRON'S	453	**93	1.8	20.5	324	**47	0.4	10.4	78	**26	0.7	5.7	129	**42	0.3	9.3	57
BETTER HOMES & GARDENS	16256	1203	23.4	7.4	117	2751	25.5	16.9	127	805	22.4	5.0	111	2921	22.3	18.0	111
BON APPETIT	2535	**130	2.5	5.1	81	294	2.7	11.6	87	**150	4.2	5.9	133	426	3.3	16.8	104
BUSINESS WEEK	1278	**89	1.7	7.0	110	**121	1.1	9.5	71	**53	1.5	4.1	93	*243	1.9	19.0	118
CAR AND DRIVER	378	**41	0.8	10.8	171	**32	0.3	8.5	64	**35	1.0	9.3	208	**56	0.4	14.8	92
CBS MAGAZINE NETWORK (GROSS)	1498	**198	3.9	13.2	208	*240	2.2	16.0	120	**43	1.2	2.9	65	*246	1.9	16.4	102
CHANGING TIMES	1505	**128	2.5	8.5	134	*221	2.1	14.7	110	**70	1.9	4.7	105	*230	1.8	15.3	95
COLONIAL HOMES	1231	**121	2.4	9.8	155	*209	1.9	17.0	128	**45	1.2	3.7	82	*241	1.8	19.6	121
CONDE NAST MAG. PKG. (GROSS)	14146	977	19.0	6.9	109	1861	17.3	13.2	99	848	23.5	6.0	135	2263	17.3	16.0	99
CONSUMERS DIGEST	1323	**99	1.9	7.5	118	*245	2.3	18.5	139	**79	2.2	6.0	134	*247	1.9	18.7	116
COSMOPOLITAN	7102	490	9.5	6.9	109	1029	9.6	14.5	109	340	9.4	4.8	108	1092	8.3	15.4	95
COUNTRY LIVING	2481	*155	3.0	6.2	98	425	3.9	17.1	129	*177	4.9	7.1	160	327	2.5	13.2	82
CUISINE	1472	**65	1.3	4.4	70	*178	1.7	12.1	91	**79	2.2	5.4	121	*221	1.7	15.0	93
CYCLE WORLD	425	**35	0.7	8.2	130	**113	1.0	26.6	200	**10	0.3	2.4	53	**105	0.8	24.7	153
DCI:CREATIVE IDEAS FOR LIV	2510	**119	2.3	4.7	75	267	2.5	10.6	80	**158	4.4	6.3	142	464	3.5	18.5	114
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	461	9.0	6.9	109	816	7.6	12.2	92	319	8.9	4.8	107	1151	8.8	17.2	106
DISCOVER	894	**30	0.6	3.4	53	*129	1.2	14.4	109	**85	2.4	9.5	214	*184	1.4	20.6	127
EBONY	3507	293	5.7	8.4	132	435	4.0	12.4	93	*148	4.1	4.2	95	709	5.4	20.2	125
ESQUIRE	1083	**167	3.2	15.4	243	*136	1.3	12.6	94	**36	1.0	3.3	75	*146	1.1	13.5	83
ESSENCE	1830	*143	2.8	7.8	123	255	2.4	13.9	105	**30	0.8	1.6	37	435	3.3	23.8	147
FAMILY CIRCLE	15930	1152	22.4	7.2	114	2436	22.6	15.3	115	1027	28.5	6.4	145	3051	23.3	19.2	119
THE FAMILY HANDYMAN	1126	**128	2.5	11.4	179	*205	1.9	18.2	137	**43	1.2	3.8	86	*231	1.8	20.5	127
FAMILY WEEKLY	11468	761	14.8	6.6	105	1550	14.4	13.5	102	477	13.2	4.2	94	2108	16.1	18.4	114
FIELD & STREAM	2234	*218	4.2	9.8	154	289	2.7	12.9	97	**63	1.7	2.8	63	497	3.8	22.2	138
FOOD & WINE	579	**17	0.3	2.9	46	**77	0.7	13.3	100	**73	2.0	12.6	284	**76	0.6	13.1	81
FORBES	728	**63	1.2	8.7	136	**60	0.6	8.2	62	**23	0.6	3.2	71	**41	0.3	5.6	35
FORTUNE	906	**70	1.4	7.7	122	**149	1.4	16.4	124	**39	1.1	4.3	97	**129	1.0	14.2	88
GENTLEMEN'S QUARTERLY	791	**97	1.9	12.3	193	**125	1.2	15.8	119	**35	1.0	4.4	100	*112	0.9	14.2	88
GLAMOUR	5265	360	7.0	6.8	108	788	7.3	15.0	113	390	10.8	7.4	167	927	7.1	17.6	109
GOLF DIGEST	636	**54	1.1	8.5	134	**125	1.2	19.7	148	**67	1.9	10.5	237	**96	0.7	15.1	93
GOLF DIGEST/TENNIS (GROSS)	1186	**136	2.6	11.5	181	*220	2.0	18.5	139	**76	2.1	6.4	144	*183	1.4	15.4	96
GOLF MAGAZINE	441	**20	0.4	4.5	71	**47	0.4	10.7	80	**51	1.4	11.6	260	**57	0.4	12.9	80
GOLF MAGAZINE/SKI (GROSS)	922	**62	1.2	6.7	106	*127	1.2	13.8	104	**72	2.0	7.8	176	**134	1.0	14.5	90
GOOD HOUSEKEEPING	16487	1231	24.0	7.5	118	2676	24.8	16.2	122	963	26.7	5.8	131	2985	22.8	18.1	112
HARPER'S BAZAAR	2423	*200	3.9	8.3	130	323	3.0	13.3	100	**111	3.1	4.6	103	318	2.4	13.1	81
HEALTH	1994	**195	3.8	9.8	154	327	3.0	16.4	123	**106	2.9	5.3	120	333	2.5	16.7	103
HEARST MAG CORP. BUY (GROSS)	44101	3239	63.0	7.3	116	6783	63.0	15.4	116	2303	64.0	5.2	117	7374	56.4	16.7	104
HEARST MAN POWER (GROSS)	1993	*208	4.0	10.4	164	*302	2.8	15.2	114	**77	2.1	3.9	87	367	2.8	18.4	114
HEARST WOMAN POWER (GROSS)	31274	2259	44.0	7.2	114	4913	45.6	15.7	118	1637	45.5	5.2	118	5452	41.7	17.4	108
HOUSE BEAUTIFUL	3623	*206	4.0	5.7	90	499	4.6	13.8	104	*224	6.2	6.2	139	541	4.1	14.9	92
INC.	283	**35	0.7	12.4	195	**56	0.5	19.8	149	**6	0.2	2.1	48	**50	0.4	17.7	109
JET	2928	227	4.4	7.8	122	446	4.1	15.2	115	*105	2.9	3.6	81	659	5.0	22.5	139
LADIES' HOME JOURNAL	11918	896	17.4	7.5	118	1683	15.6	14.1	106	606	16.8	5.1	114	2208	16.9	18.5	115
LHJ FAMILY GRP COMBO(GROSS)	16764	1296	25.2	7.7	122	2483	23.1	14.8	111	872	24.2	5.2	117	3225	24.7	19.2	119
LIFE	4254	228	4.4	5.4	84	543	5.0	12.8	96	278	7.7	6.5	147	722	5.5	17.0	105
L.A. TIMES HOME MAGAZINE	1145	**70	1.4	6.1	96	**4	0.0	0.3	3	**54	1.5	4.7	106	**74	0.6	6.5	40
MADEMOISELLE	2884	*190	3.7	6.6	104	403	3.7	14.0	105	*178	4.9	6.2	139	468	3.6	16.2	100
MC CALL'S	13460	778	15.1	5.8	91	2107	19.6	15.7	118	761	21.1	5.7	127	2520	19.3	18.7	116
MC CALL'S/WRK MOTHER (GROSS)	14606	865	16.8	5.9	93	2351	21.8	16.1	121	818	22.7	5.6	126	2768	21.2	19.0	117
MECHANIX ILLUSTRATED	772	**97	1.9	12.6	198	**67	0.6	8.7	65	**30	0.8	3.9	87	*177	1.4	22.9	142
METROPOLITAN HOME	967	**49	1.0	5.1	80	*174	1.6	18.0	135	**51	1.4	5.3	119	*120	0.9	12.4	77
MONEY	1588	**113	2.2	7.1	112	*194	1.8	12.2	92	**48	1.3	3.0	68	*214	1.6	13.5	83
MOTHER EARTH NEWS	1002	**66	1.3	6.6	104	*136	1.3	13.6	102	**33	0.9	3.3	74	*247	1.9	24.7	153
MS.	825	**39	0.8	4.7	74	**64	0.6	7.8	58	**36	1.0	4.4	98	*156	1.2	18.9	117
NATIONAL ENQUIRER	10336	693	13.5	6.7	106	1549	14.4	15.0	113	404	11.2	3.9	88	1841	14.1	17.8	110
NATIONAL GEOGRAPHIC	9597	503	9.8	5.2	83	1350	12.5	14.1	106	457	12.7	4.8	107	1432	10.9	14.9	92
NATIONAL SUNDAY MAGAZINE PKG	49558	3005	58.5	6.1	96	6811	63.2	13.7	103	2281	63.3	4.6	104	7854	60.1	15.8	98
NATURAL HISTORY	573	**18	0.4	3.1	50	**42	0.4	7.3	55	**27	0.7	4.7	106	**102	0.8	17.8	110
NEW WOMAN	1699	**88	1.7	5.2	82	*163	1.5	9.6	72	*167	4.6	9.8	221	336	2.6	19.8	122
NEW YORK INCLUDING CUE	443	**11	0.2	2.5	39	**64	0.6	14.4	109	**11	0.3	2.5	56	**48	0.4	10.8	67
THE NEW YORKER	1270	**59	1.1	4.6	73	*137	1.3	10.8	81	**69	1.9	5.4	122	*149	1.1	11.7	73
NEWSWEEK	6277	309	6.0	4.9	78	845	7.8	13.5	101	332	9.2	5.3	119	962	7.4	15.3	95
THE N.Y. TIMES DAILY EDITION	1205	**17	0.3	1.4	22	*130	1.2	10.8	81	**61	1.7	5.1	114	**59	0.5	4.9	30
THE N.Y. TIMES MAGAZINE	2081	**61	1.2	2.9	46	*244	2.3	11.7	88	**110	3.1	5.3	119	**126	1.0	6.1	37
OMNI	788	**36	0.7	4.6	72	**55	0.5	7.0	52	**42	1.2	5.3	120	*158	1.2	20.1	124
ON CABLE	1158	**21	0.4	1.8	29	*179	1.7	15.5	116	**67	1.9	5.8	130	*327	2.5	28.2	175
1001 HOME IDEAS	2852	*204	4.0	7.2	113	473	4.4	16.6	125	*160	4.4	5.6	126	684	5.2	24.0	149
ORGANIC GARDENING	1658	**150	2.9	9.0	143	*264	2.5	15.9	120	**50	1.4	3.0	68	385	2.9	23.2	144
OUTDOOR LIFE	896	**56	1.1	6.3	98	*155	1.4	17.3	130	**18	0.5	2.0	45	*162	1.2	18.1	112
PARADE MAGAZINE	24275	1459	28.4	6.0	95	3395	31.5	14.0	105	1146	31.8	4.7	106	3643	27.9	15.0	93

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LEMONADE-UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE - REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR -UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5139	100.0	6.3	100	10769	100.0	13.3	100	3601	100.0	4.4	100	13078	100.0	16.1	100
PARENTS	3845	300	5.8	7.8	123	471	4.4	12.2	92	*224	6.2	5.8	131	993	7.6	25.8	160
PENTHOUSE	831	**101	2.0	12.2	192	**104	1.0	12.5	94	**36	1.0	4.3	97	*183	1.4	22.0	136
PEOPLE	11645	823	16.0	7.1	111	1452	13.5	12.5	94	657	18.2	5.6	127	1999	15.3	17.2	106
PLAYBOY	2006	*128	2.5	6.4	101	300	2.8	15.0	112	**134	3.7	6.7	150	328	2.5	16.4	101
POPULAR HOT RODDING	297	**33	0.6	11.1	175	**75	0.7	25.3	190	**19	0.5	6.4	144	**64	0.5	21.5	133
POPULAR MECHANICS	1018	**94	1.8	9.2	146	**196	1.8	19.3	145	**33	0.9	3.2	73	*148	1.1	14.5	90
POPULAR SCIENCE	878	**46	0.9	5.2	83	**135	1.3	15.4	116	**70	1.9	8.0	179	**123	0.9	14.0	87
PREVENTION	3913	*200	3.9	5.1	81	430	4.0	11.0	83	*174	4.8	4.4	100	734	5.6	18.8	116
PSYCHOLOGY TODAY	1710	**85	1.7	5.0	78	244	2.3	14.3	107	**182	5.1	10.6	239	*327	2.5	19.1	118
READER'S DIGEST	22204	1600	31.1	7.2	114	3131	29.1	14.1	106	1107	30.7	5.0	112	3738	28.6	16.8	104
REDBOOK	7684	537	10.4	7.0	110	1208	11.2	15.7	118	333	9.2	4.3	97	1375	10.5	17.9	111
ROAD & TRACK	410	**43	0.8	10.5	165	**26	0.2	6.3	48	**17	0.5	4.1	93	**71	0.5	17.3	107
ROLLING STONE	969	**77	1.5	7.9	125	*147	1.4	15.2	114	**30	0.8	3.1	70	*212	1.6	21.9	135
RUNNER'S WORLD	298	**47	0.9	15.8	249	**31	0.3	10.4	78	**18	0.5	6.0	136	**75	0.6	25.2	156
SATURDAY EVENING POST	1169	**87	1.7	7.4	117	*214	2.0	18.3	138	**72	2.0	6.2	139	306	2.3	26.2	162
SCIENCE 84	587	**39	0.8	6.6	105	**33	0.3	5.6	42	**25	0.7	4.3	96	**132	1.0	22.5	139
SCIENCE DIGEST	482	**73	1.4	15.1	239	**42	0.4	8.7	66	**26	0.7	5.4	121	**129	1.0	26.8	166
SCIENTIFIC AMERICAN	594	**52	1.0	8.8	138	**41	0.4	6.9	52	**52	1.4	8.8	197	**55	0.4	9.3	57
SELF	2089	**152	3.0	7.3	115	*208	1.9	10.0	75	**94	2.6	4.5	101	408	3.1	19.5	121
SEVENTEEN	2411	*211	4.1	8.8	138	407	3.8	16.9	127	**136	3.8	5.6	127	416	3.2	17.3	107
SKI	480	**42	0.8	8.8	138	**80	0.7	16.7	125	**21	0.6	4.4	98	**77	0.6	16.0	99
SMITHSONIAN	2760	**72	1.4	2.6	41	244	2.3	8.8	66	**121	3.4	4.4	99	316	2.4	11.4	71
SOAP OPERA DIGEST	3013	343	6.7	11.4	179	346	3.2	11.5	86	**77	2.1	2.6	57	680	5.2	22.6	140
SOUTHERN LIVING	4184	341	6.6	8.2	128	549	5.1	13.1	99	*161	4.5	3.8	87	688	5.3	16.4	102
SPORT	559	**43	0.8	7.7	121	**120	1.1	21.5	161	**14	0.4	2.5	56	*153	1.2	27.4	169
THE SPORTING NEWS	436	**38	0.7	8.7	137	**42	0.4	9.6	72	**7	0.2	1.6	36	**122	0.9	28.0	173
SPORTS AFIELD	493	**42	0.8	8.5	134	**65	0.6	13.2	99	**18	0.5	3.7	82	**90	0.7	18.3	113
SPORTS ILLUSTRATED	2758	*246	4.8	8.9	141	428	4.0	15.5	117	*180	5.0	6.5	147	514	3.9	18.6	115
STAR	7456	516	10.0	6.9	109	1031	9.6	13.8	104	315	8.7	4.2	95	1406	10.8	18.9	117
SUNDAY	24936	1323	25.7	5.3	84	3504	32.5	14.1	106	1211	33.6	4.9	109	3671	28.1	14.7	91
SUNSET	2124	**110	2.1	5.2	82	*291	2.7	13.7	103	**87	2.4	4.1	92	*314	2.4	14.8	92
TV GUIDE	21661	1440	28.0	6.6	105	2930	27.2	13.5	102	1004	27.9	4.6	104	3900	29.8	18.0	111
TENNIS	550	**82	1.6	14.9	235	**95	0.9	17.3	130	**9	0.2	1.6	37	**87	0.7	15.8	98
TIME	8880	550	10.7	6.2	98	1262	11.7	14.2	107	507	14.1	5.7	128	1335	10.2	15.0	93
TOWN & COUNTRY	917	**68	1.3	7.4	117	**90	0.8	9.8	74	**31	0.9	3.4	76	**102	0.8	11.1	69
TRAVEL & LEISURE	972	**70	1.4	7.2	113	**70	0.7	7.2	54	**46	1.3	4.7	106	*121	0.9	12.4	77
TRUE STORY	3356	398	7.7	11.9	187	564	5.2	16.8	126	*147	4.1	4.4	99	824	6.3	24.6	152
U.S.NEWS & WORLD REPORT	3410	*199	3.9	5.8	92	429	4.0	12.6	95	*200	5.6	5.9	132	591	4.5	17.3	107
USA TODAY	1759	**94	1.8	5.3	84	271	2.5	15.4	116	**101	2.8	5.7	129	*209	1.6	11.9	74
US	1873	**110	2.1	5.9	93	*319	3.0	17.0	128	**109	3.0	5.8	131	319	2.4	17.0	105
VOGUE	3909	276	5.4	7.1	111	463	4.3	11.8	89	*186	5.2	4.8	107	460	3.5	11.8	73
WALL STREET JOURNAL	1886	**99	1.9	5.2	83	*243	2.3	12.9	97	**122	3.4	6.5	145	*223	1.7	11.8	73
WEIGHT WATCHERS	2120	*165	3.2	7.8	123	*267	2.5	12.6	95	*157	4.4	7.4	167	507	3.9	23.9	148
WOMAN'S DAY	14172	1150	22.4	8.1	128	2003	18.6	14.1	106	777	21.6	5.5	123	2752	21.0	19.4	120
WORKING MOTHER	1146	**87	1.7	7.6	120	*244	2.3	21.3	160	**57	1.6	5.0	112	*248	1.9	21.6	134
WORKING WOMAN	1322	*144	2.8	10.9	172	238	2.2	18.0	135	**54	1.5	4.1	92	*215	1.6	16.3	101
WORLD TENNIS	*163	**16	0.3	9.8	155	**33	0.3	20.2	152	**6	0.2	3.7	83	**19	0.1	11.7	72
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*225	4.4	8.9	140	326	3.0	12.9	97	*229	6.4	9.0	203	491	3.8	19.4	120
BLAIR INSERTS	43657	2690	52.3	6.2	97	5991	55.6	13.7	103	2105	58.5	4.8	108	6658	50.9	15.3	94
DAILY NEWSPAPERS																	
READ ANY	51633	3096	60.2	6.0	94	7111	66.0	13.8	104	2520	70.0	4.9	110	8271	63.2	16.0	99
READ ONE	43463	2714	52.8	6.2	98	5804	53.9	13.4	100	2073	57.6	4.8	107	7271	55.6	16.7	104
READ TWO OR MORE	8170	383	7.5	4.7	74	1308	12.1	16.0	120	448	12.4	5.5	123	1000	7.6	12.2	76
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3281	63.8	6.2	98	7110	66.0	13.5	102	2499	69.4	4.7	107	8154	62.3	15.5	96
READ ONE	46126	2950	57.4	6.4	101	6291	58.4	13.6	103	2149	59.7	4.7	105	7369	56.3	16.0	99
READ TWO OR MORE	6552	331	6.4	5.1	80	820	7.6	12.5	94	350	9.7	5.3	120	785	6.0	12.0	74
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.97				26.20				31.85				30.34			
30 DAY REACH	71455	4585	89.2	6.4	101	9534	88.5	13.3	100	3237	89.9	4.5	102	11492	87.9	16.1	100
50 SHWG - 30 DAY AV FREQ	14.56	15.14				13.86				16.55				15.89			
30 DAY REACH	67742	4396	85.5	6.5	102	9037	83.9	13.3	100	3125	86.8	4.6	104	11006	84.2	16.2	101
25 SHWG - 30 DAY AV FREQ	7.94	8.24				7.55				8.61				8.56			
30 DAY REACH	62117	4008	78.0	6.5	102	8283	76.9	13.3	100	2976	82.6	4.8	108	10161	77.7	16.4	101
CABLE TV: HOME WIRED	32077	2077	40.4	6.5	102	4485	41.6	14.0	105	1796	49.9	5.6	126	5521	42.2	17.2	107
HOME NOT WIRED	48909	3063	59.6	6.3	99	6284	58.4	12.8	97	1805	50.1	3.7	83	7557	57.8	15.5	96
HAVE PAY CABLE	15935	1205	23.4	7.6	119	2587	24.0	16.2	122	981	27.2	6.2	138	3115	23.8	19.5	121

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LEMONADE-UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE - REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR -UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5139	100.0	6.3	100	10769	100.0	13.3	100	3601	100.0	4.4	100	13078	100.0	16.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2923	56.9	6.7	105	6175	57.3	14.1	106	1986	55.2	4.5	102	7797	59.6	17.8	110
10:00 AM - 3:00 PM	30659	2154	41.9	7.0	111	4374	40.6	14.3	107	1324	36.8	4.3	97	5600	42.8	18.3	113
3:00 PM - 7:00 PM	31045	2062	40.1	6.6	105	4067	37.8	13.1	99	1422	39.5	4.6	103	5642	43.1	18.2	113
7:00 PM - MIDNIGHT	15767	1115	21.7	7.1	111	2156	20.0	13.7	103	672	18.7	4.3	96	2769	21.2	17.6	109
MIDNIGHT - 6:00 AM	9120	562	10.9	6.2	97	1209	11.2	13.3	100	485	13.5	5.3	120	1481	11.3	16.2	101
6:00 AM - MIDNIGHT	58527	3947	76.8	6.7	106	8268	76.8	14.1	106	2637	73.2	4.5	101	10217	78.1	17.5	108
ENTIRE DAY	59311	4002	77.9	6.7	106	8362	77.6	14.1	106	2707	75.2	4.6	103	10339	79.1	17.4	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1238	24.1	7.7	121	2260	21.0	14.0	105	765	21.2	4.7	106	3130	23.9	19.4	120
ALL NEWS	2256	**126	2.5	5.6	88	*271	2.5	12.0	90	**59	1.6	2.6	59	*202	1.5	9.0	55
AOR/PROGRESSIVE	3874	*276	5.4	7.1	112	655	6.1	16.9	127	*234	6.5	6.0	136	689	5.3	17.8	110
BEAUTIFUL MUSIC	5660	209	4.1	3.7	58	772	7.2	13.6	103	263	7.3	4.6	105	790	6.0	14.0	86
BLACK	2204	230	4.5	10.4	164	328	3.0	14.9	112	**81	2.2	3.7	83	420	3.2	19.1	118
CLASSICAL	1418	**45	0.9	3.2	50	*157	1.5	11.1	83	**87	2.4	6.1	138	*153	1.2	10.8	67
CHR/ROCK	9538	729	14.2	7.6	120	1300	12.1	13.6	102	518	14.4	5.4	122	1859	14.2	19.5	121
COUNTRY	12648	1001	19.5	7.9	125	1799	16.7	14.2	107	511	14.2	4.0	91	2724	20.8	21.5	133
GOLDEN OLDIES	1191	**74	1.4	6.2	98	*166	1.5	13.9	105	**59	1.6	5.0	111	*155	1.2	13.0	81
MOR/NOSTALGIA	4757	259	5.0	5.4	86	649	6.0	13.6	103	*181	5.0	3.8	86	749	5.7	15.7	98
NEWS/TALK	3863	*155	3.0	4.0	63	466	4.3	12.1	91	*187	5.2	4.8	109	403	3.1	10.4	65
RELIGIOUS	3084	*155	3.0	5.0	79	294	2.7	9.5	72	**137	3.8	4.4	100	593	4.5	19.2	119
SOFT ROCK	521	**11	0.2	2.1	33	**105	1.0	20.2	152	**15	0.4	2.9	65	**69	0.5	13.2	82
URBAN CONTEMPORARY	1585	**89	1.7	5.6	88	275	2.6	17.4	130	**78	2.2	4.9	111	287	2.2	18.1	112
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	283	5.5	8.7	137	557	5.2	17.1	128	*141	3.9	4.3	97	626	4.8	19.2	119
ABC DIRECTION	2316	*250	4.9	10.8	170	496	4.6	21.4	161	*132	3.7	5.7	128	491	3.8	21.2	131
ABC ENTERTAINMENT	4834	*280	5.4	5.8	91	643	6.0	13.3	100	*198	5.5	4.1	92	843	6.4	17.4	108
ABC FM	2202	*215	4.2	9.8	154	308	2.9	14.0	105	**86	2.4	3.9	88	454	3.5	20.6	128
ABC INFORMATION	5425	376	7.3	6.9	109	741	6.9	13.7	103	*294	8.2	5.4	122	997	7.6	18.4	114
ABC ROCK	1677	**131	2.5	7.8	123	348	3.2	20.8	156	**51	1.4	3.0	68	366	2.8	21.8	135
CBS	4430	*230	4.5	5.2	82	550	5.1	12.4	93	*228	6.3	5.1	116	706	5.4	15.9	99
MUTUAL	4992	331	6.4	6.6	104	789	7.3	15.8	119	*217	6.0	4.3	98	983	7.5	19.7	122
NBC	4679	316	6.1	6.8	106	786	7.3	16.8	126	*204	5.7	4.4	98	769	5.9	16.4	102
RADIORADIO	1994	*117	2.3	5.9	92	311	2.9	15.6	117	**54	1.5	2.7	61	303	2.3	15.2	94
RKO ONE	2298	**105	2.0	4.6	72	289	2.7	12.6	95	**168	4.7	7.3	164	464	3.5	20.2	125
RKO TWO	3311	*217	4.2	6.6	103	522	4.8	15.8	119	*162	4.5	4.9	110	599	4.6	18.1	112
THE SOURCE	2114	**167	3.2	7.9	124	346	3.2	16.4	123	**68	1.9	3.2	72	328	2.5	15.5	96
NON-WIRED : BLAIR	8654	548	10.7	6.3	100	989	9.2	11.4	86	491	13.6	5.7	128	1593	12.2	18.4	114
INTERNET	12025	841	16.4	7.0	110	1933	17.9	16.1	121	623	17.3	5.2	117	2060	15.8	17.1	106
KATZ RADIO GROUP	15359	852	16.6	5.5	87	2018	18.7	13.1	99	748	20.8	4.9	110	2354	18.0	15.3	95
SUPERNET	10628	812	15.8	7.6	120	1623	15.1	15.3	115	398	11.1	3.7	84	2013	15.4	18.9	117
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	559	10.9	6.5	102	1097	10.2	12.7	95	329	9.1	3.8	85	1223	9.4	14.1	87
WKDAY 9:00 AM - 1:00 PM	12163	764	14.9	6.3	99	1731	16.1	14.2	107	490	13.6	4.0	91	1951	14.9	16.0	99
WKDAY 1:00 PM - 4:30 PM	16150	1133	22.0	7.0	111	2125	19.7	13.2	99	718	19.9	4.4	100	2771	21.2	17.2	106
WKDAY 4:30 PM - 7:30 PM	22463	1393	27.1	6.2	98	2664	24.7	11.9	89	1031	28.6	4.6	103	3528	27.0	15.7	97
WKDAY 7:30 PM - 8:00 PM	31795	1997	38.9	6.3	99	3999	37.1	12.6	95	1360	37.8	4.3	96	4862	37.2	15.3	95
WKDAY 11:00 PM - 11:30 PM	23977	1592	31.0	6.6	105	3352	31.1	14.0	105	1152	32.0	4.8	108	4040	30.9	16.8	104
WKDAY 11:30 PM - 1:00 AM	7703	523	10.2	6.8	107	1131	10.5	14.7	110	345	9.6	4.5	101	1492	11.4	19.4	120
M-SAT 8-11 PM+SUN 7-11 PM	33800	2245	43.7	6.6	105	4451	41.3	13.2	99	1587	44.1	4.7	106	5580	42.7	16.5	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	482	9.4	7.4	116	884	8.2	13.5	102	214	5.9	3.3	74	1068	8.2	16.3	101
ANOTHER WORLD N	4620	343	6.7	7.4	117	675	6.3	14.6	110	194	5.4	4.2	94	806	6.2	17.4	108
AS THE WORLD TURNS C	5614	432	8.4	7.7	121	707	6.6	12.6	95	220	6.1	3.9	88	998	7.6	17.8	110
CAPITOL C	3396	280	5.4	8.2	130	480	4.5	14.1	106	165	4.6	4.9	109	670	5.1	19.7	122
CBS MORN. NEWS 1 C	1446	*62	1.2	4.3	68	149	1.4	10.3	77	*82	2.3	5.7	128	198	1.5	13.7	85
CBS MORN. NEWS 2 C	1207	*54	1.1	4.5	71	127	1.2	10.5	79	*64	1.8	5.3	119	166	1.3	13.8	85
DAYS OF OUR LIVES N	5877	460	9.0	7.8	123	816	7.6	13.9	104	263	7.3	4.5	101	1005	7.7	17.1	106
FACTS OF LIFE - DAYTIME N	2290	152	3.0	6.6	105	270	2.5	11.8	89	*103	2.9	4.5	101	333	2.5	14.5	90
FAMILY FEUD A	3023	189	3.7	6.3	99	416	3.9	13.8	103	135	3.7	4.5	100	402	3.1	13.3	82
GENERAL HOSPITAL A	6097	354	6.9	5.8	91	767	7.1	12.6	95	260	7.2	4.3	96	958	7.3	15.7	97
GOOD MORNING, AMERICA-730 A	3515	199	3.9	5.7	89	449	4.2	12.8	96	*104	2.9	3.0	67	545	4.2	15.5	96
GOOD MORNING, AMERICA-830 A	2818	180	3.5	6.4	101	340	3.2	12.1	91	115	3.2	4.1	92	396	3.0	14.1	87
GUIDING LIGHT C	5339	464	9.0	8.7	137	721	6.7	13.5	102	280	7.8	5.2	118	930	7.1	17.4	108
ONE LIFE TO LIVE A	4478	281	5.5	6.3	99	619	5.7	13.8	104	154	4.3	3.4	77	780	6.0	17.4	108
PRESS YOUR LUCK C	2244	159	3.1	7.1	112	382	3.5	17.0	128	*91	2.5	4.1	91	382	2.9	17.0	105
PRICE IS RIGHT 1 C	4348	284	5.5	6.5	103	663	6.2	15.2	115	214	5.9	4.9	111	699	5.3	16.1	100
PRICE IS RIGHT 2 C	5014	270	5.3	5.4	85	782	7.3	15.6	117	242	6.7	4.8	109	827	6.3	16.5	102
RYAN'S HOPE A	3150	192	3.7	6.1	96	466	4.3	14.8	111	*139	3.9	4.4	99	472	3.6	15.0	93
SALE OF THE CENTURY N	2695	167	3.2	6.2	98	265	2.5	9.8	74	*106	2.9	3.9	88	359	2.7	13.3	82
SEARCH FOR TOMORROW N	2319	*143	2.8	6.2	97	344	3.2	14.8	112	*68	1.9	2.9	66	419	3.2	18.1	112
TODAY SHOW 1 N	2693	201	3.9	7.5	118	286	2.7	10.6	80	*122	3.4	4.5	102	292	2.2	10.8	67
TODAY SHOW 2 N	2498	117	2.3	4.7	74	266	2.5	10.6	80	*62	1.7	2.5	56	246	1.9	9.8	61
$25,000 PYRAMID C	2753	112	2.2	4.1	64	397	3.7	14.4	108	*107	3.0	3.9	87	384	2.9	13.9	86
WHEEL OF FORTUNE N	4388	328	6.4	7.5	118	635	5.9	14.5	109	159	4.4	3.6	81	642	4.9	14.6	91
YOUNG AND THE RESTLESS C	5695	467	9.1	8.2	129	796	7.4	14.0	105	216	6.0	3.8	85	1123	8.6	19.7	122
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*64	1.2	3.6	57	192	1.8	10.9	82	*77	2.1	4.4	98	196	1.5	11.1	69
NBA PLAYOFF GAME -1 C	1136	*64	1.2	5.6	89	*118	1.1	10.4	78	**63	1.7	5.5	125	135	1.0	11.9	74
NBC MAJOR LEAGUE PRE-GAME N	953	**51	1.0	5.4	84	**56	0.5	5.9	44	**27	0.7	2.8	64	**157	1.2	16.5	102
SPORTSWORLD - SUN N	1233	**95	1.8	7.7	121	218	2.0	17.7	133	**37	1.0	3.0	67	*202	1.5	16.4	101
SUNDAY MORNING C	1611	*154	3.0	9.6	151	165	1.5	10.2	77	**57	1.6	3.5	80	256	2.0	15.9	98

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LEMONADE-UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE - REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	LEMONADE-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR -UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5139	100.0	6.3	100	10769	100.0	13.3	100	3601	100.0	4.4	100	13078	100.0	16.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1516	29.5	5.8	92	3170	29.4	12.2	91	1172	32.5	4.5	101	3565	27.3	13.7	85
NETWORK AFFILIATES - LATE		20261	1346	26.2	6.6	105	2778	25.8	13.7	103	977	27.1	4.8	108	3274	25.0	16.2	100
INDEPENDENTS - LATE		2076	111	2.2	5.3	84	238	2.2	11.5	86	124	3.4	6.0	134	246	1.9	11.8	73
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	844	16.4	8.1	127	1507	14.0	14.4	108	428	11.9	4.1	92	1672	14.3	17.9	111
ABC MONDAY NIGHT MOVIE	A	6412	458	8.9	7.1	113	891	8.3	13.9	105	292	8.1	4.6	102	1033	7.9	16.1	100
ABC SUNDAY NIGHT MOVIE	A	12407	730	14.2	5.9	93	1664	15.5	13.4	101	605	16.8	4.9	110	1792	13.7	14.4	89
ABC WORLD NEWS TONIGHT	A	6176	333	6.5	5.4	85	656	6.1	10.6	80	208	5.8	3.4	76	872	6.7	14.1	87
AFTERMASH	C	5863	485	9.4	8.3	130	773	7.2	13.2	99	*323	9.0	5.5	124	947	7.2	16.2	100
ALICE	C	9594	671	13.1	7.0	110	1370	12.7	14.3	107	456	12.7	4.8	107	1491	11.4	15.5	96
AMERICAN PARADE	C	6622	369	7.2	5.6	88	822	7.6	12.4	93	259	7.2	3.9	88	1082	8.3	16.3	101
BENSON	A	10886	788	15.3	7.2	114	1397	13.0	12.8	97	471	13.1	4.3	97	1655	12.7	15.2	94
BLUE THUNDER	A	5036	439	8.5	8.7	137	588	5.5	11.7	88	*184	5.1	3.7	82	974	7.4	19.3	120
CAGNEY & LACEY	C	9965	663	12.9	6.7	105	1323	12.3	13.3	100	430	11.9	4.3	97	1718	13.1	17.2	107
CBS EVENING NEWS-DEAN	C	3491	*192	3.7	5.5	87	442	4.1	12.7	95	*222	6.2	6.4	143	389	3.0	11.1	69
CBS EVENING NEWS-RATHER	C	7123	537	10.4	7.5	119	851	7.9	11.9	90	412	11.4	5.8	130	1161	8.9	16.3	101
CBS SAT. NEWS-SCHIEFFER	C	3621	227	4.4	6.3	99	307	2.9	8.5	64	156	4.3	4.3	97	389	3.0	10.7	67
CBS SATURDAY NIGHT MOVIE	C	5436	398	7.7	7.3	115	742	6.9	13.6	103	258	7.2	4.7	107	943	7.2	17.3	107
CBS WEDNESDAY NIGHT MOVIE	C	6100	426	8.3	7.0	110	856	7.9	14.0	106	288	8.0	4.7	106	1219	9.3	20.0	124
CHEERS	N	8889	713	13.9	8.0	126	1332	12.4	15.0	113	336	9.3	3.8	85	1413	10.8	15.9	98
DALLAS	C	22109	1299	25.3	5.9	93	2891	26.8	13.1	98	1127	31.3	5.1	115	3439	26.3	15.6	96
DIFF'RENT STROKES	N	6940	497	9.7	7.2	113	881	8.2	12.7	95	275	7.6	4.0	89	1033	7.9	14.9	92
DOUBLE TROUBLE	N	7223	622	12.1	8.6	136	1173	10.9	16.2	122	327	9.1	4.5	102	1271	9.7	17.6	109
DUCK FACTORY	N	5595	366	7.1	6.5	103	823	7.6	14.7	111	*235	6.5	4.2	94	942	7.2	16.8	104
DUKES OF HAZZARD	C	5768	424	8.3	7.4	116	670	6.2	11.6	87	279	7.7	4.8	109	1035	7.9	17.9	111
DYNASTY	A	20053	1384	26.9	6.9	109	2493	23.1	12.4	93	839	23.3	4.2	94	3021	23.1	15.1	93
FACTS OF LIFE	N	8087	580	11.3	7.2	113	1170	10.9	14.5	109	328	9.1	4.1	91	1329	10.2	16.4	102
FALCON CREST	C	20046	1234	24.0	6.2	97	2507	23.3	12.5	94	1076	29.9	5.4	121	3197	24.4	15.9	99
FALL GUY	A	9084	757	14.7	8.3	131	1289	12.0	14.2	107	432	12.0	4.8	107	1692	12.9	18.6	115
FAMILY TIES	N	7964	663	12.9	8.3	131	1293	12.0	16.2	122	336	9.3	4.2	95	1358	10.4	17.1	106
FANTASY ISLAND	A	7687	499	9.7	6.5	102	1000	9.3	13.0	98	445	12.4	5.8	130	1313	10.0	17.1	106
FOULUPS,BLEEPS & BLUNDERS	A	8861	545	10.6	6.2	97	1141	10.6	12.9	97	457	12.7	5.2	116	1440	11.0	16.3	101
FOUR SEASONS	C	5095	*383	7.5	7.5	118	735	6.8	14.4	108	*292	8.1	5.7	129	800	6.1	15.7	97
GIMME A BREAK	N	8838	734	14.3	8.3	131	1414	13.1	16.0	120	353	9.8	4.0	90	1317	10.1	14.9	92
HART TO HART	A	8978	519	10.1	5.8	91	1103	10.2	12.3	92	302	8.4	3.4	76	1481	11.3	16.5	102
HILL STREET BLUES	N	8590	706	13.7	8.2	130	1170	10.9	13.6	102	415	11.5	4.8	109	1433	11.0	16.7	103
HOTEL	A	14085	906	17.6	6.4	101	1789	16.6	12.7	96	596	16.6	4.2	95	2024	15.5	14.4	89
JEFFERSONS	C	9360	590	11.5	6.3	99	1339	12.4	14.3	108	472	13.1	5.0	113	1499	11.5	16.0	99
JENNIFER SLEPT HERE	N	5841	465	9.0	8.0	125	752	7.0	12.9	97	263	7.3	4.5	101	990	7.6	16.9	105
KATE & ALLIE	C	9206	778	15.1	8.5	133	1242	11.5	13.5	101	400	11.1	4.3	98	1540	11.8	16.7	104
KNIGHT RIDER	N	7076	364	7.1	5.1	81	969	9.0	13.7	103	332	9.2	4.7	106	1181	9.0	16.7	103
LOVE BOAT	A	12219	849	16.5	6.9	109	1358	12.6	11.1	84	613	17.0	5.0	113	1965	15.0	16.1	100
MAGNUM PI	C	11199	857	16.7	7.7	121	1386	12.9	12.4	93	507	14.1	4.5	102	2107	16.1	18.8	117
MAMA'S FAMILY	N	6057	357	6.9	5.9	93	870	8.1	14.4	108	285	7.9	4.7	106	790	6.0	13.0	81
MASTER, THE	N	3598	*224	4.4	6.2	98	483	4.5	13.4	101	*140	3.9	3.9	88	587	4.5	16.3	101
MATT HOUSTON	A	6344	413	8.0	6.5	103	876	8.1	13.8	104	*225	6.2	3.5	80	1181	9.0	18.6	115
NBC MONDAY NIGHT MOVIE	N	11994	833	16.2	6.9	109	1832	17.0	15.3	115	525	14.6	4.4	98	2092	16.0	17.4	108
NBC NIGHTLY NEWS	N	5132	350	6.8	6.8	107	536	5.0	10.4	79	170	4.7	3.3	74	614	4.7	12.0	74
NBC NIGHTLY NEWS-SAT	N	3375	*242	4.7	7.2	113	419	3.9	12.4	93	*141	3.9	4.2	94	417	3.2	12.4	77
NBC NIGHTLY NEWS-SUN	N	3130	*214	4.2	6.8	108	431	4.0	13.8	104	*137	3.8	4.4	98	439	3.4	14.0	87
NBC SUNDAY NIGHT MOVIE	N	8284	697	13.6	8.4	133	1266	11.8	15.3	115	*323	9.0	3.9	88	1564	12.0	18.9	117
NEWHART	C	9240	736	14.3	8.0	126	1193	11.1	12.9	97	384	10.7	4.2	93	1472	11.3	15.9	99
ONE DAY AT A TIME	C	7288	502	9.8	6.9	109	974	9.0	13.4	101	329	9.1	4.5	102	1149	8.8	15.8	98
PEOPLE ARE FUNNY	N	4855	*299	5.8	6.2	97	691	6.4	14.2	107	*196	5.4	4.0	91	701	5.4	14.4	89
REAL PEOPLE	N	8869	561	10.9	6.3	100	1242	11.5	14.0	105	346	9.6	3.9	88	1320	10.1	14.9	92
REMINGTON STEELE	N	7743	549	10.7	7.1	112	1090	10.1	14.1	106	315	8.7	4.1	91	1249	9.6	16.1	100
RIPLEY'S BELIEVE IT - NOT	A	5345	356	6.9	6.7	105	669	6.2	12.5	94	254	7.1	4.8	107	928	7.1	17.4	108
RIPTIDE	N	6988	487	9.5	7.0	110	927	8.6	13.3	100	345	9.6	4.9	111	1328	10.2	19.0	118
SCARECROW & MRS. KING	C	10002	654	12.7	6.5	103	1250	11.6	12.5	94	537	14.9	5.4	121	1716	13.1	17.2	106
SIMON & SIMON	C	10638	782	15.2	7.4	116	1274	11.8	12.0	90	492	13.7	4.6	104	2016	15.4	19.0	117
60 MINUTES	C	13293	833	16.2	6.3	99	1615	15.0	12.1	91	663	18.4	5.0	112	1643	12.6	12.4	77
ST. ELSEWHERE	N	7017	580	11.3	8.3	130	1130	10.5	16.1	121	375	10.4	5.3	120	1242	9.5	17.7	110
THREE'S COMPANY	A	10917	709	13.8	6.5	102	1499	13.9	13.7	103	419	11.6	3.8	86	1750	13.4	16.0	99
T.J. HOOKER	A	9204	642	12.5	7.0	110	1150	10.7	12.5	94	349	9.7	3.8	85	1555	11.9	16.9	105
TONIGHT SHOW	N	2372	163	3.2	6.9	108	306	2.8	12.9	97	125	3.5	5.3	119	330	2.5	13.9	86
TRAPPER JOHN, M.D.	C	9846	580	11.3	5.9	93	1312	12.2	13.3	100	478	13.3	4.9	109	1520	11.6	15.4	96
TV BLOOPERS & PRAC. JOKES	N	9105	549	10.7	6.0	95	1275	11.8	14.0	105	331	9.2	3.6	82	1452	11.1	15.9	99
20/20	A	9387	553	10.8	5.9	93	1308	12.1	13.9	105	395	11.0	4.2	95	1517	11.6	16.2	100
WEBSTER	A	11067	752	14.6	6.8	107	1407	13.1	12.7	96	473	13.1	4.3	96	1705	13.0	15.4	95
WORLD NEWS - SUN	A	3062	**139	2.7	4.5	72	323	3.0	10.5	79	*138	3.8	4.5	101	381	2.9	12.4	77
YELLOW ROSE	N	4978	384	7.5	7.7	122	596	5.5	12.0	90	275	7.6	5.5	124	898	6.9	18.0	112
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	503	9.8	5.7	89	1495	13.9	16.8	127	*402	11.2	4.5	102	1384	10.6	15.6	97
BASKETBALL - COLLEGE GAMES		4080	*250	4.9	6.1	97	660	6.1	16.2	122	*248	6.9	6.1	137	740	5.7	18.1	112
BASKETBALL - PRO GAMES		3607	*250	4.9	6.9	109	813	7.5	22.5	170	**213	5.9	5.9	133	574	4.4	15.9	99
BOWLING		3883	*347	6.8	8.9	141	836	7.8	21.5	162	**223	6.2	5.7	129	682	5.2	17.6	109
BOXING		3928	*339	6.6	8.6	136	627	5.8	16.0	120	**114	3.2	2.9	65	817	6.2	20.8	129
FOOTBALL - COLLEGE GAMES		6366	508	9.9	8.0	126	931	8.6	14.6	110	*324	9.0	5.1	114	1154	8.8	18.1	112
FOOTBALL - PRO GAMES		11300	769	15.0	6.8	107	1866	17.3	16.5	124	636	17.7	5.6	127	2226	17.0	19.7	122
GOLF		3378	**253	4.9	7.5	118	*640	5.9	18.9	142	**161	4.5	4.8	107	*430	3.3	12.7	79
POST-SEASON COLL. FOOTBALL		4906	*286	5.6	5.8	92	786	7.3	16.0	120	*261	7.2	5.3	120	809	6.2	16.5	102
POST-SEASON PRO FOOTBALL		6120	*518	10.1	8.5	133	1018	9.5	16.6	125	*434	12.1	7.1	159	1227	9.4	20.0	124
TENNIS		3033	*312	6.1	10.3	162	*459	4.3	15.1	114	**125	3.5	4.1	93	*476	3.6	15.7	97
WRESTLING - PROFESSIONAL		3344	*396	7.7	11.8	187	*480	4.5	14.4	108	**175	4.9	5.2	118	922	7.1	27.6	171

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	OTHER FLAVOR-REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10977	100.0	13.6	100	3773	100.0	4.7	100								
18 - 24	9282	1425	13.0	15.4	113	*599	15.9	6.5	139								
25 - 34	19072	3139	28.6	16.5	121	1048	27.8	5.5	118								
35 - 44	14591	3043	27.7	20.9	154	802	21.3	5.5	118								
45 - 54	11345	1557	14.2	13.7	101	653	17.3	5.8	124								
55 - 64	11635	1096	10.0	9.4	69	*404	10.7	3.5	75								
65 OR OLDER	15061	717	6.5	4.8	35	*268	7.1	1.8	38								
18 - 34	28354	4564	41.6	16.1	119	1647	43.7	5.8	125								
18 - 49	48339	8581	78.2	17.8	131	2799	74.2	5.8	124								
25 - 54	45008	7739	70.5	17.2	127	2503	66.3	5.6	119								
35 - 49	19985	4016	36.6	20.1	148	1152	30.5	5.8	124								
50 OR OLDER	32647	2397	21.8	7.3	54	975	25.8	3.0	64								
GRADUATED COLLEGE	11155	1324	12.1	11.9	88	863	22.9	7.7	166								
ATTENDED COLLEGE	13682	2176	19.8	15.9	117	760	20.1	5.6	119								
GRADUATED HIGH SCHOOL	33880	5046	46.0	14.9	110	1552	41.1	4.6	98								
DID NOT GRADUATE HIGH SCHOOL	22270	2432	22.2	10.9	81	*598	15.8	2.7	58								
EMPLOYED	40306	6083	55.4	15.1	111	2109	55.9	5.2	112								
EMPLOYED FULL-TIME	32850	4852	44.2	14.8	109	1678	44.5	5.1	110								
EMPLOYED PART-TIME	7456	1231	11.2	16.5	122	*431	11.4	5.8	124								
NOT EMPLOYED	40680	4895	44.6	12.0	89	1664	44.1	4.1	88								
PROFESSIONAL/MANAGER	10392	1289	11.7	12.4	92	*597	15.8	5.7	123								
TECH/CLERICAL/SALES	17574	2964	27.0	16.9	124	979	25.9	5.6	120								
PRECISION/CRAFT	985	**150	1.4	15.2	112	**64	1.7	6.5	139								
OTHER EMPLOYED	11354	1679	15.3	14.8	109	*469	12.4	4.1	89								
SINGLE	9863	1080	9.8	11.0	81	597	15.8	6.1	130								
MARRIED	51375	7688	70.0	15.0	110	2469	65.4	4.8	103								
DIVORCED/SEPARATED/WIDOWED	19748	2210	20.1	11.2	83	707	18.7	3.6	77								
PARENTS	32590	6650	60.6	20.4	151	1742	46.2	5.3	115								
WHITE	70416	9752	88.8	13.8	102	3429	90.9	4.9	105								
BLACK	8778	1065	9.7	12.1	90	*286	7.6	3.3	70								
OTHER	1791	**161	1.5	9.0	66	**58	1.5	3.2	70								
NORTHEAST-CENSUS	17786	2871	26.2	16.1	119	814	21.6	4.6	98								
NORTH CENTRAL	20741	3062	27.9	14.8	109	1009	26.7	4.9	104								
SOUTH	27775	3455	31.5	12.4	92	1354	35.9	4.9	105								
WEST	14683	1590	14.5	10.8	80	596	15.8	4.1	87								
NORTHEAST-MKTG.	17961	2893	26.4	16.1	119	788	20.9	4.4	94								
EAST CENTRAL	11885	1622	14.8	13.6	101	598	15.8	5.0	108								
WEST CENTRAL	14090	2111	19.2	15.0	111	720	19.1	5.1	110								
SOUTH	24081	2995	27.3	12.4	92	1141	30.2	4.7	102								
PACIFIC	12969	1356	12.4	10.5	77	*528	14.0	4.1	87								
COUNTY SIZE A	32439	4074	37.1	12.6	93	1657	43.9	5.1	110								
COUNTY SIZE B	24915	3799	34.6	15.2	112	1077	28.5	4.3	93								
COUNTY SIZE C	12930	1670	15.2	12.9	95	699	18.5	5.4	116								
COUNTY SIZE D	10703	1434	13.1	13.4	99	*340	9.0	3.2	68								
METRO CENTRAL CITY	24518	3020	27.5	12.3	91	977	25.9	4.0	86								
METRO SUBURBAN	35919	5080	46.3	14.1	104	1996	52.9	5.6	119								
NON METRO	20549	2878	26.2	14.0	103	800	21.2	3.9	84								
TOP 5 ADI'S	18341	2152	19.6	11.7	87	952	25.2	5.2	111								
TOP 10 ADI'S	25378	3114	28.4	12.3	91	1337	35.4	5.3	113								
TOP 20 ADI'S	36488	4587	41.8	12.6	93	1800	47.7	4.9	106								
HSHLD INC. $50,000 OR MORE	6612	740	6.7	11.2	83	**308	8.2	4.7	100								
$40,000 OR MORE	12659	1764	16.1	13.9	103	712	18.9	5.6	121								
$30,000 OR MORE	24698	3810	34.7	15.4	114	1516	40.2	6.1	132								
$25,000 OR MORE	32077	5067	46.2	15.8	117	1936	51.3	6.0	130								
$20,000 - $24,999	9144	1179	10.7	12.9	95	*575	15.2	6.3	135								
$15,000 - $19,999	8728	1212	11.0	13.9	102	*305	8.1	3.5	75								
$10,000 - $14,999	12562	1734	15.8	13.8	102	*407	10.8	3.2	70								
UNDER $10,000	18475	1786	16.3	9.7	71	550	14.6	3.0	64								
HOUSEHOLD OF 1 PERSON	11987	581	5.3	4.8	36	389	10.3	3.2	70								
2 PEOPLE	26577	2406	21.9	9.1	67	1024	27.1	3.9	83								
3 OR 4 PEOPLE	30617	5288	48.2	17.3	127	1700	45.1	5.6	119								
5 OR MORE PEOPLE	11804	2703	24.6	22.9	169	*661	17.5	5.6	120								
NO CHILD IN HSHLD	46165	3908	35.6	8.5	62	1905	50.5	4.1	89								
CHILD(REN) UNDER 2 YRS	5325	875	8.0	16.4	121	**298	7.9	5.6	120								
2 - 5 YEARS	14221	2750	25.1	19.3	143	685	18.2	4.8	103								
6 - 11 YEARS	15117	3148	28.7	20.8	154	774	20.5	5.1	110								
12 - 17 YEARS	16611	3547	32.3	21.4	158	950	25.2	5.7	123								
RESIDENCE OWNED	55884	7473	68.1	13.4	99	2631	69.7	4.7	101								
VALUE: $50,000 OR MORE	31744	4342	39.6	13.7	101	1654	43.8	5.2	112								
VALUE: UNDER $50,000	24140	3131	28.5	13.0	96	977	25.9	4.0	87								

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	OTHER FLAVOR-REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10977	100.0	13.6	100	3773	100.0	4.7	100								
MAGAZINES	QUINTILE 1	15799	2515	22.9	15.9	117	843	22.3	5.3	115								
	QUINTILE 2	17259	2649	24.1	15.3	113	1026	27.2	5.9	128								
	QUINTILE 3	13545	2025	18.4	15.0	110	619	16.4	4.6	98								
	QUINTILE 4	15133	1937	17.6	12.8	94	647	17.1	4.3	92								
	QUINTILE 5	19250	1851	16.9	9.6	71	639	16.9	3.3	71								
NEWSPAPERS	QUINTILE 1	12413	1624	14.8	13.1	97	*496	13.1	4.0	86								
	QUINTILE 2	24116	3358	30.6	13.9	103	1276	33.8	5.3	114								
	QUINTILE 3	11261	1575	14.3	14.0	103	644	17.1	5.7	123								
	QUINTILE 4	20255	2968	27.0	14.7	108	905	24.0	4.5	96								
	QUINTILE 5	12940	1452	13.2	11.2	83	*452	12.0	3.5	75								
OUTDOOR	QUINTILE 1	14852	2152	19.6	14.5	107	904	24.0	6.1	131								
	QUINTILE 2	15725	2160	19.7	13.7	101	663	17.6	4.2	90								
	QUINTILE 3	16330	2543	23.2	15.6	115	883	23.4	5.4	116								
	QUINTILE 4	16744	2179	19.9	13.0	96	816	21.6	4.9	105								
	QUINTILE 5	17334	1943	17.7	11.2	83	507	13.4	2.9	63								
RADIO-DRIVE TIME	QUINTILE 1	15911	2257	20.6	14.2	105	755	20.0	4.7	102								
	QUINTILE 2	14837	2211	20.1	14.9	110	651	17.3	4.4	94								
	QUINTILE 3	15339	2203	20.1	14.4	106	844	22.4	5.5	118								
	QUINTILE 4	16723	2315	21.1	13.8	102	683	18.1	4.1	88								
	QUINTILE 5	18176	1992	18.1	11.0	81	840	22.3	4.6	99								
RADIO-MID-DAY	TERCILE 1	21020	3252	29.6	15.5	114	943	25.0	4.5	96								
	TERCILE 2	21610	3137	28.6	14.5	107	985	26.1	4.6	98								
	TERCILE 3	38355	4588	41.8	12.0	88	1845	48.9	4.8	103								
RADIO-TOTAL	QUINTILE 1	15988	2292	20.9	14.3	106	754	20.0	4.7	101								
	QUINTILE 2	15626	2534	23.1	16.2	120	702	18.6	4.5	96								
	QUINTILE 3	16723	2606	23.7	15.6	115	711	18.8	4.3	91								
	QUINTILE 4	16342	1932	17.6	11.8	87	977	25.9	6.0	128								
	QUINTILE 5	16306	1613	14.7	9.9	73	630	16.7	3.9	83								
TV-PRIME TIME	QUINTILE 1	15953	1880	17.1	11.8	87	702	18.6	4.4	94								
	QUINTILE 2	16137	2167	19.7	13.4	99	666	17.7	4.1	89								
	QUINTILE 3	16420	2553	23.3	15.5	115	851	22.6	5.2	111								
	QUINTILE 4	16687	2173	19.8	13.0	96	926	24.5	5.5	119								
	QUINTILE 5	15789	2204	20.1	14.0	103	629	16.7	4.0	86								
TV-DAYTIME	TERCILE 1	27736	3942	35.9	14.2	105	1304	34.6	4.7	101								
	TERCILE 2	26489	3930	35.8	14.8	109	1218	32.3	4.6	99								
	TERCILE 3	26761	3106	28.3	11.6	86	1251	33.2	4.7	100								
TV-TOTAL	QUINTILE 1	16345	1920	17.5	11.7	87	618	16.4	3.8	81								
	QUINTILE 2	16447	2327	21.2	14.1	104	798	21.2	4.9	104								
	QUINTILE 3	15980	2407	21.9	15.1	111	792	21.0	5.0	106								
	QUINTILE 4	15887	2307	21.0	14.5	107	744	19.7	4.7	101								
	QUINTILE 5	16326	2016	18.4	12.3	91	822	21.8	5.0	108								
MAGAZINES-NEWSPAPERS: DUAL		20721	2912	26.5	14.1	104	1217	32.3	5.9	126								
MAGAZINE IMPERATIVE		19186	3308	30.1	17.2	127	1044	27.7	5.4	117								
NEWSPAPER IMPERATIVE		21899	2850	26.0	13.0	96	883	23.4	4.0	87								
MAGAZINES-OUTDOOR: DUAL		15451	2306	21.0	14.9	110	901	23.9	5.8	125								
MAGAZINE IMPERATIVE		25953	3865	35.2	14.9	110	1338	35.5	5.2	111								
OUTDOOR IMPERATIVE		24400	3226	29.4	13.2	98	1044	27.7	4.3	92								
MAGAZINES-RADIO: DUAL		18049	3197	29.1	17.7	131	941	24.9	5.2	112								
MAGAZINE IMPERATIVE		23571	3248	29.6	13.8	102	1335	35.4	5.7	122								
RADIO IMPERATIVE		23278	3106	28.3	13.3	98	880	23.3	3.8	81								
MAGAZINES-TELEVISION: DUAL		15459	2302	21.0	14.9	110	799	21.2	5.2	111								
MAGAZINE IMPERATIVE		25829	4077	37.1	15.8	116	1448	38.4	5.6	120								
TELEVISION IMPERATIVE		26039	3039	27.7	11.7	86	1073	28.4	4.1	88								
NEWSPAPERS-OUTDOOR: DUAL		16605	2510	22.9	15.1	112	939	24.9	5.7	121								
NEWSPAPER IMPERATIVE		26834	3485	31.7	13.0	96	1239	32.8	4.6	99								
OUTDOOR IMPERATIVE		23346	3269	29.8	14.0	103	1115	29.6	4.8	103								
NEWSPAPERS-RADIO: DUAL		17133	2553	23.3	14.9	110	735	19.5	4.3	92								
NEWSPAPER IMPERATIVE		25892	3229	29.4	12.5	92	1296	34.3	5.0	107								
RADIO IMPERATIVE		23167	3580	32.6	15.5	114	1035	27.4	4.5	96								
NEWSPAPERS-TELEVISION: DUAL		17159	2129	19.4	12.4	92	860	22.8	5.0	108								
NEWSPAPER IMPERATIVE		26214	3732	34.0	14.2	105	1313	34.8	5.0	108								
TELEVISION IMPERATIVE		23412	3220	29.3	13.8	101	1068	28.3	4.6	98								
OUTDOOR-RADIO: DUAL		15303	2437	22.2	15.9	117	866	23.0	5.7	121								
OUTDOOR IMPERATIVE		24901	3197	29.1	12.8	95	1232	32.7	4.9	106								
RADIO IMPERATIVE		26492	3958	36.1	14.9	110	1011	26.8	3.8	82								
OUTDOOR-TELEVISION: DUAL		14794	2220	20.2	15.0	111	674	17.9	4.6	98								
OUTDOOR IMPERATIVE		25437	3658	33.3	14.4	106	1412	37.4	5.6	119								
TELEVISION IMPERATIVE		27877	3585	32.7	12.9	95	1200	31.8	4.3	92								
RADIO-TELEVISION: DUAL		15996	2479	22.6	15.5	114	*499	13.2	3.1	67								
RADIO IMPERATIVE		25478	3972	36.2	15.6	115	1259	33.4	4.9	106								
TELEVISION IMPERATIVE		26573	3075	28.0	11.6	85	1372	36.4	5.2	111								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	OTHER FLAVOR-REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10977	100.0	13.6	100	3773	100.0	4.7	100								
ATLANTIC MONTHLY	415	**60	0.5	14.5	107	**26	0.7	6.3	134								
BARRON'S	453	**51	0.5	11.3	83	**11	0.3	2.4	52								
BETTER HOMES & GARDENS	16256	2706	24.7	16.6	123	887	23.5	5.5	117								
BON APPETIT	2535	262	2.4	10.3	76	*158	4.2	6.2	134								
BUSINESS WEEK	1278	**141	1.3	11.0	81	**77	2.0	6.0	129								
CAR AND DRIVER	378	**47	0.4	12.4	92	**33	0.9	8.7	187								
CBS MAGAZINE NETWORK (GROSS)	1498	*234	2.1	15.6	115	**44	1.2	2.9	63								
CHANGING TIMES	1505	*213	1.9	14.2	104	**83	2.2	5.5	118								
COLONIAL HOMES	1231	*201	1.8	16.3	120	**27	0.7	2.2	47								
CONDE NAST MAG. PKG. (GROSS)	14146	2682	24.4	19.0	140	952	25.2	6.7	144								
CONSUMERS DIGEST	1323	*188	1.7	14.2	105	**49	1.3	3.7	79								
COSMOPOLITAN	7102	1349	12.3	19.0	140	434	11.5	6.1	131								
COUNTRY LIVING	2481	398	3.6	16.0	118	**147	3.9	5.9	127								
CUISINE	1472	**179	1.6	12.2	90	**69	1.8	4.7	101								
CYCLE WORLD	425	**95	0.9	22.4	165	**6	0.2	1.4	30								
DCI:CREATIVE IDEAS FOR LIV	2510	331	3.0	13.2	97	**127	3.4	5.1	109								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	761	6.9	11.4	84	366	9.7	5.5	117								
DISCOVER	894	*124	1.1	13.9	102	**54	1.4	6.0	130								
EBONY	3507	513	4.7	14.6	108	*129	3.4	3.7	79								
ESQUIRE	1083	**112	1.0	10.3	76	**55	1.5	5.1	109								
ESSENCE	1830	244	2.2	13.3	98	**34	0.9	1.9	40								
FAMILY CIRCLE	15930	2552	23.2	16.0	118	941	24.9	5.9	127								
THE FAMILY HANDYMAN	1126	*207	1.9	18.4	136	**30	0.8	2.7	57								
FAMILY WEEKLY	11468	1797	16.4	15.7	116	537	14.2	4.7	101								
FIELD & STREAM	2234	389	3.5	17.4	128	**60	1.6	2.7	58								
FOOD & WINE	579	**63	0.6	10.9	80	**36	1.0	6.2	133								
FORBES	728	**60	0.5	8.2	61	**33	0.9	4.5	97								
FORTUNE	906	**76	0.7	8.4	62	**45	1.2	5.0	107								
GENTLEMEN'S QUARTERLY	791	**166	1.5	21.0	155	**65	1.7	8.2	176								
GLAMOUR	5265	990	9.0	18.8	139	387	10.3	7.4	158								
GOLF DIGEST	636	**107	1.0	16.8	124	**53	1.4	8.3	179								
GOLF DIGEST/TENNIS (GROSS)	1186	*186	1.7	15.7	116	**61	1.6	5.1	110								
GOLF MAGAZINE	441	**51	0.5	11.6	85	**70	1.9	15.9	341								
GOLF MAGAZINE/SKI (GROSS)	922	*139	1.3	15.1	111	**99	2.6	10.7	230								
GOOD HOUSEKEEPING	16487	2502	22.8	15.2	112	927	24.6	5.6	121								
HARPER'S BAZAAR	2423	391	3.6	16.1	119	**68	1.8	2.8	60								
HEALTH	1994	310	2.8	15.5	115	**89	2.4	4.5	96								
HEARST MAG CORP. BUY (GROSS)	44101	7027	64.0	15.9	118	2259	59.9	5.1	110								
HEARST MAN POWER (GROSS)	1993	341	3.1	17.1	126	*136	3.6	6.8	146								
HEARST WOMAN POWER (GROSS)	31274	5046	46.0	16.1	119	1721	45.6	5.5	118								
HOUSE BEAUTIFUL	3623	483	4.4	13.3	98	*126	3.3	3.5	75								
INC.	283	**35	0.3	12.4	91	**2	0.1	0.7	15								
JET	2928	459	4.2	15.7	116	**123	3.3	4.2	90								
LADIES' HOME JOURNAL	11918	1864	17.0	15.6	115	707	18.7	5.9	127								
LHJ FAMILY GRP COMBO(GROSS)	16764	2711	24.7	16.2	119	984	26.1	5.9	126								
LIFE	4254	822	7.5	19.3	143	322	8.5	7.6	162								
L.A. TIMES HOME MAGAZINE	1145	**24	0.2	2.1	15	**30	0.8	2.6	56								
MADEMOISELLE	2884	688	6.3	23.9	176	*232	6.1	8.0	173								
MC CALL'S	13460	2154	19.6	16.0	118	764	20.2	5.7	122								
MC CALL'S/WRK MOTHER (GROSS)	14606	2335	21.3	16.0	118	808	21.4	5.5	119								
MECHANIX ILLUSTRATED	772	*147	1.3	19.0	140	**50	1.3	6.5	139								
METROPOLITAN HOME	967	**109	1.0	11.3	83	**28	0.7	2.9	62								
MONEY	1588	*155	1.4	9.8	72	**52	1.4	3.3	70								
MOTHER EARTH NEWS	1002	*144	1.3	14.4	106	**54	1.4	5.4	116								
MS.	825	*130	1.2	15.8	116	**63	1.7	7.6	164								
NATIONAL ENQUIRER	10336	1750	15.9	16.9	125	451	12.0	4.4	94								
NATIONAL GEOGRAPHIC	9597	1343	12.2	14.0	103	530	14.0	5.5	119								
NATIONAL SUNDAY MAGAZINE PKG	49558	6947	63.3	14.0	103	2536	67.2	5.1	110								
NATURAL HISTORY	573	**93	0.8	16.2	120	**15	0.4	2.6	56								
NEW WOMAN	1699	*256	2.3	15.1	111	**89	2.4	5.2	112								
NEW YORK INCLUDING CUE	443	**47	0.4	10.6	78	**27	0.7	6.1	131								
THE NEW YORKER	1270	*136	1.2	10.7	79	**37	1.0	2.9	63								
NEWSWEEK	6277	947	8.6	15.1	111	340	9.0	5.4	116								
THE N.Y. TIMES DAILY EDITION	1205	**84	0.8	7.0	51	**69	1.8	5.7	123								
THE N.Y. TIMES MAGAZINE	2081	*140	1.3	6.7	50	**100	2.7	4.8	103								
OMNI	788	**101	0.9	12.8	95	**58	1.5	7.4	158								
ON CABLE	1158	*247	2.3	21.3	157	**49	1.3	4.2	91								
1001 HOME IDEAS	2852	537	4.9	18.8	139	*188	5.0	6.6	141								
ORGANIC GARDENING	1658	*207	1.9	12.5	92	**64	1.7	3.9	83								
OUTDOOR LIFE	896	*235	2.1	26.2	194	**18	0.5	2.0	43								
PARADE MAGAZINE	24275	3284	29.9	13.5	100	1308	34.7	5.4	116								

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	OTHER FLAVOR-REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10977	100.0	13.6	100	3773	100.0	4.7	100								
PARENTS	3845	718	6.5	18.7	138	*179	4.7	4.7	100								
PENTHOUSE	831	**192	1.7	23.1	170	**95	2.5	11.4	245								
PEOPLE	11645	1953	17.8	16.8	124	650	17.2	5.6	120								
PLAYBOY	2006	314	2.9	15.7	115	**75	2.0	3.7	80								
POPULAR HOT RODDING	297	**88	0.8	29.6	219	**41	1.1	13.8	296								
POPULAR MECHANICS	1018	*155	1.4	15.2	112	**52	1.4	5.1	110								
POPULAR SCIENCE	878	**125	1.1	14.2	105	**59	1.6	6.7	144								
PREVENTION	3913	524	4.8	13.4	99	*246	6.5	6.3	135								
PSYCHOLOGY TODAY	1710	330	3.0	19.3	142	**147	3.9	8.6	185								
READER'S DIGEST	22204	3596	32.8	16.2	119	1026	27.2	4.6	99								
REDBOOK	7684	1195	10.9	15.6	115	360	9.5	4.7	101								
ROAD & TRACK	410	**67	0.6	16.3	121	**21	0.6	5.1	110								
ROLLING STONE	969	*185	1.7	19.1	141	**38	1.0	3.9	84								
RUNNER'S WORLD	298	**67	0.6	22.5	166	**38	1.0	12.8	274								
SATURDAY EVENING POST	1169	*152	1.4	13.0	96	**89	2.4	7.6	163								
SCIENCE 84	587	**87	0.8	14.8	109	**24	0.6	4.1	88								
SCIENCE DIGEST	482	**128	1.2	26.6	196	**66	1.7	13.7	294								
SCIENTIFIC AMERICAN	594	**54	0.5	9.1	67	**28	0.7	4.7	101								
SELF	2089	342	3.1	16.4	121	**92	2.4	4.4	95								
SEVENTEEN	2411	412	3.8	17.1	126	**151	4.0	6.3	134								
SKI	480	**87	0.8	18.1	134	**28	0.7	5.8	125								
SMITHSONIAN	2760	354	3.2	12.8	95	**84	2.2	3.0	65								
SOAP OPERA DIGEST	3013	541	4.9	18.0	132	**152	4.0	5.0	108								
SOUTHERN LIVING	4184	430	3.9	10.3	76	*239	6.3	5.7	123								
SPORT	559	**136	1.2	24.3	179	**44	1.2	7.9	169								
THE SPORTING NEWS	436	**129	1.2	29.6	218	**57	1.5	13.1	281								
SPORTS AFIELD	493	**58	0.5	11.8	87	**18	0.5	3.7	78								
SPORTS ILLUSTRATED	2758	394	3.6	14.3	105	**130	3.4	4.7	101								
STAR	7456	1186	10.8	15.9	117	366	9.7	4.9	105								
SUNDAY	24936	3523	32.1	14.1	104	1321	35.0	5.3	114								
SUNSET	2124	*320	2.9	15.1	111	**111	2.9	5.2	112								
TV GUIDE	21661	3603	32.8	16.6	123	1087	28.8	5.0	108								
TENNIS	550	**79	0.7	14.4	106	**9	0.2	1.6	35								
TIME	8880	1291	11.8	14.5	107	478	12.7	5.4	116								
TOWN & COUNTRY	917	*142	1.3	15.5	114	**22	0.6	2.4	51								
TRAVEL & LEISURE	972	**89	0.8	9.2	68	**42	1.1	4.3	93								
TRUE STORY	3356	690	6.3	20.6	152	**148	3.9	4.4	95								
U.S.NEWS & WORLD REPORT	3410	420	3.8	12.3	91	*146	3.9	4.3	92								
USA TODAY	1759	*186	1.7	10.6	78	**134	3.6	7.6	164								
US	1873	407	3.7	21.7	160	**87	2.3	4.6	100								
VOGUE	3909	662	6.0	16.9	125	*240	6.4	6.1	132								
WALL STREET JOURNAL	1886	*169	1.5	9.0	66	**56	1.5	3.0	64								
WEIGHT WATCHERS	2120	*348	3.2	16.4	121	*226	6.0	10.7	229								
WOMAN'S DAY	14172	2058	18.7	14.5	107	748	19.8	5.3	113								
WORKING MOTHER	1146	*181	1.6	15.8	117	**45	1.2	3.9	84								
WORKING WOMAN	1322	*194	1.8	14.7	108	**21	0.6	1.6	34								
WORLD TENNIS	*163	**22	0.2	13.5	100	**8	0.2	4.9	105								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	376	3.4	14.8	110	*196	5.2	7.7	166								
BLAIR INSERTS	43657	5948	54.2	13.6	101	2178	57.7	5.0	107								
DAILY NEWSPAPERS																	
READ ANY	51633	7156	65.2	13.9	102	2450	64.9	4.7	102								
READ ONE	43463	6044	55.1	13.9	103	2110	55.9	4.9	104								
READ TWO OR MORE	8170	1112	10.1	13.6	100	340	9.0	4.2	89								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7368	67.1	14.0	103	2699	71.5	5.1	110								
READ ONE	46126	6631	60.4	14.4	106	2357	62.5	5.1	110								
READ TWO OR MORE	6552	737	6.7	11.2	83	341	9.0	5.2	112								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.50				29.13											
30 DAY REACH	71455	9832	89.6	13.8	102	3460	91.7	4.8	104								
50 SHWG - 30 DAY AV FREQ	14.56	14.78				15.12											
30 DAY REACH	67742	9499	86.5	14.0	103	3353	88.9	4.9	106								
25 SHWG - 30 DAY AV FREQ	7.94	7.89				7.83											
30 DAY REACH	62117	8890	81.0	14.3	106	3220	85.3	5.2	111								
CABLE TV: HOME WIRED	32077	5120	46.6	16.0	118	1790	47.4	5.6	120								
HOME NOT WIRED	48909	5857	53.4	12.0	88	1983	52.6	4.1	87								
HAVE PAY CABLE	15935	2812	25.6	17.6	130	1073	28.4	6.7	145								

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(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	OTHER FLAVOR-REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10977	100.0	13.6	100	3773	100.0	4.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6395	58.3	14.6	107	2050	54.3	4.7	100								
10:00 AM - 3:00 PM	30659	4716	43.0	15.4	113	1361	36.1	4.4	95								
3:00 PM - 7:00 PM	31045	4565	41.6	14.7	108	1589	42.1	5.1	110								
7:00 PM - MIDNIGHT	15767	2403	21.9	15.2	112	758	20.1	4.8	103								
MIDNIGHT - 6:00 AM	9120	1343	12.2	14.7	109	587	15.6	6.4	138								
6:00 AM - MIDNIGHT	58527	8579	78.2	14.7	108	2817	74.7	4.8	103								
ENTIRE DAY	59311	8647	78.8	14.6	108	2896	76.8	4.9	105								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2530	23.0	15.6	115	771	20.4	4.8	102								
ALL NEWS	2256	*247	2.3	10.9	81	**78	2.1	3.5	74								
AOR/PROGRESSIVE	3874	723	6.6	18.7	138	*218	5.8	5.6	121								
BEAUTIFUL MUSIC	5660	702	6.4	12.4	92	272	7.2	4.8	103								
BLACK	2204	251	2.3	11.4	84	**62	1.6	2.8	60								
CLASSICAL	1418	**95	0.9	6.7	49	**43	1.1	3.0	65								
CHR/ROCK	9538	1638	14.9	17.2	127	580	15.4	6.1	131								
COUNTRY	12648	2015	18.4	15.9	118	591	15.7	4.7	100								
GOLDEN OLDIES	1191	**125	1.1	10.5	77	**46	1.2	3.9	83								
MOR/NOSTALGIA	4757	654	6.0	13.7	101	*195	5.2	4.1	88								
NEWS/TALK	3863	351	3.2	9.1	67	*241	6.4	6.2	134								
RELIGIOUS	3084	445	4.1	14.4	106	*188	5.0	6.1	131								
SOFT ROCK	521	**122	1.1	23.4	173	**17	0.5	3.3	70								
URBAN CONTEMPORARY	1585	335	3.1	21.1	156	**55	1.5	3.5	74								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	611	5.6	18.7	138	**116	3.1	3.6	76								
ABC DIRECTION	2316	449	4.1	19.4	143	*119	3.2	5.1	110								
ABC ENTERTAINMENT	4834	791	7.2	16.4	121	*185	4.9	3.8	82								
ABC FM	2202	353	3.2	16.0	118	**104	2.8	4.7	101								
ABC INFORMATION	5425	752	6.9	13.9	102	314	8.3	5.8	124								
ABC ROCK	1677	375	3.4	22.4	165	**101	2.7	6.0	129								
CBS	4430	448	4.1	10.1	75	*212	5.6	4.8	103								
MUTUAL	4992	682	6.2	13.7	101	*229	6.1	4.6	98								
NBC	4679	602	5.5	12.9	95	*182	4.8	3.9	83								
RADIORADIO	1994	364	3.3	18.3	135	**141	3.7	7.1	152								
RKO ONE	2298	273	2.5	11.9	88	*185	4.9	8.1	173								
RKO TWO	3311	474	4.3	14.3	106	**118	3.1	3.6	76								
THE SOURCE	2114	*308	2.8	14.6	107	**124	3.3	5.9	126								
NON-WIRED : BLAIR	8654	1362	12.4	15.7	116	496	13.1	5.7	123								
INTERNET	12025	1960	17.9	16.3	120	549	14.6	4.6	98								
KATZ RADIO GROUP	15359	1954	17.8	12.7	94	697	18.5	4.5	97								
SUPERNET	10628	1685	15.4	15.9	117	500	13.3	4.7	101								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1038	9.5	12.0	88	347	9.2	4.0	86								
WKDAY 9:00 AM - 1:00 PM	12163	1675	15.3	13.8	102	465	12.3	3.8	82								
WKDAY 1:00 PM - 4:30 PM	16150	2301	21.0	14.2	105	774	20.5	4.8	103								
WKDAY 4:30 PM - 7:30 PM	22463	2730	24.9	12.2	90	855	22.7	3.8	82								
WKDAY 7:30 PM - 8:00 PM	31795	3908	35.6	12.3	91	1335	35.4	4.2	90								
WKDAY 11:00 PM - 11:30 PM	23977	3272	29.8	13.6	101	1239	32.8	5.2	111								
WKDAY 11:30 PM - 1:00 AM	7703	1196	10.9	15.5	115	412	10.9	5.3	115								
M-SAT 8-11 PM+SUN 7-11 PM	33800	4440	40.4	13.1	97	1568	41.6	4.6	100								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1008	9.2	15.4	114	285	7.6	4.4	94								
ANOTHER WORLD N	4620	567	5.2	12.3	91	211	5.6	4.6	98								
AS THE WORLD TURNS C	5614	877	8.0	15.6	115	301	8.0	5.4	115								
CAPITOL C	3396	655	6.0	19.3	142	165	4.4	4.9	104								
CBS MORN. NEWS 1 C	1446	149	1.4	10.3	76	*44	1.2	3.0	65								
CBS MORN. NEWS 2 C	1207	101	0.9	8.4	62	**36	1.0	3.0	64								
DAYS OF OUR LIVES N	5877	775	7.1	13.2	97	321	8.5	5.5	117								
FACTS OF LIFE - DAYTIME N	2290	286	2.6	12.5	92	*67	1.8	2.9	63								
FAMILY FEUD A	3023	329	3.0	10.9	80	*90	2.4	3.0	64								
GENERAL HOSPITAL A	6097	818	7.5	13.4	99	281	7.4	4.6	99								
GOOD MORNING, AMERICA-730 A	3515	411	3.7	11.7	86	*111	2.9	3.2	68								
GOOD MORNING, AMERICA-830 A	2818	379	3.5	13.4	99	*111	2.9	3.9	85								
GUIDING LIGHT C	5339	925	8.4	17.3	128	319	8.5	6.0	128								
ONE LIFE TO LIVE A	4478	623	5.7	13.9	103	240	6.4	5.4	115								
PRESS YOUR LUCK C	2244	398	3.6	17.7	131	*116	3.1	5.2	111								
PRICE IS RIGHT 1 C	4348	695	6.3	16.0	118	196	5.2	4.5	97								
PRICE IS RIGHT 2 C	5014	772	7.0	15.4	114	202	5.4	4.0	86								
RYAN'S HOPE A	3150	477	4.3	15.1	112	*170	4.5	5.4	116								
SALE OF THE CENTURY N	2695	232	2.1	8.6	64	*60	1.6	2.2	48								
SEARCH FOR TOMORROW N	2319	243	2.2	10.5	77	**60	1.6	2.6	56								
TODAY SHOW 1 N	2693	229	2.1	8.5	63	*121	3.2	4.5	96								
TODAY SHOW 2 N	2498	244	2.2	9.8	72	*60	1.6	2.4	52								
$25,000 PYRAMID C	2753	349	3.2	12.7	94	*114	3.0	4.1	89								
WHEEL OF FORTUNE N	4388	562	5.1	12.8	94	134	3.6	3.1	66								
YOUNG AND THE RESTLESS C	5695	954	8.7	16.8	124	291	7.7	5.1	110								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	217	2.0	12.3	91	*61	1.6	3.5	74								
NBA PLAYOFF GAME -1 C	1136	*187	1.7	16.5	121	**38	1.0	3.3	72								
NBC MAJOR LEAGUE PRE-GAME N	953	**53	0.5	5.6	41	**9	0.2	0.9	20								
SPORTSWORLD - SUN N	1233	255	2.3	20.7	153	**9	0.2	0.7	16								
SUNDAY MORNING C	1611	*114	1.0	7.1	52	**67	1.8	4.2	89								

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POWDERED SOFT DRINKS (ADD WATER) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	OTHER FLAVOR-REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVOR-LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10977	100.0	13.6	100	3773	100.0	4.7	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2935	26.7	11.3	83	1004	26.6	3.9	83								
NETWORK AFFILIATES - LATE		20261	2621	23.9	12.9	95	1036	27.5	5.1	110								
INDEPENDENTS - LATE		2076	214	1.9	10.3	76	165	4.4	7.9	171								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1501	13.7	14.4	106	480	12.7	4.6	99								
ABC MONDAY NIGHT MOVIE	A	6412	800	7.3	12.5	92	293	7.8	4.6	98								
ABC SUNDAY NIGHT MOVIE	A	12407	1571	14.3	12.7	93	560	14.8	4.5	97								
ABC WORLD NEWS TONIGHT	A	6176	594	5.4	9.6	71	217	5.8	3.5	75								
AFTERMASH	C	5863	780	7.1	13.3	98	*277	7.3	4.7	101								
ALICE	C	9594	1299	11.8	13.5	100	373	9.9	3.9	83								
AMERICAN PARADE	C	6622	792	7.2	12.0	88	195	5.2	2.9	63								
BENSON	A	10886	1292	11.8	11.9	88	415	11.0	3.8	82								
BLUE THUNDER	A	5036	614	5.6	12.2	90	*204	5.4	4.1	87								
CAGNEY & LACEY	C	9965	1566	14.3	15.7	116	466	12.4	4.7	100								
CBS EVENING NEWS-DEAN	C	3491	406	3.7	11.6	86	**104	2.8	3.0	64								
CBS EVENING NEWS-RATHER	C	7123	846	7.7	11.9	88	244	6.5	3.4	74								
CBS SAT. NEWS-SCHIEFFER	C	3621	293	2.7	8.1	60	130	3.4	3.6	77								
CBS SATURDAY NIGHT MOVIE	C	5436	724	6.6	13.3	98	250	6.6	4.6	99								
CBS WEDNESDAY NIGHT MOVIE	C	6100	696	6.3	11.4	84	239	6.3	3.9	84								
CHEERS	N	8889	1360	12.4	15.3	113	455	12.1	5.1	110								
DALLAS	C	22109	2819	25.7	12.8	94	1118	29.6	5.1	109								
DIFF'RENT STROKES	N	6940	816	7.4	11.8	87	244	6.5	3.5	75								
DOUBLE TROUBLE	N	7223	1132	10.3	15.7	116	365	9.7	5.1	108								
DUCK FACTORY	N	5595	851	7.8	15.2	112	281	7.4	5.0	108								
DUKES OF HAZZARD	C	5768	720	6.6	12.5	92	299	7.9	5.2	111								
DYNASTY	A	20053	2638	24.0	13.2	97	893	23.7	4.5	96								
FACTS OF LIFE	N	8087	1132	10.3	14.0	103	384	10.2	4.7	102								
FALCON CREST	C	20046	2579	23.5	12.9	95	1020	27.0	5.1	109								
FALL GUY	A	9084	1325	12.1	14.6	108	364	9.6	4.0	86								
FAMILY TIES	N	7964	1130	10.3	14.2	105	390	10.3	4.9	105								
FANTASY ISLAND	A	7687	863	7.9	11.2	83	324	8.6	4.2	90								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1216	11.1	13.7	101	453	12.0	5.1	110								
FOUR SEASONS	C	5095	748	6.8	14.7	108	*247	6.5	4.8	104								
GIMME A BREAK	N	8838	1208	11.0	13.7	101	373	9.9	4.2	91								
HART TO HART	A	8978	980	8.9	10.9	81	378	10.0	4.2	90								
HILL STREET BLUES	N	8590	1348	12.3	15.7	116	545	14.4	6.3	136								
HOTEL	A	14085	1916	17.5	13.6	100	612	16.2	4.3	93								
JEFFERSONS	C	9360	1302	11.9	13.9	103	396	10.5	4.2	91								
JENNIFER SLEPT HERE	N	5841	763	7.0	13.1	96	*216	5.7	3.7	79								
KATE & ALLIE	C	9206	1332	12.1	14.5	107	388	10.3	4.2	90								
KNIGHT RIDER	N	7076	920	8.4	13.0	96	290	7.7	4.1	88								
LOVE BOAT	A	12219	1337	12.2	10.9	81	497	13.2	4.1	87								
MAGNUM PI	C	11199	1439	13.1	12.8	95	564	14.9	5.0	108								
MAMA'S FAMILY	N	6057	837	7.6	13.8	102	272	7.2	4.5	96								
MASTER, THE	N	3598	656	6.0	18.2	135	*173	4.6	4.8	103								
MATT HOUSTON	A	6344	886	8.1	14.0	103	265	7.0	4.2	90								
NBC MONDAY NIGHT MOVIE	N	11994	1800	16.4	15.0	111	545	14.4	4.5	98								
NBC NIGHTLY NEWS	N	5132	502	4.6	9.8	72	149	3.9	2.9	62								
NBC NIGHTLY NEWS-SAT	N	3375	354	3.2	10.5	77	**97	2.6	2.9	62								
NBC NIGHTLY NEWS-SUN	N	3130	*300	2.7	9.6	71	**114	3.0	3.6	78								
NBC SUNDAY NIGHT MOVIE	N	8284	1042	9.5	12.6	93	*349	9.2	4.2	90								
NEWHART	C	9240	1382	12.6	15.0	110	422	11.2	4.6	98								
ONE DAY AT A TIME	C	7288	994	9.1	13.6	101	263	7.0	3.6	77								
PEOPLE ARE FUNNY	N	4855	667	6.1	13.7	101	*186	4.9	3.8	82								
REAL PEOPLE	N	8869	1102	10.0	12.4	92	392	10.4	4.4	95								
REMINGTON STEELE	N	7743	1254	11.4	16.2	119	447	11.8	5.8	124								
RIPLEY'S BELIEVE IT - NOT	A	5345	698	6.4	13.1	96	*203	5.4	3.8	82								
RIPTIDE	N	6988	1150	10.5	16.5	121	412	10.9	5.9	127								
SCARECROW & MRS. KING	C	10002	1240	11.3	12.4	91	573	15.2	5.7	123								
SIMON & SIMON	C	10638	1483	13.5	13.9	103	564	14.9	5.3	114								
60 MINUTES	C	13293	1526	13.9	11.5	85	524	13.9	3.9	85								
ST. ELSEWHERE	N	7017	1070	9.7	15.2	113	439	11.6	6.3	134								
THREE'S COMPANY	A	10917	1333	12.1	12.2	90	430	11.4	3.9	85								
T.J. HOOKER	A	9204	1237	11.3	13.4	99	350	9.3	3.8	82								
TONIGHT SHOW	N	2372	329	3.0	13.9	102	112	3.0	4.7	101								
TRAPPER JOHN, M.D.	C	9846	1257	11.5	12.8	94	373	9.9	3.8	81								
TV BLOOPERS & PRAC. JOKES	N	9105	1373	12.5	15.1	111	417	11.1	4.6	98								
20/20	A	9387	1056	9.6	11.2	83	329	8.7	3.5	75								
WEBSTER	A	11067	1374	12.5	12.4	92	433	11.5	3.9	84								
WORLD NEWS - SUN	A	3062	*277	2.5	9.0	67	**110	2.9	3.6	77								
YELLOW ROSE	N	4978	696	6.3	14.0	103	*234	6.2	4.7	101								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1605	14.6	18.1	133	*440	11.7	5.0	106								
BASKETBALL - COLLEGE GAMES		4080	557	5.1	13.7	101	**204	5.4	5.0	107								
BASKETBALL - PRO GAMES		3607	*514	4.7	14.3	105	**155	4.1	4.3	92								
BOWLING		3883	703	6.4	18.1	134	**177	4.7	4.6	98								
BOXING		3928	700	6.4	17.8	131	**195	5.2	5.0	107								
FOOTBALL - COLLEGE GAMES		6366	891	8.1	14.0	103	*427	11.3	6.7	144								
FOOTBALL - PRO GAMES		11300	2001	18.2	17.7	131	699	18.5	6.2	133								
GOLF		3378	*369	3.4	10.9	81	**187	5.0	5.5	119								
POST-SEASON COLL. FOOTBALL		4906	804	7.3	16.4	121	*371	9.8	7.6	162								
POST-SEASON PRO FOOTBALL		6120	908	8.3	14.8	109	*543	14.4	8.9	190								
TENNIS		3033	*427	3.9	14.1	104	**131	3.5	4.3	93								
WRESTLING - PROFESSIONAL		3344	699	6.4	20.9	154	**136	3.6	4.1	87								

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	COUNTRY TIME A '000	B % DOWN	C % ACROSS	D INDX	HAWAIIAN PUNCH A '000	B % DOWN	C % ACROSS	D INDX	HI-C A '000	B % DOWN	C % ACROSS	D INDX	KOOL-AID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7389	100.0	9.1	100	6027	100.0	7.4	100	3945	100.0	4.9	100	25747	100.0	31.8	100
18 - 24	9282	706	9.6	7.6	83	848	14.1	9.1	123	536	13.6	5.8	119	3340	13.0	36.0	113
25 - 34	19072	1894	25.6	9.9	109	1571	26.1	8.2	111	1397	35.4	7.3	150	7922	30.8	41.5	131
35 - 44	14591	1778	24.1	12.2	134	1461	24.2	10.0	135	863	21.9	5.9	121	6133	23.8	42.0	132
45 - 54	11345	1111	15.0	9.8	107	859	14.3	7.6	102	*509	12.9	4.5	92	3552	13.8	31.3	98
55 - 64	11635	1021	13.8	8.8	96	*616	10.2	5.3	71	*342	8.7	2.9	60	2618	10.2	22.5	71
65 OR OLDER	15061	878	11.9	5.8	64	672	11.1	4.5	60	*299	7.6	2.0	41	2183	8.5	14.5	46
18 - 34	28354	2599	35.2	9.2	100	2419	40.1	8.5	115	1932	49.0	6.8	140	11262	43.7	39.7	125
18 - 49	48339	4981	67.4	10.3	113	4458	74.0	9.2	124	3153	79.9	6.5	134	19514	75.8	40.4	127
25 - 54	45008	4783	64.7	10.6	116	3891	64.6	8.6	116	2768	70.2	6.2	126	17607	68.4	39.1	123
35 - 49	19985	2382	32.2	11.9	131	2039	33.8	10.2	137	1221	31.0	6.1	125	8252	32.1	41.3	130
50 OR OLDER	32647	2408	32.6	7.4	81	1569	26.0	4.8	65	791	20.1	2.4	50	6234	24.2	19.1	60
GRADUATED COLLEGE	11155	959	13.0	8.6	94	526	8.7	4.7	63	*355	9.0	3.2	65	2785	10.8	25.0	79
ATTENDED COLLEGE	13682	1421	19.2	10.4	114	919	15.2	6.7	90	614	15.6	4.5	92	4669	18.1	34.1	107
GRADUATED HIGH SCHOOL	33880	3264	44.2	9.6	106	2813	46.7	8.3	112	1883	47.7	5.6	114	12040	46.8	35.5	112
DID NOT GRADUATE HIGH SCHOOL	22270	1746	23.6	7.8	86	1769	29.4	7.9	107	1093	27.7	4.9	101	6253	24.3	28.1	88
EMPLOYED	40306	3947	53.4	9.8	107	2981	49.5	7.4	99	1930	48.9	4.8	98	13610	52.9	33.8	106
EMPLOYED FULL-TIME	32850	3114	42.1	9.5	104	2450	40.7	7.5	100	1658	42.0	5.0	104	10801	42.0	32.9	103
EMPLOYED PART-TIME	7456	833	11.3	11.2	122	*531	8.8	7.1	96	*272	6.9	3.6	75	2809	10.9	37.7	119
NOT EMPLOYED	40680	3441	46.6	8.5	93	3046	50.5	7.5	101	2015	51.1	5.0	102	12137	47.1	29.8	94
PROFESSIONAL/MANAGER	10392	858	11.6	8.3	90	*400	6.6	3.8	52	*309	7.8	3.0	61	3022	11.7	29.1	91
TECH/CLERICAL/SALES	17574	1765	23.9	10.0	110	1331	22.1	7.6	102	798	20.2	4.5	93	6118	23.8	34.8	110
PRECISION/CRAFT	985	**101	1.4	10.3	112	**87	1.4	8.8	119	**46	1.2	4.7	96	*290	1.1	29.4	93
OTHER EMPLOYED	11354	1223	16.6	10.8	118	1163	19.3	10.2	138	777	19.7	6.8	140	4180	16.2	36.8	116
SINGLE	9863	774	10.5	7.8	86	679	11.3	6.9	93	470	11.9	4.8	98	2640	10.3	26.8	84
MARRIED	51375	5280	71.5	10.3	113	3803	63.1	7.4	99	2601	65.9	5.1	104	18207	70.7	35.4	111
DIVORCED/SEPARATED/WIDOWED	19748	1335	18.1	6.8	74	1544	25.6	7.8	105	873	22.1	4.4	91	4901	19.0	24.8	78
PARENTS	32590	3705	50.1	11.4	125	3595	59.6	11.0	148	2592	65.7	8.0	163	15543	60.4	47.7	150
WHITE	70416	6526	88.3	9.3	102	4809	79.8	6.8	92	3068	77.8	4.4	89	22125	85.9	31.4	99
BLACK	8778	706	9.6	8.0	88	1063	17.6	12.1	163	797	20.2	9.1	186	3263	12.7	37.2	117
OTHER	1791	**156	2.1	8.7	95	**156	2.6	8.7	117	**80	2.0	4.5	92	**359	1.4	20.0	63
NORTHEAST-CENSUS	17786	2043	27.6	11.5	126	1521	25.2	8.6	115	939	23.8	5.3	108	4074	15.8	22.9	72
NORTH CENTRAL	20741	2568	34.8	12.4	136	1637	27.2	7.9	106	1222	31.0	5.9	121	8662	33.6	41.8	131
SOUTH	27775	1861	25.2	6.7	73	2029	33.7	7.3	98	1226	31.1	4.4	91	9285	36.1	33.4	105
WEST	14683	917	12.4	6.2	68	841	14.0	5.7	77	*557	14.1	3.8	78	3726	14.5	25.4	80
NORTHEAST-MKTG.	17961	1932	26.1	10.8	118	1622	26.9	9.0	121	900	22.8	5.0	103	3743	14.5	20.8	66
EAST CENTRAL	11885	1214	16.4	10.2	112	805	13.4	6.8	91	561	14.2	4.7	97	4447	17.3	37.4	118
WEST CENTRAL	14090	1809	24.5	12.8	141	1154	19.1	8.2	110	879	22.3	6.2	128	5901	22.9	41.9	132
SOUTH	24081	1651	22.3	6.9	75	1741	28.9	7.2	97	1113	28.2	4.6	95	8513	33.1	35.4	111
PACIFIC	12969	782	10.6	6.0	66	706	11.7	5.4	73	*491	12.4	3.8	78	3143	12.2	24.2	76
COUNTY SIZE A	32439	2560	34.6	7.9	86	2267	37.6	7.0	94	1380	35.0	4.3	87	7647	29.7	23.6	74
COUNTY SIZE B	24915	2708	36.6	10.9	119	1662	27.6	6.7	90	1321	33.5	5.3	109	9116	35.4	36.6	115
COUNTY SIZE C	12930	986	13.3	7.6	84	1043	17.3	8.1	108	627	15.9	4.8	100	4535	17.6	35.1	110
COUNTY SIZE D	10703	1135	15.4	10.6	116	1055	17.5	9.9	132	616	15.6	5.8	118	4450	17.3	41.6	131
METRO CENTRAL CITY	24518	2073	28.1	8.5	93	1767	29.3	7.2	97	1244	31.5	5.1	104	7011	27.2	28.6	90
METRO SUBURBAN	35919	3372	45.6	9.4	103	2345	38.9	6.5	88	1578	40.0	4.4	90	10889	42.3	30.3	95
NON METRO	20549	1944	26.3	9.5	104	1915	31.8	9.3	125	1123	28.5	5.5	112	7848	30.5	38.2	120
TOP 5 ADI'S	18341	1566	21.2	8.5	94	1477	24.5	8.1	108	936	23.7	5.1	105	3862	15.0	21.1	66
TOP 10 ADI'S	25378	1999	27.1	7.9	86	1845	30.6	7.3	98	1090	27.6	4.3	88	5417	21.0	21.3	67
TOP 20 ADI'S	36488	2876	38.9	7.9	86	2616	43.4	7.2	96	1635	41.4	4.5	92	8766	34.0	24.0	76
HSHLD INC. $50,000 OR MORE	6612	742	10.0	11.2	123	*303	5.0	4.6	62	**267	6.8	4.0	83	1930	7.5	29.2	92
$40,000 OR MORE	12659	1331	18.0	10.5	115	732	12.1	5.8	78	*505	12.8	4.0	82	4070	15.8	32.2	101
$30,000 OR MORE	24698	2687	36.4	10.9	119	1639	27.2	6.6	89	1073	27.2	4.3	89	7826	30.4	31.7	100
$25,000 OR MORE	32077	3434	46.5	10.7	117	2286	37.9	7.1	96	1470	37.3	4.6	94	10408	40.4	32.4	102
$20,000 - $24,999	9144	764	10.3	8.4	92	*644	10.7	7.0	95	*429	10.9	4.7	96	3135	12.2	34.3	108
$15,000 - $19,999	8728	697	9.4	8.0	88	689	11.4	7.9	106	*407	10.3	4.7	96	2960	11.5	33.9	107
$10,000 - $14,999	12562	1206	16.3	9.6	105	1047	17.4	8.3	112	698	17.7	5.6	114	4162	16.2	33.1	104
UNDER $10,000	18475	1288	17.4	7.0	76	1361	22.6	7.4	99	941	23.9	5.1	105	5083	19.7	27.5	87
HOUSEHOLD OF 1 PERSON	11987	575	7.8	4.8	53	530	8.8	4.4	59	260	6.6	2.2	45	1785	6.9	14.9	47
2 PEOPLE	26577	2294	31.0	8.6	95	1339	22.2	5.0	68	788	20.0	3.0	61	5495	21.3	20.7	65
3 OR 4 PEOPLE	30617	2972	40.2	9.7	106	2678	44.4	8.7	118	1882	47.7	6.1	126	12375	48.1	40.4	127
5 OR MORE PEOPLE	11804	1548	21.0	13.1	144	1480	24.6	12.5	168	1015	25.7	8.6	177	6093	23.7	51.6	162
NO CHILD IN HSHLD	46165	3499	47.4	7.6	83	2196	36.4	4.8	64	1243	31.5	2.7	55	9275	36.0	20.1	63
CHILD(REN) UNDER 2 YRS	5325	*459	6.2	8.6	94	*514	8.5	9.7	130	*371	9.4	7.0	143	2560	9.9	48.1	151
2 - 5 YEARS	14221	1416	19.2	10.0	109	1408	23.4	9.9	133	1258	31.9	8.8	182	6566	25.5	46.2	145
6 - 11 YEARS	15117	1797	24.3	11.9	130	1718	28.5	11.4	153	1138	28.8	7.5	155	7457	29.0	49.3	155
12 - 17 YEARS	16611	2087	28.2	12.6	138	1947	32.3	11.7	157	1121	28.4	6.7	139	7936	30.8	47.8	150
RESIDENCE OWNED	55884	5440	73.6	9.7	107	3922	65.1	7.0	94	2453	62.2	4.4	90	18008	69.9	32.2	101
VALUE: $50,000 OR MORE	31744	3044	41.2	9.6	105	1766	29.3	5.6	75	1119	28.4	3.5	72	9452	36.7	29.8	94
VALUE: UNDER $50,000	24140	2396	32.4	9.9	109	2156	35.8	8.9	120	1334	33.8	5.5	113	8556	33.2	35.4	111

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	COUNTRY TIME A '000	COUNTRY TIME B % DOWN	COUNTRY TIME C % ACROSS	COUNTRY TIME D INDX	HAWAIIAN PUNCH A '000	HAWAIIAN PUNCH B % DOWN	HAWAIIAN PUNCH C % ACROSS	HAWAIIAN PUNCH D INDX	HI-C A '000	HI-C B % DOWN	HI-C C % ACROSS	HI-C D INDX	KOOL-AID A '000	KOOL-AID B % DOWN	KOOL-AID C % ACROSS	KOOL-AID D INDX
TOTAL FEMALE HOMEMAKERS		80986	7389	100.0	9.1	100	6027	100.0	7.4	100	3945	100.0	4.9	100	25747	100.0	31.8	100
MAGAZINES	QUINTILE 1	15799	1560	21.1	9.9	108	1203	20.0	7.6	102	857	21.7	5.4	111	5698	22.1	36.1	113
	QUINTILE 2	17259	1862	25.2	10.8	118	1377	22.8	8.0	107	923	23.4	5.3	110	5824	22.6	33.7	106
	QUINTILE 3	13545	1277	17.3	9.4	103	971	16.1	7.2	96	702	17.8	5.2	106	4317	16.8	31.9	100
	QUINTILE 4	15133	1265	17.1	8.4	92	1154	19.1	7.6	102	695	17.6	4.6	94	4944	19.2	32.7	103
	QUINTILE 5	19250	1425	19.3	7.4	81	1321	21.9	6.9	92	768	19.5	4.0	82	4964	19.3	25.8	81
NEWSPAPERS	QUINTILE 1	12413	1297	17.6	10.4	115	741	12.3	6.0	80	492	12.5	4.0	81	3226	12.5	26.0	82
	QUINTILE 2	24116	2287	31.0	9.5	104	1663	27.6	6.9	93	1063	26.9	4.4	90	7629	29.6	31.6	100
	QUINTILE 3	11261	1006	13.6	8.9	98	971	16.1	8.6	116	730	18.5	6.5	133	3804	14.8	33.8	106
	QUINTILE 4	20255	1830	24.8	9.0	99	1578	26.2	7.8	105	943	23.9	4.7	96	6986	27.1	34.5	108
	QUINTILE 5	12940	969	13.1	7.5	82	1073	17.8	8.3	111	716	18.1	5.5	114	4103	15.9	31.7	100
OUTDOOR	QUINTILE 1	14852	1397	18.9	9.4	103	1137	18.9	7.7	103	728	18.5	4.9	101	5089	19.8	34.3	108
	QUINTILE 2	15725	1698	23.0	10.8	118	1142	18.9	7.3	98	865	21.9	5.5	113	5353	20.8	34.0	107
	QUINTILE 3	12330	1401	19.0	8.6	94	1270	21.1	7.8	105	901	22.8	5.5	113	5340	20.7	32.7	103
	QUINTILE 4	16744	1553	21.0	9.3	102	1237	20.5	7.4	99	708	17.9	4.2	87	5092	19.8	30.4	96
	QUINTILE 5	17334	1339	18.1	7.7	85	1242	20.6	7.2	96	744	18.9	4.3	88	4873	18.9	28.1	88
RADIO-DRIVE TIME	QUINTILE 1	15911	1633	22.1	10.3	112	1414	23.5	8.9	119	925	23.4	5.8	119	5389	20.9	33.9	107
	QUINTILE 2	14837	1545	20.9	10.4	114	1070	17.8	7.2	97	693	17.6	4.7	96	5083	19.7	34.3	108
	QUINTILE 3	15339	1318	17.8	8.6	94	1164	19.3	7.6	102	832	21.1	5.4	111	4873	18.9	31.8	100
	QUINTILE 4	16723	1521	20.6	9.1	100	1203	20.0	7.2	97	860	21.8	5.1	106	5472	21.3	32.7	103
	QUINTILE 5	18176	1372	18.6	7.5	83	1177	19.5	6.5	87	635	16.1	3.5	72	4930	19.1	27.1	85
RADIO-MID-DAY	TERCILE 1	21020	2156	29.2	10.3	112	1804	29.9	8.6	115	1135	28.8	5.4	111	7027	27.3	33.4	105
	TERCILE 2	21610	1965	26.6	9.1	100	1744	28.9	8.1	108	1264	32.0	5.8	120	7645	29.7	35.4	111
	TERCILE 3	38355	3268	44.2	8.5	93	2479	41.1	6.5	87	1546	39.2	4.0	83	11075	43.0	28.9	91
RADIO-TOTAL	QUINTILE 1	15988	1583	21.4	9.9	109	1481	24.6	9.3	124	879	22.3	5.5	113	5402	21.0	33.8	106
	QUINTILE 2	15626	1456	19.7	9.3	102	1346	22.3	8.6	116	923	23.4	5.9	121	5525	21.5	35.4	111
	QUINTILE 3	16723	1703	23.0	10.2	112	1082	18.0	6.5	87	919	23.3	5.5	113	5486	21.3	32.8	103
	QUINTILE 4	16342	1373	18.6	8.4	92	1243	20.6	7.6	102	691	17.5	4.2	87	5086	19.8	31.1	98
	QUINTILE 5	16306	1274	17.2	7.8	86	875	14.5	5.4	72	533	13.5	3.3	67	4249	16.5	26.1	82
TV-PRIME TIME	QUINTILE 1	15953	1472	19.9	9.2	101	1424	23.6	8.9	120	862	21.9	5.4	111	4912	19.1	30.8	97
	QUINTILE 2	16137	1427	19.3	8.8	97	1265	21.0	7.8	105	804	20.4	5.0	102	5356	20.8	33.2	104
	QUINTILE 3	16420	1489	20.2	9.1	99	1217	20.2	7.4	100	691	17.5	4.2	86	5501	21.4	33.5	105
	QUINTILE 4	16687	1434	19.4	8.6	94	965	16.0	5.8	78	803	20.4	4.8	99	5189	20.2	31.1	98
	QUINTILE 5	15789	1567	21.2	9.9	109	1157	19.2	7.3	98	786	19.9	5.0	102	4791	18.6	30.3	95
TV-DAYTIME	TERCILE 1	27736	2436	33.0	8.8	96	2443	40.5	8.8	118	1707	43.3	6.2	126	9293	36.1	33.5	105
	TERCILE 2	26489	2645	35.8	10.0	109	1902	31.6	7.2	96	1274	32.3	4.8	99	8811	34.2	33.3	105
	TERCILE 3	26761	2308	31.2	8.6	95	1682	27.9	6.3	84	964	24.4	3.6	74	7644	29.7	28.6	90
TV-TOTAL	QUINTILE 1	16345	1462	19.8	8.9	98	1566	26.0	9.6	129	1042	26.4	6.4	131	5011	19.5	30.7	96
	QUINTILE 2	16447	1355	18.3	8.2	90	1375	22.8	8.4	112	819	20.8	5.0	102	5586	21.7	34.0	107
	QUINTILE 3	15980	1481	20.0	9.3	102	1053	17.5	6.6	89	755	19.1	4.7	97	5273	20.5	33.0	104
	QUINTILE 4	15887	1550	21.0	9.8	107	892	14.8	5.6	75	627	15.9	3.9	81	5160	20.0	32.5	102
	QUINTILE 5	16326	1541	20.9	9.4	103	1142	18.9	7.0	94	702	17.8	4.3	88	4718	18.3	28.9	91
MAGAZINES-NEWSPAPERS: DUAL		20721	2233	30.2	10.8	118	1520	25.2	7.3	99	1086	27.5	5.2	108	6788	26.4	32.8	103
MAGAZINE IMPERATIVE		19186	1852	25.1	9.7	106	1620	26.9	8.4	113	1145	29.0	6.0	123	7260	28.2	37.8	119
NEWSPAPER IMPERATIVE		21899	1872	25.3	8.5	94	1367	22.7	6.2	84	913	23.1	4.2	86	5949	23.1	27.2	85
MAGAZINES-OUTDOOR: DUAL		15451	1811	24.5	11.7	128	1221	20.3	7.9	106	835	21.2	5.4	111	5703	22.2	36.9	116
MAGAZINE IMPERATIVE		25953	2316	31.3	8.9	98	1936	32.1	7.5	100	1261	32.0	4.9	100	8239	32.0	31.7	100
OUTDOOR IMPERATIVE		24400	2071	28.0	8.5	93	1755	29.1	7.2	97	1237	31.4	5.1	104	7603	29.5	31.2	98
MAGAZINES-RADIO: DUAL		18049	1720	23.3	9.5	104	1608	26.7	8.9	120	1143	29.0	6.3	130	6375	24.8	35.3	111
MAGAZINE IMPERATIVE		23571	2461	33.3	10.4	114	1540	25.6	6.5	88	986	25.0	4.2	86	7734	30.0	32.8	103
RADIO IMPERATIVE		23278	2158	29.2	9.3	102	1850	30.7	7.9	107	1175	29.8	5.0	104	7577	29.4	32.6	102
MAGAZINES-TELEVISION: DUAL		15459	1314	17.8	8.5	93	1211	20.1	7.8	105	802	20.3	5.2	107	5430	21.1	35.1	110
MAGAZINE IMPERATIVE		25829	2792	37.8	10.8	118	1812	30.1	7.0	94	1326	33.6	5.1	105	8775	34.1	34.0	107
TELEVISION IMPERATIVE		26039	2085	28.2	8.0	88	2166	35.9	8.3	112	1397	35.4	5.4	110	7811	30.3	30.0	94
NEWSPAPERS-OUTDOOR: DUAL		16605	1804	24.4	10.9	119	1073	17.8	6.5	87	831	21.1	5.0	103	5547	21.5	33.4	105
NEWSPAPER IMPERATIVE		26834	2375	32.1	8.9	97	1880	31.2	7.0	94	1153	29.2	4.3	88	7657	29.7	28.5	90
OUTDOOR IMPERATIVE		23346	2088	28.3	8.9	98	1940	32.2	8.3	112	1312	33.3	5.6	115	8184	31.8	35.1	110
NEWSPAPERS-RADIO: DUAL		17133	1799	24.3	10.5	115	1415	23.5	8.3	111	947	24.0	5.5	113	5352	20.8	31.2	98
NEWSPAPER IMPERATIVE		25892	2390	32.3	9.2	101	1448	24.0	5.6	75	1029	26.1	4.0	82	7523	29.2	29.1	91
RADIO IMPERATIVE		23167	2032	27.5	8.8	96	2047	34.0	8.8	119	1385	35.1	6.0	123	8469	32.9	36.6	115
NEWSPAPERS-TELEVISION: DUAL		17159	1537	20.8	9.0	98	1383	22.9	8.1	108	717	18.2	4.2	86	5217	20.3	30.4	96
NEWSPAPER IMPERATIVE		26214	2644	35.8	10.1	111	1559	25.9	5.9	80	1140	28.9	4.3	89	7861	30.5	30.0	94
TELEVISION IMPERATIVE		23412	1987	26.9	8.5	93	2148	35.6	9.2	123	1497	37.9	6.4	131	8265	32.1	35.3	111
OUTDOOR-RADIO: DUAL		15303	1595	21.6	10.4	114	1415	23.5	9.2	124	997	25.3	6.5	134	5791	22.5	37.8	119
OUTDOOR IMPERATIVE		24901	2280	30.9	9.2	100	1595	26.5	6.4	86	1081	27.4	4.3	89	7658	29.7	30.8	97
RADIO IMPERATIVE		26492	2490	33.7	9.4	103	2066	34.3	7.8	105	1375	34.9	5.2	107	8515	33.1	32.1	101
OUTDOOR-TELEVISION: DUAL		14794	1492	20.2	10.1	111	1277	21.2	8.6	116	828	21.0	5.6	115	5178	20.1	35.0	110
OUTDOOR IMPERATIVE		25437	2584	35.0	10.2	111	1655	27.5	6.5	87	1266	32.1	5.0	102	8454	32.8	33.2	105
TELEVISION IMPERATIVE		27877	2276	30.8	8.2	89	2345	38.9	8.4	113	1467	37.2	5.3	108	8622	33.5	30.9	97
RADIO-TELEVISION: DUAL		15996	1572	21.3	9.8	108	1564	25.9	9.8	131	973	24.7	6.1	125	5588	21.7	34.9	110
RADIO IMPERATIVE		25478	2563	34.7	10.1	110	1764	29.3	6.9	93	1262	32.0	5.0	102	8453	32.8	33.2	104
TELEVISION IMPERATIVE		26573	2066	28.0	7.8	85	1881	31.2	7.1	95	1322	33.5	5.0	102	8031	31.2	30.2	95

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	COUNTRY TIME A '000	B % DOWN	C % ACROSS	D INDX	HAWAIIAN PUNCH A '000	B % DOWN	C % ACROSS	D INDX	HI-C A '000	B % DOWN	C % ACROSS	D INDX	KOOL-AID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7389	100.0	9.1	100	6027	100.0	7.4	100	3945	100.0	4.9	100	25747	100.0	31.8	100
ATLANTIC MONTHLY	415	**30	0.4	7.2	79	**17	0.3	4.1	55	**20	0.5	4.8	99	**84	0.3	20.2	64
BARRON'S	453	**21	0.3	4.6	51	**25	0.4	5.5	74	**7	0.2	1.5	32	**108	0.4	23.8	75
BETTER HOMES & GARDENS	16256	1824	24.7	11.2	123	1320	21.9	8.1	109	960	24.3	5.9	121	5816	22.6	35.8	113
BON APPETIT	2535	*165	2.2	6.5	71	**85	1.4	3.4	45	**101	2.6	4.0	82	682	2.6	26.9	85
BUSINESS WEEK	1278	**132	1.8	10.3	113	**109	1.8	8.5	115	**31	0.8	2.4	50	366	1.4	28.6	90
CAR AND DRIVER	378	**7	0.1	1.9	20	**27	0.4	7.1	96	**21	0.5	5.6	114	**125	0.5	33.1	104
CBS MAGAZINE NETWORK (GROSS)	1498	**100	1.4	6.7	73	*151	2.5	10.1	135	*136	3.4	9.1	186	526	2.0	35.1	110
CHANGING TIMES	1505	**120	1.6	8.0	87	**115	1.9	7.6	103	**115	2.9	7.6	157	513	2.0	34.1	107
COLONIAL HOMES	1231	**79	1.1	6.4	70	*137	2.3	11.1	150	**125	3.2	10.2	208	377	1.5	30.6	96
CONDE NAST MAG. PKG. (GROSS)	14146	1238	16.8	8.8	96	1107	18.4	7.8	105	892	22.6	6.3	129	4699	18.3	33.2	104
CONSUMERS DIGEST	1323	**150	2.0	11.3	124	**91	1.5	6.9	92	**90	2.3	6.8	140	460	1.8	34.8	109
COSMOPOLITAN	7102	590	8.0	8.3	91	610	10.1	8.6	115	494	12.5	7.0	143	2531	9.8	35.6	112
COUNTRY LIVING	2481	252	3.4	10.2	111	*159	2.6	6.4	86	*147	3.7	5.9	122	830	3.2	33.5	105
CUISINE	1472	**104	1.4	7.1	77	**58	1.0	3.9	53	**34	0.9	2.3	47	396	1.5	26.9	85
CYCLE WORLD	425	**62	0.8	14.6	160	**75	1.2	17.6	237	**48	1.2	11.3	232	*166	0.6	39.1	123
DCI:CREATIVE IDEAS FOR LIV	2510	*268	3.6	10.7	117	255	4.2	10.2	137	*175	4.4	7.0	143	751	2.9	29.9	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	624	8.4	9.3	102	491	8.1	7.3	99	286	7.2	4.3	88	2041	7.9	30.5	96
DISCOVER	894	**78	1.1	8.7	96	**69	1.1	7.7	104	**66	1.7	7.4	152	323	1.3	36.1	114
EBONY	3507	301	4.1	8.6	94	463	7.7	13.2	177	341	8.6	9.7	200	1380	5.4	39.3	124
ESQUIRE	1083	**93	1.3	8.6	94	**98	1.6	9.0	122	**98	2.5	9.0	186	331	1.3	30.6	96
ESSENCE	1830	*124	1.7	6.8	74	245	4.1	13.4	180	218	5.5	11.9	245	825	3.2	45.1	142
FAMILY CIRCLE	15930	1738	23.5	10.9	120	1296	21.5	8.1	109	828	21.0	5.2	107	5670	22.0	35.6	112
THE FAMILY HANDYMAN	1126	**126	1.7	11.2	123	**83	1.4	7.4	99	**75	1.9	6.7	137	381	1.5	33.8	106
FAMILY WEEKLY	11468	1128	15.3	9.8	108	783	13.0	6.8	92	697	17.7	6.1	125	4102	15.9	35.8	113
FIELD & STREAM	2234	*281	3.8	12.6	138	*218	3.6	9.8	131	*141	3.6	6.3	130	916	3.6	41.0	129
FOOD & WINE	579	**65	0.9	11.2	123	**69	1.1	11.9	160	**33	0.8	5.7	117	**99	0.4	17.1	54
FORBES	728	**55	0.7	7.6	83	**45	0.7	6.2	83	**17	0.4	2.3	48	**98	0.4	13.5	42
FORTUNE	906	**131	1.8	14.5	158	**74	1.2	8.2	110	**19	0.5	2.1	43	*235	0.9	25.9	82
GENTLEMEN'S QUARTERLY	791	**85	1.2	10.7	118	**144	2.4	18.2	245	**123	3.1	15.5	319	294	1.1	37.2	117
GLAMOUR	5265	597	8.1	11.3	124	454	7.5	8.6	116	296	7.5	5.6	115	1837	7.1	34.9	110
GOLF DIGEST	636	**102	1.4	16.0	176	**20	0.3	3.1	42	**37	0.9	5.8	119	*276	1.1	43.4	137
GOLF DIGEST/TENNIS (GROSS)	1186	*152	2.1	12.8	140	**50	0.8	4.2	57	**64	1.6	5.4	111	453	1.8	38.2	120
GOLF MAGAZINE	441	**63	0.9	14.3	157	**7	0.1	1.6	21	**24	0.6	5.4	112	**163	0.6	37.0	116
GOLF MAGAZINE/SKI (GROSS)	922	**122	1.7	13.2	145	**46	0.8	5.0	67	**74	1.9	8.0	165	328	1.3	35.6	112
GOOD HOUSEKEEPING	16487	1738	23.5	10.5	116	1201	19.9	7.3	98	851	21.6	5.2	106	6180	24.0	37.5	118
HARPER'S BAZAAR	2423	*245	3.3	10.1	111	*181	3.0	7.5	100	*171	4.3	7.1	145	675	2.6	27.9	88
HEALTH	1994	*194	2.6	9.7	107	*151	2.5	7.6	102	*122	3.1	6.1	126	714	2.8	35.8	113
HEARST MAG CORP. BUY (GROSS)	44101	4379	59.3	9.9	109	3308	54.9	7.5	101	2518	63.8	5.7	117	15458	60.0	35.1	110
HEARST MAN POWER (GROSS)	1993	*203	2.7	10.2	112	**106	1.8	5.3	71	**115	2.9	5.8	118	708	2.7	35.5	112
HEARST WOMAN POWER (GROSS)	31274	3142	42.5	10.0	110	2450	40.7	7.8	105	1761	44.6	5.6	116	11478	44.6	36.7	115
HOUSE BEAUTIFUL	3623	371	5.0	10.2	112	224	3.7	6.2	83	*166	4.2	4.6	94	1082	4.2	29.9	94
INC.	283	**24	0.3	8.5	93	**40	0.7	14.1	190	**9	0.2	3.2	65	**79	0.3	27.9	88
JET	2928	302	4.1	10.3	113	474	7.9	16.2	218	422	10.7	14.4	296	1246	4.8	42.6	134
LADIES' HOME JOURNAL	11918	1279	17.3	10.7	118	998	16.6	8.4	113	549	13.9	4.6	95	4176	16.2	35.0	110
LHJ FAMILY GRP COMBO(GROSS)	16764	1875	25.4	11.2	123	1314	21.8	7.8	105	782	19.8	4.7	96	6170	24.0	36.8	116
LIFE	4254	444	6.0	10.4	114	420	7.0	9.9	133	255	6.5	6.0	123	1457	5.7	34.3	108
L.A. TIMES HOME MAGAZINE	1145	**9	0.1	0.8	9	**17	0.3	1.5	20	**13	0.3	1.1	23	**116	0.5	10.1	32
MADEMOISELLE	2884	*245	3.3	8.5	93	252	4.2	8.7	117	*218	5.5	7.6	155	1041	4.0	36.1	114
MC CALL'S	13460	1387	18.8	10.3	113	1137	18.9	8.4	114	703	17.8	5.2	107	4894	19.0	36.4	114
MC CALL'S/WRK MOTHER (GROSS)	14606	1534	20.8	10.5	115	1282	21.3	8.8	118	892	22.6	6.1	125	5406	21.0	37.0	116
MECHANIX ILLUSTRATED	772	**39	0.5	5.1	55	**34	0.6	4.4	59	**48	1.2	6.2	128	294	1.1	38.1	120
METROPOLITAN HOME	967	**87	1.2	9.0	99	**58	1.0	6.0	81	**49	1.2	5.1	104	*199	0.8	20.6	65
MONEY	1588	**91	1.2	5.7	63	*131	2.2	8.2	111	**115	2.9	7.2	149	402	1.6	25.3	80
MOTHER EARTH NEWS	1002	*120	1.6	12.0	131	**46	0.8	4.6	62	**44	1.1	4.4	90	412	1.6	41.1	129
MS.	825	**69	0.9	8.4	92	**60	1.0	7.3	98	**61	1.5	7.4	152	277	1.1	33.6	106
NATIONAL ENQUIRER	10336	1099	14.9	10.6	117	939	15.6	9.1	122	674	17.1	6.5	134	3839	14.9	37.1	117
NATIONAL GEOGRAPHIC	9597	923	12.5	9.6	105	656	10.9	6.8	92	337	8.5	3.5	72	2874	11.2	29.9	94
NATIONAL SUNDAY MAGAZINE PKG	49558	4726	64.0	9.5	105	3401	56.4	6.9	92	2441	61.9	4.9	101	15433	59.9	31.1	98
NATURAL HISTORY	573	**12	0.2	2.1	23	**36	0.6	6.3	84	**20	0.5	3.5	72	**146	0.6	25.5	80
NEW WOMAN	1699	**100	1.4	5.9	65	*168	2.8	9.9	133	**95	2.4	5.6	115	603	2.3	35.5	112
NEW YORK INCLUDING CUE	443	**34	0.5	7.7	84	**37	0.6	8.4	112	**50	1.3	11.3	232	**74	0.3	16.7	53
THE NEW YORKER	1270	**105	1.4	8.3	91	**94	1.6	7.4	99	**46	1.2	3.6	74	*234	0.9	18.4	58
NEWSWEEK	6277	513	6.9	8.2	90	427	7.1	6.8	91	316	8.0	5.0	103	1861	7.2	29.6	93
THE N.Y. TIMES DAILY EDITION	1205	**111	1.5	9.2	101	**61	1.0	5.1	68	**40	1.0	3.3	68	**135	0.5	11.2	35
THE N.Y. TIMES MAGAZINE	2081	*205	2.8	9.9	108	**103	1.7	4.9	67	**65	1.6	3.1	64	*274	1.1	13.2	41
OMNI	788	**51	0.7	6.5	71	**56	0.9	7.1	95	**64	1.6	8.1	167	231	0.9	29.3	92
ON CABLE	1158	**60	0.8	5.2	57	**81	1.3	7.0	94	**72	1.8	6.2	128	639	2.5	55.2	174
1001 HOME IDEAS	2852	402	5.4	14.1	154	*165	2.7	5.8	78	*110	2.8	3.9	79	1280	5.0	44.9	141
ORGANIC GARDENING	1658	*249	3.4	15.0	165	*120	2.0	7.2	97	*100	2.5	6.0	124	671	2.6	40.5	127
OUTDOOR LIFE	896	*115	1.6	12.8	141	**109	1.8	12.2	163	**72	1.8	8.0	165	358	1.4	40.0	126
PARADE MAGAZINE	24275	2238	30.3	9.2	101	1756	29.1	7.2	97	979	24.8	4.0	83	7376	28.6	30.4	96

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0547
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	TOTAL U.S. '000	COUNTRY TIME A '000	B % DOWN	C % ACROSS	D INDX	HAWAIIAN PUNCH A '000	B % DOWN	C % ACROSS	D INDX	HI-C A '000	B % DOWN	C % ACROSS	D INDX	KOOL-AID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7389	100.0	9.1	100	6027	100.0	7.4	100	3945	100.0	4.9	100	25747	100.0	31.8	100
PARENTS	3845	291	3.9	7.6	83	401	6.7	10.4	140	264	6.7	6.9	141	1781	6.9	46.3	146
PENTHOUSE	831	**47	0.6	5.7	62	**66	1.1	7.9	107	**66	1.7	7.9	163	372	1.4	44.8	141
PEOPLE	11645	1048	14.2	9.0	99	877	14.6	7.5	101	688	17.4	5.9	121	4072	15.8	35.0	110
PLAYBOY	2006	*156	2.1	7.8	85	*139	2.3	6.9	93	*132	3.3	6.6	135	665	2.6	33.2	104
POPULAR HOT RODDING	297	**59	0.8	19.9	218	**47	0.8	15.8	213	**30	0.8	10.1	207	**101	0.4	34.0	107
POPULAR MECHANICS	1018	**108	1.5	10.6	116	**47	0.8	4.6	62	**47	1.2	4.6	95	289	1.1	28.4	89
POPULAR SCIENCE	878	**84	1.1	9.6	105	**55	0.9	6.3	84	**46	1.2	5.2	108	*246	1.0	28.0	88
PREVENTION	3913	288	3.9	7.4	81	313	5.2	8.0	107	*107	2.7	2.7	56	1196	4.6	30.6	96
PSYCHOLOGY TODAY	1710	*127	1.7	7.4	81	**107	1.8	6.3	84	**43	1.1	2.5	52	731	2.8	42.7	134
READER'S DIGEST	22204	2090	28.3	9.4	103	1808	30.0	8.1	109	1022	25.9	4.6	94	7487	29.1	33.7	106
REDBOOK	7684	814	11.0	10.6	116	639	10.6	8.3	112	416	10.5	5.4	111	2767	10.7	36.0	113
ROAD & TRACK	410	**11	0.1	2.7	29	**35	0.6	8.5	115	**31	0.8	7.6	155	**110	0.4	26.8	84
ROLLING STONE	969	**115	1.6	11.9	130	**107	1.8	11.0	148	**96	2.4	9.9	203	398	1.5	41.1	129
RUNNER'S WORLD	298	**23	0.3	7.7	85	**34	0.6	11.4	153	**26	0.7	8.7	179	**113	0.4	37.9	119
SATURDAY EVENING POST	1169	*154	2.1	13.2	144	*151	2.5	12.9	174	**84	2.1	7.2	148	460	1.8	39.3	124
SCIENCE 84	587	**23	0.3	3.9	43	**46	0.8	7.8	105	**33	0.8	5.6	115	*174	0.7	29.6	93
SCIENCE DIGEST	482	**41	0.6	8.5	93	**38	0.6	7.9	106	**21	0.5	4.4	89	*225	0.9	46.7	147
SCIENTIFIC AMERICAN	594	**30	0.4	5.1	55	**41	0.7	6.9	93	**17	0.4	2.9	59	*145	0.6	24.4	77
SELF	2089	**102	1.4	4.9	54	*162	2.7	7.8	104	*121	3.1	5.8	119	764	3.0	36.6	115
SEVENTEEN	2411	*220	3.0	9.1	100	*202	3.4	8.4	113	*159	4.0	6.6	135	877	3.4	36.4	114
SKI	480	**58	0.8	12.1	132	**39	0.6	8.1	109	**51	1.3	10.6	218	*165	0.6	34.4	108
SMITHSONIAN	2760	*179	2.4	6.5	71	*101	1.7	3.7	49	**35	0.9	1.3	26	635	2.5	23.0	72
SOAP OPERA DIGEST	3013	264	3.6	8.8	96	322	5.3	10.7	144	223	5.7	7.4	152	1341	5.2	44.5	140
SOUTHERN LIVING	4184	356	4.8	8.5	93	236	3.9	5.6	76	**111	2.8	2.7	54	1290	5.0	30.8	97
SPORT	559	**62	0.8	11.1	122	**99	1.6	17.7	238	**53	1.3	9.5	195	*266	1.0	47.6	150
THE SPORTING NEWS	436	**40	0.5	9.2	101	**66	1.1	15.1	203	**64	1.6	14.7	301	*200	0.8	45.9	144
SPORTS AFIELD	493	**54	0.7	11.0	120	**21	0.3	4.3	57	**47	1.2	9.5	196	*195	0.8	39.6	124
SPORTS ILLUSTRATED	2758	285	3.9	10.3	113	210	3.5	7.6	102	*190	4.8	6.9	141	996	3.9	36.1	114
STAR	7456	685	9.3	9.2	101	729	12.1	9.8	131	432	11.0	5.8	119	2904	11.3	38.9	123
SUNDAY	24936	2485	33.6	10.0	109	1690	28.0	6.8	91	1262	32.0	5.1	104	7034	27.3	28.2	89
SUNSET	2124	**166	2.2	7.8	86	**92	1.5	4.3	58	**132	3.3	6.2	128	607	2.4	28.6	90
TV GUIDE	21661	2110	28.6	9.7	107	1923	31.9	8.9	119	1316	33.4	6.1	125	7726	30.0	35.7	112
TENNIS	550	**50	0.7	9.1	100	**30	0.5	5.5	73	**28	0.7	5.1	105	*178	0.7	32.4	102
TIME	8880	800	10.8	9.0	99	543	9.0	6.1	82	370	9.4	4.2	86	2693	10.5	30.3	95
TOWN & COUNTRY	917	**52	0.7	5.7	62	**46	0.8	5.0	67	**33	0.8	3.6	74	263	1.0	28.7	90
TRAVEL & LEISURE	972	**91	1.2	9.4	103	**65	1.1	6.7	90	**49	1.2	5.0	103	*184	0.7	18.9	60
TRUE STORY	3356	320	4.3	9.5	105	393	6.5	11.7	157	389	9.9	11.6	238	1466	5.7	43.7	137
U.S.NEWS & WORLD REPORT	3410	262	3.5	7.7	84	263	4.4	7.7	104	*155	3.9	4.5	93	1064	4.1	31.2	98
USA TODAY	1759	*172	2.3	9.8	107	**103	1.7	5.9	79	**91	2.3	5.2	106	495	1.9	28.1	89
US	1873	*185	2.5	9.9	108	*197	3.3	10.5	141	*110	2.8	5.9	121	741	2.9	39.6	124
VOGUE	3909	294	4.0	7.5	82	238	3.9	6.1	82	257	6.5	6.6	135	1058	4.1	27.1	85
WALL STREET JOURNAL	1886	*192	2.6	10.2	112	**93	1.5	4.9	66	**60	1.5	3.2	65	427	1.7	22.6	71
WEIGHT WATCHERS	2120	*225	3.0	10.6	116	*162	2.7	7.6	103	**74	1.9	3.5	72	864	3.4	40.8	128
WOMAN'S DAY	14172	1430	19.4	10.1	111	1166	19.3	8.2	111	772	19.6	5.4	112	5150	20.0	36.3	114
WORKING MOTHER	1146	*147	2.0	12.8	141	*144	2.4	12.6	169	*189	4.8	16.5	339	512	2.0	44.7	141
WORKING WOMAN	1322	*150	2.0	11.3	124	*102	1.7	7.7	104	*144	3.7	10.9	224	441	1.7	33.4	105
WORLD TENNIS	*163	**19	0.3	11.7	128	**16	0.3	9.8	132	**21	0.5	12.9	264	**41	0.2	25.2	79
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*189	2.6	7.5	82	*218	3.6	8.6	116	*214	5.4	8.5	174	836	3.2	33.0	104
BLAIR INSERTS	43657	4138	56.0	9.5	104	3080	51.1	7.1	95	2044	51.8	4.7	96	13031	50.6	29.8	94
DAILY NEWSPAPERS																	
READ ANY	51633	5026	68.0	9.7	107	3742	62.1	7.2	97	2376	60.2	4.6	94	16241	63.1	31.5	99
READ ONE	43463	4127	55.9	9.5	104	3264	54.2	7.5	101	2049	51.9	4.7	97	14034	54.5	32.3	102
READ TWO OR MORE	8170	899	12.2	11.0	121	478	7.9	5.9	79	327	8.3	4.0	82	2207	8.6	27.0	85
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4981	67.4	9.5	104	3656	60.7	6.9	93	2524	64.0	4.8	98	16297	63.3	30.9	97
READ ONE	46126	4270	57.8	9.3	101	3294	54.7	7.1	96	2268	57.5	4.9	101	14619	56.8	31.7	100
READ TWO OR MORE	6552	711	9.6	10.9	119	362	6.0	5.5	74	256	6.5	3.9	80	1679	6.5	25.6	81
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.87				27.88				30.65				28.83			
30 DAY REACH	71455	6552	88.7	9.2	100	5286	87.7	7.4	99	3525	89.4	4.9	101	22961	89.2	32.1	101
50 SHWG - 30 DAY AV FREQ	14.56	15.08				14.60				16.07				15.09			
30 DAY REACH	67742	6300	85.3	9.3	102	5048	83.8	7.5	100	3368	85.4	5.0	102	21979	85.4	32.4	102
25 SHWG - 30 DAY AV FREQ	7.94	7.98				7.79				8.59				8.06			
30 DAY REACH	62117	5927	80.2	9.5	105	4702	78.0	7.6	102	3152	79.9	5.1	104	20503	79.6	33.0	104
CABLE TV: HOME WIRED	32077	3224	43.6	10.1	110	2395	39.7	7.5	100	1709	43.3	5.3	109	11323	44.0	35.3	111
HOME NOT WIRED	48909	4165	56.4	8.5	93	3632	60.3	7.4	100	2235	56.7	4.6	94	14425	56.0	29.5	93
HAVE PAY CABLE	15935	1731	23.4	10.9	119	1265	21.0	7.9	107	991	25.1	6.2	128	6462	25.1	40.6	128

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0548
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	TOTAL U.S. '000	COUNTRY TIME A '000	B % DOWN	C % ACROSS	D INDX	HAWAIIAN PUNCH A '000	B % DOWN	C % ACROSS	D INDX	HI-C A '000	B % DOWN	C % ACROSS	D INDX	KOOL-AID A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7389	100.0	9.1	100	6027	100.0	7.4	100	3945	100.0	4.9	100	25747	100.0	31.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4336	58.7	9.9	108	3439	57.1	7.8	105	2283	57.9	5.2	107	14753	57.3	33.6	106
10:00 AM - 3:00 PM	30659	3064	41.5	10.0	110	2614	43.4	8.5	115	1725	43.7	5.6	116	10597	41.2	34.6	109
3:00 PM - 7:00 PM	31045	3019	40.9	9.7	107	2406	39.9	7.8	104	1622	41.1	5.2	107	10540	40.9	34.0	107
7:00 PM - MIDNIGHT	15767	1425	19.3	9.0	99	1264	21.0	8.0	108	872	22.1	5.5	114	5440	21.1	34.5	109
MIDNIGHT - 6:00 AM	9120	825	11.2	9.0	99	688	11.4	7.5	101	512	13.0	5.6	115	3044	11.8	33.4	105
6:00 AM - MIDNIGHT	58527	5691	77.0	9.7	107	4680	77.7	8.0	107	3166	80.3	5.4	111	19663	76.4	33.6	106
ENTIRE DAY	59311	5777	78.2	9.7	107	4736	78.6	8.0	107	3201	81.1	5.4	111	19954	77.5	33.6	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1605	21.7	9.9	109	1332	22.1	8.2	111	799	20.3	4.9	101	5860	22.8	36.2	114
ALL NEWS	2256	*154	2.1	6.8	75	*137	2.3	6.1	82	**87	2.2	3.9	79	471	1.8	20.9	66
AOR/PROGRESSIVE	3874	441	6.0	11.4	125	476	7.9	12.3	165	337	8.5	8.7	179	1364	5.3	35.2	111
BEAUTIFUL MUSIC	5660	457	6.2	8.1	88	414	6.9	7.3	98	*177	4.5	3.1	64	1510	5.9	26.7	84
BLACK	2204	*152	2.1	6.9	76	252	4.2	11.4	154	*167	4.2	7.6	156	836	3.2	37.9	119
CLASSICAL	1418	**88	1.2	6.2	68	**100	1.7	7.1	95	**25	0.6	1.8	36	295	1.1	20.8	65
CHR/ROCK	9538	900	12.2	9.4	103	848	14.1	8.9	119	564	14.3	5.9	121	3422	13.3	35.9	113
COUNTRY	12648	1281	17.3	10.1	111	984	16.3	7.8	105	654	16.6	5.2	106	4964	19.3	39.2	123
GOLDEN OLDIES	1191	**60	0.8	5.0	55	**121	2.0	10.2	137	**53	1.3	4.5	91	314	1.2	26.4	83
MOR/NOSTALGIA	4757	472	6.4	9.9	109	338	5.6	7.1	95	*263	6.7	5.5	113	1437	5.6	30.2	95
NEWS/TALK	3863	300	4.1	7.8	85	*144	2.4	3.7	50	**128	3.2	3.3	68	781	3.0	20.2	64
RELIGIOUS	3084	*268	3.6	8.7	95	*206	3.4	6.7	90	*182	4.6	5.9	121	1088	4.2	35.3	111
SOFT ROCK	521	**61	0.8	11.7	128	**60	1.0	11.5	155	**11	0.3	2.1	43	*185	0.7	35.5	112
URBAN CONTEMPORARY	1585	*202	2.7	12.7	140	281	4.7	17.7	238	*225	5.7	14.2	291	612	2.4	38.6	121
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	374	5.1	11.5	126	361	6.0	11.1	149	*258	6.5	7.9	162	1350	5.2	41.4	130
ABC DIRECTION	2316	*243	3.3	10.5	115	*297	4.9	12.8	172	*241	6.1	10.4	214	887	3.4	38.3	120
ABC ENTERTAINMENT	4834	481	6.5	10.0	109	347	5.8	7.2	96	*175	4.4	3.6	74	1638	6.4	33.9	107
ABC FM	2202	*211	2.9	9.6	105	*182	3.0	8.3	111	*186	4.7	8.4	173	853	3.3	38.7	122
ABC INFORMATION	5425	495	6.7	9.1	100	357	5.9	6.6	88	*219	5.6	4.0	83	1756	6.8	32.4	102
ABC ROCK	1677	*187	2.5	11.2	122	*329	5.5	19.6	264	*211	5.3	12.6	258	654	2.5	39.0	123
CBS	4430	415	5.6	9.4	103	260	4.3	5.9	79	*153	3.9	3.5	71	1325	5.1	29.9	94
MUTUAL	4992	541	7.3	10.8	119	357	5.9	7.2	96	297	7.5	5.9	122	1794	7.0	35.9	113
NBC	4679	480	6.5	10.3	112	328	5.4	7.0	94	*259	6.6	5.5	114	1575	6.1	33.7	106
RADIORADIO	1994	*156	2.1	7.8	86	*205	3.4	10.3	138	**108	2.7	5.4	111	655	2.5	32.8	103
RKO ONE	2298	*194	2.6	8.4	93	*140	2.3	6.1	82	*106	2.7	4.6	95	790	3.1	34.4	108
RKO TWO	3311	326	4.4	9.8	108	229	3.8	6.9	93	*151	3.8	4.6	94	1142	4.4	34.5	108
THE SOURCE	2114	*172	2.3	8.1	89	*258	4.3	12.2	164	**155	3.9	7.3	151	724	2.8	34.2	108
NON-WIRED : BLAIR	8654	720	9.7	8.3	91	615	10.2	7.1	95	418	10.6	4.8	99	3060	11.9	35.4	111
INTERNET	12025	1238	16.8	10.3	113	1203	20.0	10.0	134	884	22.4	7.4	151	4067	15.8	33.8	106
KATZ RADIO GROUP	15359	1442	19.5	9.4	103	981	16.3	6.4	86	708	17.9	4.6	95	4494	17.5	29.3	92
SUPERNET	10628	1190	16.1	11.2	123	951	15.8	8.9	120	586	14.9	5.5	113	3822	14.8	36.0	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	734	9.9	8.5	93	670	11.1	7.7	104	378	9.6	4.4	90	2463	9.6	28.4	89
WKDAY 9:00 AM - 1:00 PM	12163	1062	14.4	8.7	96	1098	18.2	9.0	121	730	18.5	6.0	123	4005	15.6	32.9	104
WKDAY 1:00 PM - 4:30 PM	16150	1403	19.0	8.7	95	1479	24.5	9.2	123	1074	27.2	6.7	137	5503	21.4	34.1	107
WKDAY 4:30 PM - 7:30 PM	22463	1882	25.5	8.4	92	1785	29.6	7.9	107	1153	29.2	5.1	105	6752	26.2	30.1	95
WKDAY 7:30 PM - 8:00 PM	31795	2693	36.4	8.5	93	2502	41.5	7.9	106	1553	39.4	4.9	100	9641	37.4	30.3	95
WKDAY 11:00 PM - 11:30 PM	23977	2189	29.6	9.1	100	2006	33.3	8.4	112	1308	33.2	5.5	112	7998	31.1	33.4	105
WKDAY 11:30 PM - 1:00 AM	7703	733	9.9	9.5	104	684	11.3	8.9	119	493	12.5	6.4	131	2864	11.1	37.2	117
M-SAT 8-11 PM+SUN 7-11 PM	33800	3042	41.2	9.0	99	2659	44.1	7.9	106	1679	42.6	5.0	102	10813	42.0	32.0	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	593	8.0	9.1	99	636	10.6	9.7	131	405	10.3	6.2	127	2418	9.4	37.0	116
ANOTHER WORLD N	4620	464	6.3	10.0	110	365	6.1	7.9	106	283	7.2	6.1	126	1482	5.8	32.1	101
AS THE WORLD TURNS C	5614	429	5.8	7.6	84	483	8.0	8.6	116	303	7.7	5.4	111	1950	7.6	34.7	109
CAPITOL C	3396	258	3.5	7.6	83	383	6.4	11.3	152	278	7.0	8.2	168	1424	5.5	41.9	132
CBS MORN. NEWS 1 C	1446	137	1.9	9.5	104	147	2.4	10.2	137	**47	1.2	3.3	67	383	1.5	26.5	83
CBS MORN. NEWS 2 C	1207	122	1.7	10.1	111	*76	1.3	6.3	85	**27	0.7	2.2	46	292	1.1	24.2	76
DAYS OF OUR LIVES N	5877	590	8.0	10.0	110	498	8.3	8.5	114	367	9.3	6.2	128	1891	7.3	32.2	101
FACTS OF LIFE - DAYTIME N	2290	194	2.6	8.5	93	145	2.4	6.3	85	137	3.5	6.0	123	734	2.9	32.1	101
FAMILY FEUD A	3023	207	2.8	6.8	75	264	4.4	8.7	117	156	4.0	5.2	106	873	3.4	28.9	91
GENERAL HOSPITAL A	6097	561	7.6	9.2	101	595	9.9	9.8	131	455	11.5	7.5	153	2007	7.8	32.9	104
GOOD MORNING, AMERICA-730 A	3515	313	4.2	8.9	98	234	3.9	6.7	89	135	3.4	3.8	79	1037	4.0	29.5	93
GOOD MORNING, AMERICA-830 A	2818	257	3.5	9.1	100	199	3.3	7.1	95	113	2.9	4.0	.82	817	3.2	29.0	91
GUIDING LIGHT C	5339	415	5.6	7.8	85	521	8.6	9.8	131	396	10.0	7.4	152	2003	7.8	37.5	118
ONE LIFE TO LIVE A	4478	402	5.4	9.0	98	433	7.2	9.7	130	310	7.9	6.9	142	1613	6.3	36.0	113
PRESS YOUR LUCK C	2244	229	3.1	10.2	112	282	4.7	12.6	169	145	3.7	6.5	133	814	3.2	36.3	114
PRICE IS RIGHT 1 C	4348	442	6.0	10.2	111	500	8.3	11.5	155	336	8.5	7.7	159	1543	6.0	35.5	112
PRICE IS RIGHT 2 C	5014	457	6.2	9.1	100	567	9.4	11.3	152	392	9.9	7.8	160	1784	6.9	35.6	112
RYAN'S HOPE A	3150	389	5.3	12.3	135	342	5.7	10.9	146	205	5.2	6.5	134	1131	4.4	35.9	113
SALE OF THE CENTURY N	2695	210	2.8	7.8	85	203	3.4	7.5	101	198	5.0	7.3	151	715	2.8	26.5	83
SEARCH FOR TOMORROW N	2319	*156	2.1	6.7	74	201	3.3	8.7	116	*152	3.9	6.6	135	692	2.7	29.8	94
TODAY SHOW 1 N	2693	183	2.5	6.8	74	156	2.6	5.8	78	*97	2.5	3.6	74	612	2.4	22.7	71
TODAY SHOW 2 N	2498	156	2.1	6.2	68	96	1.6	3.8	52	*51	1.3	2.0	42	590	2.3	23.6	74
$25,000 PYRAMID C	2753	265	3.6	9.6	106	359	6.0	13.0	175	219	5.6	8.0	163	871	3.4	31.6	100
WHEEL OF FORTUNE N	4388	394	5.3	9.0	98	401	6.7	9.1	123	329	8.3	7.5	154	1270	4.9	28.9	91
YOUNG AND THE RESTLESS C	5695	525	7.1	9.2	101	565	9.4	9.9	133	425	10.8	7.5	153	2139	8.3	37.6	118
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	186	2.5	10.6	116	*136	2.3	7.7	104	*78	2.0	4.4	91	482	1.9	27.4	86
NBA PLAYOFF GAME -1 C	1136	*103	1.4	9.1	99	*95	1.6	8.4	112	**62	1.6	5.5	112	416	1.6	36.6	115
NBC MAJOR LEAGUE PRE-GAME N	953	**48	0.6	5.0	55	**76	1.3	8.0	107	**56	1.4	5.9	121	*261	1.0	27.4	86
SPORTSWORLD - SUN N	1233	*129	1.7	10.5	115	**100	1.7	8.1	109	**76	1.9	6.2	127	491	1.9	39.8	125
SUNDAY MORNING C	1611	*150	2.0	9.3	102	*82	1.4	5.1	68	**51	1.3	3.2	65	425	1.7	26.4	83

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0549
P-18

		TOTAL U.S.	COUNTRY TIME A	B	C	D	HAWAIIAN PUNCH A	B	C	D	HI-C A	B	C	D	KOOL-AID A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	7389	100.0	9.1	100	6027	100.0	7.4	100	3945	100.0	4.9	100	25747	100.0	31.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2147	29.1	8.2	90	1865	30.9	7.2	96	1103	28.0	4.2	87	7256	28.2	27.8	88
NETWORK AFFILIATES - LATE		20261	1885	25.5	9.3	102	1638	27.2	8.1	109	1020	25.9	5.0	103	6592	25.6	32.5	102
INDEPENDENTS - LATE		2076	163	2.2	7.9	86	134	2.2	6.5	87	*56	1.4	2.7	55	514	2.0	24.8	78
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	910	12.3	8.7	95	890	14.8	8.5	114	639	16.2	6.1	125	3760	14.6	36.0	113
ABC MONDAY NIGHT MOVIE	A	6412	596	8.1	9.3	102	463	7.7	7.2	97	335	8.5	5.2	107	2139	8.3	33.4	105
ABC SUNDAY NIGHT MOVIE	A	12407	1033	14.0	8.3	91	912	15.1	7.4	99	539	13.7	4.3	89	3754	14.6	30.3	95
ABC WORLD NEWS TONIGHT	A	6176	464	6.3	7.5	82	396	6.6	6.4	86	260	6.6	4.2	86	1640	6.4	26.6	84
AFTERMASH	C	5863	525	7.1	9.0	98	473	7.8	8.1	108	*310	7.9	5.3	109	1720	6.7	29.3	92
ALICE	C	9594	800	10.8	8.3	91	816	13.5	8.5	114	464	11.8	4.8	99	2974	11.6	31.0	98
AMERICAN PARADE	C	6622	632	8.6	9.5	105	571	9.5	8.6	116	287	7.3	4.3	89	2066	8.0	31.2	98
BENSON	A	10886	925	12.5	8.5	93	695	11.5	6.4	86	406	10.3	3.7	77	3214	12.5	29.5	93
BLUE THUNDER	A	5036	372	5.0	7.4	81	347	5.8	6.9	93	252	6.4	5.0	103	1815	7.0	36.0	113
CAGNEY & LACEY	C	9965	939	12.7	9.4	103	880	14.6	8.8	119	538	13.6	5.4	111	3321	12.9	33.3	105
CBS EVENING NEWS-DEAN	C	3491	326	4.4	9.3	102	*217	3.6	6.2	84	*114	2.9	3.3	67	888	3.4	25.4	80
CBS EVENING NEWS-RATHER	C	7123	672	9.1	9.4	103	597	9.9	8.4	113	302	7.7	4.2	87	2068	8.0	29.0	91
CBS SAT. NEWS-SCHIEFFER	C	3621	258	3.5	7.1	78	184	3.1	5.1	68	123	3.1	3.4	70	774	3.0	21.4	67
CBS SATURDAY NIGHT MOVIE	C	5436	529	7.2	9.7	107	419	7.0	7.7	104	323	8.2	5.9	122	1799	7.0	33.1	104
CBS WEDNESDAY NIGHT MOVIE	C	6100	604	8.2	9.9	109	657	10.9	10.8	145	353	8.9	5.8	119	1923	7.5	31.5	99
CHEERS	N	8889	648	8.8	7.3	80	654	10.9	7.4	99	454	11.5	5.1	105	2870	11.1	32.3	102
DALLAS	C	22109	2064	27.9	9.3	102	1728	28.7	7.8	105	1101	27.9	5.0	102	7016	27.2	31.7	100
DIFF'RENT STROKES	N	6940	535	7.2	7.7	84	614	10.2	8.8	119	326	8.3	4.7	96	2056	8.0	29.6	93
DOUBLE TROUBLE	N	7223	716	9.7	9.9	109	636	10.6	8.8	118	464	11.8	6.4	132	2711	10.5	37.5	118
DUCK FACTORY	N	5595	413	5.6	7.4	81	433	7.2	7.7	104	289	7.3	5.2	106	1806	7.0	32.3	102
DUKES OF HAZZARD	C	5768	617	8.4	10.7	117	499	8.3	8.7	116	335	8.5	5.8	119	1960	7.6	34.0	107
DYNASTY	A	20053	1698	23.0	8.5	93	1496	24.8	7.5	100	918	23.3	4.6	94	6344	24.6	31.6	100
FACTS OF LIFE	N	8087	746	10.1	9.2	101	635	10.5	7.9	106	487	12.3	6.0	124	2875	11.2	35.6	112
FALCON CREST	C	20046	1920	26.0	9.6	105	1601	26.6	8.0	107	1018	25.8	5.1	104	6520	25.3	32.5	102
FALL GUY	A	9084	907	12.3	10.0	109	717	11.9	7.9	106	574	14.6	6.3	130	3344	13.0	36.8	116
FAMILY TIES	N	7964	722	9.8	9.1	99	701	11.6	8.8	118	424	10.7	5.3	109	2791	10.8	35.0	110
FANTASY ISLAND	A	7687	716	9.7	9.3	102	664	11.0	8.6	116	399	10.1	5.2	107	2473	9.6	32.2	101
FOULUPS,BLEEPS & BLUNDERS	A	8861	842	11.4	9.5	104	668	11.1	7.5	101	363	9.2	4.1	84	2846	11.1	32.1	101
FOUR SEASONS	C	5095	478	6.5	9.4	103	474	7.9	9.3	125	*306	7.8	6.0	123	1552	6.0	30.5	96
GIMME A BREAK	N	8838	792	10.7	9.0	98	766	12.7	8.7	116	478	12.1	5.4	111	2846	11.1	32.2	101
HART TO HART	A	8978	660	8.9	7.4	81	640	10.6	7.1	96	415	10.5	4.6	95	2875	11.2	32.0	101
HILL STREET BLUES	N	8590	804	10.9	9.4	103	656	10.9	7.6	103	430	10.9	5.0	103	2877	11.2	33.5	105
HOTEL	A	14085	1041	14.1	7.4	81	1097	18.2	7.8	105	721	18.3	5.1	105	4440	17.2	31.5	99
JEFFERSONS	C	9360	881	11.9	9.4	103	872	14.5	9.3	125	492	12.5	5.3	108	2957	11.5	31.6	99
JENNIFER SLEPT HERE	N	5841	516	7.0	8.8	97	480	8.0	8.2	110	282	7.1	4.8	99	1926	7.5	33.0	104
KATE & ALLIE	C	9206	927	12.5	10.1	110	715	11.9	7.8	104	385	9.8	4.2	86	3213	12.5	34.9	110
KNIGHT RIDER	N	7076	707	9.6	10.0	110	607	10.1	8.6	115	389	9.9	5.5	113	2383	9.3	33.7	106
LOVE BOAT	A	12219	956	12.9	7.8	86	883	14.7	7.2	97	549	13.9	4.5	92	3683	14.3	30.1	95
MAGNUM PI	C	11199	1037	14.0	9.3	101	928	15.4	8.3	111	649	16.5	5.8	119	3748	14.6	33.5	105
MAMA'S FAMILY	N	6057	625	8.5	10.3	113	492	8.2	8.1	109	349	8.8	5.8	118	1941	7.5	32.0	101
MASTER, THE	N	3598	312	4.2	8.7	95	337	5.6	9.4	126	*204	5.2	5.7	116	1347	5.2	37.4	118
MATT HOUSTON	A	6344	502	6.8	7.9	87	563	9.3	8.9	119	352	8.9	5.5	114	1995	7.7	31.4	99
NBC MONDAY NIGHT MOVIE	N	11994	1208	16.3	10.1	110	991	16.4	8.3	111	658	16.7	5.5	113	4265	16.6	35.6	112
NBC NIGHTLY NEWS	N	5132	407	5.5	7.9	87	324	5.4	6.3	85	216	5.5	4.2	86	1363	5.3	26.6	84
NBC NIGHTLY NEWS-SAT	N	3375	392	5.3	11.6	127	*289	4.8	8.6	115	**172	4.4	5.1	105	983	3.8	29.1	92
NBC NIGHTLY NEWS-SUN	N	3130	378	5.1	12.1	132	*202	3.4	6.5	87	**111	2.8	3.5	73	799	3.1	25.5	80
NBC SUNDAY NIGHT MOVIE	N	8284	788	10.7	9.5	104	871	14.5	10.5	141	532	13.5	6.4	132	2767	10.7	33.4	105
NEWHART	C	9240	930	12.6	10.1	110	840	13.9	9.1	122	454	11.5	4.9	101	3166	12.3	34.3	108
ONE DAY AT A TIME	C	7288	538	7.3	7.4	81	613	10.2	8.4	113	343	8.7	4.7	97	2297	8.9	31.5	99
PEOPLE ARE FUNNY	N	4855	517	7.0	10.6	117	397	6.6	8.2	110	268	6.8	5.5	113	1618	6.3	33.3	105
REAL PEOPLE	N	8869	858	11.6	9.7	106	682	11.3	7.7	103	477	12.1	5.4	110	2836	11.0	32.0	101
REMINGTON STEELE	N	7743	682	9.2	8.8	97	565	9.4	7.3	98	507	12.9	6.5	134	2506	9.7	32.4	102
RIPLEY'S BELIEVE IT - NOT	A	5345	480	6.5	9.0	98	393	6.5	7.4	99	378	9.6	7.1	145	1866	7.2	34.9	110
RIPTIDE	N	6988	737	10.0	10.5	116	583	9.7	8.3	112	460	11.7	6.6	135	2587	10.0	37.0	116
SCARECROW & MRS. KING	C	10002	1048	14.2	10.5	115	739	12.3	7.4	99	504	12.8	5.0	103	3287	12.8	32.9	103
SIMON & SIMON	C	10638	1085	14.7	10.2	112	1022	17.0	9.6	129	581	14.7	5.5	112	3779	14.7	35.5	112
60 MINUTES	C	13293	1065	14.4	8.0	88	784	13.0	5.9	79	456	11.6	3.4	70	3450	13.4	26.0	82
ST. ELSEWHERE	N	7017	708	9.6	10.1	111	661	11.0	9.4	127	380	9.6	5.4	111	2415	9.4	34.4	108
THREE'S COMPANY	A	10917	936	12.7	8.6	94	803	13.3	7.4	99	577	14.6	5.3	109	3569	13.9	32.7	103
T.J. HOOKER	A	9204	899	12.2	9.8	107	699	11.6	7.6	102	467	11.8	5.1	104	2916	11.3	31.7	100
TONIGHT SHOW	N	2372	199	2.7	8.4	92	120	2.0	5.1	68	83	2.1	3.5	72	767	3.0	32.3	102
TRAPPER JOHN, M.D.	C	9846	906	12.3	9.2	101	773	12.8	7.9	105	438	11.1	4.4	91	3162	12.3	32.1	101
TV BLOOPERS & PRAC. JOKES	N	9105	891	12.1	9.8	107	732	12.1	8.0	108	415	10.5	4.6	94	2831	11.0	31.1	98
20/20	A	9387	731	9.9	7.8	85	674	11.2	7.2	96	354	9.0	3.8	77	2846	11.1	30.3	95
WEBSTER	A	11067	900	12.2	8.1	89	778	12.9	7.0	94	438	11.1	4.0	81	3433	13.3	31.0	98
WORLD NEWS - SUN	A	3062	*166	2.2	5.4	59	*150	2.5	4.9	66	**104	2.6	3.4	70	731	2.8	23.9	75
YELLOW ROSE	N	4978	513	6.9	10.3	113	381	6.3	7.7	103	293	7.4	5.9	121	1783	6.9	35.8	113
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	899	12.2	10.1	111	739	12.3	8.3	112	459	11.6	5.2	106	3131	12.2	35.3	111
BASKETBALL - COLLEGE GAMES		4080	*428	5.8	10.5	115	*457	7.6	11.2	151	*260	6.6	6.4	131	1345	5.2	33.0	104
BASKETBALL - PRO GAMES		3607	*433	5.9	12.0	132	*433	7.2	12.0	161	*307	7.8	8.5	175	1157	4.5	32.1	101
BOWLING		3883	*404	5.5	10.4	114	*438	7.3	11.3	152	*274	6.9	7.1	145	1446	5.6	37.2	117
BOXING		3928	551	7.5	14.0	154	*463	7.7	11.8	158	*277	7.0	7.1	145	1656	6.4	42.2	133
FOOTBALL - COLLEGE GAMES		6366	854	11.6	13.4	147	531	8.8	8.3	112	*276	7.0	4.3	89	2228	8.7	35.0	110
FOOTBALL - PRO GAMES		11300	1086	14.7	9.6	105	929	15.4	8.2	110	635	16.1	5.6	115	4600	17.9	40.7	128
GOLF		3378	*449	6.1	13.3	146	**190	3.2	5.6	76	**121	3.1	3.6	74	1038	4.0	30.7	97
POST-SEASON COLL. FOOTBALL		4906	591	8.0	12.0	132	*393	6.5	8.0	108	*261	6.6	5.3	109	1703	6.6	34.7	109
POST-SEASON PRO FOOTBALL		6120	685	9.3	11.2	123	*427	7.1	7.0	94	*288	7.3	4.7	97	2415	9.4	39.5	124
TENNIS		3033	*322	4.4	10.6	116	**184	3.1	6.1	82	**115	2.9	3.8	78	839	3.3	27.7	87
WRESTLING - PROFESSIONAL		3344	*463	6.3	13.8	152	592	9.8	17.7	238	*326	8.3	9.7	200	1541	6.0	46.1	145

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	REALEMON LEMONADE A '000	REALEMON LEMONADE B % DOWN	REALEMON LEMONADE C % ACROSS	REALEMON LEMONADE D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	OTHER WYLER'S (NOT LITE) A '000	OTHER WYLER'S (NOT LITE) B % DOWN	OTHER WYLER'S (NOT LITE) C % ACROSS	OTHER WYLER'S (NOT LITE) D INDX
TOTAL FEMALE HOMEMAKERS	80986	5212	100.0	6.4	100	2859	100.0	3.5	100	2406	100.0	3.0	100	6873	100.0	8.5	100
18 - 24	9282	*503	9.7	5.4	84	**183	6.4	2.0	56	*320	13.3	3.4	116	762	11.1	8.2	97
25 - 34	19072	1498	28.7	7.9	122	639	22.4	3.4	95	659	27.4	3.5	116	1798	26.2	9.4	111
35 - 44	14591	1145	22.0	7.8	122	*547	19.1	3.7	106	*518	21.5	3.6	119	1745	25.4	12.0	141
45 - 54	11345	850	16.3	7.5	116	*639	22.4	5.6	160	*403	16.7	3.6	120	1176	17.1	10.4	122
55 - 64	11635	*523	10.0	4.5	70	*355	12.4	3.1	86	**240	10.0	2.1	69	818	11.9	7.0	83
65 OR OLDER	15061	693	13.3	4.6	71	*496	17.3	3.3	93	*267	11.1	1.8	60	574	8.4	3.8	45
18 - 34	28354	2001	38.4	7.1	110	822	28.8	2.9	82	978	40.6	3.4	116	2559	37.2	9.0	106
18 - 49	48339	3588	68.8	7.4	115	1781	62.3	3.7	104	1746	72.6	3.6	122	4898	71.3	10.1	119
25 - 54	45008	3493	67.0	7.8	121	1825	63.8	4.1	115	1579	65.6	3.5	118	4719	68.7	10.5	124
35 - 49	19985	1586	30.4	7.9	123	959	33.5	4.8	136	768	31.9	3.8	129	2339	34.0	11.7	138
50 OR OLDER	32647	1624	31.2	5.0	77	1078	37.7	3.3	94	660	27.4	2.0	68	1975	28.7	6.0	71
GRADUATED COLLEGE	11155	692	13.3	6.2	96	*446	15.6	4.0	113	**228	9.5	2.0	69	776	11.3	7.0	82
ATTENDED COLLEGE	13682	878	16.8	6.4	100	*521	18.2	3.8	108	*389	16.2	2.8	96	1253	18.2	9.2	108
GRADUATED HIGH SCHOOL	33880	2587	49.6	7.6	119	1135	39.7	3.4	95	1038	43.1	3.1	103	3470	50.5	10.2	121
DID NOT GRADUATE HIGH SCHOOL	22270	1055	20.2	4.7	74	756	26.4	3.4	96	752	31.3	3.4	114	1375	20.0	6.2	73
EMPLOYED	40306	2687	51.6	6.7	104	1363	47.7	3.4	96	1255	52.2	3.1	105	3616	52.6	9.0	106
EMPLOYED FULL-TIME	32850	2215	42.5	6.7	105	1090	38.1	3.3	94	1068	44.4	3.3	109	2913	42.4	8.9	104
EMPLOYED PART-TIME	7456	*472	9.1	6.3	98	**274	9.6	3.7	104	**187	7.8	2.5	84	703	10.2	9.4	111
NOT EMPLOYED	40680	2525	48.4	6.2	96	1495	52.3	3.7	104	1151	47.8	2.8	95	3257	47.4	8.0	94
PROFESSIONAL/MANAGER	10392	*529	10.1	5.1	79	**322	11.3	3.1	88	**219	9.1	2.1	71	610	8.9	5.9	69
TECH/CLERICAL/SALES	17574	1346	25.8	7.7	119	675	23.6	3.8	109	*552	22.9	3.1	106	1771	25.8	10.1	119
PRECISION/CRAFT	985	**55	1.1	5.6	87	**53	1.9	5.4	152	**19	0.8	1.9	65	**136	2.0	13.8	163
OTHER EMPLOYED	11354	757	14.5	6.7	104	*313	10.9	2.8	78	*466	19.4	4.1	138	1098	16.0	9.7	114
SINGLE	9863	409	7.8	4.1	64	*225	7.9	2.3	65	*278	11.6	2.8	95	627	9.1	6.4	75
MARRIED	51375	3748	71.9	7.3	113	2193	76.7	4.3	121	1651	68.6	3.2	108	4855	70.6	9.5	111
DIVORCED/SEPARATED/WIDOWED	19748	1055	20.2	5.3	83	441	15.4	2.2	63	478	19.9	2.4	81	1392	20.3	7.0	83
PARENTS	32590	2856	54.8	8.8	136	1300	45.5	4.0	113	1314	54.6	4.0	136	4035	58.7	12.4	146
WHITE	70416	4580	87.9	6.5	101	2384	83.4	3.4	96	1826	75.9	2.6	87	6284	91.4	8.9	105
BLACK	8778	505	9.7	5.8	89	*417	14.6	4.8	135	508	21.1	5.8	195	470	6.8	5.4	63
OTHER	1791	**127	2.4	7.1	110	**58	2.0	3.2	92	**73	3.0	4.1	137	**118	1.7	6.6	78
NORTHEAST-CENSUS	17786	1244	23.9	7.0	109	730	25.5	4.1	116	*441	18.3	2.5	83	1451	21.1	8.2	96
NORTH CENTRAL	20741	1436	27.6	6.9	108	801	28.0	3.9	109	698	29.0	3.4	113	2835	41.2	13.7	161
SOUTH	27775	1544	29.6	5.6	86	1068	37.4	3.8	109	901	37.4	3.2	109	1852	26.9	6.7	79
WEST	14683	988	19.0	6.7	105	**261	9.1	1.8	50	*367	15.3	2.5	84	736	10.7	5.0	59
NORTHEAST-MKTG.	17961	1203	23.1	6.7	104	747	26.1	4.2	118	*413	17.2	2.3	77	1355	19.7	7.5	89
EAST CENTRAL	11885	693	13.3	5.8	91	*417	14.6	3.5	99	*327	13.6	2.8	93	1363	19.8	11.5	135
WEST CENTRAL	14090	1138	21.8	8.1	125	571	20.0	4.1	115	506	21.0	3.6	121	1936	28.2	13.7	162
SOUTH	24081	1358	26.1	5.6	88	898	31.4	3.7	106	844	35.1	3.5	118	1606	23.4	6.7	79
PACIFIC	12969	*820	15.7	6.3	98	**225	7.9	1.7	49	**317	13.2	2.4	82	*614	8.9	4.7	56
COUNTY SIZE A	32439	1711	32.8	5.3	82	1201	42.0	3.7	105	869	36.1	2.7	90	2353	34.2	7.3	85
COUNTY SIZE B	24915	1896	36.4	7.6	118	961	33.6	3.9	109	733	30.5	2.9	99	2192	31.9	8.8	104
COUNTY SIZE C	12930	873	16.7	6.8	105	*337	11.8	2.6	74	*392	16.3	3.0	102	1093	15.9	8.5	100
COUNTY SIZE D	10703	732	14.0	6.8	106	*359	12.6	3.4	95	*412	17.1	3.8	130	1235	18.0	11.5	136
METRO CENTRAL CITY	24518	1465	28.1	6.0	93	804	28.1	3.3	93	757	31.5	3.1	104	1619	23.6	6.6	78
METRO SUBURBAN	35919	2217	42.5	6.2	96	1323	46.3	3.7	104	962	40.0	2.7	90	3166	46.1	8.8	104
NON METRO	20549	1530	29.4	7.4	116	731	25.6	3.6	101	687	28.6	3.3	113	2088	30.4	10.2	120
TOP 5 ADI'S	18341	1094	21.0	6.0	93	722	25.3	3.9	112	*421	17.5	2.3	77	1229	17.9	6.7	79
TOP 10 ADI'S	25378	1337	25.7	5.3	82	927	32.4	3.7	103	582	24.2	2.3	77	1588	23.1	6.3	74
TOP 20 ADI'S	36488	1946	37.3	5.3	83	1278	44.7	3.5	99	953	39.6	2.6	88	2537	36.9	7.0	82
HSHLD INC. $50,000 OR MORE	6612	*499	9.6	7.5	117	**272	9.5	4.1	117	**196	8.1	3.0	100	*478	7.0	7.2	85
$40,000 OR MORE	12659	979	18.8	7.7	120	*559	19.6	4.4	125	*363	15.1	2.9	97	1146	16.7	9.1	107
$30,000 OR MORE	24698	2049	39.3	8.3	129	1121	39.2	4.5	129	*662	27.5	2.7	90	2311	33.6	9.4	110
$25,000 OR MORE	32077	2652	50.9	8.3	128	1395	48.8	4.3	123	883	36.7	2.8	93	3182	46.3	9.9	117
$20,000 - $24,999	9144	*545	10.5	6.0	93	**240	8.4	2.6	74	**134	5.6	1.5	49	755	11.0	8.3	97
$15,000 - $19,999	8728	567	10.9	6.5	101	**193	6.8	2.2	63	*279	11.6	3.2	108	831	12.1	9.5	112
$10,000 - $14,999	12562	605	11.6	4.8	75	*452	15.8	3.6	102	*476	19.8	3.8	128	989	14.4	7.9	93
UNDER $10,000	18475	843	16.2	4.6	71	578	20.2	3.1	89	635	26.4	3.4	116	1117	16.3	6.0	71
HOUSEHOLD OF 1 PERSON	11987	394	7.6	3.3	51	*248	8.7	2.1	59	*172	7.1	1.4	48	474	6.9	4.0	47
2 PEOPLE	26577	1423	27.3	5.4	83	881	30.8	3.3	94	667	27.7	2.5	84	1621	23.6	6.1	72
3 OR 4 PEOPLE	30617	2143	41.1	7.0	109	1308	45.8	4.3	121	942	39.2	3.1	104	3201	46.6	10.5	123
5 OR MORE PEOPLE	11804	1252	24.0	10.6	165	*422	14.8	3.6	101	*624	25.9	5.3	178	1577	22.9	13.4	157
NO CHILD IN HSHLD	46165	2158	41.4	4.7	73	1471	51.5	3.2	90	998	41.5	2.2	73	2648	38.5	5.7	68
CHILD(REN) UNDER 2 YRS	5325	*441	8.5	8.3	129	**154	5.4	2.9	82	**183	7.6	3.4	116	555	8.1	10.4	123
2 - 5 YEARS	14221	996	19.1	7.0	109	*502	17.6	3.5	100	569	23.6	4.0	135	1494	21.7	10.5	124
6 - 11 YEARS	15117	1435	27.5	9.5	147	*516	18.0	3.4	97	630	26.2	4.2	140	1843	26.8	12.2	144
12 - 17 YEARS	16611	1622	31.1	9.8	152	689	24.1	4.1	117	712	29.6	4.3	144	2253	32.8	13.6	160
RESIDENCE OWNED	55884	3817	73.2	6.8	106	2086	73.0	3.7	106	1475	61.3	2.6	89	5018	73.0	9.0	106
VALUE: $50,000 OR MORE	31744	2229	42.8	7.0	109	1145	40.0	3.6	102	741	30.8	2.3	79	2743	39.9	8.6	102
VALUE: UNDER $50,000	24140	1589	30.5	6.6	102	941	32.9	3.9	110	734	30.5	3.0	102	2276	33.1	9.4	111

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0551
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		TOTAL U.S. '000	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	REALEMON LEMONADE A '000	REALEMON LEMONADE B % DOWN	REALEMON LEMONADE C % ACROSS	REALEMON LEMONADE D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	OTHER WYLER'S (NOT LITE) A '000	OTHER WYLER'S (NOT LITE) B % DOWN	OTHER WYLER'S (NOT LITE) C % ACROSS	OTHER WYLER'S (NOT LITE) D INDX
TOTAL FEMALE HOMEMAKERS		80986	5212	100.0	6.4	100	2859	100.0	3.5	100	2406	100.0	3.0	100	6873	100.0	8.5	100
MAGAZINES	QUINTILE 1	15799	1265	24.3	8.0	124	660	23.1	4.2	118	554	23.0	3.5	118	1664	24.2	10.5	124
	QUINTILE 2	17259	1326	25.4	7.7	119	674	23.6	3.9	111	540	22.4	3.1	105	1741	25.3	10.1	119
	QUINTILE 3	13545	803	15.4	5.9	92	*551	19.3	4.1	115	*356	14.8	2.6	88	1147	16.7	8.5	100
	QUINTILE 4	15133	919	17.6	6.1	94	*437	15.3	2.9	82	*489	20.3	3.2	109	1276	18.6	8.4	99
	QUINTILE 5	19250	899	17.2	4.7	73	537	18.8	2.8	79	*467	19.4	2.4	82	1045	15.2	5.4	64
NEWSPAPERS	QUINTILE 1	12413	842	16.2	6.8	105	*491	17.2	4.0	112	*353	14.7	2.8	96	1002	14.6	8.1	95
	QUINTILE 2	24116	1596	30.6	6.6	103	851	29.8	3.5	100	603	25.1	2.5	84	2168	31.5	9.0	106
	QUINTILE 3	11261	817	15.7	7.3	113	*417	14.6	3.7	105	*406	16.9	3.6	121	1176	17.1	10.4	123
	QUINTILE 4	20255	1246	23.9	6.2	96	673	23.5	3.3	94	621	25.8	3.1	103	1705	24.8	8.4	99
	QUINTILE 5	12940	711	13.6	5.5	85	*427	14.9	3.3	93	*424	17.6	3.3	110	822	12.0	6.4	75
OUTDOOR	QUINTILE 1	14852	908	17.4	6.1	95	*524	18.3	3.5	100	*307	12.8	2.1	70	1326	19.3	8.9	105
	QUINTILE 2	15725	1088	20.9	6.9	108	815	28.5	5.2	147	562	23.4	3.6	120	1547	22.5	9.8	116
	QUINTILE 3	16330	1028	19.7	6.3	98	633	22.1	3.9	110	498	20.7	3.0	103	1405	20.4	8.6	101
	QUINTILE 4	16744	1192	22.9	7.1	111	*413	14.4	2.5	70	*502	20.9	3.0	101	1327	19.3	7.9	93
	QUINTILE 5	17334	996	19.1	5.7	89	*474	16.6	2.7	77	537	22.3	3.1	104	1268	18.4	7.3	86
RADIO-DRIVE TIME	QUINTILE 1	15911	1185	22.7	7.4	116	666	23.3	4.2	119	*477	19.8	3.0	101	1516	22.1	9.5	112
	QUINTILE 2	14837	1006	19.3	6.8	105	614	21.5	4.1	117	499	20.7	3.4	113	1359	19.8	9.2	108
	QUINTILE 3	15339	1266	24.3	8.3	128	*433	15.1	2.8	80	*479	19.9	3.1	105	1126	16.4	7.3	86
	QUINTILE 4	16723	906	17.4	5.4	84	602	21.1	3.6	102	*558	23.2	3.3	112	1549	22.5	9.3	109
	QUINTILE 5	18176	849	16.3	4.7	73	*544	19.0	3.0	85	*395	16.4	2.2	73	1323	19.2	7.3	86
RADIO-MID-DAY	TERCILE 1	21020	1546	29.7	7.4	114	848	29.7	4.0	114	655	27.2	3.1	105	1756	25.5	8.4	98
	TERCILE 2	21610	1540	29.5	7.1	111	829	29.0	3.8	109	703	29.2	3.3	110	2157	31.4	10.0	118
	TERCILE 3	38355	2126	40.8	5.5	86	1182	41.3	3.1	87	1049	43.6	2.7	92	2960	43.1	7.7	91
RADIO-TOTAL	QUINTILE 1	15988	1202	23.1	7.5	117	622	21.8	3.9	110	473	19.7	3.0	100	1217	17.7	7.6	90
	QUINTILE 2	15626	1013	19.4	6.5	101	672	23.5	4.3	122	648	26.9	4.1	140	1641	23.9	10.5	124
	QUINTILE 3	16723	1194	22.9	7.1	111	*463	16.2	2.8	78	551	22.9	3.3	111	1426	20.7	8.5	100
	QUINTILE 4	16342	1110	21.3	6.8	106	663	23.2	4.1	115	*420	17.5	2.6	87	1485	21.6	9.1	107
	QUINTILE 5	16306	692	13.3	4.2	66	*438	15.3	2.7	76	*314	13.1	1.9	65	1103	16.0	6.8	80
TV-PRIME TIME	QUINTILE 1	15953	1185	22.7	7.4	115	683	23.9	4.3	121	517	21.5	3.2	109	1436	20.9	9.0	106
	QUINTILE 2	16137	1023	19.6	6.3	99	*330	11.5	2.0	58	*411	17.1	2.5	86	1563	22.7	9.7	114
	QUINTILE 3	16420	1187	22.8	7.2	112	652	22.8	4.0	112	*502	20.9	3.1	103	1380	20.1	8.4	99
	QUINTILE 4	16687	896	17.2	5.4	83	601	21.0	3.6	102	*475	19.7	2.8	96	1230	17.9	7.4	87
	QUINTILE 5	15789	920	17.7	5.8	91	594	20.8	3.8	107	*501	20.8	3.2	107	1264	18.4	8.0	94
TV-DAYTIME	TERCILE 1	27736	1919	36.8	6.9	108	873	30.5	3.1	89	913	37.9	3.3	111	2610	38.0	9.4	111
	TERCILE 2	26489	1772	34.0	6.7	104	1058	37.0	4.0	113	903	37.5	3.4	115	2364	34.4	8.9	105
	TERCILE 3	26761	1521	29.2	5.7	88	928	32.5	3.5	98	589	24.5	2.2	74	1899	27.6	7.1	84
TV-TOTAL	QUINTILE 1	16345	1348	25.9	8.2	128	570	19.9	3.5	99	576	23.9	3.5	119	1462	21.3	8.9	105
	QUINTILE 2	16447	1040	20.0	6.3	98	*574	20.1	3.5	99	*539	22.4	3.3	110	1483	21.6	9.0	106
	QUINTILE 3	15980	994	19.1	6.2	97	*464	16.2	2.9	82	546	22.7	3.4	115	1344	19.6	8.4	99
	QUINTILE 4	15887	916	17.6	5.8	90	559	19.6	3.5	100	*303	12.6	1.9	64	1384	20.1	8.7	103
	QUINTILE 5	16326	914	17.5	5.6	87	692	24.2	4.2	120	*441	18.3	2.7	91	1200	17.5	7.4	87
MAGAZINES-NEWSPAPERS: DUAL		20721	1617	31.0	7.8	121	872	30.5	4.2	119	647	26.9	3.1	105	2110	30.7	10.2	120
MAGAZINE IMPERATIVE		19186	1488	28.5	7.8	121	802	28.1	4.2	118	706	29.3	3.7	124	1966	28.6	10.2	121
NEWSPAPER IMPERATIVE		21899	1223	23.5	5.6	87	630	22.0	2.9	81	552	22.9	2.5	85	1625	23.6	7.4	87
MAGAZINES-OUTDOOR: DUAL		15451	1163	22.3	7.5	117	771	27.0	5.0	141	503	20.9	3.3	110	1559	22.7	10.1	119
MAGAZINE IMPERATIVE		25953	1835	35.2	7.1	110	844	29.5	3.3	92	792	32.9	3.1	103	2535	36.9	9.8	115
OUTDOOR IMPERATIVE		24400	1302	25.0	5.3	83	872	30.5	3.6	101	606	25.2	2.5	84	1913	27.8	7.8	92
MAGAZINES-RADIO: DUAL		18049	1395	26.8	7.7	120	701	24.5	3.9	110	616	25.6	3.4	115	1852	26.9	10.3	121
MAGAZINE IMPERATIVE		23571	1672	32.1	7.1	110	900	31.5	3.8	108	646	26.8	2.7	92	2282	33.2	9.7	114
RADIO IMPERATIVE		23278	1502	28.8	6.5	100	820	28.7	3.5	100	756	31.4	3.2	109	1803	26.2	7.7	91
MAGAZINES-TELEVISION: DUAL		15459	1240	23.8	8.0	125	617	21.6	4.0	113	588	24.4	3.8	128	1599	23.3	10.3	122
MAGAZINE IMPERATIVE		25829	1820	34.9	7.0	109	1134	39.7	4.4	124	734	30.5	2.8	96	2488	36.2	9.6	114
TELEVISION IMPERATIVE		26039	1491	28.6	5.7	89	683	23.9	2.6	74	754	31.3	2.9	97	1877	27.3	7.2	85
NEWSPAPERS-OUTDOOR: DUAL		16605	1215	23.3	7.3	114	833	29.1	5.0	142	*428	17.8	2.6	87	1802	26.2	10.9	128
NEWSPAPER IMPERATIVE		26834	1784	34.2	6.6	103	774	27.1	2.9	82	778	32.3	2.9	98	2132	31.0	7.9	94
OUTDOOR IMPERATIVE		23346	1382	26.5	5.9	92	897	31.4	3.8	109	749	31.1	3.2	108	1924	28.0	8.2	97
NEWSPAPERS-RADIO: DUAL		17133	1237	23.7	7.2	112	727	25.4	4.2	120	601	25.0	3.5	118	1647	24.0	9.6	113
NEWSPAPER IMPERATIVE		25892	1657	31.8	6.4	99	835	29.2	3.2	91	620	25.8	2.4	81	2254	32.8	8.7	103
RADIO IMPERATIVE		23167	1507	28.9	6.5	101	756	26.4	3.3	92	818	34.0	3.5	119	1930	28.1	8.3	98
NEWSPAPERS-TELEVISION: DUAL		17159	1207	23.2	7.0	109	561	19.6	3.3	93	517	21.5	3.0	101	1431	20.8	8.3	98
NEWSPAPER IMPERATIVE		26214	1583	30.4	6.0	94	971	34.0	3.7	105	626	26.0	2.4	80	2363	34.4	9.0	106
TELEVISION IMPERATIVE		23412	1704	32.7	7.3	113	776	27.1	3.3	94	883	36.7	3.8	127	2138	31.1	9.1	108
OUTDOOR-RADIO: DUAL		15303	1199	23.0	7.8	122	750	26.2	4.9	139	549	22.8	3.6	121	1453	21.1	9.5	112
OUTDOOR IMPERATIVE		24901	1424	27.3	5.7	89	1010	35.3	4.1	115	564	23.4	2.3	76	2224	32.4	8.9	105
RADIO IMPERATIVE		26492	1777	34.1	6.7	104	781	27.3	2.9	84	954	39.7	3.6	121	2197	32.0	8.3	98
OUTDOOR-TELEVISION: DUAL		14794	1116	21.4	7.5	117	*573	20.0	3.9	110	502	20.9	3.4	114	1384	20.1	9.4	110
OUTDOOR IMPERATIVE		25437	1523	29.2	6.0	93	1153	40.3	4.5	128	658	27.3	2.6	87	2296	33.4	9.0	106
TELEVISION IMPERATIVE		27877	1899	36.4	6.8	106	794	27.8	2.8	81	979	40.7	3.5	118	2337	34.0	8.4	99
RADIO-TELEVISION: DUAL		15996	1085	20.8	6.8	105	*497	17.4	3.1	88	683	28.4	4.3	144	1560	22.7	9.8	115
RADIO IMPERATIVE		25478	1712	32.8	6.7	104	1088	38.1	4.3	121	771	32.0	3.0	102	2108	30.7	8.3	97
TELEVISION IMPERATIVE		26573	1828	35.1	6.9	107	879	30.7	3.3	94	740	30.8	2.8	94	2203	32.1	8.3	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0552
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	TOTAL U.S. '000	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	REALEMON LEMONADE A '000	REALEMON LEMONADE B % DOWN	REALEMON LEMONADE C % ACROSS	REALEMON LEMONADE D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	OTHER WYLER'S (NOT LITE) A '000	OTHER WYLER'S (NOT LITE) B % DOWN	OTHER WYLER'S (NOT LITE) C % ACROSS	OTHER WYLER'S (NOT LITE) D INDX
TOTAL FEMALE HOMEMAKERS	80986	5212	100.0	6.4	100	2859	100.0	3.5	100	2406	100.0	3.0	100	6873	100.0	8.5	100
ATLANTIC MONTHLY	415	**21	0.4	5.1	79	**0	0.0	0.0	0	**5	0.2	1.2	41	**9	0.1	2.2	26
BARRON'S	453	**63	1.2	13.9	216	**20	0.7	4.4	125	**11	0.5	2.4	82	**67	1.0	14.8	174
BETTER HOMES & GARDENS	16256	1341	25.7	8.2	128	734	25.7	4.5	128	550	22.9	3.4	114	1925	28.0	11.8	140
BON APPETIT	2535	**162	3.1	6.4	99	**61	2.1	2.4	68	**44	1.8	1.7	58	*244	3.6	9.6	113
BUSINESS WEEK	1278	**62	1.2	4.9	75	**22	0.8	1.7	49	**59	2.5	4.6	155	**108	1.6	8.5	100
CAR AND DRIVER	378	**29	0.6	7.7	119	**10	0.3	2.6	75	**16	0.7	4.2	142	**45	0.7	11.9	140
CBS MAGAZINE NETWORK (GROSS)	1498	**132	2.5	8.8	137	**90	3.1	6.0	170	**75	3.1	5.0	169	*188	2.7	12.6	148
CHANGING TIMES	1505	**99	1.9	6.6	102	**107	3.7	7.1	201	**27	1.1	1.8	60	**111	1.6	7.4	87
COLONIAL HOMES	1231	**106	2.0	8.6	134	**73	2.6	5.9	168	**50	2.1	4.1	137	*135	2.0	11.0	129
CONDE NAST MAG. PKG. (GROSS)	14146	1109	21.3	7.8	122	519	18.2	3.7	104	550	22.9	3.9	131	1255	18.3	8.9	105
CONSUMERS DIGEST	1323	**133	2.6	10.1	156	**105	3.7	7.9	225	**45	1.9	3.4	114	**120	1.7	9.1	107
COSMOPOLITAN	7102	546	10.5	7.7	119	265	9.3	3.7	106	284	11.8	4.0	135	603	8.8	8.5	100
COUNTRY LIVING	2481	*226	4.3	9.1	142	**141	4.9	5.7	161	**93	3.9	3.7	126	282	4.1	11.4	134
CUISINE	1472	**101	1.9	6.9	107	**31	1.1	2.1	60	**15	0.6	1.0	34	**96	1.4	6.5	77
CYCLE WORLD	425	**58	1.1	13.6	212	**42	1.5	9.9	280	**26	1.1	6.1	206	**87	1.3	20.5	241
DCI:CREATIVE IDEAS FOR LIV	2510	*132	2.5	5.3	82	**98	3.4	3.9	111	**94	3.9	3.7	126	279	4.1	11.1	131
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	369	7.1	5.5	86	260	9.1	3.9	110	*222	9.2	3.3	112	668	9.7	10.0	118
DISCOVER	894	**71	1.4	7.9	123	**41	1.4	4.6	130	**30	1.2	3.4	113	**97	1.4	10.9	128
EBONY	3507	279	5.4	8.0	124	218	7.6	6.2	176	246	10.2	7.0	236	237	3.4	6.8	80
ESQUIRE	1083	**102	2.0	9.4	146	**37	1.3	3.4	97	**41	1.7	3.8	127	**54	0.8	5.0	59
ESSENCE	1830	*131	2.5	7.2	111	**102	3.6	5.6	158	*148	6.2	8.1	272	*149	2.2	8.1	96
FAMILY CIRCLE	15930	1319	25.3	8.3	129	692	24.2	4.3	123	564	23.4	3.5	119	1891	27.5	11.9	140
THE FAMILY HANDYMAN	1126	**84	1.6	7.5	116	**60	2.1	5.3	151	**52	2.2	4.6	155	*174	2.5	15.5	182
FAMILY WEEKLY	11468	833	16.0	7.3	113	450	15.7	3.9	111	279	11.6	2.4	82	1070	15.6	9.3	110
FIELD & STREAM	2234	*175	3.4	7.8	122	**69	2.4	3.1	87	**101	4.2	4.5	152	*289	4.2	12.9	152
FOOD & WINE	579	**58	1.1	10.0	156	**18	0.6	3.1	88	**27	1.1	4.7	157	**33	0.5	5.7	67
FORBES	728	**71	1.4	9.8	152	**3	0.1	0.4	12	**12	0.5	1.6	55	**23	0.3	3.2	37
FORTUNE	906	**98	1.9	10.8	168	**8	0.3	0.9	25	**54	2.2	6.0	201	**92	1.3	10.2	120
GENTLEMEN'S QUARTERLY	791	**108	2.1	13.7	212	**15	0.5	1.9	54	**69	2.9	8.7	294	**92	1.3	11.6	137
GLAMOUR	5265	459	8.8	8.7	135	*210	7.3	4.0	113	*215	8.9	4.1	137	513	7.5	9.7	115
GOLF DIGEST	636	**56	1.1	8.8	137	**20	0.7	3.1	89	**11	0.5	1.7	58	**89	1.3	14.0	165
GOLF DIGEST/TENNIS (GROSS)	1186	**113	2.2	9.5	148	**50	1.7	4.2	119	**52	2.2	4.4	148	**126	1.8	10.6	125
GOLF MAGAZINE	441	**14	0.3	3.2	49	**4	0.1	0.9	26	**2	0.1	0.5	15	**61	0.9	13.8	163
GOLF MAGAZINE/SKI (GROSS)	922	**45	0.9	4.9	76	**22	0.8	2.4	68	**11	0.5	1.2	40	**138	2.0	15.0	176
GOOD HOUSEKEEPING	16487	1362	26.1	8.3	128	577	20.2	3.5	99	619	25.7	3.8	126	1806	26.3	11.0	129
HARPER'S BAZAAR	2423	*192	3.7	7.9	123	*143	5.0	5.9	167	**102	4.2	4.2	142	*174	2.5	7.2	85
HEALTH	1994	*237	4.5	11.9	185	**121	4.2	6.1	172	**83	3.4	4.2	140	*183	2.7	9.2	108
HEARST MAG CORP. BUY (GROSS)	44101	3560	68.3	8.1	125	1748	61.1	4.0	112	1628	67.7	3.7	124	4698	68.4	10.7	126
HEARST MAN POWER (GROSS)	1993	*161	3.1	8.1	126	**163	5.7	8.2	232	**48	2.0	2.4	81	*286	4.2	14.4	169
HEARST WOMAN POWER (GROSS)	31274	2561	49.1	8.2	127	1105	38.6	3.5	100	1184	49.2	3.8	127	3345	48.7	10.7	126
HOUSE BEAUTIFUL	3623	248	4.8	6.8	106	**95	3.3	2.6	74	*135	5.6	3.7	125	376	5.5	10.4	122
INC.	283	**56	1.1	19.8	307	**5	0.2	1.8	50	**28	1.2	9.9	333	**53	0.8	18.7	221
JET	2928	244	4.7	8.3	129	*188	6.6	6.4	182	226	9.4	7.7	260	*167	2.4	5.7	67
LADIES' HOME JOURNAL	11918	894	17.2	7.5	117	454	15.9	3.8	108	444	18.5	3.7	125	1189	17.3	10.0	118
LHJ FAMILY GRP COMBO(GROSS)	16764	1402	26.9	8.4	130	677	23.7	4.0	114	657	27.3	3.9	132	1644	23.9	9.8	116
LIFE	4254	288	5.5	6.8	105	*197	6.9	4.6	131	207	8.6	4.9	164	406	5.9	9.5	112
L.A. TIMES HOME MAGAZINE	1145	**54	1.0	4.7	73	**2	0.1	0.2	5	**2	0.1	0.2	6	**14	0.2	1.2	14
MADEMOISELLE	2884	*288	5.5	10.0	155	**102	3.6	3.5	100	**119	4.9	4.1	139	285	4.1	9.9	116
MC CALL'S	13460	1050	20.1	7.8	121	551	19.3	4.1	116	512	21.3	3.8	128	1405	20.4	10.4	123
MC CALL'S/WRK MOTHER (GROSS)	14606	1194	22.9	8.2	127	597	20.9	4.1	116	607	25.2	4.2	140	1596	23.2	10.9	129
MECHANIX ILLUSTRATED	772	**46	0.9	6.0	93	**59	2.1	7.6	216	**8	0.3	1.0	35	**137	2.0	17.7	209
METROPOLITAN HOME	967	**85	1.6	8.8	137	**64	2.2	6.6	187	**35	1.5	3.6	122	**62	0.9	6.4	76
MONEY	1588	*158	3.0	9.9	155	**61	2.1	3.8	109	**57	2.4	3.6	121	**113	1.6	7.1	84
MOTHER EARTH NEWS	1002	**107	2.1	10.7	166	**73	2.6	7.3	206	**29	1.2	2.9	97	*124	1.8	12.4	146
MS.	825	**51	1.0	6.2	96	**29	1.0	3.5	100	**28	1.2	3.4	114	**58	0.8	7.0	83
NATIONAL ENQUIRER	10336	885	17.0	8.6	133	350	12.2	3.4	96	412	17.1	4.0	134	1032	15.0	10.0	118
NATIONAL GEOGRAPHIC	9597	715	13.7	7.5	116	405	14.2	4.2	120	338	14.0	3.5	119	919	13.4	9.6	113
NATIONAL SUNDAY MAGAZINE PKG	49558	3311	63.5	6.7	104	1808	63.2	3.6	103	1405	58.4	2.8	95	4520	65.8	9.1	107
NATURAL HISTORY	573	**27	0.5	4.7	73	**33	1.2	5.8	163	**9	0.4	1.6	53	**33	0.5	5.8	68
NEW WOMAN	1699	**99	1.9	5.8	91	**50	1.7	2.9	83	**60	2.5	3.5	119	*141	2.1	8.3	98
NEW YORK INCLUDING CUE	443	**39	0.7	8.8	137	**14	0.5	3.2	90	**26	1.1	5.9	198	**21	0.3	4.7	56
THE NEW YORKER	1270	**76	1.5	6.0	93	**29	1.0	2.3	65	**30	1.2	2.4	80	**89	1.3	7.0	83
NEWSWEEK	6277	427	8.2	6.8	106	*239	8.4	3.8	108	*130	5.4	2.1	70	571	8.3	9.1	107
THE N.Y. TIMES DAILY EDITION	1205	**56	1.1	4.6	72	**68	2.4	5.6	160	**21	0.9	1.7	59	**45	0.7	3.7	44
THE N.Y. TIMES MAGAZINE	2081	**93	1.8	4.5	69	**92	3.2	4.4	125	**26	1.1	1.2	42	**133	1.9	6.4	75
OMNI	788	**33	0.6	4.2	65	**23	0.8	2.9	83	**28	1.2	3.6	120	**80	1.2	10.2	120
ON CABLE	1158	**90	1.7	7.8	121	**24	0.8	2.1	59	**22	0.9	1.9	64	**146	2.1	12.6	149
1001 HOME IDEAS	2852	*271	5.2	9.5	148	**103	3.6	3.6	102	*130	5.4	4.6	153	272	4.0	9.5	112
ORGANIC GARDENING	1658	*207	4.0	12.5	194	**62	2.2	3.7	106	**42	1.7	2.5	85	*261	3.8	15.7	185
OUTDOOR LIFE	896	**68	1.3	7.6	118	**24	0.8	2.7	76	**54	2.2	6.0	203	**96	1.4	10.7	126
PARADE MAGAZINE	24275	1565	30.0	6.4	100	942	32.9	3.9	110	690	28.7	2.8	96	2045	29.8	8.4	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0553
P-18

	TOTAL U.S. '000	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	REALEMON LEMONADE A '000	REALEMON LEMONADE B % DOWN	REALEMON LEMONADE C % ACROSS	REALEMON LEMONADE D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	OTHER WYLER'S (NOT LITE) A '000	OTHER WYLER'S (NOT LITE) B % DOWN	OTHER WYLER'S (NOT LITE) C % ACROSS	OTHER WYLER'S (NOT LITE) D INDX
TOTAL FEMALE HOMEMAKERS	80986	5212	100.0	6.4	100	2859	100.0	3.5	100	2406	100.0	3.0	100	6873	100.0	8.5	100
PARENTS	3845	319	6.1	8.3	129	*156	5.5	4.1	115	*170	7.1	4.4	149	359	5.2	9.3	110
PENTHOUSE	831	**39	0.7	4.7	73	**54	1.9	6.5	184	**49	2.0	5.9	198	**69	1.0	8.3	98
PEOPLE	11645	822	15.8	7.1	110	405	14.2	3.5	99	363	15.1	3.1	105	887	12.9	7.6	90
PLAYBOY	2006	*106	2.0	5.3	82	**79	2.8	3.9	112	**79	3.3	3.9	133	*145	2.1	7.2	85
POPULAR HOT RODDING	297	**24	0.5	8.1	126	**34	1.2	11.4	324	**23	1.0	7.7	261	**74	1.1	24.9	294
POPULAR MECHANICS	1018	**63	1.2	6.2	96	**103	3.6	10.1	287	**12	0.5	1.2	40	*201	2.9	19.7	233
POPULAR SCIENCE	878	**91	1.7	10.4	161	**63	2.2	7.2	203	**21	0.9	2.4	81	**117	1.7	13.3	157
PREVENTION	3913	258	5.0	6.6	102	*161	5.6	4.1	117	**120	5.0	3.1	103	466	6.8	11.9	140
PSYCHOLOGY TODAY	1710	**61	1.2	3.6	55	**23	0.8	1.3	38	**54	2.2	3.2	106	*218	3.2	12.7	150
READER'S DIGEST	22204	1610	30.9	7.3	113	1000	35.0	4.5	128	701	29.1	3.2	106	2161	31.4	9.7	115
REDBOOK	7684	653	12.5	8.5	132	*263	9.2	3.4	97	281	11.7	3.7	123	937	13.6	12.2	144
ROAD & TRACK	410	**28	0.5	6.8	106	**22	0.8	5.4	152	**11	0.5	2.7	90	**41	0.6	10.0	118
ROLLING STONE	969	**80	1.5	8.3	128	**36	1.3	3.7	105	**58	2.4	6.0	201	**91	1.3	9.4	111
RUNNER'S WORLD	298	**26	0.5	8.7	136	**7	0.2	2.3	67	**48	2.0	16.1	542	**19	0.3	6.4	75
SATURDAY EVENING POST	1169	**113	2.2	9.7	150	**103	3.6	8.8	250	**48	2.0	4.1	138	*191	2.8	16.3	193
SCIENCE 84	587	**35	0.7	6.0	93	**29	1.0	4.9	140	**18	0.7	3.1	103	**64	0.9	10.9	128
SCIENCE DIGEST	482	**57	1.1	11.8	184	**12	0.4	2.5	71	**12	0.5	2.5	84	**51	0.7	10.6	125
SCIENTIFIC AMERICAN	594	**36	0.7	6.1	94	**5	0.2	0.8	24	**10	0.4	1.7	57	**26	0.4	4.4	52
SELF	2089	**120	2.3	5.7	89	**86	3.0	4.1	117	**96	4.0	4.6	155	*183	2.7	8.8	103
SEVENTEEN	2411	*193	3.7	8.0	124	**122	4.3	5.1	143	*108	4.5	4.5	151	*283	4.1	11.7	138
SKI	480	**30	0.6	6.3	97	**18	0.6	3.8	106	**9	0.4	1.9	63	**77	1.1	16.0	189
SMITHSONIAN	2760	*116	2.2	4.2	65	**101	3.5	3.7	104	**32	1.3	1.2	39	*163	2.4	5.9	70
SOAP OPERA DIGEST	3013	*224	4.3	7.4	116	**115	4.0	3.8	108	*175	7.3	5.8	196	*254	3.7	8.4	99
SOUTHERN LIVING	4184	238	4.6	5.7	88	*162	5.7	3.9	110	**128	5.3	3.1	103	389	5.7	9.3	110
SPORT	559	**67	1.3	12.0	186	**25	0.9	4.5	127	**31	1.3	5.5	187	**91	1.3	16.3	192
THE SPORTING NEWS	436	**31	0.6	7.1	110	**12	0.4	2.8	78	**49	2.0	11.2	378	**17	0.2	3.9	46
SPORTS AFIELD	493	**41	0.8	8.3	129	**48	1.7	9.7	276	**25	1.0	5.1	171	**35	0.5	7.1	84
SPORTS ILLUSTRATED	2758	*218	4.2	7.9	123	*143	5.0	5.2	147	*145	6.0	5.3	177	320	4.7	11.6	137
STAR	7456	551	10.6	7.4	115	306	10.7	4.1	116	358	14.9	4.8	162	660	9.6	8.9	104
SUNDAY	24936	1509	29.0	6.1	94	899	31.4	3.6	102	701	29.1	2.8	95	2337	34.0	9.4	110
SUNSET	2124	*178	3.4	8.4	130	**73	2.6	3.4	97	**95	3.9	4.5	151	*173	2.5	8.1	96
TV GUIDE	21661	1633	31.3	7.5	117	794	27.8	3.7	104	782	32.5	3.6	122	1990	29.0	9.2	108
TENNIS	550	**56	1.1	10.2	158	**29	1.0	5.3	149	**41	1.7	7.5	251	**36	0.5	6.5	77
TIME	8880	534	10.2	6.0	93	408	14.3	4.6	130	234	9.7	2.6	89	806	11.7	9.1	107
TOWN & COUNTRY	917	**66	1.3	7.2	112	**27	0.9	2.9	83	**17	0.7	1.9	62	**70	1.0	7.6	90
TRAVEL & LEISURE	972	**84	1.6	8.6	134	**27	0.9	2.8	79	**28	1.2	2.9	97	**62	0.9	6.4	75
TRUE STORY	3356	*290	5.6	8.6	134	**170	5.9	5.1	143	*185	7.7	5.5	186	413	6.0	12.3	145
U.S.NEWS & WORLD REPORT	3410	*201	3.9	5.9	92	*158	5.5	4.6	131	**111	4.6	3.3	110	339	4.9	9.9	117
USA TODAY	1759	*118	2.3	6.7	104	**56	2.0	3.2	90	**49	2.0	2.8	94	*132	1.9	7.5	88
US	1873	*154	3.0	8.2	128	**103	3.6	5.5	156	**86	3.6	4.6	155	*161	2.3	8.6	101
VOGUE	3909	*242	4.6	6.2	96	**121	4.2	3.1	88	*120	5.0	3.1	103	275	4.0	7.0	83
WALL STREET JOURNAL	1886	**127	2.4	6.7	105	**45	1.6	2.4	68	**45	1.9	2.4	80	*169	2.5	9.0	106
WEIGHT WATCHERS	2120	*123	2.4	5.8	90	**91	3.2	4.3	122	**107	4.4	5.0	170	*157	2.3	7.4	87
WOMAN'S DAY	14172	1134	21.8	8.0	124	667	23.3	4.7	133	526	21.9	3.7	125	1630	23.7	11.5	136
WORKING MOTHER	1146	*144	2.8	12.6	195	**47	1.6	4.1	116	**95	3.9	8.3	279	*191	2.8	16.7	196
WORKING WOMAN	1322	*166	3.2	12.6	195	**49	1.7	3.7	105	**63	2.6	4.8	160	*146	2.1	11.0	130
WORLD TENNIS	*163	**22	0.4	13.5	210	**2	0.1	1.2	35	**15	0.6	9.2	310	**10	0.1	6.1	72
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*176	3.4	7.0	108	**119	4.2	4.7	133	*137	5.7	5.4	182	359	5.2	14.2	167
BLAIR INSERTS	43657	2866	55.0	6.6	102	1657	58.0	3.8	108	1278	53.1	2.9	99	3931	57.2	9.0	106
DAILY NEWSPAPERS																	
READ ANY	51633	3534	67.8	6.8	106	1836	64.2	3.6	101	1479	61.5	2.9	96	4606	67.0	8.9	105
READ ONE	43463	2959	56.8	6.8	106	1469	51.4	3.4	96	1266	52.6	2.9	98	3966	57.7	9.1	108
READ TWO OR MORE	8170	575	11.0	7.0	109	366	12.8	4.5	127	*213	8.9	2.6	88	640	9.3	7.8	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3478	66.7	6.6	103	1940	67.9	3.7	104	1514	62.9	2.9	97	4724	68.7	9.0	106
READ ONE	46126	3163	60.7	6.9	107	1747	61.1	3.8	107	1344	55.9	2.9	98	4309	62.7	9.3	110
READ TWO OR MORE	6552	315	6.0	4.8	75	*193	6.8	2.9	83	*170	7.1	2.6	87	415	6.0	6.3	75
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.67				29.46				24.08				29.32			
30 DAY REACH	71455	4592	88.1	6.4	100	2568	89.8	3.6	102	2113	87.8	3.0	100	6170	89.8	8.6	102
50 SHWG - 30 DAY AV FREQ	14.56	14.02				15.24				12.67				15.26			
30 DAY REACH	67742	4380	84.0	6.5	100	2483	86.8	3.7	104	2006	83.4	3.0	100	5941	86.4	8.8	103
25 SHWG - 30 DAY AV FREQ	7.94	7.48				8.07				6.89				8.21			
30 DAY REACH	62117	4110	78.9	6.6	103	2359	82.5	3.8	108	1837	76.4	3.0	100	5456	79.4	8.8	103
CABLE TV: HOME WIRED	32077	2306	44.2	7.2	112	1075	37.6	3.4	95	945	39.3	2.9	99	2860	41.6	8.9	105
HOME NOT WIRED	48909	2906	55.8	5.9	92	1783	62.4	3.6	103	1461	60.7	3.0	101	4013	58.4	8.2	97
HAVE PAY CABLE	15935	1276	24.5	8.0	124	*488	17.1	3.1	87	*447	18.6	2.8	94	1671	24.3	10.5	124

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

0554
P-18

	TOTAL U.S. '000	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	REALEMON LEMONADE A '000	REALEMON LEMONADE B % DOWN	REALEMON LEMONADE C % ACROSS	REALEMON LEMONADE D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	OTHER WYLER'S (NOT LITE) A '000	OTHER WYLER'S (NOT LITE) B % DOWN	OTHER WYLER'S (NOT LITE) C % ACROSS	OTHER WYLER'S (NOT LITE) D INDX
TOTAL FEMALE HOMEMAKERS	80986	5212	100.0	6.4	100	2859	100.0	3.5	100	2406	100.0	3.0	100	6873	100.0	8.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3142	60.3	7.2	111	1717	60.1	3.9	111	1273	52.9	2.9	98	3896	56.7	8.9	105
10:00 AM - 3:00 PM	30659	2316	44.4	7.6	117	1215	42.5	4.0	112	913	37.9	3.0	100	2762	40.2	9.0	106
3:00 PM - 7:00 PM	31045	2201	42.2	7.1	110	1131	39.6	3.6	103	968	40.2	3.1	105	2737	39.8	8.8	104
7:00 PM - MIDNIGHT	15767	1019	19.6	6.5	100	532	18.6	3.4	96	559	23.2	3.5	119	1456	21.2	9.2	109
MIDNIGHT - 6:00 AM	9120	566	10.9	6.2	96	325	11.4	3.6	101	341	14.2	3.7	126	758	11.0	8.3	98
6:00 AM - MIDNIGHT	58527	4122	79.1	7.0	109	2148	75.1	3.7	104	1827	75.9	3.1	105	5330	77.5	9.1	107
ENTIRE DAY	59311	4172	80.0	7.0	109	2196	76.8	3.7	105	1870	77.7	3.2	106	5387	78.4	9.1	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1398	26.8	8.6	134	518	18.1	3.2	91	500	20.8	3.1	104	1548	22.5	9.6	113
ALL NEWS	2256	**142	2.7	6.3	98	**119	4.2	5.3	149	**29	1.2	1.3	43	**113	1.6	5.0	59
AOR/PROGRESSIVE	3874	345	6.6	8.9	138	**141	4.9	3.6	103	**164	6.8	4.2	142	449	6.5	11.6	137
BEAUTIFUL MUSIC	5660	434	8.3	7.7	119	*166	5.8	2.9	83	*119	4.9	2.1	71	452	6.6	8.0	94
BLACK	2204	*163	3.1	7.4	115	**86	3.0	3.9	111	*128	5.3	5.8	195	*215	3.1	9.8	115
CLASSICAL	1418	**85	1.6	6.0	93	**48	1.7	3.4	96	**33	1.4	2.3	78	**104	1.5	7.3	86
CHR/ROCK	9538	613	11.8	6.4	100	*322	11.3	3.4	96	254	10.6	2.7	90	814	11.8	8.5	101
COUNTRY	12648	777	14.9	6.1	95	432	15.1	3.4	97	390	16.2	3.1	104	1342	19.5	10.6	125
GOLDEN OLDIES	1191	**32	0.6	2.7	42	**60	2.1	5.0	143	**10	0.4	0.8	28	**92	1.3	7.7	91
MOR/NOSTALGIA	4757	387	7.4	8.1	126	*234	8.2	4.9	139	*189	7.9	4.0	134	472	6.9	9.9	117
NEWS/TALK	3863	*203	3.9	5.3	82	*176	6.2	4.6	129	**45	1.9	1.2	39	246	3.6	6.4	75
RELIGIOUS	3084	*161	3.1	5.2	81	**168	5.9	5.4	154	*170	7.1	5.5	186	330	4.8	10.7	126
SOFT ROCK	521	**15	0.3	2.9	45	**5	0.2	1.0	27	**2	0.1	0.4	13	**47	0.7	9.0	106
URBAN CONTEMPORARY	1585	*150	2.9	9.5	147	**69	2.4	4.4	123	*89	3.7	5.6	189	**107	1.6	6.8	80
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*248	4.8	7.6	118	**102	3.6	3.1	89	**101	4.2	3.1	104	468	6.8	14.4	169
ABC DIRECTION	2316	*203	3.9	8.8	136	**151	5.3	6.5	185	**112	4.7	4.8	163	*247	3.6	10.7	126
ABC ENTERTAINMENT	4834	406	7.8	8.4	131	**127	4.4	2.6	74	**110	4.6	2.3	77	377	5.5	7.8	92
ABC FM	2202	*113	2.2	5.1	80	**91	3.2	4.1	117	**54	2.2	2.5	83	*222	3.2	10.1	119
ABC INFORMATION	5425	383	7.3	7.1	110	*182	6.4	3.4	95	*202	8.4	3.7	125	416	6.1	7.7	90
ABC ROCK	1677	*229	4.4	13.7	212	**92	3.2	5.5	155	**98	4.1	5.8	197	*280	4.1	16.7	197
CBS	4430	*232	4.5	5.2	81	*222	7.8	5.0	142	**80	3.3	1.8	61	323	4.7	7.3	86
MUTUAL	4992	320	6.1	6.4	100	*162	5.7	3.2	92	*144	6.0	2.9	97	571	8.3	11.4	135
NBC	4679	365	7.0	7.8	121	*150	5.2	3.2	91	**122	5.1	2.6	88	489	7.1	10.5	123
RADIORADIO	1994	**102	2.0	5.1	79	**111	3.9	5.6	158	**28	1.2	1.4	47	*200	2.9	10.0	118
RKO ONE	2298	*139	2.7	6.0	94	**29	1.0	1.3	36	**53	2.2	2.3	78	*172	2.5	7.5	88
RKO TWO	3311	270	5.2	8.2	127	*156	5.5	4.7	133	*147	6.1	4.4	149	348	5.1	10.5	124
THE SOURCE	2114	**161	3.1	7.6	118	**57	2.0	2.7	76	**86	3.6	4.1	137	*232	3.4	11.0	129
NON-WIRED : BLAIR	8654	599	11.5	6.9	108	300	10.5	3.5	98	333	13.8	3.8	130	780	11.3	9.0	106
INTERNET	12025	1009	19.4	8.4	130	519	18.2	4.3	122	338	14.0	2.8	95	957	13.9	8.0	94
KATZ RADIO GROUP	15359	1035	19.9	6.7	105	603	21.1	3.9	111	398	16.5	2.6	87	1320	19.2	8.6	101
SUPERNET	10628	877	16.8	8.3	128	370	12.9	3.5	99	344	14.3	3.2	109	911	13.3	8.6	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	560	10.7	6.5	100	287	10.0	3.3	94	301	12.5	3.5	117	698	10.2	8.1	95
WKDAY 9:00 AM - 1:00 PM	12163	899	17.2	7.4	115	403	14.1	3.3	94	436	18.1	3.6	121	1055	15.3	8.7	102
WKDAY 1:00 PM - 4:30 PM	16150	1093	21.0	6.8	105	589	20.6	3.6	103	574	23.9	3.6	120	1515	22.0	9.4	111
WKDAY 4:30 PM - 7:30 PM	22463	1450	27.8	6.5	100	711	24.9	3.2	90	690	28.7	3.1	103	1852	26.9	8.2	97
WKDAY 7:30 PM - 8:00 PM	31795	2049	39.3	6.4	100	1063	37.2	3.3	95	918	38.2	2.9	97	2625	38.2	8.3	97
WKDAY 11:00 PM - 11:30 PM	23977	1793	34.4	7.5	116	862	30.2	3.6	102	788	32.8	3.3	111	2242	32.6	9.4	110
WKDAY 11:30 PM - 1:00 AM	7703	561	10.8	7.3	113	292	10.2	3.8	107	284	11.8	3.7	124	796	11.6	10.3	122
M-SAT 8-11 PM+SUN 7-11 PM	33800	2303	44.2	6.8	106	1179	41.2	3.5	99	991	41.2	2.9	99	3012	43.8	8.9	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	374	7.2	5.7	89	201	7.0	3.1	87	218	9.1	3.3	112	428	6.2	6.5	77
ANOTHER WORLD N	4620	305	5.9	6.6	103	*135	4.7	2.9	83	*158	6.6	3.4	115	482	7.0	10.4	123
AS THE WORLD TURNS C	5614	354	6.8	6.3	98	244	8.5	4.3	123	177	7.4	3.2	106	577	8.4	10.3	121
CAPITOL C	3396	255	4.9	7.5	117	*196	6.9	5.8	163	*156	6.5	4.6	155	347	5.0	10.2	120
CBS MORN. NEWS 1 C	1446	*80	1.5	5.5	86	*53	1.9	3.7	104	**30	1.2	2.1	70	*85	1.2	5.9	69
CBS MORN. NEWS 2 C	1207	*93	1.8	7.7	120	*59	2.1	4.9	138	**30	1.2	2.5	84	*75	1.1	6.2	73
DAYS OF OUR LIVES N	5877	405	7.8	6.9	107	239	8.4	4.1	115	171	7.1	2.9	98	665	9.7	11.3	133
FACTS OF LIFE - DAYTIME N	2290	187	3.6	8.2	127	*90	3.1	3.9	111	*84	3.5	3.7	123	193	2.8	8.4	99
FAMILY FEUD A	3023	179	3.4	5.9	92	*79	2.8	2.6	74	113	4.7	3.7	126	213	3.1	7.0	83
GENERAL HOSPITAL A	6097	388	7.4	6.4	99	214	7.5	3.5	99	273	11.3	4.5	151	491	7.1	8.1	95
GOOD MORNING, AMERICA-730 A	3515	234	4.5	6.7	103	*93	3.3	2.6	75	*110	4.6	3.1	105	290	4.2	8.3	97
GOOD MORNING, AMERICA-830 A	2818	183	3.5	6.5	101	*101	3.5	3.6	102	*82	3.4	2.9	98	270	3.9	9.6	113
GUIDING LIGHT C	5339	396	7.6	7.4	115	234	8.2	4.4	124	171	7.1	3.2	108	577	8.4	10.8	127
ONE LIFE TO LIVE A	4478	325	6.2	7.3	113	154	5.4	3.4	97	174	7.2	3.9	131	355	5.2	7.9	93
PRESS YOUR LUCK C	2244	224	4.3	10.0	155	*87	3.0	3.9	110	*63	2.6	2.8	95	271	3.9	12.1	142
PRICE IS RIGHT 1 C	4348	406	7.8	9.3	145	213	7.5	4.9	139	167	6.9	3.8	129	404	5.9	9.3	109
PRICE IS RIGHT 2 C	5014	506	9.7	10.1	157	248	8.7	4.9	140	191	7.9	3.8	128	473	6.9	9.4	111
RYAN'S HOPE A	3150	172	3.3	5.5	85	*114	4.0	3.6	103	113	4.7	3.6	121	272	4.0	8.6	102
SALE OF THE CENTURY N	2695	159	3.1	5.9	92	*77	2.7	2.9	81	*63	2.6	2.3	79	203	3.0	7.5	89
SEARCH FOR TOMORROW N	2319	*140	2.7	6.0	94	**56	2.0	2.4	68	*90	3.7	3.9	131	252	3.7	10.9	128
TODAY SHOW 1 N	2693	116	2.2	4.3	67	*73	2.6	2.7	77	*82	3.4	3.0	102	203	3.0	7.5	89
TODAY SHOW 2 N	2498	99	1.9	4.0	62	*82	2.9	3.3	93	*55	2.3	2.2	74	183	2.7	7.3	86
$25,000 PYRAMID C	2753	204	3.9	7.4	115	*77	2.7	2.8	79	*84	3.5	3.1	103	255	3.7	9.3	109
WHEEL OF FORTUNE N	4388	321	6.2	7.3	114	*123	4.3	2.8	79	113	4.7	2.6	87	402	5.8	9.2	108
YOUNG AND THE RESTLESS C	5695	428	8.2	7.5	117	221	7.7	3.9	110	237	9.9	4.2	140	518	7.5	9.1	107
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*146	2.8	8.3	129	**62	2.2	3.5	100	**56	2.3	3.2	107	*109	1.6	6.2	73
NBA PLAYOFF GAME -1 C	1136	*78	1.5	6.9	107	**40	1.4	3.5	100	**74	3.1	6.5	219	*92	1.3	8.1	95
NBC MAJOR LEAGUE PRE-GAME N	953	**65	1.2	6.8	106	**35	1.2	3.7	104	**33	1.4	3.5	117	**44	0.6	4.6	54
SPORTSWORLD - SUN N	1233	*98	1.9	7.9	124	**41	1.4	3.3	94	**31	1.3	2.5	85	*125	1.8	10.1	119
SUNDAY MORNING C	1611	**64	1.2	4.0	62	**61	2.1	3.8	107	**39	1.6	2.4	81	*142	2.1	8.8	104

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POWDERED SOFT DRINKS (ADD WATER): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MINUTE MAID A '000	MINUTE MAID B % DOWN	MINUTE MAID C % ACROSS	MINUTE MAID D INDX	REALEMON LEMONADE A '000	REALEMON LEMONADE B % DOWN	REALEMON LEMONADE C % ACROSS	REALEMON LEMONADE D INDX	WELCH'S A '000	WELCH'S B % DOWN	WELCH'S C % ACROSS	WELCH'S D INDX	OTHER WYLER'S (NOT LITE) A '000	OTHER WYLER'S (NOT LITE) B % DOWN	OTHER WYLER'S (NOT LITE) C % ACROSS	OTHER WYLER'S (NOT LITE) D INDX
TOTAL FEMALE HOMEMAKERS	80986	5212	100.0	6.4	100	2859	100.0	3.5	100	2406	100.0	3.0	100	6873	100.0	8.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1632	31.3	6.3	97	841	29.4	3.2	91	732	30.4	2.8	95	2110	30.7	8.1	95
NETWORK AFFILIATES - LATE	20261	1465	28.1	7.2	112	746	26.1	3.7	104	651	27.1	3.2	108	1816	26.4	9.0	106
INDEPENDENTS - LATE	2076	131	2.5	6.3	98	*90	3.1	4.3	123	**30	1.2	1.4	49	157	2.3	7.6	89
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	732	14.0	7.0	109	379	13.3	3.6	103	370	15.4	3.5	119	1003	14.6	9.6	113
ABC MONDAY NIGHT MOVIE A	6412	427	8.2	6.7	103	*162	5.7	2.5	72	*225	9.4	3.5	118	505	7.3	7.9	93
ABC SUNDAY NIGHT MOVIE A	12407	750	14.4	6.0	94	408	14.3	3.3	93	271	11.3	2.2	74	1015	14.8	8.2	96
ABC WORLD NEWS TONIGHT A	6176	348	6.7	5.6	88	118	4.1	1.9	54	146	6.1	2.4	80	455	6.6	7.4	87
AFTERMASH C	5863	*346	6.6	5.9	92	*212	7.4	3.6	102	*255	10.6	4.3	146	519	7.6	8.9	104
ALICE C	9594	603	11.6	6.3	98	322	11.3	3.4	95	270	11.2	2.8	95	881	12.8	9.2	108
AMERICAN PARADE C	6622	492	9.4	7.4	115	*196	6.9	3.0	84	*192	8.0	2.9	98	570	8.3	8.6	101
BENSON A	10886	709	13.6	6.5	101	305	10.7	2.8	79	265	11.0	2.4	82	942	13.7	8.7	102
BLUE THUNDER C	5036	301	5.8	6.0	93	*176	6.2	3.5	99	*220	9.1	4.4	147	503	7.3	10.0	118
CAGNEY & LACEY C	9965	708	13.6	7.1	110	299	10.5	3.0	85	271	11.3	2.7	92	945	13.7	9.5	112
CBS EVENING NEWS-DEAN C	3491	*262	5.0	7.5	117	**137	4.8	3.9	111	**98	4.1	2.8	94	292	4.2	8.4	99
CBS EVENING NEWS-RATHER C	7123	471	9.0	6.6	103	265	9.3	3.7	105	180	7.5	2.5	85	621	9.0	8.7	103
CBS SAT. NEWS-SCHIEFFER C	3621	181	3.5	5.0	78	*83	2.9	2.3	65	*53	2.2	1.5	49	236	3.4	6.5	77
CBS SATURDAY NIGHT MOVIE C	5436	323	6.2	5.9	92	226	7.9	4.2	118	216	9.0	4.0	134	542	7.9	10.0	117
CBS WEDNESDAY NIGHT MOVIE C	6100	466	8.9	7.6	119	229	8.0	3.8	106	152	6.3	2.5	84	568	8.3	9.3	110
CHEERS C	8889	732	14.0	8.2	128	378	13.2	4.3	120	259	10.8	2.9	98	895	13.0	10.1	119
DALLAS N	22109	1437	27.6	6.5	101	684	23.9	3.1	88	573	23.8	2.6	87	1820	26.5	8.2	97
DIFF'RENT STROKES N	6940	515	9.9	7.4	115	*201	7.0	2.9	82	227	9.4	3.3	110	533	7.8	7.7	90
DOUBLE TROUBLE N	7223	735	14.1	10.2	158	288	10.1	4.0	113	344	14.3	4.8	160	804	11.7	11.1	131
DUCK FACTORY N	5595	452	8.7	8.1	126	*295	10.3	5.3	149	*168	7.0	3.0	101	570	8.3	10.2	120
DUKES OF HAZZARD C	5768	381	7.3	6.6	103	*224	7.8	3.9	110	*208	8.6	3.6	121	565	8.2	9.8	115
DYNASTY A	20053	1015	19.5	5.1	79	688	24.1	3.4	97	550	22.9	2.7	92	1538	22.4	7.7	90
FACTS OF LIFE N	8087	655	12.6	8.1	126	321	11.2	4.0	112	297	12.3	3.7	124	790	11.5	9.8	115
FALCON CREST C	20046	1191	22.9	5.9	92	567	19.8	2.8	80	512	21.3	2.6	86	1745	25.4	8.7	103
FALL GUY A	9084	531	10.2	5.8	91	358	12.5	3.9	112	311	12.9	3.4	115	916	13.3	10.1	119
FAMILY TIES N	7964	596	11.4	7.5	116	314	11.0	3.9	112	290	12.1	3.6	123	847	12.3	10.6	125
FANTASY ISLAND A	7687	416	8.0	5.4	84	*243	8.5	3.2	90	302	12.6	3.9	132	644	9.4	8.4	99
FOULUPS,BLEEPS & BLUNDERS A	8861	620	11.9	7.0	109	342	12.0	3.9	109	254	10.6	2.9	96	748	10.9	8.4	99
FOUR SEASONS A	5095	*359	6.9	7.0	109	*257	9.0	5.0	143	*203	8.4	4.0	134	527	7.7	10.3	122
GIMME A BREAK C	8838	634	12.2	7.2	111	380	13.3	4.3	122	402	16.7	4.5	153	873	12.7	9.9	116
HART TO HART N	8978	480	9.2	5.3	83	269	9.4	3.0	85	287	11.9	3.2	108	671	9.8	7.5	88
HILL STREET BLUES N	8590	658	12.6	7.7	119	333	11.6	3.9	110	*271	11.3	3.2	106	971	14.1	11.3	133
HOTEL A	14085	740	14.2	5.3	82	533	18.6	3.8	107	408	17.0	2.9	98	1224	17.8	8.7	102
JEFFERSONS C	9360	569	10.9	6.1	94	335	11.7	3.6	101	320	13.3	3.4	115	794	11.6	8.5	100
JENNIFER SLEPT HERE N	5841	417	8.0	7.1	111	*159	5.6	2.7	77	*165	6.9	2.8	95	545	7.9	9.3	110
KATE & ALLIE N	9206	633	12.1	6.9	107	243	8.5	2.6	75	*239	9.9	2.6	87	947	13.8	10.3	121
KNIGHT RIDER A	7076	539	10.3	7.6	118	*312	10.9	4.1	139	293	12.2	4.1	139	671	9.8	9.5	112
LOVE BOAT A	12219	656	12.6	5.4	83	370	12.9	4.4	125	328	13.6	2.7	90	929	13.5	7.6	90
MAGNUM PI C	11199	752	14.4	6.7	104	425	14.9	3.0	86	319	13.3	2.8	96	1084	15.8	9.7	114
MAMA'S FAMILY N	6057	578	11.1	9.5	148	*227	7.9	3.8	107	*185	7.7	3.1	103	499	7.3	8.2	97
MASTER, THE N	3598	311	6.0	8.6	134	*146	5.1	3.7	106	*157	6.5	4.4	147	373	5.4	10.4	122
MATT HOUSTON A	6344	503	9.7	7.9	123	*229	8.0	4.1	115	*203	8.4	3.2	108	488	7.1	7.7	91
NBC MONDAY NIGHT MOVIE N	11994	826	15.8	6.9	107	477	16.7	3.6	102	355	14.8	3.0	100	1343	19.5	11.2	132
NBC NIGHTLY NEWS N	5132	271	5.2	5.3	82	199	7.0	4.0	113	136	5.7	2.7	89	391	5.7	7.6	90
NBC NIGHTLY NEWS-SAT N	3375	*188	3.6	5.6	87	**134	4.7	3.9	110	**91	3.8	2.7	91	291	4.2	8.6	102
NBC NIGHTLY NEWS-SUN N	3130	*250	4.8	8.0	124	**108	3.8	4.0	112	**102	4.2	3.3	110	*266	3.9	8.5	100
NBC SUNDAY NIGHT MOVIE N	8284	732	14.0	8.8	137	*349	12.2	3.5	98	*310	12.9	3.7	126	916	13.3	11.1	130
NEWHART C	9240	679	13.0	7.3	114	265	9.3	4.2	119	251	10.4	2.7	91	899	13.1	9.7	115
ONE DAY AT A TIME C	7288	480	9.2	6.6	102	*238	8.3	2.9	81	227	9.4	3.1	105	628	9.1	8.6	102
PEOPLE ARE FUNNY N	4855	545	10.5	11.2	174	*177	6.2	3.3	93	*123	5.1	2.5	85	429	6.2	8.8	104
REAL PEOPLE N	8869	626	12.0	7.1	110	332	11.6	3.6	103	233	9.7	2.6	88	716	10.4	8.1	95
REMINGTON STEELE N	7743	536	10.3	6.9	108	378	13.2	3.7	106	*328	13.6	4.2	143	826	12.0	10.7	126
RIPLEY'S BELIEVE IT - NOT A	5345	298	5.7	5.6	87	*154	5.4	4.9	138	*244	10.1	4.6	154	488	7.1	9.1	108
RIPTIDE N	6988	481	9.2	6.9	107	353	12.3	2.9	82	307	12.8	4.4	148	786	11.4	11.2	133
SCARECROW & MRS. KING C	10002	544	10.4	5.4	85	292	10.2	5.1	143	310	12.9	3.1	104	873	12.7	8.7	103
SIMON & SIMON C	10638	687	13.2	6.5	100	446	15.6	2.9	83	390	16.2	3.7	123	916	13.3	8.6	101
60 MINUTES C	13293	896	17.2	6.7	105	430	15.0	4.2	119	370	15.4	2.8	94	983	14.3	7.4	87
ST. ELSEWHERE N	7017	624	12.0	8.9	138	276	9.7	3.2	92	*258	10.7	3.7	124	768	11.2	10.9	129
THREE'S COMPANY A	10917	662	12.7	6.1	94	302	10.6	3.9	111	319	13.3	2.9	98	964	14.0	8.8	104
T.J. HOOKER A	9204	563	10.8	6.1	95	307	10.7	2.8	78	259	10.8	2.8	95	829	12.1	9.0	106
TONIGHT SHOW C	2372	170	3.3	7.2	111	76	2.7	3.3	94	*64	2.7	2.7	91	207	3.0	8.7	103
TRAPPER JOHN, M.D. N	9846	529	10.1	5.4	83	344	12.0	3.2	91	253	10.5	2.6	86	841	12.2	8.5	101
TV BLOOPERS & PRAC. JOKES N	9105	596	11.4	6.5	102	389	13.6	3.5	99	*235	9.8	2.6	87	893	13.0	9.8	116
20/20 A	9387	605	11.6	6.4	100	238	8.3	4.3	121	219	9.1	2.3	79	632	9.2	6.7	79
WEBSTER A	11067	739	14.2	6.7	104	327	11.4	2.5	72	279	11.6	2.5	85	912	13.3	8.2	97
WORLD NEWS - SUN N	3062	*154	3.0	5.0	78	**88	3.1	3.0	84	**63	2.6	2.1	69	*188	2.7	6.1	72
YELLOW ROSE	4978	423	8.1	8.5	132	*202	7.1	2.9	81	*190	7.9	3.8	128	424	6.2	8.5	100
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	681	13.1	7.7	119	*342	12.0	3.9	109	*294	12.2	3.3	111	828	12.0	9.3	110
BASKETBALL - COLLEGE GAMES	4080	*362	6.9	8.9	138	**124	4.3	3.0	86	**183	7.6	4.5	151	*395	5.7	9.7	114
BASKETBALL - PRO GAMES	3607	**269	5.2	7.5	116	**169	5.9	4.7	133	**214	8.9	5.9	200	*475	6.9	13.2	155
BOWLING	3883	*382	7.3	9.8	153	**236	8.3	6.1	172	*255	10.6	6.6	221	*368	5.4	9.5	112
BOXING	3928	*502	9.6	12.8	199	**192	6.7	4.9	138	*290	12.1	7.4	249	*436	6.3	11.1	131
FOOTBALL - COLLEGE GAMES	6366	*440	8.4	6.9	107	**272	9.5	4.3	121	*241	10.0	3.8	127	586	8.5	9.2	108
FOOTBALL - PRO GAMES	11300	951	18.2	8.4	131	*527	18.4	4.7	132	*445	18.5	3.9	133	1107	16.1	9.8	116
GOLF	3378	**327	6.3	9.7	150	**144	5.0	4.3	121	**115	4.8	3.4	115	*325	4.7	9.6	113
POST-SEASON COLL. FOOTBALL	4906	*328	6.3	6.7	104	*289	10.1	5.9	167	**203	8.4	4.1	139	569	8.3	11.6	136
POST-SEASON PRO FOOTBALL	6120	*515	9.9	8.4	131	*329	11.5	5.4	152	*281	11.7	4.6	155	547	8.0	8.9	105
TENNIS	3033	**175	3.4	5.8	90	**94	3.3	3.1	88	**110	4.6	3.6	122	*213	3.1	7.0	82
WRESTLING - PROFESSIONAL	3344	*292	5.6	8.7	136	**160	5.6	4.8	136	*299	12.4	8.9	301	*274	4.0	8.2	96

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BASE = FEMALE HOMEMAKERS (80986)

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1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	26225	32.4	3044
	NO	54761	67.6	6391

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
TEA BAGS	23407	28.9	20343	25.1	2825	3.5	239	.3	2720
LOOSE TEA	5030	6.2	1966	2.4	1389	1.7	1676	2.1	589
DO NOT KNOW	851	1.1							95
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BIGELOW	3376	4.2	772	1.0	1513	1.9	1091	1.3	398
CELESTIAL SEASONINGS	9439	11.7	3784	4.7	4119	5.1	1536	1.9	1104
LIPTON	15814	19.5	9615	11.9	4819	6.0	1380	1.7	1832
MAGIC MOUNTAIN	2487	3.1	437	.5	993	1.2	1057	1.3	285
OTHER BRANDS	6465	8.0	2763	3.4	2326	2.9	1376	1.7	708
DO NOT KNOW	362	.4							46

		'000	%	UNWEIGHTED
1D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	2838	3.5	308
7 - 9	H	922	1.1	116
4 - 6	H	3217	4.0	344
3	M	2547	3.1	302
2	M	4497	5.6	531
1	L	5090	6.3	615
LESS THAN 1	L	4458	5.5	533
NONE	L	2657	3.3	295

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HERBAL TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	6977	100.0	8.6	100	7043	100.0	8.7	100	12205	100.0	15.1	100
18 - 24	9282	2605	9.9	28.1	87	815	11.7	8.8	102	781	11.1	8.4	97	1009	8.3	10.9	72
25 - 34	19072	6693	25.5	35.1	108	1496	21.4	7.8	91	1909	27.1	10.0	115	3288	26.9	17.2	114
35 - 44	14591	5530	21.1	37.9	117	1321	18.9	9.1	105	1370	19.5	9.4	108	2839	23.3	19.5	129
45 - 54	11345	3825	14.6	33.7	104	1087	15.6	9.6	111	968	13.7	8.5	98	1770	14.5	15.6	104
55 - 64	11635	3614	13.8	31.1	96	1233	17.7	10.6	123	856	12.2	7.4	85	1525	12.5	13.1	87
65 OR OLDER	15061	3958	15.1	26.3	81	1026	14.7	6.8	79	1159	16.5	7.7	88	1773	14.5	11.8	78
18 - 34	28354	9298	35.5	32.8	101	2311	33.1	8.2	95	2690	38.2	9.5	109	4297	35.2	15.2	101
18 - 49	48339	16711	63.7	34.6	107	4144	59.4	8.6	100	4572	64.9	9.5	109	7996	65.5	16.5	110
25 - 54	45008	16048	61.2	35.7	110	3903	55.9	8.7	101	4248	60.3	9.4	109	7898	64.7	17.5	116
35 - 49	19985	7414	28.3	37.1	115	1833	26.3	9.2	106	1881	26.7	9.4	108	3699	30.3	18.5	123
50 OR OLDER	32647	9513	36.3	29.1	90	2833	40.6	8.7	101	2472	35.1	7.6	87	4209	34.5	12.9	86
GRADUATED COLLEGE	11155	4839	18.5	43.4	134	741	10.6	6.6	77	1388	19.7	12.4	143	2711	22.2	24.3	161
ATTENDED COLLEGE	13682	5247	20.0	38.3	118	1240	17.8	9.1	105	1222	17.4	8.9	103	2785	22.8	20.4	135
GRADUATED HIGH SCHOOL	33880	9867	37.6	29.1	90	2809	40.3	8.3	96	2585	36.7	7.6	88	4474	36.7	13.2	88
DID NOT GRADUATE HIGH SCHOOL	22270	6272	23.9	28.2	87	2188	31.4	9.8	114	1849	26.3	8.3	95	2235	18.3	10.0	67
EMPLOYED	40306	13674	52.1	33.9	105	3252	46.6	8.1	94	3660	52.0	9.1	104	6762	55.4	16.8	111
EMPLOYED FULL-TIME	32850	10942	41.7	33.3	103	2551	36.6	7.8	90	3046	43.2	9.3	107	5346	43.8	16.3	108
EMPLOYED PART-TIME	7456	2732	10.4	36.6	113	701	10.0	9.4	109	614	8.7	8.2	95	1416	11.6	19.0	126
NOT EMPLOYED	40680	12551	47.9	30.9	95	3725	53.4	9.2	106	3383	48.0	8.3	96	5443	44.6	13.4	89
PROFESSIONAL/MANAGER	10392	4209	16.0	40.5	125	816	11.7	7.9	91	1059	15.0	10.2	117	2333	19.1	22.4	149
TECH/CLERICAL/SALES	17574	5933	22.6	33.8	104	1293	18.5	7.4	85	1613	22.9	9.2	106	3028	24.8	17.2	114
PRECISION/CRAFT	985	*346	1.3	35.1	108	**29	0.4	2.9	34	**130	1.8	13.2	152	**187	1.5	19.0	126
OTHER EMPLOYED	11354	3186	12.1	28.1	87	1114	16.0	9.8	114	858	12.2	7.6	87	1214	9.9	10.7	71
SINGLE	9863	3054	11.6	31.0	96	897	12.9	9.1	106	836	11.9	8.5	97	1321	10.8	13.4	89
MARRIED	51375	16872	64.3	32.8	101	4285	61.4	8.3	97	4508	64.0	8.8	101	8078	66.2	15.7	104
DIVORCED/SEPARATED/WIDOWED	19748	6300	24.0	31.9	99	1795	25.7	9.1	106	1699	24.1	8.6	99	2806	23.0	14.2	94
PARENTS	32590	11094	42.3	34.0	105	2863	41.0	8.8	102	3094	43.9	9.5	109	5137	42.1	15.8	105
WHITE	70416	23047	87.9	32.7	101	5968	85.5	8.5	98	6023	85.5	8.6	98	11056	90.6	15.7	104
BLACK	8778	2522	9.6	28.7	89	831	11.9	9.5	110	756	10.7	8.6	99	936	7.7	10.7	71
OTHER	1791	*655	2.5	36.6	113	**178	2.6	9.9	115	**264	3.7	14.7	169	**214	1.8	11.9	79
NORTHEAST-CENSUS	17786	5350	20.4	30.1	93	1491	21.4	8.4	97	1577	22.4	8.9	102	2283	18.7	12.8	85
NORTH CENTRAL	20741	6709	25.6	32.3	100	1747	25.0	8.4	98	1603	22.8	7.7	89	3359	27.5	16.2	107
SOUTH	27775	7150	27.3	25.7	79	2121	30.4	7.6	89	1976	28.1	7.1	82	3053	25.0	11.0	73
WEST	14683	7016	26.8	47.8	148	1618	23.2	11.0	128	1888	26.8	12.9	148	3510	28.8	23.9	159
NORTHEAST-MKTG.	17961	5678	21.7	31.6	98	1471	21.1	8.2	95	1678	23.8	9.3	107	2530	20.7	14.1	93
EAST CENTRAL	11885	3759	14.3	31.6	98	992	14.2	8.3	97	1001	14.2	8.4	97	1766	14.5	14.9	99
WEST CENTRAL	14090	4698	17.9	33.3	103	1241	17.8	8.8	102	1016	14.4	7.2	83	2441	20.0	17.3	115
SOUTH	24081	5985	22.8	24.9	77	1922	27.5	8.0	93	1639	23.3	6.8	78	2424	19.9	10.1	67
PACIFIC	12969	6105	23.3	47.1	145	1350	19.3	10.4	121	1710	24.3	13.2	152	3045	24.9	23.5	156
COUNTY SIZE A	32439	10933	41.7	33.7	104	2500	35.8	7.7	89	2939	41.7	9.1	104	5494	45.0	16.9	112
COUNTY SIZE B	24915	7645	29.2	30.7	95	1904	27.3	7.6	89	2056	29.2	8.3	95	3686	30.2	14.8	98
COUNTY SIZE C	12930	4673	17.8	36.1	112	1536	22.0	11.9	138	1110	15.8	8.6	99	2027	16.6	15.7	104
COUNTY SIZE D	10703	2974	11.3	27.8	86	1037	14.9	9.7	112	939	13.3	8.8	101	998	8.2	9.3	62
METRO CENTRAL CITY	24518	7721	29.4	31.5	97	2011	28.8	8.2	95	1998	28.4	8.1	94	3713	30.4	15.1	100
METRO SUBURBAN	35919	12252	46.7	34.1	105	2861	41.0	8.0	92	3377	47.9	9.4	108	6014	49.3	16.7	111
NON METRO	20549	6251	23.8	30.4	94	2105	30.2	10.2	119	1668	23.7	8.1	93	2478	20.3	12.1	80
TOP 5 ADI'S	18341	6793	25.9	37.0	114	1540	22.1	8.4	97	1889	26.8	10.3	118	3364	27.6	18.3	122
TOP 10 ADI'S	25378	8903	33.9	35.1	108	1951	28.0	7.7	89	2483	35.3	9.8	113	4468	36.6	17.6	117
TOP 20 ADI'S	36488	12491	47.6	34.2	106	2894	41.5	7.9	92	3427	48.7	9.4	108	6171	50.6	16.9	112
HSHLD INC. $50,000 OR MORE	6612	2813	10.7	42.5	131	*452	6.5	6.8	79	833	11.8	12.6	145	1528	12.5	23.1	153
$40,000 OR MORE	12659	5211	19.9	41.2	127	946	13.6	7.5	87	1416	20.1	11.2	129	2849	23.3	22.5	149
$30,000 OR MORE	24698	9556	36.4	38.7	119	1991	28.5	8.1	94	2410	34.2	9.8	112	5155	42.2	20.9	138
$25,000 OR MORE	32077	12124	46.2	37.8	117	2592	37.2	8.1	94	3089	43.9	9.6	111	6442	52.8	20.1	133
$20,000 - $24,999	9144	2765	10.5	30.2	93	855	12.3	9.4	109	817	11.6	8.9	103	1093	9.0	12.0	79
$15,000 - $19,999	8728	2265	8.6	26.0	80	655	9.4	7.5	87	633	9.0	7.3	83	976	8.0	11.2	74
$10,000 - $14,999	12562	3851	14.7	30.7	95	1166	16.7	9.3	108	924	13.1	7.4	85	1760	14.4	14.0	93
UNDER $10,000	18475	5222	19.9	28.3	87	1709	24.5	9.3	107	1580	22.4	8.6	98	1933	15.8	10.5	69
HOUSEHOLD OF 1 PERSON	11987	3369	12.8	28.1	87	787	11.3	6.6	76	942	13.4	7.9	90	1640	13.4	13.7	91
2 PEOPLE	26577	8699	33.2	32.7	101	2286	32.8	8.6	100	2402	34.1	9.0	104	4011	32.9	15.1	100
3 OR 4 PEOPLE	30617	10195	38.9	33.3	103	2736	39.2	8.9	104	2540	36.1	8.3	95	4919	40.3	16.1	107
5 OR MORE PEOPLE	11804	3963	15.1	33.6	104	1168	16.7	9.9	115	1160	16.5	9.8	113	1635	13.4	13.9	92
NO CHILD IN HSHLD	46165	14556	55.5	31.5	97	3852	55.2	8.3	97	3812	54.1	8.3	95	6892	56.5	14.9	99
CHILD(REN) UNDER 2 YRS	5325	1720	6.6	32.3	100	*434	6.2	8.2	95	*433	6.1	8.1	94	853	7.0	16.0	106
2 - 5 YEARS	14221	4377	16.7	30.8	95	1180	16.9	8.3	96	1372	19.5	9.6	111	1825	15.0	12.8	85
6 - 11 YEARS	15117	5162	19.7	34.1	105	1365	19.6	9.0	105	1293	18.4	8.6	98	2503	20.5	16.6	110
12 - 17 YEARS	16611	5736	21.9	34.5	107	1479	21.2	8.9	103	1565	22.2	9.4	108	2692	22.1	16.2	108
RESIDENCE OWNED	55884	18353	70.0	32.8	101	4865	69.7	8.7	101	4660	66.2	8.3	96	8828	72.3	15.8	105
VALUE: $50,000 OR MORE	31744	11393	43.4	35.9	111	2515	36.0	7.9	92	2815	40.0	8.9	102	6062	49.7	19.1	127
VALUE: UNDER $50,000	24140	6961	26.5	28.8	89	2350	33.7	9.7	113	1845	26.2	7.6	88	2766	22.7	11.5	76

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	26225	100.0	32.4	100	6977	100.0	8.6	100	7043	100.0	8.7	100	12205	100.0	15.1	100
MAGAZINES	QUINTILE 1	15799	6026	23.0	38.1	118	1595	22.9	10.1	117	1512	21.5	9.6	110	2920	23.9	18.5	123
	QUINTILE 2	17259	6228	23.7	36.1	111	1556	22.3	9.0	105	1691	24.0	9.8	113	2982	24.4	17.3	115
	QUINTILE 3	13545	4487	17.1	33.1	102	1278	18.3	9.4	110	1195	17.0	8.8	101	2015	16.5	14.9	99
	QUINTILE 4	15133	4262	16.3	28.2	87	1175	16.8	7.8	90	1119	15.9	7.4	85	1969	16.1	13.0	86
	QUINTILE 5	19250	5221	19.9	27.1	84	1374	19.7	7.1	83	1527	21.7	7.9	91	2320	19.0	12.1	80
NEWSPAPERS	QUINTILE 1	12413	4002	15.3	32.2	100	1065	15.3	8.6	100	1080	15.3	8.7	100	1858	15.2	15.0	99
	QUINTILE 2	24116	8213	31.3	34.1	105	2008	28.8	8.3	97	2052	29.1	8.5	98	4153	34.0	17.2	114
	QUINTILE 3	11261	3762	14.3	33.4	103	1097	15.7	9.7	113	963	13.7	8.6	98	1702	13.9	15.1	100
	QUINTILE 4	20255	6315	24.1	31.2	96	1692	24.3	8.4	97	1709	24.3	8.4	97	2915	23.9	14.4	95
	QUINTILE 5	12940	3933	15.0	30.4	94	1115	16.0	8.6	100	1241	17.6	9.6	110	1577	12.9	12.2	81
OUTDOOR	QUINTILE 1	14852	4918	18.8	33.1	102	1168	16.7	7.9	91	1342	19.1	9.0	104	2408	19.7	16.2	108
	QUINTILE 2	15725	4997	19.1	31.8	98	1181	16.9	7.5	87	1259	17.9	8.0	92	2558	21.0	16.3	108
	QUINTILE 3	16330	5286	20.2	32.4	100	1337	19.2	8.2	95	1516	21.5	9.3	107	2433	19.9	14.9	99
	QUINTILE 4	16744	5527	21.1	33.0	102	1657	23.7	9.9	115	1388	19.7	8.3	95	2482	20.3	14.8	98
	QUINTILE 5	17334	5496	21.0	31.7	98	1635	23.4	9.4	109	1538	21.8	8.9	102	2324	19.0	13.4	89
RADIO-DRIVE TIME	QUINTILE 1	15911	5376	20.5	33.8	104	1685	24.2	10.6	123	1336	19.0	8.4	97	2356	19.3	14.8	98
	QUINTILE 2	14837	4668	17.8	31.5	97	1271	18.2	8.6	99	1303	18.5	8.8	101	2094	17.2	14.1	94
	QUINTILE 3	15339	5232	20.0	34.1	105	1314	18.8	8.6	99	1566	22.2	10.2	117	2351	19.3	15.3	102
	QUINTILE 4	16723	5165	19.7	30.9	95	1250	17.9	7.5	87	1339	19.0	8.0	92	2576	21.1	15.4	102
	QUINTILE 5	18176	5784	22.1	31.8	98	1457	20.9	8.0	93	1500	21.3	8.3	95	2827	23.2	15.6	103
RADIO-MID-DAY	TERCILE 1	21020	6779	25.8	32.3	100	2053	29.4	9.8	113	1691	24.0	8.0	93	3035	24.9	14.4	96
	TERCILE 2	21610	7286	27.8	33.7	104	1905	27.3	8.8	102	1907	27.1	8.8	101	3475	28.5	16.1	107
	TERCILE 3	38355	12160	46.4	31.7	98	3020	43.3	7.9	91	3445	48.9	9.0	103	5695	46.7	14.8	99
RADIO-TOTAL	QUINTILE 1	15988	5562	21.2	34.8	107	1781	25.5	11.1	129	1379	19.6	8.6	99	2402	19.7	15.0	100
	QUINTILE 2	15626	4868	18.6	31.2	96	1456	20.9	9.3	108	1471	20.9	9.4	108	1941	15.9	12.4	82
	QUINTILE 3	16723	5462	20.8	32.7	101	1178	16.9	7.0	82	1528	21.7	9.1	105	2755	22.6	16.5	109
	QUINTILE 4	16342	5546	21.1	33.9	105	1219	17.5	7.5	87	1431	20.3	8.8	101	2896	23.7	17.7	118
	QUINTILE 5	16306	4787	18.3	29.4	91	1343	19.2	8.2	96	1235	17.5	7.6	87	2209	18.1	13.5	90
TV-PRIME TIME	QUINTILE 1	15953	5137	19.6	32.2	99	1385	19.9	8.7	101	1471	20.9	9.2	106	2281	18.7	14.3	95
	QUINTILE 2	16137	4890	18.6	30.3	94	1431	20.5	8.9	103	1251	17.8	7.8	89	2208	18.1	13.7	91
	QUINTILE 3	16420	5528	21.1	33.7	104	1221	17.5	7.4	86	1442	20.5	8.8	101	2865	23.5	17.4	116
	QUINTILE 4	16687	5138	19.6	30.8	95	1487	21.3	8.9	103	1364	19.4	8.2	94	2287	18.7	13.7	91
	QUINTILE 5	15789	5533	21.1	35.0	108	1454	20.8	9.2	107	1516	21.5	9.6	110	2563	21.0	16.2	108
TV-DAYTIME	TERCILE 1	27736	8533	32.5	30.8	95	2623	37.6	9.5	110	2497	35.5	9.0	104	3413	28.0	12.3	82
	TERCILE 2	26489	8163	31.1	30.8	95	2186	31.3	8.3	96	2042	29.0	7.7	89	3935	32.2	14.9	99
	TERCILE 3	26761	9529	36.3	35.6	110	2168	31.1	8.1	94	2504	35.6	9.4	108	4857	39.8	18.1	120
TV-TOTAL	QUINTILE 1	16345	5204	19.8	31.8	98	1654	23.7	10.1	117	1538	21.8	9.4	108	2012	16.5	12.3	82
	QUINTILE 2	16447	4859	18.5	29.5	91	1425	20.4	8.7	101	1239	17.6	7.5	87	2196	18.0	13.4	89
	QUINTILE 3	15980	4900	18.7	30.7	95	1179	16.9	7.4	86	1200	17.0	7.5	86	2521	20.7	15.8	105
	QUINTILE 4	15887	5418	20.7	34.1	105	1393	20.0	8.8	102	1375	19.5	8.7	100	2650	21.7	16.7	111
	QUINTILE 5	16326	5843	22.3	35.8	111	1326	19.0	8.1	94	1692	24.0	10.4	119	2826	23.2	17.3	115
MAGAZINES-NEWSPAPERS: DUAL		20721	7660	29.2	37.0	114	2024	29.0	9.8	113	2085	29.6	10.1	116	3551	29.1	17.1	114
MAGAZINE IMPERATIVE		19186	7087	27.0	36.9	114	1854	26.6	9.7	112	1879	26.7	9.8	113	3354	27.5	17.5	116
NEWSPAPER IMPERATIVE		21899	6355	24.2	29.0	90	1614	23.1	7.4	86	1542	21.9	7.0	81	3198	26.2	14.6	97
MAGAZINES-OUTDOOR: DUAL		15451	5682	21.7	36.8	114	1326	19.0	8.6	100	1408	20.0	9.1	105	2948	24.2	19.1	127
MAGAZINE IMPERATIVE		25953	9300	35.5	35.8	111	2679	38.4	10.3	120	2487	35.3	9.6	110	4134	33.9	15.9	106
OUTDOOR IMPERATIVE		24400	6854	26.1	28.1	87	1692	24.3	6.9	80	1929	27.4	7.9	91	3233	26.5	13.3	88
MAGAZINES-RADIO: DUAL		18049	6519	24.9	36.1	112	2024	29.0	11.2	130	1726	24.5	9.6	110	2769	22.7	15.3	102
MAGAZINE IMPERATIVE		23571	8477	32.3	36.0	111	1847	26.5	7.8	91	2246	31.9	9.5	110	4384	35.9	18.6	123
RADIO IMPERATIVE		23278	6805	25.9	29.2	90	1869	26.8	8.0	93	1962	27.9	8.4	97	2974	24.4	12.8	85
MAGAZINES-TELEVISION: DUAL		15459	5266	20.1	34.1	105	1653	23.7	10.7	124	1355	19.2	8.8	101	2259	18.5	14.6	97
MAGAZINE IMPERATIVE		25829	9773	37.3	37.8	117	2233	32.0	8.6	100	2603	37.0	10.1	116	4937	40.5	19.1	127
TELEVISION IMPERATIVE		26039	7121	27.2	27.3	84	2031	29.1	7.8	91	1894	26.9	7.3	84	3196	26.2	12.3	81
NEWSPAPERS-OUTDOOR: DUAL		16605	5500	21.0	33.1	102	1256	18.0	7.6	88	1278	18.1	7.7	89	2966	24.3	17.9	119
NEWSPAPER IMPERATIVE		26834	9068	34.6	33.8	104	2531	36.3	9.4	109	2446	34.7	9.1	105	4091	33.5	15.2	101
OUTDOOR IMPERATIVE		23346	7227	27.6	31.0	96	1887	27.0	8.1	94	2125	30.2	9.1	105	3215	26.3	13.8	91
NEWSPAPERS-RADIO: DUAL		17133	5626	21.5	32.8	101	1728	24.8	10.1	117	1551	22.0	9.1	104	2347	19.2	13.7	91
NEWSPAPER IMPERATIVE		25892	8766	33.4	33.9	105	1934	27.7	7.5	87	2156	30.6	8.3	96	4676	38.3	18.1	120
RADIO IMPERATIVE		23167	7479	28.5	32.3	100	2158	30.9	9.3	108	2114	30.0	9.1	105	3207	26.3	13.8	92
NEWSPAPERS-TELEVISION: DUAL		17159	5467	20.8	31.9	98	1706	24.5	9.9	115	1334	18.9	7.8	89	2427	19.9	14.1	94
NEWSPAPER IMPERATIVE		26214	9082	34.6	34.6	107	2018	28.9	7.7	89	2378	33.8	9.1	104	4686	38.4	17.9	119
TELEVISION IMPERATIVE		23412	6984	26.6	29.8	92	2036	29.2	8.7	101	1982	28.1	8.5	97	2966	24.3	12.7	84
OUTDOOR-RADIO: DUAL		15303	4985	19.0	32.6	101	1290	18.5	8.4	98	1366	19.4	8.9	103	2329	19.1	15.2	101
OUTDOOR IMPERATIVE		24901	8035	30.6	32.3	100	1742	25.0	7.0	81	2120	30.1	8.5	98	4174	34.2	16.8	111
RADIO IMPERATIVE		26492	8861	33.8	33.4	103	2787	39.9	10.5	122	2450	34.8	9.2	106	3624	29.7	13.7	91
OUTDOOR-TELEVISION: DUAL		14794	4352	16.6	29.4	91	1168	16.7	7.9	92	1192	16.9	8.1	93	1992	16.3	13.5	89
OUTDOOR IMPERATIVE		25437	8829	33.7	34.7	107	1895	27.2	7.4	86	2435	34.6	9.6	110	4499	36.9	17.7	117
TELEVISION IMPERATIVE		27877	8837	33.7	31.7	98	2790	40.0	10.0	116	2349	33.4	8.4	97	3698	30.3	13.3	88
RADIO-TELEVISION: DUAL		15996	4786	18.2	29.9	92	1720	24.7	10.8	125	1172	16.6	7.3	84	1895	15.5	11.8	79
RADIO IMPERATIVE		25478	8926	34.0	35.0	108	2215	31.7	8.7	101	2462	35.0	9.7	111	4249	34.8	16.7	111
TELEVISION IMPERATIVE		26573	8253	31.5	31.1	96	1988	28.5	7.5	87	2212	31.4	8.3	96	4053	33.2	15.3	101

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0560
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	6977	100.0	8.6	100	7043	100.0	8.7	100	12205	100.0	15.1	100
ATLANTIC MONTHLY	415	*196	0.7	47.2	146	**41	0.6	9.9	115	**87	1.2	21.0	241	**68	0.6	16.4	109
BARRON'S	453	*247	0.9	54.5	168	**35	0.5	7.7	90	**84	1.2	18.5	213	**128	1.0	28.3	187
BETTER HOMES & GARDENS	16256	5727	21.8	35.2	109	1397	20.0	8.6	100	1465	20.8	9.0	104	2865	23.5	17.6	117
BON APPETIT	2535	1158	4.4	45.7	141	445	6.4	17.6	204	255	3.6	10.1	116	457	3.7	18.0	120
BUSINESS WEEK	1278	487	1.9	38.1	118	**40	0.6	3.1	36	*167	2.4	13.1	150	*280	2.3	21.9	145
CAR AND DRIVER	378	*118	0.4	31.2	96	**49	0.7	13.0	150	**25	0.4	6.6	76	**44	0.4	11.6	77
CBS MAGAZINE NETWORK (GROSS)	1498	688	2.6	45.9	142	*211	3.0	14.1	163	*145	2.1	9.7	111	332	2.7	22.2	147
CHANGING TIMES	1505	652	2.5	43.3	134	**157	2.3	10.4	121	*177	2.5	11.8	135	318	2.6	21.1	140
COLONIAL HOMES	1231	452	1.7	36.7	113	**94	1.3	7.6	89	**89	1.3	7.2	83	269	2.2	21.9	145
CONDE NAST MAG. PKG. (GROSS)	14146	5423	20.7	38.3	118	1340	19.2	9.5	110	1344	19.1	9.5	109	2739	22.4	19.4	128
CONSUMERS DIGEST	1323	497	1.9	37.6	116	*135	1.9	10.2	118	**133	1.9	10.1	116	*228	1.9	17.2	114
COSMOPOLITAN	7102	2586	9.9	36.4	112	653	9.4	9.2	107	702	10.0	9.9	114	1231	10.1	17.3	115
COUNTRY LIVING	2481	1047	4.0	42.2	130	256	3.7	10.3	120	*229	3.3	9.2	106	562	4.6	22.7	150
CUISINE	1472	523	2.0	35.5	110	*177	2.5	12.0	140	*124	1.8	8.4	97	*222	1.8	15.1	100
CYCLE WORLD	425	*245	0.9	57.6	178	**77	1.1	18.1	210	**26	0.4	6.1	70	**142	1.2	33.4	222
DCI:CREATIVE IDEAS FOR LIV	2510	924	3.5	36.8	114	*196	2.8	7.8	91	262	3.7	10.4	120	465	3.8	18.5	123
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2118	8.1	31.6	98	514	7.4	7.7	89	550	7.8	8.2	94	1054	8.6	15.7	104
DISCOVER	894	406	1.5	45.4	140	**103	1.5	11.5	134	**118	1.7	13.2	152	*184	1.5	20.6	137
EBONY	3507	1154	4.4	32.9	102	394	5.6	11.2	130	334	4.7	9.5	110	426	3.5	12.1	81
ESQUIRE	1083	416	1.6	38.4	119	*104	1.5	9.6	111	*119	1.7	11.0	126	*192	1.6	17.7	118
ESSENCE	1830	639	2.4	34.9	108	196	2.8	10.7	124	*156	2.2	8.5	98	287	2.4	15.7	104
FAMILY CIRCLE	15930	5468	20.9	34.3	106	1512	21.7	9.5	110	1490	21.2	9.4	108	2467	20.2	15.5	103
THE FAMILY HANDYMAN	1126	394	1.5	35.0	108	*141	2.0	12.5	145	**47	0.7	4.2	48	*206	1.7	18.3	121
FAMILY WEEKLY	11468	3654	13.9	31.9	98	1099	15.8	9.6	111	884	12.6	7.7	89	1671	13.7	14.6	97
FIELD & STREAM	2234	669	2.6	29.9	92	*227	3.3	10.2	118	**112	1.6	5.0	58	330	2.7	14.8	98
FOOD & WINE	579	281	1.1	48.5	150	**108	1.5	18.7	217	**72	1.0	12.4	143	*101	0.8	17.4	116
FORBES	728	331	1.3	45.5	140	**37	0.5	5.1	59	**74	1.1	10.2	117	*220	1.8	30.2	201
FORTUNE	906	387	1.5	42.7	132	**70	1.0	7.7	90	**113	1.6	12.5	143	*204	1.7	22.5	149
GENTLEMEN'S QUARTERLY	791	371	1.4	46.9	145	**118	1.7	14.9	173	*107	1.5	13.5	156	*146	1.2	18.5	122
GLAMOUR	5265	1936	7.4	36.8	114	562	8.1	10.7	124	409	5.8	7.8	89	965	7.9	18.3	122
GOLF DIGEST	636	274	1.0	43.1	133	**113	1.6	17.8	206	**40	0.6	6.3	72	*122	1.0	19.2	127
GOLF DIGEST/TENNIS (GROSS)	1186	538	2.1	45.4	140	**123	1.8	10.4	120	**114	1.6	9.6	111	301	2.5	25.4	168
GOLF MAGAZINE	441	*222	0.8	50.3	155	**112	1.6	25.4	295	**22	0.3	5.0	57	**89	0.7	20.2	134
GOLF MAGAZINE/SKI (GROSS)	922	438	1.7	47.5	147	**178	2.6	19.3	224	**60	0.9	6.5	75	*200	1.6	21.7	144
GOOD HOUSEKEEPING	16487	5434	20.7	33.0	102	1471	21.1	8.9	104	1290	18.3	7.8	90	2672	21.9	16.2	108
HARPER'S BAZAAR	2423	952	3.6	39.3	121	*198	2.8	8.2	95	*224	3.2	9.2	106	530	4.3	21.9	145
HEALTH	1994	790	3.0	39.6	122	*259	3.7	13.0	151	*178	2.5	8.9	103	353	2.9	17.7	117
HEARST MAG CORP. BUY (GROSS)	44101	15450	58.9	35.0	108	3950	56.6	9.0	104	3866	54.9	8.8	101	7634	62.5	17.3	115
HEARST MAN POWER (GROSS)	1993	778	3.0	39.0	121	*149	2.1	7.5	87	*220	3.1	11.0	127	409	3.4	20.5	136
HEARST WOMAN POWER (GROSS)	31274	10521	40.1	33.6	104	2849	40.8	9.1	106	2621	37.2	8.4	96	5052	41.4	16.2	107
HOUSE BEAUTIFUL	3623	1245	4.7	34.4	106	295	4.2	8.1	95	351	5.0	9.7	111	600	4.9	16.6	110
INC.	283	*153	0.6	54.1	167	**36	0.5	12.7	148	**53	0.8	18.7	215	**64	0.5	22.6	150
JET	2928	911	3.5	31.1	96	310	4.4	10.6	123	278	3.9	9.5	109	322	2.6	11.0	73
LADIES' HOME JOURNAL	11918	4076	15.5	34.2	106	986	14.1	8.3	96	1064	15.1	8.9	103	2026	16.6	17.0	113
LHJ FAMILY GRP COMBO(GROSS)	16764	5935	22.6	35.4	109	1486	21.3	8.9	103	1498	21.3	8.9	103	2951	24.2	17.6	117
LIFE	4254	1621	6.2	38.1	118	374	5.4	8.8	102	533	7.6	12.5	144	714	5.9	16.8	111
L.A. TIMES HOME MAGAZINE	1145	530	2.0	46.3	143	**95	1.4	8.3	96	**123	1.7	10.7	124	312	2.6	27.2	181
MADEMOISELLE	2884	1069	4.1	37.1	114	*225	3.2	7.8	91	280	4.0	9.7	112	564	4.6	19.6	130
MC CALL'S	13460	4494	17.1	33.4	103	1386	19.9	10.3	120	1006	14.3	7.5	86	2102	17.2	15.6	104
MC CALL'S/WRK MOTHER (GROSS)	14606	4865	18.6	33.3	103	1508	21.6	10.3	120	1132	16.1	7.8	89	2226	18.2	15.2	101
MECHANIX ILLUSTRATED	772	*280	1.1	36.3	112	**66	0.9	8.5	99	**54	0.8	7.0	80	*160	1.3	20.7	138
METROPOLITAN HOME	967	412	1.6	42.6	132	**104	1.5	10.8	125	**84	1.2	8.7	100	223	1.8	23.1	153
MONEY	1588	647	2.5	40.7	126	**148	2.1	9.3	108	*173	2.5	10.9	125	326	2.7	20.5	136
MOTHER EARTH NEWS	1002	426	1.6	42.5	131	**123	1.8	12.3	142	**54	0.8	5.4	62	*249	2.0	24.9	165
MS.	825	425	1.6	51.5	159	*103	1.5	12.5	145	*147	2.1	17.8	205	*175	1.4	21.2	141
NATIONAL ENQUIRER	10336	3308	12.6	32.0	99	1194	17.1	11.6	134	943	13.4	9.1	105	1172	9.6	11.3	75
NATIONAL GEOGRAPHIC	9597	3915	14.9	40.8	126	800	11.5	8.3	97	1024	14.5	10.7	123	2091	17.1	21.8	145
NATIONAL SUNDAY MAGAZINE PKG	49558	16623	63.4	33.5	104	4265	61.1	8.6	100	4269	60.6	8.6	99	8089	66.3	16.3	108
NATURAL HISTORY	573	310	1.2	54.1	167	**33	0.5	5.8	67	**82	1.2	14.3	165	*195	1.6	34.0	226
NEW WOMAN	1699	687	2.6	40.4	125	*149	2.1	8.8	102	*212	3.0	12.5	143	326	2.7	19.2	127
NEW YORK INCLUDING CUE	443	175	0.7	39.5	122	**54	0.8	12.2	141	**26	0.4	5.9	67	*95	0.8	21.4	142
THE NEW YORKER	1270	484	1.8	38.1	118	**86	1.2	6.8	79	*150	2.1	11.8	136	247	2.0	19.4	129
NEWSWEEK	6277	2640	10.1	42.1	130	484	6.9	7.7	90	684	9.7	10.9	125	1471	12.1	23.4	156
THE N.Y. TIMES DAILY EDITION	1205	451	1.7	37.4	116	**117	1.7	9.7	113	*141	2.0	11.7	135	193	1.6	16.0	106
THE N.Y. TIMES MAGAZINE	2081	847	3.2	40.7	126	*240	3.4	11.5	134	*248	3.5	11.9	137	359	2.9	17.3	114
OMNI	788	426	1.6	54.1	167	**64	0.9	8.1	94	**140	2.0	17.8	204	*222	1.8	28.2	187
ON CABLE	1158	294	1.1	25.4	78	**76	1.1	6.6	76	**52	0.7	4.5	52	*166	1.4	14.3	95
1001 HOME IDEAS	2852	1070	4.1	37.5	116	*241	3.5	8.5	98	*256	3.6	9.0	103	573	4.7	20.1	133
ORGANIC GARDENING	1658	832	3.2	50.2	155	*314	4.5	18.9	220	*155	2.2	9.3	107	363	3.0	21.9	145
OUTDOOR LIFE	896	263	1.0	29.4	91	**100	1.4	11.2	130	**52	0.7	5.8	67	*111	0.9	12.4	82
PARADE MAGAZINE	24275	8417	32.1	34.7	107	2105	30.2	8.7	101	2184	31.0	9.0	103	4128	33.8	17.0	113

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HERBAL TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0561
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	6977	100.0	8.6	100	7043	100.0	8.7	100	12205	100.0	15.1	100
PARENTS	3845	1331	5.1	34.6	107	334	4.8	8.7	101	368	5.2	9.6	110	629	5.2	16.4	109
PENTHOUSE	831	303	1.2	36.5	113	**69	1.0	8.3	96	**99	1.4	11.9	137	**135	1.1	16.2	108
PEOPLE	11645	4353	16.6	37.4	115	1033	14.8	8.9	103	1054	15.0	9.1	104	2267	18.6	19.5	129
PLAYBOY	2006	704	2.7	35.1	108	*191	2.7	9.5	111	*189	2.7	9.4	108	325	2.7	16.2	108
POPULAR HOT RODDING	297	**90	0.3	30.3	94	**36	0.5	12.1	141	**25	0.4	8.4	97	**29	0.2	9.8	65
POPULAR MECHANICS	1018	416	1.6	40.9	126	**92	1.3	9.0	105	**71	1.0	7.0	80	*253	2.1	24.9	165
POPULAR SCIENCE	878	360	1.4	41.0	127	**79	1.1	9.0	104	**70	1.0	8.0	92	*211	1.7	24.0	159
PREVENTION	3913	1918	7.3	49.0	151	412	5.9	10.5	122	556	7.9	14.2	163	950	7.8	24.3	161
PSYCHOLOGY TODAY	1710	824	3.1	48.2	149	*226	3.2	13.2	153	*158	2.2	9.2	106	440	3.6	25.7	171
READER'S DIGEST	22204	7406	28.2	33.4	103	1934	27.7	8.7	101	1712	24.3	7.7	89	3759	30.8	16.9	112
REDBOOK	7684	2502	9.5	32.6	101	725	10.4	9.4	110	628	8.9	8.2	94	1149	9.4	15.0	99
ROAD & TRACK	410	*194	0.7	47.3	146	**43	0.6	10.5	122	**53	0.8	12.9	149	**98	0.8	23.9	159
ROLLING STONE	969	449	1.7	46.3	143	**92	1.3	9.5	110	*141	2.0	14.6	167	215	1.8	22.2	147
RUNNER'S WORLD	298	*141	0.5	47.3	146	**23	0.3	7.7	90	**63	0.9	21.1	243	**55	0.5	18.5	122
SATURDAY EVENING POST	1169	395	1.5	33.8	104	*97	1.4	8.3	96	*109	1.5	9.3	107	*190	1.6	16.3	108
SCIENCE 84	587	314	1.2	53.5	165	**39	0.6	6.6	77	**116	1.6	19.8	227	*159	1.3	27.1	180
SCIENCE DIGEST	482	*234	0.9	48.5	150	**16	0.2	3.3	39	**110	1.6	22.8	262	**108	0.9	22.4	149
SCIENTIFIC AMERICAN	594	268	1.0	45.1	139	**33	0.5	5.6	64	**75	1.1	12.6	145	*161	1.3	27.1	180
SELF	2089	813	3.1	38.9	120	*159	2.3	7.6	88	*286	4.1	13.7	157	368	3.0	17.6	117
SEVENTEEN	2411	840	3.2	34.8	108	*201	2.9	8.3	97	*226	3.2	9.4	108	414	3.4	17.2	114
SKI	480	*216	0.8	45.0	139	**66	0.9	13.8	160	**38	0.5	7.9	91	**111	0.9	23.1	153
SMITHSONIAN	2760	1182	4.5	42.8	132	*247	3.5	8.9	104	232	3.3	8.4	97	703	5.8	25.5	169
SOAP OPERA DIGEST	3013	995	3.8	33.0	102	431	6.2	14.3	166	*220	3.1	7.3	84	345	2.8	11.5	76
SOUTHERN LIVING	4184	1194	4.6	28.5	88	317	4.5	7.6	88	288	4.1	6.9	79	588	4.8	14.1	93
SPORT	559	**111	0.4	19.9	61	**39	0.6	7.0	81	**10	0.1	1.8	21	**62	0.5	11.1	74
THE SPORTING NEWS	436	**66	0.3	15.1	47	**27	0.4	6.2	72	**20	0.3	4.6	53	**19	0.2	4.4	29
SPORTS AFIELD	493	*128	0.5	26.0	80	**41	0.6	8.3	97	**40	0.6	8.1	93	**47	0.4	9.5	63
SPORTS ILLUSTRATED	2758	1094	4.2	39.7	122	*185	2.7	6.7	78	333	4.7	12.1	139	575	4.7	20.8	138
STAR	7456	2357	9.0	31.6	98	820	11.8	11.0	128	696	9.9	9.3	107	841	6.9	11.3	75
SUNDAY	24936	8402	32.0	33.7	104	2110	30.2	8.5	98	2257	32.0	9.1	104	4035	33.1	16.2	107
SUNSET	2124	1142	4.4	53.8	166	*239	3.4	11.3	131	*330	4.7	15.5	179	573	4.7	27.0	179
TV GUIDE	21661	6910	26.3	31.9	99	1832	26.3	8.5	98	1800	25.6	8.3	96	3278	26.9	15.1	100
TENNIS	550	264	1.0	48.0	148	**10	0.1	1.8	21	**74	1.1	13.5	155	*179	1.5	32.5	216
TIME	8880	3551	13.5	40.0	123	823	11.8	9.3	108	869	12.3	9.8	113	1859	15.2	20.9	139
TOWN & COUNTRY	917	419	1.6	45.7	141	**103	1.5	11.2	130	*113	1.6	12.3	142	*203	1.7	22.1	147
TRAVEL & LEISURE	972	355	1.4	36.5	113	**70	1.0	7.2	84	*117	1.7	12.0	138	*168	1.4	17.3	115
TRUE STORY	3356	953	3.6	28.4	88	322	4.6	9.6	111	283	4.0	8.4	97	348	2.9	10.4	69
U.S.NEWS & WORLD REPORT	3410	1297	4.9	38.0	117	295	4.2	8.7	100	346	4.9	10.1	117	657	5.4	19.3	128
USA TODAY	1759	750	2.9	42.6	132	*131	1.9	7.4	86	*202	2.9	11.5	132	418	3.4	23.8	158
US	1873	547	2.1	29.2	90	*112	1.6	6.0	69	*194	2.8	10.4	119	241	2.0	12.9	85
VOGUE	3909	1605	6.1	41.1	127	395	5.7	10.1	117	368	5.2	9.4	108	842	6.9	21.5	143
WALL STREET JOURNAL	1886	661	2.5	35.0	108	**100	1.4	5.3	62	*210	3.0	11.1	128	352	2.9	18.7	124
WEIGHT WATCHERS	2120	876	3.3	41.3	128	251	3.6	11.8	137	*246	3.5	11.6	133	380	3.1	17.9	119
WOMAN'S DAY	14172	4969	18.9	35.1	108	1473	21.1	10.4	121	1219	17.3	8.6	99	2278	18.7	16.1	107
WORKING MOTHER	1146	371	1.4	32.4	100	**121	1.7	10.6	123	*126	1.8	11.0	126	*124	1.0	10.8	72
WORKING WOMAN	1322	588	2.2	44.5	137	*110	1.6	8.3	97	*125	1.8	9.5	109	353	2.9	26.7	177
WORLD TENNIS	*163	**97	0.4	59.5	184	**34	0.5	20.9	242	**28	0.4	17.2	198	**35	0.3	21.5	142
ZIFF-DAVIS MAG NETWK (GROSS)	2532	952	3.6	37.6	116	338	4.8	13.3	155	*254	3.6	10.0	115	360	2.9	14.2	94
BLAIR INSERTS	43657	14841	56.6	34.0	105	3726	53.4	8.5	99	3927	55.8	9.0	103	7188	58.9	16.5	109
DAILY NEWSPAPERS																	
READ ANY	51633	16808	64.1	32.6	101	4396	63.0	8.5	99	4391	62.3	8.5	98	8021	65.7	15.5	103
READ ONE	43463	14266	54.4	32.8	101	3689	52.9	8.5	99	3725	52.9	8.6	99	6852	56.1	15.8	105
READ TWO OR MORE	8170	2543	9.7	31.1	96	707	10.1	8.7	100	666	9.5	8.2	94	1169	9.6	14.3	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17661	67.3	33.5	104	4533	65.0	8.6	100	4523	64.2	8.6	99	8605	70.5	16.3	108
READ ONE	46126	15287	58.3	33.1	102	3955	56.7	8.6	100	3847	54.6	8.3	96	7486	61.3	16.2	108
READ TWO OR MORE	6552	2374	9.1	36.2	112	579	8.3	8.8	103	676	9.6	10.3	119	1119	9.2	17.1	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.15				24.81				29.08				27.38			
30 DAY REACH	71455	23320	88.9	32.6	101	6168	88.4	8.6	100	6147	87.3	8.6	99	11005	90.2	15.4	102
50 SHWG - 30 DAY AV FREQ	14.56	14.26				13.09				15.15				14.42			
30 DAY REACH	67742	22207	84.7	32.8	101	5848	83.8	8.6	100	5904	83.8	8.7	100	10455	85.7	15.4	102
25 SHWG - 30 DAY AV FREQ	7.94	7.82				7.33				8.26				7.84			
30 DAY REACH	62117	20237	77.2	32.6	101	5212	74.7	8.4	97	5402	76.7	8.7	100	9623	78.8	15.5	103
CABLE TV: HOME WIRED	32077	10430	39.8	32.5	100	2653	38.0	8.3	96	2660	37.8	8.3	95	5118	41.9	16.0	106
HOME NOT WIRED	48909	15794	60.2	32.3	100	4324	62.0	8.8	103	4384	62.2	9.0	103	7087	58.1	14.5	96
HAVE PAY CABLE	15935	5496	21.0	34.5	107	1379	19.8	8.7	100	1364	19.4	8.6	98	2754	22.6	17.3	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0562
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	6977	100.0	8.6	100	7043	100.0	8.7	100	12205	100.0	15.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14369	54.8	32.7	101	3863	55.4	8.8	102	3872	55.0	8.8	101	6634	54.4	15.1	100
10:00 AM - 3:00 PM	30659	10034	38.3	32.7	101	2844	40.8	9.3	108	2475	35.1	8.1	93	4715	38.6	15.4	102
3:00 PM - 7:00 PM	31045	10381	39.6	33.4	103	2819	40.4	9.1	105	2789	39.6	9.0	103	4773	39.1	15.4	102
7:00 PM - MIDNIGHT	15767	5589	21.3	35.4	109	1550	22.2	9.8	114	1528	21.7	9.7	111	2512	20.6	15.9	106
MIDNIGHT - 6:00 AM	9120	3087	11.8	33.8	105	830	11.9	9.1	106	851	12.1	9.3	107	1406	11.5	15.4	102
6:00 AM - MIDNIGHT	58527	19530	74.5	33.4	103	5178	74.2	8.8	103	5177	73.5	8.8	102	9175	75.2	15.7	104
ENTIRE DAY	59311	19790	75.5	33.4	103	5248	75.2	8.8	103	5253	74.6	8.9	102	9288	76.1	15.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5511	21.0	34.1	105	1270	18.2	7.9	91	1435	20.4	8.9	102	2807	23.0	17.4	115
ALL NEWS	2256	817	3.1	36.2	112	*154	2.2	6.8	79	247	3.5	10.9	126	416	3.4	18.4	122
AOR/PROGRESSIVE	3874	1397	5.3	36.1	111	393	5.6	10.1	118	337	4.8	8.7	100	667	5.5	17.2	114
BEAUTIFUL MUSIC	5660	2042	7.8	36.1	111	466	6.7	8.2	96	510	7.2	9.0	104	1066	8.7	18.8	125
BLACK	2204	705	2.7	32.0	99	242	3.5	11.0	127	*227	3.2	10.3	118	236	1.9	10.7	71
CLASSICAL	1418	623	2.4	43.9	136	**173	2.5	12.2	142	*154	2.2	10.9	125	296	2.4	20.9	139
CHR/ROCK	9538	3150	12.0	33.0	102	692	9.9	7.3	84	852	12.1	8.9	103	1606	13.2	16.8	112
COUNTRY	12648	3885	14.8	30.7	95	1300	18.6	10.3	119	1003	14.2	7.9	91	1582	13.0	12.5	83
GOLDEN OLDIES	1191	416	1.6	34.9	108	**174	2.5	14.6	170	**98	1.4	8.2	95	*144	1.2	12.1	80
MOR/NOSTALGIA	4757	1652	6.3	34.7	107	399	5.7	8.4	97	478	6.8	10.0	116	775	6.3	16.3	108
NEWS/TALK	3863	1482	5.7	38.4	118	228	3.3	5.9	69	329	4.7	8.5	98	925	7.6	23.9	159
RELIGIOUS	3084	1028	3.9	33.3	103	355	5.1	11.5	134	*183	2.6	5.9	68	490	4.0	15.9	105
SOFT ROCK	521	*126	0.5	24.2	75	**48	0.7	9.2	107	**27	0.4	5.2	60	**51	0.4	9.8	65
URBAN CONTEMPORARY	1585	586	2.2	37.0	114	244	3.5	15.4	179	*156	2.2	9.8	113	*187	1.5	11.8	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	992	3.8	30.4	94	355	5.1	10.9	126	*207	2.9	6.3	73	430	3.5	13.2	87
ABC DIRECTION	2316	805	3.1	34.8	107	*159	2.3	6.9	80	267	3.8	11.5	133	379	3.1	16.4	109
ABC ENTERTAINMENT	4834	1503	5.7	31.1	96	420	6.0	8.7	101	372	5.3	7.7	88	712	5.8	14.7	98
ABC FM	2202	639	2.4	29.0	90	*150	2.1	6.8	79	*218	3.1	9.9	114	271	2.2	12.3	82
ABC INFORMATION	5425	2167	8.3	39.9	123	468	6.7	8.6	100	546	7.8	10.1	116	1153	9.4	21.3	141
ABC ROCK	1677	586	2.2	34.9	108	**134	1.9	8.0	93	*141	2.0	8.4	97	310	2.5	18.5	123
CBS	4430	1326	5.1	29.9	92	258	3.7	5.8	68	297	4.2	6.7	77	771	6.3	17.4	115
MUTUAL	4992	1743	6.6	34.9	108	460	6.6	9.2	107	406	5.8	8.1	94	877	7.2	17.6	117
NBC	4679	1608	6.1	34.4	106	351	5.0	7.5	87	416	5.9	8.9	102	841	6.9	18.0	119
RADIORADIO	1994	588	2.2	29.5	91	**107	1.5	5.4	62	*151	2.1	7.6	87	330	2.7	16.5	110
RKO ONE	2298	831	3.2	36.2	112	*223	3.2	9.7	113	*248	3.5	10.8	124	360	2.9	15.7	104
RKO TWO	3311	1007	3.8	30.4	94	312	4.5	9.4	109	*269	3.8	8.1	93	426	3.5	12.9	85
THE SOURCE	2114	562	2.1	26.6	82	*161	2.3	7.6	88	**119	1.7	5.6	65	283	2.3	13.4	89
NON-WIRED : BLAIR	8654	2992	11.4	34.6	107	798	11.4	9.2	107	806	11.4	9.3	107	1388	11.4	16.0	106
INTERNET	12025	4373	16.7	36.4	112	1044	15.0	8.7	101	1103	15.7	9.2	105	2226	18.2	18.5	123
KATZ RADIO GROUP	15359	5475	20.9	35.6	110	1327	19.0	8.6	100	1458	20.7	9.5	109	2691	22.0	17.5	116
SUPERNET	10628	3409	13.0	32.1	99	1002	14.4	9.4	109	748	10.6	7.0	81	1659	13.6	15.6	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2726	10.4	31.5	97	858	12.3	9.9	115	672	9.5	7.8	89	1196	9.8	13.8	92
WKDAY 9:00 AM - 1:00 PM	12163	3836	14.6	31.5	97	1187	17.0	9.8	113	1039	14.8	8.5	98	1610	13.2	13.2	88
WKDAY 1:00 PM - 4:30 PM	16150	5010	19.1	31.0	96	1557	22.3	9.6	112	1457	20.7	9.0	104	1996	16.4	12.4	82
WKDAY 4:30 PM - 7:30 PM	22463	7037	26.8	31.3	97	2048	29.4	9.1	106	1934	27.5	8.6	99	3055	25.0	13.6	90
WKDAY 7:30 PM - 8:00 PM	31795	9832	37.5	30.9	95	2827	40.5	8.9	103	2541	36.1	8.0	92	4463	36.6	14.0	93
WKDAY 11:00 PM - 11:30 PM	23977	7641	29.1	31.9	98	2102	30.1	8.8	102	1978	28.1	8.2	95	3561	29.2	14.9	99
WKDAY 11:30 PM - 1:00 AM	7703	2467	9.4	32.0	99	744	10.7	9.7	112	688	9.8	8.9	103	1035	8.5	13.4	89
M-SAT 8-11 PM+SUN 7-11 PM	33800	10723	40.9	31.7	98	2909	41.7	8.6	100	2844	40.4	8.4	97	4970	40.7	14.7	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2217	8.5	33.9	105	717	10.3	11.0	127	576	8.2	8.8	101	923	7.6	14.1	94
ANOTHER WORLD N	4620	1571	6.0	34.0	105	526	7.5	11.4	132	454	6.4	9.8	113	591	4.8	12.8	85
AS THE WORLD TURNS C	5614	1526	5.8	27.2	84	425	6.1	7.6	88	477	6.8	8.5	98	623	5.1	11.1	74
CAPITOL C	3396	960	3.7	28.3	87	292	4.2	8.6	100	304	4.3	9.0	103	364	3.0	10.7	71
CBS MORN. NEWS 1 C	1446	393	1.5	27.2	84	157	2.3	10.9	126	100	1.4	6.9	80	136	1.1	9.4	62
CBS MORN. NEWS 2 C	1207	269	1.0	22.3	69	*55	0.8	4.6	53	*85	1.2	7.0	81	129	1.1	10.7	71
DAYS OF OUR LIVES N	5877	1972	7.5	33.6	104	671	9.6	11.4	133	522	7.4	8.9	102	779	6.4	13.3	88
FACTS OF LIFE - DAYTIME N	2290	735	2.8	32.1	99	291	4.2	12.7	148	214	3.0	9.3	107	230	1.9	10.0	67
FAMILY FEUD A	3023	899	3.4	29.7	92	233	3.3	7.7	89	248	3.5	8.2	94	418	3.4	13.8	92
GENERAL HOSPITAL A	6097	1867	7.1	30.6	95	531	7.6	8.7	101	533	7.6	8.7	101	804	6.6	13.2	88
GOOD MORNING, AMERICA-730 A	3515	1019	3.9	29.0	90	255	3.7	7.3	84	252	3.6	7.2	82	512	4.2	14.6	97
GOOD MORNING, AMERICA-830 A	2818	968	3.7	34.4	106	236	3.4	8.4	97	240	3.4	8.5	98	493	4.0	17.5	116
GUIDING LIGHT C	5339	1514	5.8	28.4	88	483	6.9	9.0	105	450	6.4	8.4	97	582	4.8	10.9	72
ONE LIFE TO LIVE A	4478	1391	5.3	31.1	96	451	6.5	10.1	117	377	5.4	8.4	97	564	4.6	12.6	84
PRESS YOUR LUCK C	2244	705	2.7	31.4	97	182	2.6	8.1	94	236	3.4	10.5	121	287	2.4	12.8	85
PRICE IS RIGHT 1 C	4348	1204	4.6	27.7	86	425	6.1	9.8	113	318	4.5	7.3	84	460	3.8	10.6	70
PRICE IS RIGHT 2 C	5014	1445	5.5	28.8	89	498	7.1	9.9	115	374	5.3	7.5	86	573	4.7	11.4	76
RYAN'S HOPE A	3150	958	3.7	30.4	94	283	4.1	9.0	104	264	3.7	8.4	96	411	3.4	13.0	87
SALE OF THE CENTURY N	2695	933	3.6	34.6	107	303	4.3	11.2	131	289	4.1	10.7	123	341	2.8	12.7	84
SEARCH FOR TOMORROW N	2319	669	2.6	28.8	89	155	2.2	6.7	78	206	2.9	8.9	102	308	2.5	13.3	88
TODAY SHOW 1 N	2693	960	3.7	35.6	110	301	4.3	11.2	130	257	3.6	9.5	110	403	3.3	15.0	99
TODAY SHOW 2 N	2498	844	3.2	33.8	104	253	3.6	10.1	118	257	3.6	10.3	118	334	2.7	13.4	89
$25,000 PYRAMID C	2753	841	3.2	30.5	94	218	3.1	7.9	92	258	3.7	9.4	108	365	3.0	13.3	88
WHEEL OF FORTUNE N	4388	1529	5.8	34.8	108	481	6.9	11.0	127	454	6.4	10.3	119	594	4.9	13.5	90
YOUNG AND THE RESTLESS C	5695	1757	6.7	30.9	95	665	9.5	11.7	136	439	6.2	7.7	89	653	5.4	11.5	76
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	466	1.8	26.5	82	133	1.9	7.6	88	127	1.8	7.2	83	206	1.7	11.7	78
NBA PLAYOFF GAME -1 C	1136	362	1.4	31.9	98	*156	2.2	13.7	159	*90	1.3	7.9	91	116	1.0	10.2	68
NBC MAJOR LEAGUE PRE-GAME N	953	352	1.3	36.9	114	**117	1.7	12.3	143	**144	2.0	15.1	174	**91	0.7	9.5	63
SPORTSWORLD - SUN N	1233	397	1.5	32.2	99	*120	1.7	9.7	113	*103	1.5	8.4	96	*174	1.4	14.1	94
SUNDAY MORNING C	1611	410	1.6	25.5	79	*122	1.7	7.6	88	*81	1.2	5.0	58	207	1.7	12.8	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0563
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	26225	100.0	32.4	100	6977	100.0	8.6	100	7043	100.0	8.7	100	12205	100.0	15.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7860	30.0	30.2	93	2165	31.0	8.3	96	2156	30.6	8.3	95	3538	29.0	13.6	90
NETWORK AFFILIATES - LATE		20261	6433	24.5	31.8	98	1672	24.0	8.3	96	1689	24.0	8.3	96	3071	25.2	15.2	101
INDEPENDENTS - LATE		2076	705	2.7	34.0	105	237	3.4	11.4	133	143	2.0	6.9	79	325	2.7	15.7	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3170	12.1	30.3	94	924	13.2	8.8	103	827	11.7	7.9	91	1418	11.6	13.6	90
ABC MONDAY NIGHT MOVIE	A	6412	1974	7.5	30.8	95	452	6.5	7.0	82	638	9.1	10.0	114	884	7.2	13.8	91
ABC SUNDAY NIGHT MOVIE	A	12407	3853	14.7	31.1	96	887	12.7	7.1	83	1012	14.4	8.2	94	1954	16.0	15.7	105
ABC WORLD NEWS TONIGHT	A	6176	1814	6.9	29.4	91	550	7.9	8.9	103	442	6.3	7.2	82	822	6.7	13.3	88
AFTERMASH	C	5863	1733	6.6	29.6	91	527	7.6	9.0	104	483	6.9	8.2	95	723	5.9	12.3	82
ALICE	C	9594	2945	11.2	30.7	95	846	12.1	8.8	102	918	13.0	9.6	110	1181	9.7	12.3	82
AMERICAN PARADE	C	6622	1959	7.5	29.6	91	477	6.8	7.2	84	532	7.6	8.0	92	949	7.8	14.3	95
BENSON	A	10886	3328	12.7	30.6	94	892	12.8	8.2	95	849	12.1	7.8	90	1587	13.0	14.6	97
BLUE THUNDER	A	5036	1522	5.8	30.2	93	377	5.4	7.5	87	465	6.6	9.2	106	680	5.6	13.5	90
CAGNEY & LACEY	C	9965	3071	11.7	30.8	95	793	11.4	8.0	92	817	11.6	8.2	94	1460	12.0	14.7	97
CBS EVENING NEWS-DEAN	C	3491	1147	4.4	32.9	101	355	5.1	10.2	118	301	4.3	8.6	99	490	4.0	14.0	93
CBS EVENING NEWS-RATHER	C	7123	2147	8.2	30.1	93	537	7.7	7.5	88	584	8.3	8.2	94	1027	8.4	14.4	96
CBS SAT. NEWS-SCHIEFFER	C	3621	1074	4.1	29.7	92	245	3.5	6.8	79	262	3.7	7.2	83	567	4.6	15.7	104
CBS SATURDAY NIGHT MOVIE	C	5436	1753	6.7	32.2	100	431	6.2	7.9	92	567	8.1	10.4	120	756	6.2	13.9	92
CBS WEDNESDAY NIGHT MOVIE	C	6100	1722	6.6	28.2	87	463	6.6	7.6	88	431	6.1	7.1	81	828	6.8	13.6	90
CHEERS	N	8889	3252	12.4	36.6	113	735	10.5	8.3	96	697	9.9	7.8	90	1820	14.9	20.5	136
DALLAS	C	22109	6867	26.2	31.1	96	1502	21.5	6.8	79	1852	26.3	8.4	96	3512	28.8	15.9	105
DIFF'RENT STROKES	N	6940	2141	8.2	30.9	95	681	9.8	9.8	114	596	8.5	8.6	99	865	7.1	12.5	83
DOUBLE TROUBLE	N	7223	2331	8.9	32.3	100	594	8.5	8.2	95	650	9.2	9.0	103	1087	8.9	15.0	100
DUCK FACTORY	N	5595	2047	7.8	36.6	113	387	5.5	6.9	80	465	6.6	8.3	96	1194	9.8	21.3	142
DUKES OF HAZZARD	C	5768	1677	6.4	29.1	90	434	6.2	7.5	87	568	8.1	9.8	113	675	5.5	11.7	78
DYNASTY	A	20053	6183	23.6	30.8	95	1664	23.8	8.3	96	1599	22.7	8.0	92	2920	23.9	14.6	97
FACTS OF LIFE	N	8087	2496	9.5	30.9	95	718	10.3	8.9	103	704	10.0	8.7	100	1075	8.8	13.3	88
FALCON CREST	C	20046	6280	23.9	31.3	97	1437	20.6	7.2	83	1769	25.1	8.8	101	3075	25.2	15.3	102
FALL GUY	A	9084	2637	10.1	29.0	90	785	11.3	8.6	100	764	10.8	8.4	97	1088	8.9	12.0	79
FAMILY TIES	N	7964	2540	9.7	31.9	98	716	10.3	9.0	104	577	8.2	7.2	83	1248	10.2	15.7	104
FANTASY ISLAND	A	7687	2298	8.8	29.9	92	651	9.3	8.5	98	735	10.4	9.6	110	912	7.5	11.9	79
FOULUPS,BLEEPS & BLUNDERS	A	8861	2762	10.5	31.2	96	793	11.4	8.9	104	700	9.9	7.9	91	1269	10.4	14.3	95
FOUR SEASONS	C	5095	1526	5.8	30.0	92	480	6.9	9.4	109	423	6.0	8.3	95	623	5.1	12.2	81
GIMME A BREAK	N	8838	2885	11.0	32.6	101	880	12.6	10.0	116	785	11.1	8.9	102	1219	10.0	13.8	92
HART TO HART	A	8978	2811	10.7	31.3	97	822	11.8	9.2	106	751	10.7	8.4	96	1238	10.1	13.8	91
HILL STREET BLUES	N	8590	3075	11.7	35.8	111	682	9.8	7.9	92	712	10.1	8.3	95	1682	13.8	19.6	130
HOTEL	A	14085	4375	16.7	31.1	96	1116	16.0	7.9	92	1216	17.3	8.6	99	2043	16.7	14.5	96
JEFFERSONS	C	9360	2892	11.0	30.9	95	849	12.2	9.1	105	862	12.2	9.2	106	1181	9.7	12.6	84
JENNIFER SLEPT HERE	N	5841	1860	7.1	31.8	98	622	8.9	10.6	124	496	7.0	8.5	98	743	6.1	12.7	84
KATE & ALLIE	C	9206	2846	10.9	30.9	95	818	11.7	8.9	103	749	10.6	8.1	94	1280	10.5	13.9	92
KNIGHT RIDER	N	7076	2292	8.7	32.4	100	637	9.1	9.0	104	729	10.4	10.3	118	926	7.6	13.1	87
LOVE BOAT	A	12219	3904	14.9	32.0	99	987	14.1	8.1	94	1108	15.7	9.1	104	1810	14.8	14.8	98
MAGNUM PI	C	11199	3570	13.6	31.9	98	845	12.1	7.5	88	1022	14.5	9.1	105	1703	14.0	15.2	101
MAMA'S FAMILY	N	6057	2042	7.8	33.7	104	661	9.5	10.9	127	464	6.6	7.7	88	917	7.5	15.1	100
MASTER, THE	N	3598	1029	3.9	28.6	88	302	4.3	8.4	97	263	3.7	7.3	84	464	3.8	12.9	86
MATT HOUSTON	A	6344	2178	8.3	34.3	106	502	7.2	7.9	92	584	8.3	9.2	106	1092	8.9	17.2	114
NBC MONDAY NIGHT MOVIE	N	11994	3645	13.9	30.4	94	933	13.4	7.8	90	979	13.9	8.2	94	1733	14.2	14.4	96
NBC NIGHTLY NEWS	N	5132	1597	6.1	31.1	96	481	6.9	9.4	109	468	6.6	9.1	105	648	5.3	12.6	84
NBC NIGHTLY NEWS-SAT	N	3375	1032	3.9	30.6	94	295	4.2	8.7	101	313	4.4	9.3	107	424	3.5	12.6	83
NBC NIGHTLY NEWS-SUN	N	3130	1112	4.2	35.5	110	*212	3.0	6.8	79	413	5.9	13.2	152	487	4.0	15.6	103
NBC SUNDAY NIGHT MOVIE	N	8284	2672	10.2	32.3	100	761	10.9	9.2	107	675	9.6	8.1	94	1236	10.1	14.9	99
NEWHART	C	9240	2861	10.9	31.0	96	796	11.4	8.6	100	682	9.7	7.4	85	1382	11.3	15.0	99
ONE DAY AT A TIME	C	7288	2013	7.7	27.6	85	521	7.5	7.1	83	495	7.0	6.8	78	997	8.2	13.7	91
PEOPLE ARE FUNNY	N	4855	1563	6.0	32.2	99	551	7.9	11.3	132	276	3.9	5.7	65	737	6.0	15.2	101
REAL PEOPLE	N	8869	2763	10.5	31.2	96	864	12.4	9.7	113	771	10.9	8.7	100	1129	9.3	12.7	84
REMINGTON STEELE	N	7743	2546	9.7	32.9	102	586	8.4	7.6	88	770	10.9	9.9	114	1190	9.8	15.4	102
RIPLEY'S BELIEVE IT - NOT	A	5345	1675	6.4	31.3	97	403	5.8	7.5	88	417	5.9	7.8	90	855	7.0	16.0	106
RIPTIDE	N	6988	2209	8.4	31.6	98	583	8.4	8.3	97	678	9.6	9.7	112	948	7.8	13.6	90
SCARECROW & MRS. KING	C	10002	2979	11.4	29.8	92	686	9.8	6.9	80	817	11.6	8.2	94	1476	12.1	14.8	98
SIMON & SIMON	C	10638	3324	12.7	31.2	96	1063	15.2	10.0	116	882	12.5	8.3	95	1379	11.3	13.0	86
60 MINUTES	C	13293	4362	16.6	32.8	101	1209	17.3	9.1	106	1099	15.6	8.3	95	2054	16.8	15.5	103
ST. ELSEWHERE	N	7017	2370	9.0	33.8	104	575	8.2	8.2	95	560	8.0	8.0	92	1235	10.1	17.6	117
THREE'S COMPANY	A	10917	3589	13.7	32.9	102	1079	15.5	9.9	115	1085	15.4	9.9	114	1425	11.7	13.1	87
T.J. HOOKER	A	9204	2874	11.0	31.2	96	893	12.8	9.7	113	740	10.5	8.0	92	1240	10.2	13.5	89
TONIGHT SHOW	N	2372	764	2.9	32.2	99	212	3.0	8.9	104	208	3.0	8.8	101	344	2.8	14.5	96
TRAPPER JOHN, M.D.	C	9846	2898	11.1	29.4	91	813	11.7	8.3	96	780	11.1	7.9	91	1305	10.7	13.3	88
TV BLOOPERS & PRAC. JOKES	N	9105	2900	11.1	31.9	98	852	12.2	9.4	109	750	10.6	8.2	95	1299	10.6	14.3	95
20/20	A	9387	2825	10.8	30.1	93	745	10.7	7.9	92	703	10.0	7.5	86	1377	11.3	14.7	97
WEBSTER	A	11067	3328	12.7	30.1	93	943	13.5	8.5	99	851	12.1	7.7	88	1534	12.6	13.9	92
WORLD NEWS - SUN	A	3062	820	3.1	26.8	83	*171	2.5	5.6	65	*214	3.0	7.0	80	435	3.6	14.2	94
YELLOW ROSE	N	4978	1599	6.1	32.1	99	399	5.7	8.0	93	460	6.5	9.2	106	740	6.1	14.9	99
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3077	11.7	34.7	107	903	12.9	10.2	118	818	11.6	9.2	106	1356	11.1	15.3	101
BASKETBALL - COLLEGE GAMES		4080	1357	5.2	33.3	103	*401	5.7	9.8	114	*363	5.2	8.9	102	593	4.9	14.5	96
BASKETBALL - PRO GAMES		3607	1542	5.9	42.8	132	*474	6.8	13.1	153	*407	5.8	11.3	130	661	5.4	18.3	122
BOWLING		3883	1447	5.5	37.3	115	*416	6.0	10.7	124	*293	4.2	7.5	87	738	6.0	19.0	126
BOXING		3928	1199	4.6	30.5	94	*525	7.5	13.4	155	*300	4.3	7.6	88	*374	3.1	9.5	63
FOOTBALL - COLLEGE GAMES		6366	1985	7.6	31.2	96	533	7.6	8.4	97	579	8.2	9.1	105	872	7.1	13.7	91
FOOTBALL - PRO GAMES		11300	3426	13.1	30.3	94	829	11.9	7.3	85	917	13.0	8.1	93	1680	13.8	14.9	99
GOLF		3378	1387	5.3	41.1	127	*386	5.5	11.4	133	*243	3.5	7.2	83	758	6.2	22.4	149
POST-SEASON COLL. FOOTBALL		4906	1526	5.8	31.1	96	*330	4.7	6.7	78	*412	5.8	8.4	97	784	6.4	16.0	106
POST-SEASON PRO FOOTBALL		6120	1972	7.5	32.2	100	*413	5.9	6.7	78	606	8.6	9.9	114	953	7.8	15.6	103
TENNIS		3033	1087	4.1	35.8	111	**291	4.2	9.6	111	*272	3.9	9.0	103	523	4.3	17.2	114
WRESTLING - PROFESSIONAL		3344	1017	3.9	30.4	94	*430	6.2	12.9	149	*323	4.6	9.7	111	*264	2.2	7.9	52

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USE HERBAL TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE TEA BAGS A '000	B % DOWN	C % ACROSS	D INDX	USE LOOSE TEA A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	23407	100.0	28.9	100	5030	100.0	6.2	100				
18 - 24	9282	2605	9.9	28.1	87	2400	10.3	25.9	89	647	12.9	7.0	112				
25 - 34	19072	6693	25.5	35.1	108	6104	26.1	32.0	111	1364	27.1	7.2	115				
35 - 44	14591	5530	21.1	37.9	117	4868	20.8	33.4	115	1000	19.9	6.9	110				
45 - 54	11345	3825	14.6	33.7	104	3417	14.6	30.1	104	586	11.7	5.2	83				
55 - 64	11635	3614	13.8	31.1	96	3301	14.1	28.4	98	699	13.9	6.0	97				
65 OR OLDER	15061	3958	15.1	26.3	81	3318	14.2	22.0	76	735	14.6	4.9	79				
18 - 34	28354	9298	35.5	32.8	101	8504	36.3	30.0	104	2010	40.0	7.1	114				
18 - 49	48339	16711	63.7	34.6	107	15117	64.6	31.3	108	3278	65.2	6.8	109				
25 - 54	45008	16048	61.2	35.7	110	14389	61.5	32.0	111	2950	58.6	6.6	106				
35 - 49	19985	7414	28.3	37.1	115	6613	28.3	33.1	114	1268	25.2	6.3	102				
50 OR OLDER	32647	9513	36.3	29.1	90	8290	35.4	25.4	88	1752	34.8	5.4	86				
GRADUATED COLLEGE	11155	4839	18.5	43.4	134	4363	18.6	39.1	135	1259	25.0	11.3	182				
ATTENDED COLLEGE	13682	5247	20.0	38.3	118	4863	20.8	35.5	123	977	19.4	7.1	115				
GRADUATED HIGH SCHOOL	33880	9867	37.6	29.1	90	8813	37.7	26.0	90	1762	35.0	5.2	84				
DID NOT GRADUATE HIGH SCHOOL	22270	6272	23.9	28.2	87	5368	22.9	24.1	83	1033	20.5	4.6	75				
EMPLOYED	40306	13674	52.1	33.9	105	12332	52.7	30.6	106	2607	51.8	6.5	104				
EMPLOYED FULL-TIME	32850	10942	41.7	33.3	103	9847	42.1	30.0	104	2085	41.5	6.3	102				
EMPLOYED PART-TIME	7456	2732	10.4	36.6	113	2485	10.6	33.3	115	*523	10.4	7.0	113				
NOT EMPLOYED	40680	12551	47.9	30.9	95	11076	47.3	27.2	94	2423	48.2	6.0	96				
PROFESSIONAL/MANAGER	10392	4209	16.0	40.5	125	3817	16.3	36.7	127	931	18.5	9.0	144				
TECH/CLERICAL/SALES	17574	5933	22.6	33.8	104	5437	23.2	30.9	107	1063	21.1	6.0	97				
PRECISION/CRAFT	985	*346	1.3	35.1	108	*290	1.2	29.4	102	**94	1.9	9.5	154				
OTHER EMPLOYED	11354	3186	12.1	28.1	87	2788	11.9	24.6	85	520	10.3	4.6	74				
SINGLE	9863	3054	11.6	31.0	96	2797	11.9	28.4	98	731	14.5	7.4	119				
MARRIED	51375	16872	64.3	32.8	101	15166	64.8	29.5	102	3145	62.5	6.1	99				
DIVORCED/SEPARATED/WIDOWED	19748	6300	24.0	31.9	99	5444	23.3	27.6	95	1155	23.0	5.8	94				
PARENTS	32590	11094	42.3	34.0	105	10054	43.0	30.8	107	1937	38.5	5.9	96				
WHITE	70416	23047	87.9	32.7	101	20693	88.4	29.4	102	4349	86.5	6.2	99				
BLACK	8778	2522	9.6	28.7	89	2117	9.0	24.1	83	492	9.8	5.6	90				
OTHER	1791	*655	2.5	36.6	113	*597	2.6	33.3	115	**190	3.8	10.6	171				
NORTHEAST-CENSUS	17786	5350	20.4	30.1	93	5050	21.6	28.4	98	982	19.5	5.5	89				
NORTH CENTRAL	20741	6709	25.6	32.3	100	6028	25.8	29.1	101	1240	24.7	6.0	96				
SOUTH	27775	7150	27.3	25.7	79	6030	25.8	21.7	75	1247	24.8	4.5	72				
WEST	14683	7016	26.8	47.8	148	6298	26.9	42.9	148	1562	31.1	10.6	171				
NORTHEAST-MKTG.	17961	5678	21.7	31.6	98	5042	21.5	28.1	97	1266	25.2	7.0	113				
EAST CENTRAL	11885	3759	14.3	31.6	98	3447	14.7	29.0	100	571	11.4	4.8	77				
WEST CENTRAL	14090	4698	17.9	33.3	103	4241	18.1	30.1	104	881	17.5	6.3	101				
SOUTH	24081	5985	22.8	24.9	77	5233	22.4	21.7	75	944	18.8	3.9	63				
PACIFIC	12969	6105	23.3	47.1	145	5444	23.3	42.0	145	1369	27.2	10.6	170				
COUNTY SIZE A	32439	10933	41.7	33.7	104	9673	41.3	29.8	103	2215	44.0	6.8	110				
COUNTY SIZE B	24915	7645	29.2	30.7	95	6900	29.5	27.7	96	1346	26.8	5.4	87				
COUNTY SIZE C	12930	4673	17.8	36.1	112	4307	18.4	33.3	115	836	16.6	6.5	104				
COUNTY SIZE D	10703	2974	11.3	27.8	86	2528	10.8	23.6	82	633	12.6	5.9	95				
METRO CENTRAL CITY	24518	7721	29.4	31.5	97	6826	29.2	27.8	96	1658	33.0	6.8	109				
METRO SUBURBAN	35919	12252	46.7	34.1	105	11041	47.2	30.7	106	2239	44.5	6.2	100				
NON METRO	20549	6251	23.8	30.4	94	5541	23.7	27.0	93	1134	22.5	5.5	89				
TOP 5 ADI'S	18341	6793	25.9	37.0	114	6119	26.1	33.4	115	1289	25.6	7.0	113				
TOP 10 ADI'S	25378	8903	33.9	35.1	108	7848	33.5	30.9	107	1889	37.6	7.4	120				
TOP 20 ADI'S	36488	12491	47.6	34.2	106	11095	47.4	30.4	105	2497	49.6	6.8	110				
HSHLD INC. $50,000 OR MORE	6612	2813	10.7	42.5	131	2470	10.6	37.4	129	*568	11.3	8.6	138				
$40,000 OR MORE	12659	5211	19.9	41.2	127	4600	19.7	36.3	126	1165	23.2	9.2	148				
$30,000 OR MORE	24698	9556	36.4	38.7	119	8508	36.3	34.4	119	1991	39.6	8.1	130				
$25,000 OR MORE	32077	12124	46.2	37.8	117	10813	46.2	33.7	117	2481	49.3	7.7	125				
$20,000 - $24,999	9144	2765	10.5	30.2	93	2517	10.8	27.5	95	587	11.7	6.4	103				
$15,000 - $19,999	8728	2265	8.6	26.0	80	2070	8.8	23.7	82	479	9.5	5.5	88				
$10,000 - $14,999	12562	3851	14.7	30.7	95	3469	14.8	27.6	96	681	13.5	5.4	87				
UNDER $10,000	18475	5222	19.9	28.3	87	4538	19.4	24.6	85	803	16.0	4.3	70				
HOUSEHOLD OF 1 PERSON	11987	3369	12.8	28.1	87	2865	12.2	23.9	83	624	12.4	5.2	84				
2 PEOPLE	26577	8699	33.2	32.7	101	7835	33.5	29.5	102	1980	39.4	7.5	120				
3 OR 4 PEOPLE	30617	10195	38.9	33.3	103	9354	40.0	30.6	106	1658	33.0	5.4	87				
5 OR MORE PEOPLE	11804	3963	15.1	33.6	104	3354	14.3	28.4	98	769	15.3	6.5	105				
NO CHILD IN HSHLD	46165	14556	55.5	31.5	97	12870	55.0	27.9	96	2957	58.8	6.4	103				
CHILD(REN) UNDER 2 YRS	5325	1720	6.6	32.3	100	1563	6.7	29.4	102	**227	4.5	4.3	69				
2 - 5 YEARS	14221	4377	16.7	30.8	95	3900	16.7	27.4	95	851	16.9	6.0	96				
6 - 11 YEARS	15117	5162	19.7	34.1	105	4516	19.3	29.9	103	981	19.5	6.5	104				
12 - 17 YEARS	16611	5736	21.9	34.5	107	5238	22.4	31.5	109	903	18.0	5.4	88				
RESIDENCE OWNED	55884	18353	70.0	32.8	101	16286	69.6	29.1	101	3553	70.6	6.4	102				
VALUE: $50,000 OR MORE	31744	11393	43.4	35.9	111	10072	43.0	31.7	110	2406	47.8	7.6	122				
VALUE: UNDER $50,000	24140	6961	26.5	28.8	89	6214	26.5	25.7	89	1147	22.8	4.8	77				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USE HERBAL TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE TEA BAGS A '000	B % DOWN	C % ACROSS	D INDX	USE LOOSE TEA A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	26225	100.0	32.4	100	23407	100.0	28.9	100	5030	100.0	6.2	100				
MAGAZINES	QUINTILE 1	15799	6026	23.0	38.1	118	5513	23.6	34.9	121	1220	24.3	7.7	124				
	QUINTILE 2	17259	6228	23.7	36.1	111	5696	24.3	33.0	114	1256	25.0	7.3	117				
	QUINTILE 3	13545	4487	17.1	33.1	102	4134	17.7	30.5	106	793	15.8	5.9	94				
	QUINTILE 4	15133	4262	16.3	28.2	87	3646	15.6	24.1	83	785	15.6	5.2	84				
	QUINTILE 5	19250	5221	19.9	27.1	84	4418	18.9	23.0	79	976	19.4	5.1	82				
NEWSPAPERS	QUINTILE 1	12413	4002	15.3	32.2	100	3713	15.9	29.9	103	607	12.1	4.9	79				
	QUINTILE 2	24116	8213	31.3	34.1	105	7291	31.1	30.2	105	1703	33.9	7.1	114				
	QUINTILE 3	11261	3762	14.3	33.4	103	3511	15.0	31.2	108	573	11.4	5.1	82				
	QUINTILE 4	20255	6315	24.1	31.2	96	5672	24.2	28.0	97	1212	24.1	6.0	96				
	QUINTILE 5	12940	3933	15.0	30.4	94	3221	13.8	24.9	86	936	18.6	7.2	116				
OUTDOOR	QUINTILE 1	14852	4918	18.8	33.1	102	4450	19.0	30.0	104	946	18.8	6.4	103				
	QUINTILE 2	15725	4997	19.1	31.8	98	4469	19.1	28.4	98	1033	20.5	6.6	106				
	QUINTILE 3	16330	5286	20.2	32.4	100	4896	20.9	30.0	104	884	17.6	5.4	87				
	QUINTILE 4	16744	5527	21.1	33.0	102	4856	20.7	29.0	100	1044	20.8	6.2	100				
	QUINTILE 5	17334	5496	21.0	31.7	98	4736	20.2	27.3	95	1124	22.3	6.5	104				
RADIO-DRIVE TIME	QUINTILE 1	15911	5376	20.5	33.8	104	4962	21.2	31.2	108	734	14.6	4.6	74				
	QUINTILE 2	14837	4668	17.8	31.5	97	4151	17.7	28.0	97	904	18.0	6.1	98				
	QUINTILE 3	15339	5232	20.0	34.1	105	4580	19.6	29.9	103	1264	25.1	8.2	133				
	QUINTILE 4	16723	5165	19.7	30.9	95	4584	19.6	27.4	95	1078	21.4	6.4	104				
	QUINTILE 5	18176	5784	22.1	31.8	98	5130	21.9	28.2	98	1050	20.9	5.8	93				
RADIO-MID-DAY	TERCILE 1	21020	6779	25.8	32.3	100	6086	26.0	29.0	100	1144	22.7	5.4	88				
	TERCILE 2	21610	7286	27.8	33.7	104	6571	28.1	30.4	105	1351	26.9	6.3	101				
	TERCILE 3	38355	12160	46.4	31.7	98	10751	45.9	28.0	97	2536	50.4	6.6	106				
RADIO-TOTAL	QUINTILE 1	15988	5562	21.2	34.8	107	5102	21.8	31.9	110	766	15.2	4.8	77				
	QUINTILE 2	15626	4868	18.6	31.2	96	4338	18.5	27.8	96	1037	20.6	6.6	107				
	QUINTILE 3	16723	5462	20.8	32.7	101	4888	20.9	29.2	101	1209	24.0	7.2	116				
	QUINTILE 4	16342	5546	21.1	33.9	105	4883	20.9	29.9	103	1206	24.0	7.4	119				
	QUINTILE 5	16306	4787	18.3	29.4	91	4197	17.9	25.7	89	812	16.1	5.0	80				
TV-PRIME TIME	QUINTILE 1	15953	5137	19.6	32.2	99	4618	19.7	28.9	100	909	18.1	5.7	92				
	QUINTILE 2	16137	4890	18.6	30.3	94	4399	18.8	27.3	94	952	18.9	5.9	95				
	QUINTILE 3	16420	5528	21.1	33.7	104	4842	20.7	29.5	102	1099	21.8	6.7	108				
	QUINTILE 4	16687	5138	19.6	30.8	95	4564	19.5	27.4	95	968	19.2	5.8	93				
	QUINTILE 5	15789	5533	21.1	35.0	108	4985	21.3	31.6	109	1103	21.9	7.0	112				
TV-DAYTIME	TERCILE 1	27736	8533	32.5	30.8	95	7626	32.6	27.5	95	1465	29.1	5.3	85				
	TERCILE 2	26489	8163	31.1	30.8	95	7317	31.3	27.6	96	1647	32.7	6.2	100				
	TERCILE 3	26761	9529	36.3	35.6	110	8464	36.2	31.6	109	1918	38.1	7.2	115				
TV-TOTAL	QUINTILE 1	16345	5204	19.8	31.8	98	4701	20.1	28.8	100	843	16.8	5.2	83				
	QUINTILE 2	16447	4859	18.5	29.5	91	4259	18.2	25.9	90	985	19.6	6.0	96				
	QUINTILE 3	15980	4900	18.7	30.7	95	4462	19.1	27.9	97	971	19.3	6.1	98				
	QUINTILE 4	15887	5418	20.7	34.1	105	4752	20.3	29.9	103	1089	21.7	6.9	110				
	QUINTILE 5	16326	5843	22.3	35.8	111	5233	22.4	32.1	111	1142	22.7	7.0	113				
MAGAZINES-NEWSPAPERS: DUAL		20721	7660	29.2	37.0	114	6919	29.6	33.4	116	1537	30.6	7.4	119				
MAGAZINE IMPERATIVE		19186	7087	27.0	36.9	114	6507	27.8	33.9	117	1475	29.3	7.7	124				
NEWSPAPER IMPERATIVE		21899	6355	24.2	29.0	90	5746	24.5	26.2	91	1065	21.2	4.9	78				
MAGAZINES-OUTDOOR: DUAL		15451	5682	21.7	36.8	114	5302	22.7	34.3	119	1032	20.5	6.7	108				
MAGAZINE IMPERATIVE		25953	9300	35.5	35.8	111	8383	35.8	32.3	112	1925	38.3	7.4	119				
OUTDOOR IMPERATIVE		24400	6854	26.1	28.1	87	6054	25.9	24.8	86	1283	25.5	5.3	85				
MAGAZINES-RADIO: DUAL		18049	6519	24.9	36.1	112	6047	25.8	33.5	116	1154	22.9	6.4	103				
MAGAZINE IMPERATIVE		23571	8477	32.3	36.0	111	7692	32.9	32.6	113	1766	35.1	7.5	121				
RADIO IMPERATIVE		23278	6805	25.9	29.2	90	5953	25.4	25.6	88	1247	24.8	5.4	86				
MAGAZINES-TELEVISION: DUAL		15459	5266	20.1	34.1	105	4920	21.0	31.8	110	998	19.8	6.5	104				
MAGAZINE IMPERATIVE		25829	9773	37.3	37.8	117	8923	38.1	34.5	120	1955	38.9	7.6	122				
TELEVISION IMPERATIVE		26039	7121	27.2	27.3	84	6143	26.2	23.6	82	1280	25.4	4.9	79				
NEWSPAPERS-OUTDOOR: DUAL		16605	5500	21.0	33.1	102	5012	21.4	30.2	104	1082	21.5	6.5	105				
NEWSPAPER IMPERATIVE		26834	9068	34.6	33.8	104	8175	34.9	30.5	105	1568	31.2	5.8	94				
OUTDOOR IMPERATIVE		23346	7227	27.6	31.0	96	6554	28.0	28.1	97	1378	27.4	5.9	95				
NEWSPAPERS-RADIO: DUAL		17133	5626	21.5	32.8	101	5215	22.3	30.4	105	920	18.3	5.4	86				
NEWSPAPER IMPERATIVE		25892	8766	33.4	33.9	105	7849	33.5	30.3	105	1729	34.4	6.7	108				
RADIO IMPERATIVE		23167	7479	28.5	32.3	100	6614	28.3	28.5	99	1528	30.4	6.6	106				
NEWSPAPERS-TELEVISION: DUAL		17159	5467	20.8	31.9	98	4977	21.3	29.0	100	954	19.0	5.6	90				
NEWSPAPER IMPERATIVE		26214	9082	34.6	34.6	107	8191	35.0	31.2	108	1735	34.5	6.6	107				
TELEVISION IMPERATIVE		23412	6984	26.6	29.8	92	6182	26.4	26.4	91	1301	25.9	5.6	89				
OUTDOOR-RADIO: DUAL		15303	4985	19.0	32.6	101	4571	19.5	29.9	103	1052	20.9	6.9	111				
OUTDOOR IMPERATIVE		24901	8035	30.6	32.3	100	7198	30.8	28.9	100	1539	30.6	6.2	100				
RADIO IMPERATIVE		26492	8861	33.8	33.4	103	7901	33.8	29.8	103	1554	30.9	5.9	94				
OUTDOOR-TELEVISION: DUAL		14794	4352	16.6	29.4	91	3978	17.0	26.9	93	750	14.9	5.1	82				
OUTDOOR IMPERATIVE		25437	8829	33.7	34.7	107	7934	33.9	31.2	108	1761	35.0	6.9	111				
TELEVISION IMPERATIVE		27877	8837	33.7	31.7	98	7908	33.8	28.4	98	1620	32.2	5.8	94				
RADIO-TELEVISION: DUAL		15996	4786	18.2	29.9	92	4312	18.4	27.0	93	896	17.8	5.6	90				
RADIO IMPERATIVE		25478	8926	34.0	35.0	108	8097	34.6	31.8	110	1616	32.1	6.3	102				
TELEVISION IMPERATIVE		26573	8253	31.5	31.1	96	7327	31.3	27.6	95	1660	33.0	6.2	101				

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USE HERBAL TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

0566
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE TEA BAGS A '000	B % DOWN	C % ACROSS	D INDX	USE LOOSE TEA A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	23407	100.0	28.9	100	5030	100.0	6.2	100				
ATLANTIC MONTHLY	415	*196	0.7	47.2	146	*188	0.8	45.3	157	**22	0.4	5.3	85				
BARRON'S	453	*247	0.9	54.5	168	*211	0.9	46.6	161	**83	1.7	18.3	295				
BETTER HOMES & GARDENS	16256	5727	21.8	35.2	109	5278	22.5	32.5	112	1184	23.5	7.3	117				
BON APPETIT	2535	1158	4.4	45.7	141	1052	4.5	41.5	144	*281	5.6	11.1	178				
BUSINESS WEEK	1278	487	1.9	38.1	118	417	1.8	32.6	113	**85	1.7	6.7	107				
CAR AND DRIVER	378	*118	0.4	31.2	96	**109	0.5	28.8	100	**42	0.8	11.1	179				
CBS MAGAZINE NETWORK (GROSS)	1498	688	2.6	45.9	142	604	2.6	40.3	140	*189	3.8	12.6	203				
CHANGING TIMES	1505	652	2.5	43.3	134	626	2.7	41.6	144	**70	1.4	4.7	75				
COLONIAL HOMES	1231	452	1.7	36.7	113	419	1.8	34.0	118	**71	1.4	5.8	93				
CONDE NAST MAG. PKG. (GROSS)	14146	5423	20.7	38.3	118	5027	21.5	35.5	123	1127	22.4	8.0	128				
CONSUMERS DIGEST	1323	497	1.9	37.6	116	456	1.9	34.5	119	**111	2.2	8.4	135				
COSMOPOLITAN	7102	2586	9.9	36.4	112	2419	10.3	34.1	118	405	8.1	5.7	92				
COUNTRY LIVING	2481	1047	4.0	42.2	130	980	4.2	39.5	137	256	5.1	10.3	166				
CUISINE	1472	523	2.0	35.5	110	455	1.9	30.9	107	**113	2.2	7.7	124				
CYCLE WORLD	425	*245	0.9	57.6	178	*223	1.0	52.5	182	**82	1.6	19.3	311				
DCI:CREATIVE IDEAS FOR LIV	2510	924	3.5	36.8	114	872	3.7	34.7	120	*166	3.3	6.6	106				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2118	8.1	31.6	98	1942	8.3	29.0	100	404	8.0	6.0	97				
DISCOVER	894	406	1.5	45.4	140	366	1.6	40.9	142	**72	1.4	8.1	130				
EBONY	3507	1154	4.4	32.9	102	988	4.2	28.2	97	248	4.9	7.1	114				
ESQUIRE	1083	416	1.6	38.4	119	394	1.7	36.4	126	**78	1.6	7.2	116				
ESSENCE	1830	639	2.4	34.9	108	584	2.5	31.9	110	*155	3.1	8.5	136				
FAMILY CIRCLE	15930	5468	20.9	34.3	106	5022	21.5	31.5	109	1059	21.1	6.6	107				
THE FAMILY HANDYMAN	1126	394	1.5	35.0	108	330	1.4	29.3	101	**124	2.5	11.0	177				
FAMILY WEEKLY	11468	3654	13.9	31.9	98	3336	14.3	29.1	101	571	11.4	5.0	80				
FIELD & STREAM	2234	669	2.6	29.9	92	568	2.4	25.4	88	**168	3.3	7.5	121				
FOOD & WINE	579	281	1.1	48.5	150	258	1.1	44.6	154	**76	1.5	13.1	211				
FORBES	728	331	1.3	45.5	140	279	1.2	38.3	133	**109	2.2	15.0	241				
FORTUNE	906	387	1.5	42.7	132	364	1.6	40.2	139	**100	2.0	11.0	178				
GENTLEMEN'S QUARTERLY	791	371	1.4	46.9	145	360	1.5	45.5	157	**77	1.5	9.7	157				
GLAMOUR	5265	1936	7.4	36.8	114	1802	7.7	34.2	118	447	8.9	8.5	137				
GOLF DIGEST	636	274	1.0	43.1	133	*255	1.1	40.1	139	**66	1.3	10.4	167				
GOLF DIGEST/TENNIS (GROSS)	1186	538	2.1	45.4	140	484	2.1	40.8	141	**128	2.5	10.8	174				
GOLF MAGAZINE	441	*222	0.8	50.3	155	*222	0.9	50.3	174	**63	1.3	14.3	230				
GOLF MAGAZINE/SKI (GROSS)	922	438	1.7	47.5	147	433	1.8	47.0	162	**117	2.3	12.7	204				
GOOD HOUSEKEEPING	16487	5434	20.7	33.0	102	5050	21.6	30.6	106	1104	21.9	6.7	108				
HARPER'S BAZAAR	2423	952	3.6	39.3	121	870	3.7	35.9	124	*251	5.0	10.4	167				
HEALTH	1994	790	3.0	39.6	122	762	3.3	38.2	132	**124	2.5	6.2	100				
HEARST MAG CORP. BUY (GROSS)	44101	15450	58.9	35.0	108	14315	61.2	32.5	112	2998	59.6	6.8	109				
HEARST MAN POWER (GROSS)	1993	778	3.0	39.0	121	755	3.2	37.9	131	**100	2.0	5.0	81				
HEARST WOMAN POWER (GROSS)	31274	10521	40.1	33.6	104	9791	41.8	31.3	108	1910	38.0	6.1	98				
HOUSE BEAUTIFUL	3623	1245	4.7	34.4	106	1093	4.7	30.2	104	297	5.9	8.2	132				
INC.	283	*153	0.6	54.1	167	*152	0.6	53.7	186	**41	0.8	14.5	233				
JET	2928	911	3.5	31.1	96	775	3.3	26.5	92	210	4.2	7.2	115				
LADIES' HOME JOURNAL	11918	4076	15.5	34.2	106	3827	16.3	32.1	111	631	12.5	5.3	85				
LHJ FAMILY GRP COMBO(GROSS)	16764	5935	22.6	35.4	109	5605	23.9	33.4	116	989	19.7	5.9	95				
LIFE	4254	1621	6.2	38.1	118	1499	6.4	35.2	122	376	7.5	8.8	142				
L.A. TIMES HOME MAGAZINE	1145	530	2.0	46.3	143	450	1.9	39.3	136	*202	4.0	17.6	284				
MADEMOISELLE	2884	1069	4.1	37.1	114	984	4.2	34.1	118	*208	4.1	7.2	116				
MC CALL'S	13460	4494	17.1	33.4	103	4178	17.8	31.0	107	852	16.9	6.3	102				
MC CALL'S/WRK MOTHER (GROSS)	14606	4865	18.6	33.3	103	4540	19.4	31.1	108	903	18.0	6.2	100				
MECHANIX ILLUSTRATED	772	*280	1.1	36.3	112	*259	1.1	33.5	116	**87	1.7	11.3	181				
METROPOLITAN HOME	967	412	1.6	42.6	132	391	1.7	40.4	140	**80	1.6	8.3	133				
MONEY	1588	647	2.5	40.7	126	567	2.4	35.7	124	*172	3.4	10.8	174				
MOTHER EARTH NEWS	1002	426	1.6	42.5	131	362	1.5	36.1	125	*121	2.4	12.1	194				
MS.	825	425	1.6	51.5	159	381	1.6	46.2	160	**100	2.0	12.1	195				
NATIONAL ENQUIRER	10336	3308	12.6	32.0	99	2941	12.6	28.5	98	456	9.1	4.4	71				
NATIONAL GEOGRAPHIC	9597	3915	14.9	40.8	126	3622	15.5	37.7	131	944	18.8	9.8	158				
NATIONAL SUNDAY MAGAZINE PKG	49558	16623	63.4	33.5	104	15012	64.1	30.3	105	3004	59.7	6.1	98				
NATURAL HISTORY	573	310	1.2	54.1	167	*267	1.1	46.6	161	**105	2.1	18.3	295				
NEW WOMAN	1699	687	2.6	40.4	125	652	2.8	38.4	133	**111	2.2	6.5	105				
NEW YORK INCLUDING CUE	443	175	0.7	39.5	122	*170	0.7	38.4	133	**14	0.3	3.2	51				
THE NEW YORKER	1270	484	1.8	38.1	118	444	1.9	35.0	121	*123	2.4	9.7	156				
NEWSWEEK	6277	2640	10.1	42.1	130	2393	10.2	38.1	132	526	10.5	8.4	135				
THE N.Y. TIMES DAILY EDITION	1205	451	1.7	37.4	116	425	1.8	35.3	122	**124	2.5	10.3	166				
THE N.Y. TIMES MAGAZINE	2081	847	3.2	40.7	126	800	3.4	38.4	133	*297	5.9	14.3	230				
OMNI	788	426	1.6	54.1	167	371	1.6	47.1	163	**116	2.3	14.7	237				
ON CABLE	1158	294	1.1	25.4	78	277	1.2	23.9	83	**37	0.7	3.2	51				
1001 HOME IDEAS	2852	1070	4.1	37.5	116	1016	4.3	35.6	123	*233	4.6	8.2	132				
ORGANIC GARDENING	1658	832	3.2	50.2	155	793	3.4	47.8	165	*207	4.1	12.5	201				
OUTDOOR LIFE	896	263	1.0	29.4	91	246	1.1	27.5	95	**21	0.4	2.3	38				
PARADE MAGAZINE	24275	8417	32.1	34.7	107	7605	32.5	31.3	108	1448	28.8	6.0	96				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USE HERBAL TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

0567
P-18

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE TEA BAGS A '000	B % DOWN	C % ACROSS	D INDX	USE LOOSE TEA A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	23407	100.0	28.9	100	5030	100.0	6.2	100				
PARENTS	3845	1331	5.1	34.6	107	1264	5.4	32.9	114	*203	4.0	5.3	85				
PENTHOUSE	831	303	1.2	36.5	113	267	1.1	32.1	111	**82	1.6	9.9	159				
PEOPLE	11645	4353	16.6	37.4	115	3902	16.7	33.5	116	857	17.0	7.4	118				
PLAYBOY	2006	704	2.7	35.1	108	628	2.7	31.3	108	*132	2.6	6.6	106				
POPULAR HOT RODDING	297	**90	0.3	30.3	94	**88	0.4	29.6	103	**0	0.0	0.0	0				
POPULAR MECHANICS	1018	416	1.6	40.9	126	403	1.7	39.6	137	**59	1.2	5.8	93				
POPULAR SCIENCE	878	360	1.4	41.0	127	287	1.2	32.7	113	**80	1.6	9.1	147				
PREVENTION	3913	1918	7.3	49.0	151	1715	7.3	43.8	152	411	8.2	10.5	169				
PSYCHOLOGY TODAY	1710	824	3.1	48.2	149	794	3.4	46.4	161	*146	2.9	8.5	137				
READER'S DIGEST	22204	7406	28.2	33.4	103	6648	28.4	29.9	104	1436	28.5	6.5	104				
REDBOOK	7684	2502	9.5	32.6	101	2322	9.9	30.2	105	401	8.0	5.2	84				
ROAD & TRACK	410	*194	0.7	47.3	146	*178	0.8	43.4	150	**35	0.7	8.5	137				
ROLLING STONE	969	449	1.7	46.3	143	432	1.8	44.6	154	*118	2.3	12.2	196				
RUNNER'S WORLD	298	*141	0.5	47.3	146	*136	0.6	45.6	158	**32	0.6	10.7	173				
SATURDAY EVENING POST	1169	395	1.5	33.8	104	389	1.7	33.3	115	**44	0.9	3.8	61				
SCIENCE 84	587	314	1.2	53.5	165	*266	1.1	45.3	157	**71	1.4	12.1	195				
SCIENCE DIGEST	482	*234	0.9	48.5	150	*233	1.0	48.3	167	**24	0.5	5.0	80				
SCIENTIFIC AMERICAN	594	268	1.0	45.1	139	*213	0.9	35.9	124	**136	2.7	22.9	369				
SELF	2089	813	3.1	38.9	120	784	3.3	37.5	130	*129	2.6	6.2	99				
SEVENTEEN	2411	840	3.2	34.8	108	797	3.4	33.1	114	**113	2.2	4.7	75				
SKI	480	*216	0.8	45.0	139	*211	0.9	44.0	152	**53	1.1	11.0	178				
SMITHSONIAN	2760	1182	4.5	42.8	132	1023	4.4	37.1	128	402	8.0	14.6	235				
SOAP OPERA DIGEST	3013	995	3.8	33.0	102	915	3.9	30.4	105	*169	3.4	5.6	90				
SOUTHERN LIVING	4184	1194	4.6	28.5	88	1070	4.6	25.6	88	239	4.8	5.7	92				
SPORT	559	**111	0.4	19.9	61	**98	0.4	17.5	61	**12	0.2	2.1	35				
THE SPORTING NEWS	436	**66	0.3	15.1	47	**66	0.3	15.1	52	**8	0.2	1.8	30				
SPORTS AFIELD	493	*128	0.5	26.0	80	*119	0.5	24.1	84	**17	0.3	3.4	56				
SPORTS ILLUSTRATED	2758	1094	4.2	39.7	122	991	4.2	35.9	124	*205	4.1	7.4	120				
STAR	7456	2357	9.0	31.6	98	2108	9.0	28.3	98	351	7.0	4.7	76				
SUNDAY	24936	8402	32.0	33.7	104	7519	32.1	30.2	104	1672	33.2	6.7	108				
SUNSET	2124	1142	4.4	53.8	166	1045	4.5	49.2	170	321	6.4	15.1	243				
TV GUIDE	21661	6910	26.3	31.9	99	6263	26.8	28.9	100	1301	25.9	6.0	97				
TENNIS	550	264	1.0	48.0	148	*229	1.0	41.6	144	**61	1.2	11.1	179				
TIME	8880	3551	13.5	40.0	123	3165	13.5	35.6	123	837	16.6	9.4	152				
TOWN & COUNTRY	917	419	1.6	45.7	141	373	1.6	40.7	141	**95	1.9	10.4	167				
TRAVEL & LEISURE	972	355	1.4	36.5	113	334	1.4	34.4	119	**93	1.8	9.6	154				
TRUE STORY	3356	953	3.6	28.4	88	872	3.7	26.0	90	*146	2.9	4.4	70				
U.S.NEWS & WORLD REPORT	3410	1297	4.9	38.0	117	1178	5.0	34.5	120	*201	4.0	5.9	95				
USA TODAY	1759	750	2.9	42.6	132	694	3.0	39.5	137	*104	2.1	5.9	95				
US	1873	547	2.1	29.2	90	498	2.1	26.6	92	**101	2.0	5.4	87				
VOGUE	3909	1605	6.1	41.1	127	1456	6.2	37.2	129	344	6.8	8.8	142				
WALL STREET JOURNAL	1886	661	2.5	35.0	108	607	2.6	32.2	111	*133	2.6	7.1	114				
WEIGHT WATCHERS	2120	876	3.3	41.3	128	802	3.4	37.8	131	*210	4.2	9.9	159				
WOMAN'S DAY	14172	4969	18.9	35.1	108	4640	19.8	32.7	113	901	17.9	6.4	102				
WORKING MOTHER	1146	371	1.4	32.4	100	363	1.6	31.7	110	**51	1.0	4.5	72				
WORKING WOMAN	1322	588	2.2	44.5	137	525	2.2	39.7	137	**99	2.0	7.5	121				
WORLD TENNIS	*163	**97	0.4	59.5	184	**64	0.3	39.3	136	**18	0.4	11.0	178				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	952	3.6	37.6	116	889	3.8	35.1	121	271	5.4	10.7	172				
BLAIR INSERTS	43657	14841	56.6	34.0	105	13374	57.1	30.6	106	2813	55.9	6.4	104				
DAILY NEWSPAPERS																	
READ ANY	51633	16808	64.1	32.6	101	15231	65.1	29.5	102	3051	60.7	5.9	95				
READ ONE	43463	14266	54.4	32.8	101	12876	55.0	29.6	103	2607	51.8	6.0	97				
READ TWO OR MORE	8170	2543	9.7	31.1	96	2355	10.1	28.8	100	444	8.8	5.4	87				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17661	67.3	33.5	104	15967	68.2	30.3	105	3270	65.0	6.2	100				
READ ONE	46126	15287	58.3	33.1	102	13744	58.7	29.8	103	2881	57.3	6.2	101				
READ TWO OR MORE	6552	2374	9.1	36.2	112	2224	9.5	33.9	117	389	7.7	5.9	96				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.15				27.30				27.19							
30 DAY REACH	71455	23320	88.9	32.6	101	20927	89.4	29.3	101	4427	88.0	6.2	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.26				14.28				14.57							
30 DAY REACH	67742	22207	84.7	32.8	101	20023	85.5	29.6	102	4131	82.1	6.1	98				
25 SHWG - 30 DAY AV FREQ	7.94	7.82				7.83				7.92							
30 DAY REACH	62117	20237	77.2	32.6	101	18237	77.9	29.4	102	3812	75.8	6.1	99				
CABLE TV: HOME WIRED	32077	10430	39.8	32.5	100	9555	40.8	29.8	103	1547	30.8	4.8	78				
HOME NOT WIRED	48909	15794	60.2	32.3	100	13852	59.2	28.3	98	3483	69.2	7.1	115				
HAVE PAY CABLE	15935	5496	21.0	34.5	107	5049	21.6	31.7	110	861	17.1	5.4	87				

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USE HERBAL TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	USE TEA BAGS A '000	USE TEA BAGS B % DOWN	USE TEA BAGS C % ACROSS	USE TEA BAGS D INDX	USE LOOSE TEA A '000	USE LOOSE TEA B % DOWN	USE LOOSE TEA C % ACROSS	USE LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	23407	100.0	28.9	100	5030	100.0	6.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14369	54.8	32.7	101	12979	55.4	29.6	102	2578	51.3	5.9	95				
10:00 AM - 3:00 PM	30659	10034	38.3	32.7	101	9017	38.5	29.4	102	1778	35.3	5.8	93				
3:00 PM - 7:00 PM	31045	10381	39.6	33.4	103	9438	40.3	30.4	105	1943	38.6	6.3	101				
7:00 PM - MIDNIGHT	15767	5589	21.3	35.4	109	5145	22.0	32.6	113	1026	20.4	6.5	105				
MIDNIGHT - 6:00 AM	9120	3087	11.8	33.8	105	2807	12.0	30.8	106	561	11.2	6.2	99				
6:00 AM - MIDNIGHT	58527	19530	74.5	33.4	103	17594	75.2	30.1	104	3654	72.6	6.2	101				
ENTIRE DAY	59311	19790	75.5	33.4	103	17811	76.1	30.0	104	3764	74.8	6.3	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5511	21.0	34.1	105	5109	21.8	31.6	109	901	17.9	5.6	90				
ALL NEWS	2256	817	3.1	36.2	112	756	3.2	33.5	116	*175	3.5	7.8	125				
AOR/PROGRESSIVE	3874	1397	5.3	36.1	111	1232	5.3	31.8	110	324	6.4	8.4	135				
BEAUTIFUL MUSIC	5660	2042	7.8	36.1	111	1906	8.1	33.7	117	297	5.9	5.2	84				
BLACK	2204	705	2.7	32.0	99	602	2.6	27.3	95	*147	2.9	6.7	107				
CLASSICAL	1418	623	2.4	43.9	136	578	2.5	40.8	141	**164	3.3	11.6	186				
CHR/ROCK	9538	3150	12.0	33.0	102	2913	12.4	30.5	106	482	9.6	5.1	81				
COUNTRY	12648	3885	14.8	30.7	95	3382	14.4	26.7	93	708	14.1	5.6	90				
GOLDEN OLDIES	1191	416	1.6	34.9	108	348	1.5	29.2	101	**94	1.9	7.9	127				
MOR/NOSTALGIA	4757	1652	6.3	34.7	107	1469	6.3	30.9	107	365	7.3	7.7	124				
NEWS/TALK	3063	1482	5.7	38.4	118	1393	6.0	36.1	125	*216	4.3	5.6	90				
RELIGIOUS	3054	1028	3.9	33.3	103	889	3.8	28.8	100	*247	4.9	8.0	129				
SOFT ROCK	521	*126	0.5	24.2	75	*112	0.5	21.5	74	**19	0.4	3.6	59				
URBAN CONTEMPORARY	1585	586	2.2	37.0	114	480	2.1	30.3	105	*129	2.6	8.1	131				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	992	3.8	30.4	94	895	3.8	27.4	95	*143	2.8	4.4	71				
ABC DIRECTION	2316	805	3.1	34.8	107	742	3.2	32.0	111	**126	2.5	5.4	88				
ABC ENTERTAINMENT	4834	1503	5.7	31.1	96	1395	6.0	28.9	100	*205	4.1	4.2	68				
ABC FM	2202	639	2.4	29.0	90	601	2.6	27.3	94	*152	3.0	6.9	111				
ABC INFORMATION	5425	2167	8.3	39.9	123	1995	8.5	36.8	127	415	8.3	7.6	123				
ABC ROCK	1677	586	2.2	34.9	108	535	2.3	31.9	110	**130	2.6	7.8	125				
CBS	4430	1326	5.1	29.9	92	1263	5.4	28.5	99	*211	4.2	4.8	77				
MUTUAL	4992	1743	6.6	34.9	108	1622	6.9	32.5	112	*247	4.9	4.9	80				
NBC	4679	1608	6.1	34.4	106	1462	6.2	31.2	108	314	6.2	6.7	108				
RADIORADIO	1994	588	2.2	29.5	91	555	2.4	27.8	96	**112	2.2	5.6	90				
RKO ONE	2298	831	3.2	36.2	112	683	2.9	29.7	103	*155	3.1	6.7	109				
RKO TWO	3311	1007	3.8	30.4	94	944	4.0	28.5	99	*148	2.9	4.5	72				
THE SOURCE	2114	562	2.1	26.6	82	505	2.2	23.9	83	**91	1.8	4.3	69				
NON-WIRED : BLAIR	8654	2992	11.4	34.6	107	2670	11.4	30.9	107	487	9.7	5.6	91				
INTERNET	12025	4373	16.7	36.4	112	3934	16.8	32.7	113	731	14.5	6.1	98				
KATZ RADIO GROUP	15359	5475	20.9	35.6	110	4966	21.2	32.3	112	1150	22.9	7.5	121				
SUPERNET	10628	3409	13.0	32.1	99	3122	13.3	29.4	102	656	13.0	6.2	99				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2726	10.4	31.5	97	2455	10.5	28.4	98	481	9.6	5.6	89				
WKDAY 9:00 AM - 1:00 PM	12163	3836	14.6	31.5	97	3450	14.7	28.4	98	649	12.9	5.3	86				
WKDAY 1:00 PM - 4:30 PM	16150	5010	19.1	31.0	96	4442	19.0	27.5	95	837	16.6	5.2	83				
WKDAY 4:30 PM - 7:30 PM	22463	7037	26.8	31.3	97	6251	26.7	27.8	96	1296	25.8	5.8	93				
WKDAY 7:30 PM - 8:00 PM	31795	9832	37.5	30.9	95	8680	37.1	27.3	94	1839	36.6	5.8	93				
WKDAY 11:00 PM - 11:30 PM	23977	7641	29.1	31.9	98	6894	29.5	28.8	99	1350	26.8	5.6	91				
WKDAY 11:30 PM - 1:00 AM	7703	2467	9.4	32.0	99	2236	9.6	29.0	100	483	9.6	6.3	101				
M-SAT 8-11 PM+SUN 7-11 PM	33800	10723	40.9	31.7	98	9607	41.0	28.4	98	2002	39.8	5.9	95				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2217	8.5	33.9	105	1966	8.4	30.1	104	438	8.7	6.7	108				
ANOTHER WORLD N	4620	1571	6.0	34.0	105	1361	5.8	29.5	102	182	3.6	3.9	63				
AS THE WORLD TURNS C	5614	1526	5.8	27.2	84	1365	5.8	24.3	84	266	5.3	4.7	76				
CAPITOL C	3396	960	3.7	28.3	87	867	3.7	25.5	88	169	3.4	5.0	80				
CBS MORN. NEWS 1 C	1446	393	1.5	27.2	84	347	1.5	24.0	83	*71	1.4	4.9	79				
CBS MORN. NEWS 2 C	1207	269	1.0	22.3	69	257	1.1	21.3	74	*47	0.9	3.9	63				
DAYS OF OUR LIVES N	5877	1972	7.5	33.6	104	1794	7.7	30.5	106	284	5.6	4.8	78				
FACTS OF LIFE - DAYTIME N	2290	735	2.8	32.1	99	639	2.7	27.9	97	116	2.3	5.1	82				
FAMILY FEUD A	3023	899	3.4	29.7	92	805	3.4	26.6	92	177	3.5	5.9	94				
GENERAL HOSPITAL A	6097	1867	7.1	30.6	95	1634	7.0	26.8	93	355	7.1	5.8	94				
GOOD MORNING, AMERICA-730 A	3515	1019	3.9	29.0	90	920	3.9	26.2	91	177	3.5	5.0	81				
GOOD MORNING, AMERICA-830 A	2818	968	3.7	34.4	106	902	3.9	32.0	111	161	3.2	5.7	92				
GUIDING LIGHT C	5339	1514	5.8	28.4	88	1358	5.8	25.4	88	256	5.1	4.8	77				
ONE LIFE TO LIVE A	4478	1391	5.3	31.1	96	1227	5.2	27.4	95	294	5.8	6.6	106				
PRESS YOUR LUCK C	2244	705	2.7	31.4	97	630	2.7	28.1	97	127	2.5	5.7	91				
PRICE IS RIGHT 1 C	4348	1204	4.6	27.7	86	1096	4.7	25.2	87	185	3.7	4.3	69				
PRICE IS RIGHT 2 C	5014	1445	5.5	28.8	89	1313	5.6	26.2	91	209	4.2	4.2	67				
RYAN'S HOPE A	3150	958	3.7	30.4	94	821	3.5	26.1	90	132	2.6	4.2	67				
SALE OF THE CENTURY N	2695	933	3.6	34.6	107	793	3.4	29.4	102	192	3.8	7.1	115				
SEARCH FOR TOMORROW N	2319	669	2.6	28.8	89	597	2.6	25.7	89	*86	1.7	3.7	60				
TODAY SHOW 1 N	2693	960	3.7	35.6	110	840	3.6	31.2	108	188	3.7	7.0	112				
TODAY SHOW 2 N	2498	844	3.2	33.8	104	747	3.2	29.9	103	140	2.8	5.6	90				
$25,000 PYRAMID C	2753	841	3.2	30.5	94	766	3.3	27.8	96	*129	2.6	4.7	75				
WHEEL OF FORTUNE N	4388	1529	5.8	34.8	108	1381	5.9	31.5	109	237	4.7	5.4	87				
YOUNG AND THE RESTLESS C	5695	1757	6.7	30.9	95	1592	6.8	28.0	97	264	5.2	4.6	75				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	466	1.8	26.5	82	411	1.8	23.4	81	*104	2.1	5.9	95				
NBA PLAYOFF GAME -1 C	1136	362	1.4	31.9	98	308	1.3	27.1	94	*105	2.1	9.2	149				
NBC MAJOR LEAGUE PRE-GAME N	953	352	1.3	36.9	114	336	1.4	35.3	122	**29	0.6	3.0	49				
SPORTSWORLD - SUN N	1233	397	1.5	32.2	99	343	1.5	27.8	96	**84	1.7	6.8	110				
SUNDAY MORNING C	1611	410	1.6	25.5	79	362	1.5	22.5	78	*88	1.7	5.5	88				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USE HERBAL TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	USE TEA BAGS A '000	B % DOWN	C % ACROSS	D INDX	USE LOOSE TEA A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26225	100.0	32.4	100	23407	100.0	28.9	100	5030	100.0	6.2	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	7860	30.0	30.2	93	6938	29.6	26.6	92	1405	27.9	5.4	87				
NETWORK AFFILIATES - LATE	20261	6433	24.5	31.8	98	5792	24.7	28.6	99	1119	22.2	5.5	89				
INDEPENDENTS - LATE	2076	705	2.7	34.0	105	644	2.8	31.0	107	181	3.6	8.7	140				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	3170	12.1	30.3	94	2822	12.1	27.0	93	604	12.0	5.8	93				
ABC MONDAY NIGHT MOVIE A	6412	1974	7.5	30.8	95	1803	7.7	28.1	97	400	8.0	6.2	100				
ABC SUNDAY NIGHT MOVIE A	12407	3853	14.7	31.1	96	3413	14.6	27.5	95	753	15.0	6.1	98				
ABC WORLD NEWS TONIGHT A	6176	1814	6.9	29.4	91	1600	6.8	25.9	90	272	5.4	4.4	71				
AFTERMASH C	5863	1733	6.6	29.6	91	1573	6.7	26.8	93	*285	5.7	4.9	78				
ALICE C	9594	2945	11.2	30.7	95	2584	11.0	26.9	93	587	11.7	6.1	99				
AMERICAN PARADE C	6622	1959	7.5	29.6	91	1764	7.5	26.6	92	354	7.0	5.3	86				
BENSON A	10886	3328	12.7	30.6	94	2925	12.5	26.9	93	663	13.2	6.1	98				
BLUE THUNDER A	5036	1522	5.8	30.2	93	1332	5.7	26.4	92	324	6.4	6.4	104				
CAGNEY & LACEY C	9965	3071	11.7	30.8	95	2806	12.0	28.2	97	523	10.4	5.2	85				
CBS EVENING NEWS-DEAN C	3491	1147	4.4	32.9	101	991	4.2	28.4	98	*224	4.5	6.4	103				
CBS EVENING NEWS-RATHER C	7123	2147	8.2	30.1	93	1961	8.4	27.5	95	352	7.0	4.9	80				
CBS SAT. NEWS-SCHIEFFER C	3621	1074	4.1	29.7	92	931	4.0	25.7	89	177	3.5	4.9	79				
CBS SATURDAY NIGHT MOVIE C	5436	1753	6.7	32.2	100	1571	6.7	28.9	100	326	6.5	6.0	97				
CBS WEDNESDAY NIGHT MOVIE C	6100	1722	6.6	28.2	87	1644	7.0	27.0	93	286	5.7	4.7	75				
CHEERS N	8889	3252	12.4	36.6	113	2973	12.7	33.4	116	671	13.3	7.5	122				
DALLAS C	22109	6867	26.2	31.1	96	6094	26.0	27.6	95	1239	24.6	5.6	90				
DIFF'RENT STROKES N	6940	2141	8.2	30.9	95	1858	7.9	26.8	93	380	7.6	5.5	88				
DOUBLE TROUBLE N	7223	2331	8.9	32.3	100	2020	8.6	28.0	97	555	11.0	7.7	124				
DUCK FACTORY N	5595	2047	7.8	36.6	113	1833	7.8	32.8	113	388	7.7	6.9	112				
DUKES OF HAZZARD C	5768	1677	6.4	29.1	90	1500	6.4	26.0	90	344	6.8	6.0	96				
DYNASTY A	20053	6183	23.6	30.8	95	5324	22.7	26.5	92	1203	23.9	6.0	97				
FACTS OF LIFE N	8087	2496	9.5	30.9	95	2194	9.4	27.1	94	474	9.4	5.9	94				
FALCON CREST C	20046	6280	23.9	31.3	97	5530	23.6	27.6	95	1203	23.9	6.0	97				
FALL GUY A	9084	2637	10.1	29.0	90	2357	10.1	25.9	90	434	8.6	4.8	77				
FAMILY TIES N	7964	2540	9.7	31.9	98	2201	9.4	27.6	96	588	11.7	7.4	119				
FANTASY ISLAND A	7687	2298	8.8	29.9	92	2045	8.7	26.6	92	435	8.6	5.7	91				
FOULUPS,BLEEPS & BLUNDERS A	8861	2762	10.5	31.2	96	2388	10.2	26.9	93	547	10.9	6.2	99				
FOUR SEASONS C	5095	1526	5.8	30.0	92	1365	5.8	26.8	93	*323	6.4	6.3	102				
GIMME A BREAK N	8838	2885	11.0	32.6	101	2505	10.7	28.3	98	607	12.1	6.9	111				
HART TO HART A	8978	2811	10.7	31.3	97	2458	10.5	27.4	95	490	9.7	5.5	88				
HILL STREET BLUES N	8590	3075	11.7	35.8	111	2761	11.8	32.1	111	658	13.1	7.7	123				
HOTEL A	14085	4375	16.7	31.1	96	3915	16.7	27.8	96	835	16.6	5.9	95				
JEFFERSONS C	9360	2892	11.0	30.9	95	2565	11.0	27.4	95	543	10.8	5.8	93				
JENNIFER SLEPT HERE N	5841	1860	7.1	31.8	98	1638	7.0	28.0	97	286	5.7	4.9	79				
KATE & ALLIE C	9206	2846	10.9	30.9	95	2600	11.1	28.2	98	457	9.1	5.0	80				
KNIGHT RIDER N	7076	2292	8.7	32.4	100	1999	8.5	28.3	98	466	9.3	6.6	106				
LOVE BOAT A	12219	3904	14.9	32.0	99	3417	14.6	28.0	97	661	13.1	5.4	87				
MAGNUM PI C	11199	3570	13.6	31.9	98	3203	13.7	28.6	99	634	12.6	5.7	91				
MAMA'S FAMILY N	6057	2042	7.8	33.7	104	1886	8.1	31.1	108	269	5.3	4.4	72				
MASTER, THE N	3598	1029	3.9	28.6	88	881	3.8	24.5	85	252	5.0	7.0	113				
MATT HOUSTON A	6344	2178	8.3	34.3	106	1973	8.4	31.1	108	394	7.8	6.2	100				
NBC MONDAY NIGHT MOVIE N	11994	3645	13.9	30.4	94	3234	13.8	27.0	93	705	14.0	5.9	95				
NBC NIGHTLY NEWS N	5132	1597	6.1	31.1	96	1344	5.7	26.2	91	350	7.0	6.8	110				
NBC NIGHTLY NEWS-SAT N	3375	1032	3.9	30.6	94	899	3.8	26.6	92	*159	3.2	4.7	76				
NBC NIGHTLY NEWS-SUN N	3130	1112	4.2	35.5	110	942	4.0	30.1	104	*155	3.1	5.0	80				
NBC SUNDAY NIGHT MOVIE N	8284	2672	10.2	32.3	100	2443	10.4	29.5	102	532	10.6	6.4	103				
NEWHART C	9240	2861	10.9	31.0	96	2578	11.0	27.9	97	508	10.1	5.5	89				
ONE DAY AT A TIME C	7288	2013	7.7	27.6	85	1833	7.8	25.2	87	385	7.7	5.3	85				
PEOPLE ARE FUNNY N	4855	1563	6.0	32.2	99	1466	6.3	30.2	104	*189	3.8	3.9	63				
REAL PEOPLE N	8869	2763	10.5	31.2	96	2385	10.2	26.9	93	445	8.8	5.0	81				
REMINGTON STEELE N	7743	2546	9.7	32.9	102	2246	9.6	29.0	100	567	11.3	7.3	118				
RIPLEY'S BELIEVE IT - NOT A	5345	1675	6.4	31.3	97	1504	6.4	28.1	97	278	5.5	5.2	84				
RIPTIDE N	6988	2209	8.4	31.6	98	1912	8.2	27.4	95	441	8.8	6.3	102				
SCARECROW & MRS. KING C	10002	2979	11.4	29.8	92	2630	11.2	26.3	91	535	10.6	5.3	86				
SIMON & SIMON C	10638	3324	12.7	31.2	96	3047	13.0	28.6	99	617	12.3	5.8	93				
60 MINUTES C	13293	4362	16.6	32.8	101	3889	16.6	29.3	101	889	17.7	6.7	108				
ST. ELSEWHERE N	7017	2370	9.0	33.8	104	2125	9.1	30.3	105	474	9.4	6.8	109				
THREE'S COMPANY A	10917	3589	13.7	32.9	102	3043	13.0	27.9	96	722	14.4	6.6	106				
T.J. HOOKER A	9204	2874	11.0	31.2	96	2385	10.2	25.9	90	572	11.4	6.2	100				
TONIGHT SHOW N	2372	764	2.9	32.2	.99	698	3.0	29.4	102	135	2.7	5.7	92				
TRAPPER JOHN, M.D. C	9846	2898	11.1	29.4	91	2627	11.2	26.7	92	464	9.2	4.7	76				
TV BLOOPERS & PRAC. JOKES N	9105	2900	11.1	31.9	98	2524	10.8	27.7	96	620	12.3	6.8	110				
20/20 A	9387	2825	10.8	30.1	93	2576	11.0	27.4	95	536	10.7	5.7	92				
WEBSTER A	11067	3328	12.7	30.1	93	2878	12.3	26.0	90	661	13.1	6.0	96				
WORLD NEWS - SUN A	3062	820	3.1	26.8	83	694	3.0	22.7	78	*206	4.1	6.7	108				
YELLOW ROSE N	4978	1599	6.1	32.1	99	1482	6.3	29.8	103	260	5.2	5.2	84				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	3077	11.7	34.7	107	2896	12.4	32.6	113	*454	9.0	5.1	82				
BASKETBALL - COLLEGE GAMES	4080	1357	5.2	33.3	103	1290	5.5	31.6	109	**199	4.0	4.9	79				
BASKETBALL - PRO GAMES	3607	1542	5.9	42.8	132	1439	6.1	39.9	138	**197	3.9	5.5	88				
BOWLING	3883	1447	5.5	37.3	115	1371	5.9	35.3	122	**245	4.9	6.3	102				
BOXING	3928	1199	4.6	30.5	94	1116	4.8	28.4	98	**189	3.8	4.8	77				
FOOTBALL - COLLEGE GAMES	6366	1985	7.6	31.2	96	1850	7.9	29.1	101	*360	7.2	5.7	91				
FOOTBALL - PRO GAMES	11300	3426	13.1	30.3	94	3204	13.7	28.4	98	562	11.2	5.0	80				
GOLF	3378	1387	5.3	41.1	127	1319	5.6	39.0	135	**221	4.4	6.5	105				
POST-SEASON COLL. FOOTBALL	4906	1526	5.8	31.1	96	1417	6.1	28.9	100	**223	4.4	4.5	73				
POST-SEASON PRO FOOTBALL	6120	1972	7.5	32.2	100	1886	8.1	30.8	107	*273	5.4	4.5	72				
TENNIS	3033	1087	4.1	35.8	111	1051	4.5	34.7	120	**220	4.4	7.3	117				
WRESTLING - PROFESSIONAL	3344	1017	3.9	30.4	94	977	4.2	29.2	101	**168	3.3	5.0	81				

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HERBAL TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BIGELOW A '000	BIGELOW B % DOWN	BIGELOW C % ACROSS	BIGELOW D INDX	CELESTIAL SEASONINGS A '000	CELESTIAL SEASONINGS B % DOWN	CELESTIAL SEASONINGS C % ACROSS	CELESTIAL SEASONINGS D INDX	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	MAGIC MOUNTAIN A '000	MAGIC MOUNTAIN B % DOWN	MAGIC MOUNTAIN C % ACROSS	MAGIC MOUNTAIN D INDX
TOTAL FEMALE HOMEMAKERS	80986	3376	100.0	4.2	100	9439	100.0	11.7	100	15814	100.0	19.5	100	2487	100.0	3.1	100
18 - 24	9282	*413	12.2	4.4	107	955	10.1	10.3	88	1722	10.9	18.6	95	**232	9.3	2.5	81
25 - 34	19072	1224	36.3	6.4	154	2951	31.3	15.5	133	3807	24.1	20.0	102	853	34.3	4.5	146
35 - 44	14591	767	22.7	5.3	126	2145	22.7	14.7	126	3038	19.2	20.8	107	551	22.2	3.8	123
45 - 54	11345	*372	11.0	3.3	79	1367	14.5	12.0	103	2229	14.1	19.6	101	*306	12.3	2.7	88
55 - 64	11635	*370	11.0	3.2	76	1032	10.9	8.9	76	2348	14.8	20.2	103	**282	11.3	2.4	79
65 OR OLDER	15061	*230	6.8	1.5	37	989	10.5	6.6	56	2670	16.9	17.7	91	*263	10.6	1.7	57
18 - 34	28354	1637	48.5	5.8	138	3906	41.4	13.8	118	5529	35.0	19.5	100	1085	43.6	3.8	125
18 - 49	48339	2661	78.8	5.5	132	6680	70.8	13.8	119	9714	61.4	20.1	103	1825	73.4	3.8	123
25 - 54	45008	2363	70.0	5.3	126	6463	68.5	14.4	123	9074	57.4	20.2	103	1710	68.8	3.8	124
35 - 49	19985	1024	30.3	5.1	123	2774	29.4	13.9	119	4185	26.5	20.9	107	741	29.8	3.7	121
50 OR OLDER	32647	715	21.2	2.2	53	2759	29.2	8.5	73	6101	38.6	18.7	96	661	26.6	2.0	66
GRADUATED COLLEGE	11155	774	22.9	6.9	166	2800	29.7	25.1	215	2210	14.0	19.8	101	530	21.3	4.8	155
ATTENDED COLLEGE	13682	1080	32.0	7.9	189	2308	24.5	16.9	145	3039	19.2	22.2	114	804	32.3	5.9	191
GRADUATED HIGH SCHOOL	33880	1156	34.2	3.4	82	2982	31.6	8.8	76	6191	39.1	18.3	94	857	34.5	2.5	82
DID NOT GRADUATE HIGH SCHOOL	22270	*365	10.8	1.6	39	1349	14.3	6.1	52	4375	27.7	19.6	101	*297	11.9	1.3	43
EMPLOYED	40306	2075	61.5	5.1	123	5884	62.3	14.6	125	7708	48.7	19.1	98	1453	58.4	3.6	117
EMPLOYED FULL-TIME	32850	1603	47.5	4.9	117	4772	50.6	14.5	125	6297	39.8	19.2	98	1167	46.9	3.6	116
EMPLOYED PART-TIME	7456	*471	14.0	6.3	152	1112	11.8	14.9	128	1411	8.9	18.9	97	**287	11.5	3.8	125
NOT EMPLOYED	40680	1301	38.5	3.2	77	3555	37.7	8.7	75	8106	51.3	19.9	102	1033	41.5	2.5	83
PROFESSIONAL/MANAGER	10392	662	19.6	6.4	153	2302	24.4	22.2	190	2062	13.0	19.8	102	*454	18.3	4.4	142
TECH/CLERICAL/SALES	17574	995	29.5	5.7	136	2548	27.0	14.5	124	3330	21.1	18.9	97	697	28.0	4.0	129
PRECISION/CRAFT	985	**41	1.2	4.2	100	**123	1.3	12.5	107	**222	1.4	22.5	115	**42	1.7	4.3	139
OTHER EMPLOYED	11354	*378	11.2	3.3	80	911	9.7	8.0	69	2094	13.2	18.4	94	**261	10.5	2.3	75
SINGLE	9863	562	16.6	5.7	137	1238	13.1	12.6	108	1810	11.4	18.4	94	*352	14.2	3.6	116
MARRIED	51375	2281	67.6	4.4	107	6358	67.4	12.4	106	9904	62.6	19.3	99	1556	62.6	3.0	99
DIVORCED/SEPARATED/WIDOWED	19748	533	15.8	2.7	65	1843	19.5	9.3	80	4100	25.9	20.8	106	578	23.2	2.9	95
PARENTS	32590	1490	44.1	4.6	110	4027	42.7	12.4	106	6666	42.2	20.5	105	1184	47.6	3.6	118
WHITE	70416	3135	92.9	4.5	107	8722	92.4	12.4	106	13495	85.3	19.2	98	2182	87.7	3.1	101
BLACK	8778	**110	3.3	1.3	30	427	4.5	4.9	42	1893	12.0	21.6	110	*254	10.2	2.9	94
OTHER	1791	**131	3.9	7.3	175	**290	3.1	16.2	139	*426	2.7	23.8	122	**51	2.1	2.8	93
NORTHEAST-CENSUS	17786	970	28.7	5.5	131	2653	28.1	14.9	128	2630	16.6	14.8	76	607	24.4	3.4	111
NORTH CENTRAL	20741	963	28.5	4.6	111	1927	20.4	9.3	80	4427	28.0	21.3	109	*290	11.7	1.4	46
SOUTH	27775	*499	14.8	1.8	43	1714	18.2	6.2	53	4987	31.5	18.0	92	*358	14.4	1.3	42
WEST	14683	945	28.0	6.4	154	3145	33.3	21.4	184	3771	23.8	25.7	132	1232	49.5	8.4	273
NORTHEAST-MKTG.	17961	899	26.6	5.0	120	2692	28.5	15.0	129	2830	17.9	15.8	81	739	29.7	4.1	134
EAST CENTRAL	11885	524	15.5	4.4	106	1011	10.7	8.5	73	2409	15.2	20.3	104	**120	4.8	1.0	33
WEST CENTRAL	14090	625	18.5	4.4	106	1596	16.9	11.3	97	3128	19.8	22.2	114	*278	11.2	2.0	64
SOUTH	24081	*510	15.1	2.1	51	1431	15.2	5.9	51	4229	26.7	17.6	90	**174	7.0	0.7	24
PACIFIC	12969	818	24.2	6.3	151	2709	28.7	20.9	179	3218	20.3	24.8	127	1176	47.3	9.1	295
COUNTY SIZE A	32439	1581	46.8	4.9	117	4308	45.6	13.3	114	5990	37.9	18.5	95	1343	54.0	4.1	135
COUNTY SIZE B	24915	946	28.0	3.8	91	2839	30.1	11.4	98	4794	30.3	19.2	99	*563	22.6	2.3	74
COUNTY SIZE C	12930	*531	15.7	4.1	99	1694	17.9	13.1	112	2973	18.8	23.0	118	*438	17.6	3.4	110
COUNTY SIZE D	10703	**318	9.4	3.0	71	598	6.3	5.6	48	2058	13.0	19.2	98	**143	5.7	1.3	44
METRO CENTRAL CITY	24518	810	24.0	3.3	79	2863	30.3	11.7	100	4596	29.1	18.7	96	641	25.8	2.6	85
METRO SUBURBAN	35919	1816	53.8	5.1	121	4832	51.2	13.5	115	7098	44.9	19.8	101	1468	59.0	4.1	133
NON METRO	20549	*750	22.2	3.6	88	1744	18.5	8.5	73	4120	26.1	20.0	103	*378	15.2	1.8	60
TOP 5 ADI'S	18341	1017	30.1	5.5	133	2886	30.6	15.7	135	3557	22.5	19.4	99	1018	40.9	5.6	181
TOP 10 ADI'S	25378	1328	39.3	5.2	126	3728	39.5	14.7	126	4801	30.4	18.9	97	1239	49.8	4.9	159
TOP 20 ADI'S	36488	1710	50.7	4.7	112	5054	53.5	13.9	119	6969	44.1	19.1	98	1702	68.4	4.7	152
HSHLD INC. $50,000 OR MORE	6612	*570	16.9	8.6	207	1491	15.8	22.5	193	1530	9.7	23.1	119	**305	12.3	4.6	150
$40,000 OR MORE	12659	909	26.9	7.2	172	2575	27.3	20.3	175	2929	18.5	23.1	118	*599	24.1	4.7	154
$30,000 OR MORE	24698	1748	51.8	7.1	170	4257	45.1	17.2	148	5419	34.3	21.9	112	1021	41.1	4.1	135
$25,000 OR MORE	32077	2097	62.1	6.5	157	5306	56.2	16.5	142	6948	43.9	21.7	111	1389	55.9	4.3	141
$20,000 - $24,999	9144	*350	10.4	3.8	92	1033	10.9	11.3	97	1561	9.9	17.1	87	*345	13.9	3.8	123
$15,000 - $19,999	8728	*274	8.1	3.1	75	716	7.6	8.2	70	1282	8.1	14.7	75	**191	7.7	2.2	71
$10,000 - $14,999	12562	*294	8.7	2.3	56	1144	12.1	9.1	78	2490	15.7	19.8	102	*261	10.5	2.1	68
UNDER $10,000	18475	*361	10.7	2.0	47	1241	13.1	6.7	58	3533	22.3	19.1	98	*301	12.1	1.6	53
HOUSEHOLD OF 1 PERSON	11987	395	11.7	3.3	79	1083	11.5	9.0	78	2097	13.3	17.5	90	264	10.6	2.2	72
2 PEOPLE	26577	1166	34.5	4.4	105	3213	34.0	12.1	104	5084	32.1	19.1	98	847	34.1	3.2	104
3 OR 4 PEOPLE	30617	1168	34.6	3.8	92	4031	42.7	13.2	113	6044	38.2	19.7	101	970	39.0	3.2	103
5 OR MORE PEOPLE	11804	*647	19.2	5.5	131	1111	11.8	9.4	81	2590	16.4	21.9	112	*406	16.3	3.4	112
NO CHILD IN HSHLD	46165	1836	54.4	4.0	95	5252	55.6	11.4	98	8781	55.5	19.0	97	1226	49.3	2.7	86
CHILD(REN) UNDER 2 YRS	5325	**289	8.6	5.4	130	*556	5.9	10.4	90	1148	7.3	21.6	110	**157	6.3	2.9	96
2 - 5 YEARS	14221	*516	15.3	3.6	87	1428	15.1	10.0	86	2776	17.6	19.5	100	*507	20.4	3.6	116
6 - 11 YEARS	15117	703	20.8	4.7	112	1753	18.6	11.6	99	3249	20.5	21.5	110	530	21.3	3.5	114
12 - 17 YEARS	16611	859	25.4	5.2	124	2115	22.4	12.7	109	3219	20.4	19.4	99	679	27.3	4.1	133
RESIDENCE OWNED	55884	2328	69.0	4.2	100	6687	70.8	12.0	103	11202	70.8	20.0	103	1627	65.4	2.9	95
VALUE: $50,000 OR MORE	31744	1680	49.8	5.3	127	4839	51.3	15.2	131	6468	40.9	20.4	104	1317	53.0	4.1	135
VALUE: UNDER $50,000	24140	648	19.2	2.7	64	1848	19.6	7.7	66	4735	29.9	19.6	100	**310	12.5	1.3	42

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	BIGELOW A '000	BIGELOW B % DOWN	BIGELOW C % ACROSS	BIGELOW D INDX	CELESTIAL SEASONINGS A '000	CELESTIAL SEASONINGS B % DOWN	CELESTIAL SEASONINGS C % ACROSS	CELESTIAL SEASONINGS D INDX	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	MAGIC MOUNTAIN A '000	MAGIC MOUNTAIN B % DOWN	MAGIC MOUNTAIN C % ACROSS	MAGIC MOUNTAIN D INDX
TOTAL FEMALE HOMEMAKERS		[illegible]	3376	100.0	4.2	100	9439	100.0	11.7	100	15814	100.0	19.5	100	2487	100.0	3.1	100
MAGAZINES	QUINTILE 1	15799	[illegible]	27.6	5.9	142	2654	28.1	16.8	144	3402	21.5	21.5	110	[illegible]	27.7	4.4	142
	QUINTILE 2	17259	941	27.9	5.5	131	2369	25.1	13.7	118	3639	23.0	21.1	108	742	29.8	4.3	140
	QUINTILE 3	13545	684	20.3	5.0	121	1838	19.5	13.6	116	2431	15.4	17.9	92	*317	12.7	2.3	76
	QUINTILE 4	15133	*420	12.4	2.8	67	1355	14.4	9.0	77	2796	17.7	18.5	95	*410	16.5	2.7	88
	QUINTILE 5	19250	*399	11.8	2.1	50	1224	13.0	6.4	55	3547	22.4	18.4	94	*330	13.3	1.7	56
NEWSPAPERS	QUINTILE 1	12413	[illegible]	16.5	4.5	108	1653	17.5	13.3	114	2227	14.1	17.9	92	*387	15.6	3.1	102
	QUINTILE 2	24116	1098	32.5	4.6	109	3320	35.2	13.8	118	4655	29.4	19.3	99	835	33.6	3.5	113
	QUINTILE 3	11261	*417	12.4	3.7	89	1421	15.1	12.6	108	2409	15.2	21.4	110	*478	19.2	4.2	138
	QUINTILE 4	20255	1065	31.5	5.3	126	2029	21.5	10.0	86	3893	24.6	19.2	98	*449	18.1	2.2	72
	QUINTILE 5	12940	*238	7.0	1.8	44	1016	10.8	7.9	67	2630	16.6	20.3	104	*338	13.6	2.6	85
OUTDOOR	QUINTILE 1	14852	792	23.5	5.3	128	2025	21.5	13.6	117	2954	18.7	19.9	102	626	25.2	4.2	137
	QUINTILE 2	15725	739	21.9	4.7	113	1883	19.9	12.0	103	3009	19.0	19.1	98	512	20.6	3.3	106
	QUINTILE 3	16330	719	21.3	4.4	106	2194	23.2	13.4	115	3095	19.6	19.0	97	*533	21.4	3.3	106
	QUINTILE 4	16744	[illegible]	17.7	3.6	85	1784	18.9	10.7	91	3497	22.1	20.9	107	*432	17.4	2.6	84
	QUINTILE 5	17334	531	15.7	3.1	73	1553	16.5	9.0	77	3259	20.6	18.8	96	*384	15.4	2.2	72
RADIO-DRIVE TIME	QUINTILE 1	15911	[illegible]	17.9	3.8	91	1864	19.7	11.7	101	3436	21.7	21.6	111	*449	18.1	2.8	92
	QUINTILE 2	14837	694	20.6	4.7	112	1669	17.7	11.2	97	2535	16.0	17.1	87	*454	18.3	3.1	100
	QUINTILE 3	15339	660	19.5	4.3	103	1861	19.7	12.1	104	3242	20.5	21.1	108	611	24.6	4.0	130
	QUINTILE 4	16723	648	19.2	3.9	93	2053	21.8	12.3	105	3073	19.4	18.4	94	473	19.0	2.8	92
	QUINTILE 5	18176	772	22.9	4.2	102	1993	21.1	11.0	94	3528	22.3	19.4	99	*500	20.1	2.8	90
RADIO-MID-DAY	TERCILE 1	21020	894	26.5	4.3	102	2373	25.1	11.3	97	4093	25.9	19.5	100	520	20.9	2.5	81
	TERCILE 2	21610	914	27.1	4.2	101	2675	28.3	12.4	106	4501	28.5	20.8	107	673	27.1	3.1	101
	TERCILE 3	[illegible]	1568	[illegible]	4.1	98	4391	46.5	11.4	98	7221	45.7	18.8	96	1294	52.0	3.4	110
RADIO-TOTAL	QUINTILE 1	[illegible]	695	20.6	4.3	104	1947	20.6	12.2	104	3413	21.6	21.3	109	*443	17.8	2.8	90
	QUINTILE 2	15626	636	18.8	4.1	98	1773	18.8	11.3	97	2963	18.7	19.0	97	*390	15.7	2.5	81
	QUINTILE 3	16723	797	23.6	4.8	114	2038	21.6	12.2	105	3128	19.8	18.7	96	651	26.2	3.9	127
	QUINTILE 4	16342	789	23.4	4.8	116	2005	21.2	12.3	105	3538	22.4	21.6	111	745	30.0	4.6	148
	QUINTILE 5	16306	*459	13.6	2.8	68	1676	17.8	10.3	88	2772	17.5	17.0	87	*259	10.4	1.6	52
TV-PRIME TIME	QUINTILE 1	15953	643	19.0	4.0	97	1883	19.9	11.8	101	3053	19.3	19.1	98	*429	17.2	2.7	88
	QUINTILE 2	16137	707	20.9	4.4	105	1833	19.4	11.4	97	2955	18.7	18.3	94	563	22.6	3.5	114
	QUINTILE 3	16420	794	23.5	4.8	116	1881	19.9	11.5	98	3385	21.4	20.6	106	*342	13.8	2.1	68
	QUINTILE 4	16687	575	17.0	3.4	83	1785	18.9	10.7	92	3194	20.2	19.1	98	*564	22.7	3.4	110
	QUINTILE 5	15789	656	19.4	4.2	100	2057	21.8	13.0	112	3227	20.4	20.4	105	588	23.6	3.7	121
TV-DAYTIME	TERCILE 1	27736	919	27.2	3.3	79	2475	26.2	8.9	77	5703	36.1	20.6	105	758	30.5	2.7	89
	TERCILE 2	26489	1051	31.1	4.0	95	3103	32.9	11.7	101	5058	32.0	19.1	98	703	28.3	2.7	86
	TERCILE 3	26761	1406	41.6	5.3	126	3861	40.9	14.4	124	5053	32.0	18.9	97	1026	41.3	3.8	125
TV-TOTAL	QUINTILE 1	16345	*514	15.2	3.1	75	1593	16.9	9.7	84	3389	21.4	20.7	106	*440	17.7	2.7	88
	QUINTILE 2	16447	586	17.4	3.6	85	1512	16.0	9.2	79	3138	19.8	19.1	98	*379	15.2	2.3	75
	QUINTILE 3	15980	738	21.9	4.6	111	1790	19.0	11.2	96	2909	18.4	18.2	93	*532	21.4	3.3	108
	QUINTILE 4	15887	807	23.9	5.1	122	1988	21.1	12.5	107	3190	20.2	20.1	103	498	20.0	3.1	102
	QUINTILE 5	16326	731	21.7	4.5	107	2556	27.1	15.7	134	3188	20.2	19.5	100	638	25.7	3.9	127
MAGAZINES-NEWSPAPERS: DUAL		20721	1160	34.4	5.6	134	3382	35.8	16.3	140	4157	26.3	20.1	103	844	33.9	4.1	133
MAGAZINE IMPERATIVE		19186	1089	32.3	5.7	136	2570	27.2	13.4	115	4213	26.6	22.0	112	749	30.1	3.9	127
NEWSPAPER IMPERATIVE		21899	694	20.6	3.2	76	2202	23.3	10.1	86	3885	24.6	17.7	91	555	22.3	2.5	83
MAGAZINES-OUTDOOR: DUAL		15451	934	27.7	6.0	145	2564	27.2	16.6	142	3279	20.7	21.2	109	678	27.3	4.4	143
MAGAZINE IMPERATIVE		25953	1280	37.9	4.9	118	3491	37.0	13.5	115	5203	32.9	20.0	103	845	34.0	3.3	106
OUTDOOR IMPERATIVE		24400	885	26.2	3.6	87	2384	25.3	9.8	84	4293	27.1	17.6	90	737	29.6	3.0	98
MAGAZINES-RADIO: DUAL		18049	982	29.1	5.4	131	2640	28.0	14.6	125	3818	24.1	21.2	108	569	22.9	3.2	103
MAGAZINE IMPERATIVE		23571	1326	39.3	5.6	135	3572	37.8	15.2	130	4653	29.4	19.7	101	1042	41.9	4.4	144
RADIO IMPERATIVE		23278	716	21.2	3.1	74	2038	21.6	8.8	75	4256	26.9	18.3	94	538	21.6	2.3	75
MAGAZINES-TELEVISION: DUAL		15459	810	24.0	5.2	126	1926	20.4	12.5	107	3341	21.1	21.6	111	537	21.6	3.5	113
MAGAZINE IMPERATIVE		25829	1575	46.7	6.1	146	4301	45.6	16.7	143	5194	32.8	20.1	103	1133	45.6	4.4	143
TELEVISION IMPERATIVE		26039	569	16.9	2.2	52	1996	21.1	7.7	66	4671	29.5	17.9	92	484	19.5	1.9	61
NEWSPAPERS-OUTDOOR: DUAL		16605	831	24.6	5.0	120	2641	28.0	15.9	136	2900	18.3	17.5	89	716	28.8	4.3	140
NEWSPAPER IMPERATIVE		26834	1044	30.9	3.9	93	3246	34.4	12.1	104	5463	34.5	20.4	104	815	32.8	3.0	99
OUTDOOR IMPERATIVE		23346	1058	31.3	4.5	109	2450	26.0	10.5	90	4785	30.3	20.5	105	751	30.2	3.2	105
NEWSPAPERS-RADIO: DUAL		17133	758	22.5	4.4	106	2223	23.6	13.0	111	3264	20.6	19.1	98	*436	17.5	2.5	83
NEWSPAPER IMPERATIVE		25892	1136	33.6	4.4	105	3579	37.9	13.8	119	4951	31.3	19.1	98	1134	45.6	4.4	143
RADIO IMPERATIVE		23167	977	28.9	4.2	101	2266	24.0	9.8	84	4810	30.4	20.8	106	641	25.8	2.8	90
NEWSPAPERS-TELEVISION: DUAL		17159	720	21.3	4.2	101	2030	21.5	11.8	102	3212	20.3	18.7	96	590	23.7	3.4	112
NEWSPAPER IMPERATIVE		26214	1254	37.1	4.8	115	3933	41.7	15.0	129	5012	31.7	19.1	98	967	38.9	3.7	120
TELEVISION IMPERATIVE		23412	758	22.5	3.2	78	1834	19.4	7.8	67	4825	30.5	20.6	106	519	20.9	2.2	72
OUTDOOR-RADIO: DUAL		15303	721	21.4	4.7	113	1916	20.3	12.5	107	2961	18.7	19.3	99	*502	20.2	3.3	107
OUTDOOR IMPERATIVE		24901	1238	36.7	5.0	119	3149	33.4	12.6	109	4818	30.5	19.3	99	967	38.9	3.9	126
RADIO IMPERATIVE		26492	1029	30.5	3.9	93	2965	31.4	11.2	96	5327	33.7	20.1	103	661	26.6	2.5	81
OUTDOOR-TELEVISION: DUAL		14794	610	18.1	4.1	99	1569	16.6	10.6	91	2773	17.5	18.7	96	*350	14.1	2.4	77
OUTDOOR IMPERATIVE		25437	1374	40.7	5.4	130	3758	39.8	14.8	127	4955	31.3	19.5	100	1109	44.6	4.4	142
TELEVISION IMPERATIVE		27877	907	26.9	3.3	78	2636	27.9	9.5	81	5694	36.0	20.4	105	766	30.8	2.7	89
RADIO-TELEVISION: DUAL		15996	609	18.0	3.8	91	1626	17.2	10.2	87	2794	17.7	17.5	89	*364	14.6	2.3	74
RADIO IMPERATIVE		25478	1177	34.9	4.6	111	3456	36.6	13.6	116	5240	33.1	20.6	105	831	33.4	3.3	106
TELEVISION IMPERATIVE		26573	1008	29.9	3.8	91	2642	28.0	9.9	85	5337	33.7	20.1	103	877	35.3	3.3	107

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HERBAL TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BIGELOW A '000	BIGELOW B % DOWN	BIGELOW C % ACROSS	BIGELOW D INDX	CELESTIAL SEASONINGS A '000	CELESTIAL SEASONINGS B % DOWN	CELESTIAL SEASONINGS C % ACROSS	CELESTIAL SEASONINGS D INDX	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	MAGIC MOUNTAIN A '000	MAGIC MOUNTAIN B % DOWN	MAGIC MOUNTAIN C % ACROSS	MAGIC MOUNTAIN D INDX
TOTAL FEMALE HOMEMAKERS	80986	3376	100.0	4.2	100	9439	100.0	11.7	100	15814	100.0	19.5	100	2487	100.0	3.1	100
ATLANTIC MONTHLY	415	**16	0.5	3.9	92	*137	1.5	33.0	283	**56	0.4	13.5	69	**7	0.3	1.7	55
BARRON'S	453	**27	0.8	6.0	143	**120	1.3	26.5	227	**118	0.7	26.0	133	**22	0.9	4.9	158
BETTER HOMES & GARDENS	16256	941	27.9	5.8	139	2252	23.9	13.9	119	3249	20.5	20.0	102	598	24.0	3.7	120
BON APPETIT	2535	*243	7.2	9.6	230	580	6.1	22.9	196	540	3.4	21.3	109	*200	8.0	7.9	257
BUSINESS WEEK	1278	**105	3.1	8.2	197	*188	2.0	14.7	126	*260	1.6	20.3	104	**33	1.3	2.6	84
CAR AND DRIVER	378	**31	0.9	8.2	197	**67	0.7	17.7	152	**94	0.6	24.9	127	**39	1.6	10.3	336
CBS MAGAZINE NETWORK (GROSS)	1498	*124	3.7	8.3	199	325	3.4	21.7	186	352	2.2	23.5	120	**57	2.3	3.8	124
CHANGING TIMES	1505	**132	3.9	8.8	210	304	3.2	20.2	173	375	2.4	24.9	128	**73	2.9	4.9	158
COLONIAL HOMES	1231	**79	2.3	6.4	154	*250	2.6	20.3	174	228	1.4	18.5	95	**33	1.3	2.7	87
CONDE NAST MAG. PKG. (GROSS)	14146	1213	35.9	8.6	206	2428	25.7	17.2	147	3077	19.5	21.8	111	741	29.8	5.2	171
CONSUMERS DIGEST	1323	**75	2.2	5.7	136	*234	2.5	17.7	152	258	1.6	19.5	100	**34	1.4	2.6	84
COSMOPOLITAN	7102	438	13.0	6.2	148	1217	12.9	17.1	147	1429	9.0	20.1	103	397	16.0	5.6	182
COUNTRY LIVING	2481	*254	7.5	10.2	246	530	5.6	21.4	183	481	3.0	19.4	99	**124	5.0	5.0	163
CUISINE	1472	**86	2.5	5.8	140	267	2.8	18.1	156	290	1.8	19.7	101	**91	3.7	6.2	201
CYCLE WORLD	425	**28	0.8	6.6	158	**116	1.2	27.3	234	**122	0.8	28.7	147	**24	1.0	5.6	184
DCI:CREATIVE IDEAS FOR LIV	2510	**89	2.6	3.5	85	315	3.3	12.5	108	532	3.4	21.2	109	**57	2.3	2.3	74
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*186	5.5	2.8	67	778	8.2	11.6	100	1256	7.9	18.8	96	*115	4.6	1.7	56
DISCOVER	894	**55	1.6	6.2	148	*179	1.9	20.0	172	*201	1.3	22.5	115	**21	0.8	2.3	76
EBONY	3507	**85	2.5	2.4	58	204	2.2	5.8	50	837	5.3	23.9	122	*117	4.7	3.3	109
ESQUIRE	1083	**50	1.5	4.6	111	*146	1.5	13.5	116	256	1.6	23.6	121	**47	1.9	4.3	141
ESSENCE	1830	**23	0.7	1.3	30	*160	1.7	8.7	75	429	2.7	23.4	120	**62	2.5	3.4	110
FAMILY CIRCLE	15930	940	27.8	5.9	142	2198	23.3	13.8	118	3210	20.3	20.2	103	640	25.7	4.0	131
THE FAMILY HANDYMAN	1126	**97	2.9	8.6	207	*176	1.9	15.6	134	*185	1.2	16.4	84	**57	2.3	5.1	165
FAMILY WEEKLY	11468	357	10.6	3.1	75	1442	15.3	12.6	108	2454	15.5	21.4	110	325	13.1	2.8	92
FIELD & STREAM	2234	**97	2.9	4.3	104	*215	2.3	9.6	83	338	2.1	15.1	77	**44	1.8	2.0	64
FOOD & WINE	579	**14	0.4	2.4	58	*156	1.7	26.9	231	*135	0.9	23.3	119	**42	1.7	7.3	236
FORBES	728	**25	0.7	3.4	82	*165	1.7	22.7	194	*173	1.1	23.8	122	**6	0.2	0.8	27
FORTUNE	906	**45	1.3	5.0	119	*179	1.9	19.8	170	*230	1.5	25.4	130	**19	0.8	2.1	68
GENTLEMEN'S QUARTERLY	791	**78	2.3	9.9	237	*121	1.3	15.3	131	*211	1.3	26.7	137	**82	3.3	10.4	338
GLAMOUR	5265	450	13.3	8.5	205	891	9.4	16.9	145	1149	7.3	21.8	112	*268	10.8	5.1	166
GOLF DIGEST	636	**63	1.9	9.9	238	**100	1.1	15.7	135	**139	0.9	21.9	112	**12	0.5	1.9	61
GOLF DIGEST/TENNIS (GROSS)	1186	**94	2.8	7.9	190	*198	2.1	16.7	143	281	1.8	23.7	121	**27	1.1	2.3	74
GOLF MAGAZINE	441	**73	2.2	16.6	397	**95	1.0	21.5	185	**131	0.8	29.7	152	**42	1.7	9.5	310
GOLF MAGAZINE/SKI (GROSS)	922	**103	3.1	11.2	268	*151	1.6	16.4	141	*231	1.5	25.1	128	**45	1.8	4.9	159
GOOD HOUSEKEEPING	16487	851	25.2	5.2	124	2242	23.8	13.6	117	3259	20.6	19.8	101	552	22.2	3.3	109
HARPER'S BAZAAR	2423	*170	5.0	7.0	168	463	4.9	19.1	164	411	2.6	17.0	87	**70	2.8	2.9	94
HEALTH	1994	**112	3.3	5.6	135	381	4.0	19.1	164	483	3.1	24.2	124	**78	3.1	3.9	127
HEARST MAG CORP. BUY (GROSS)	44101	2474	73.3	5.6	135	6834	72.4	15.5	133	8680	54.9	19.7	101	1689	67.9	3.8	125
HEARST MAN POWER (GROSS)	1993	*108	3.2	5.4	130	401	4.2	20.1	173	426	2.7	21.4	109	**78	3.1	3.9	127
HEARST WOMAN POWER (GROSS)	31274	1656	49.1	5.3	127	4462	47.3	14.3	122	6189	39.1	19.8	101	1204	48.4	3.8	125
HOUSE BEAUTIFUL	3623	**109	3.2	3.0	72	537	5.7	14.8	127	694	4.4	19.2	98	*128	5.1	3.5	115
INC.	283	**21	0.6	7.4	178	**72	0.8	25.4	218	**78	0.5	27.6	141	**11	0.4	3.9	127
JET	2928	**49	1.5	1.7	40	*179	1.9	6.1	52	655	4.1	22.4	115	*110	4.4	3.8	122
LADIES' HOME JOURNAL	11918	568	16.8	4.8	114	1549	16.4	13.0	112	2508	15.9	21.0	108	435	17.5	3.6	119
LHJ FAMILY GRP COMBO(GROSS)	16764	877	26.0	5.2	125	2397	25.4	14.3	123	3541	22.4	21.1	108	597	24.0	3.6	116
LIFE	4254	286	8.5	6.7	161	770	8.2	18.1	155	883	5.6	20.8	106	*246	9.9	5.8	188
L.A. TIMES HOME MAGAZINE	1145	**62	1.8	5.4	130	*237	2.5	20.7	178	*223	1.4	19.5	100	**28	1.1	2.4	80
MADEMOISELLE	2884	*189	5.6	6.6	157	545	5.8	18.9	162	558	3.5	19.3	99	**131	5.3	4.5	148
MC CALL'S	13460	655	19.4	4.9	117	1613	17.1	12.0	103	2949	18.6	21.9	112	516	20.7	3.8	125
MC CALL'S/WRK MOTHER (GROSS)	14606	728	21.6	5.0	120	1764	18.7	12.1	104	3164	20.0	21.7	111	560	22.5	3.8	125
MECHANIX ILLUSTRATED	772	**43	1.3	5.6	134	*164	1.7	21.2	182	**103	0.7	13.3	68	**37	1.5	4.8	156
METROPOLITAN HOME	967	**65	1.9	6.7	161	252	2.7	26.1	224	*178	1.1	18.4	94	**51	2.1	5.3	172
MONEY	1588	**54	1.6	3.4	82	372	3.9	23.4	201	374	2.4	23.6	121	**60	2.4	3.8	123
MOTHER EARTH NEWS	1002	**66	2.0	6.6	158	*223	2.4	22.3	191	*212	1.3	21.2	108	**81	3.3	8.1	263
MS.	825	*83	2.5	10.1	241	203	2.2	24.6	211	*235	1.5	28.5	146	**22	0.9	2.7	87
NATIONAL ENQUIRER	10336	325	9.6	3.1	75	958	10.1	9.3	80	2206	13.9	21.3	109	*209	8.4	2.0	66
NATIONAL GEOGRAPHIC	9597	797	23.6	8.3	199	2012	21.3	21.0	180	1930	12.2	20.1	103	387	15.6	4.0	131
NATIONAL SUNDAY MAGAZINE PKG	49558	2175	64.4	4.4	105	6616	70.1	13.4	115	9768	61.8	19.7	101	1581	63.6	3.2	104
NATURAL HISTORY	573	**43	1.3	7.5	180	*182	1.9	31.8	273	**101	0.6	17.6	90	**32	1.3	5.6	182
NEW WOMAN	1699	**137	4.1	8.1	193	359	3.8	21.1	181	429	2.7	25.3	129	**146	5.9	8.6	280
NEW YORK INCLUDING CUE	443	**27	0.8	6.1	146	*83	0.9	18.7	161	**77	0.5	17.4	89	**22	0.9	5.0	162
THE NEW YORKER	1270	**80	2.4	6.3	151	312	3.3	24.6	211	*198	1.3	15.6	80	**42	1.7	3.3	108
NEWSWEEK	6277	342	10.1	5.4	131	1262	13.4	20.1	173	1391	8.8	22.2	113	267	10.7	4.3	139
THE N.Y. TIMES DAILY EDITION	1205	**94	2.8	7.8	187	231	2.4	19.2	164	*207	1.3	17.2	88	**88	3.5	7.3	238
THE N.Y. TIMES MAGAZINE	2081	*239	7.1	11.5	276	524	5.6	25.2	216	293	1.9	14.1	72	*172	6.9	8.3	269
OMNI	788	**96	2.8	12.2	292	*184	1.9	23.4	200	*201	1.3	25.5	131	**67	2.7	8.5	277
ON CABLE	1158	**19	0.6	1.6	39	**106	1.1	9.2	79	*212	1.3	18.3	94	**10	0.4	0.9	28
1001 HOME IDEAS	2852	*196	5.8	6.9	165	467	4.9	16.4	140	551	3.5	19.3	99	**84	3.4	2.9	96
ORGANIC GARDENING	1658	**91	2.7	5.5	132	390	4.1	23.5	202	448	2.8	27.0	138	**167	6.7	10.1	328
OUTDOOR LIFE	896	**21	0.6	2.3	56	**76	0.8	8.5	73	*171	1.1	19.1	98	**13	0.5	1.5	47
PARADE MAGAZINE	24275	1170	34.7	4.8	116	3262	34.6	13.4	115	4869	30.8	20.1	103	915	36.8	3.8	123

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

0573
P-18

	TOTAL U.S. '000	BIGELOW A '000	BIGELOW B % DOWN	BIGELOW C % ACROSS	BIGELOW D INDX	CELESTIAL SEASONINGS A '000	CELESTIAL SEASONINGS B % DOWN	CELESTIAL SEASONINGS C % ACROSS	CELESTIAL SEASONINGS D INDX	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	MAGIC MOUNTAIN A '000	MAGIC MOUNTAIN B % DOWN	MAGIC MOUNTAIN C % ACROSS	MAGIC MOUNTAIN D INDX
TOTAL FEMALE HOMEMAKERS	80986	3376	100.0	4.2	100	9439	100.0	11.7	100	15814	100.0	19.5	100	2487	100.0	3.1	100
PARENTS	3845	*195	5.8	5.1	122	473	5.0	12.3	106	836	5.3	21.7	111	*202	8.1	5.3	171
PENTHOUSE	831	**47	1.4	5.7	136	**121	1.3	14.6	125	*191	1.2	23.0	118	**32	1.3	3.9	125
PEOPLE	11645	578	17.1	5.0	119	1819	19.3	15.6	134	2404	15.2	20.6	106	506	20.3	4.3	141
PLAYBOY	2006	**83	2.5	4.1	99	287	3.0	14.3	123	349	2.2	17.4	89	**67	2.7	3.3	109
POPULAR HOT RODDING	297	**9	0.3	3.0	73	**22	0.2	7.4	64	**53	0.3	17.8	91	**0	0.0	0.0	0
POPULAR MECHANICS	1018	**50	1.5	4.9	118	*243	2.6	23.9	205	*190	1.2	18.7	96	**29	1.2	2.8	93
POPULAR SCIENCE	878	**48	1.4	5.5	131	*192	2.0	21.9	188	*189	1.2	21.5	110	**29	1.2	3.3	108
PREVENTION	3913	*256	7.6	6.5	157	904	9.6	23.1	198	845	5.3	21.6	111	*146	5.9	3.7	122
PSYCHOLOGY TODAY	1710	*199	5.9	11.6	279	373	4.0	21.8	187	441	2.8	25.8	132	**138	5.5	8.1	263
READER'S DIGEST	22204	956	28.3	4.3	103	2741	29.0	12.3	106	4333	27.4	19.5	100	682	27.4	3.1	100
REDBOOK	7684	368	10.9	4.8	115	1003	10.6	13.1	112	1501	9.5	19.5	100	*255	10.3	3.3	108
ROAD & TRACK	410	**66	2.0	16.1	386	**91	1.0	22.2	190	**134	0.8	32.7	167	**27	1.1	6.6	214
ROLLING STONE	969	**88	2.6	9.1	218	207	2.2	21.4	183	287	1.8	29.6	152	**59	2.4	6.1	198
RUNNER'S WORLD	298	**13	0.4	4.4	105	**89	0.9	29.9	256	**118	0.7	39.6	203	**33	1.3	11.1	361
SATURDAY EVENING POST	1169	**67	2.0	5.7	137	*151	1.6	12.9	111	229	1.4	19.6	100	**29	1.2	2.5	81
SCIENCE 84	587	**43	1.3	7.3	176	**147	1.6	25.0	215	**116	0.7	19.8	101	**21	0.8	3.6	116
SCIENCE DIGEST	482	**38	1.1	7.9	189	**116	1.2	24.1	206	*157	1.0	32.6	167	**47	1.9	9.8	318
SCIENTIFIC AMERICAN	594	**36	1.1	6.1	145	*123	1.3	20.7	178	**68	0.4	11.4	59	**39	1.6	6.6	214
SELF	2089	*211	6.3	10.1	242	342	3.6	16.4	140	451	2.9	21.6	111	**107	4.3	5.1	167
SEVENTEEN	2411	**112	3.3	4.6	111	*386	4.1	16.0	137	413	2.6	17.1	88	**75	3.0	3.1	101
SKI	480	**30	0.9	6.3	150	**56	0.6	11.7	100	**100	0.6	20.8	107	**3	0.1	0.6	20
SMITHSONIAN	2760	*211	6.3	7.6	183	698	7.4	25.3	217	497	3.1	18.0	92	*169	6.8	6.1	199
SOAP OPERA DIGEST	3013	**135	4.0	4.5	107	289	3.1	9.6	82	716	4.5	23.8	122	**73	2.9	2.4	79
SOUTHERN LIVING	4184	**97	2.9	2.3	56	464	4.9	11.1	95	724	4.6	17.3	89	**58	2.3	1.4	45
SPORT	559	**6	0.2	1.1	26	**39	0.4	7.0	60	**77	0.5	13.8	71	**6	0.2	1.1	35
THE SPORTING NEWS	436	**5	0.1	1.1	28	**25	0.3	5.7	49	**55	0.3	12.6	65	**12	0.5	2.8	90
SPORTS AFIELD	493	**20	0.6	4.1	97	**42	0.4	8.5	73	**79	0.5	16.0	82	**2	0.1	0.4	13
SPORTS ILLUSTRATED	2758	*186	5.5	6.7	162	466	4.9	16.9	145	606	3.8	22.0	113	**134	5.4	4.9	158
STAR	7456	*255	7.6	3.4	82	708	7.5	9.5	81	1505	9.5	20.2	103	*208	8.4	2.8	91
SUNDAY	24936	1239	36.7	5.0	119	3518	37.3	14.1	121	4757	30.1	19.1	98	910	36.6	3.6	119
SUNSET	2124	*168	5.0	7.9	190	555	5.9	26.1	224	602	3.8	28.3	145	*276	11.1	13.0	423
TV GUIDE	21661	737	21.8	3.4	82	2508	26.6	11.6	99	4311	27.3	19.9	102	753	30.3	3.5	113
TENNIS	550	**30	0.9	5.5	131	**98	1.0	17.8	153	*142	0.9	25.8	132	**15	0.6	2.7	89
TIME	8880	708	21.0	8.0	191	1581	16.7	17.8	153	1869	11.8	21.0	108	436	17.5	4.9	160
TOWN & COUNTRY	917	**95	2.8	10.4	249	*171	1.8	18.6	160	*230	1.5	25.1	128	**39	1.6	4.3	138
TRAVEL & LEISURE	972	**58	1.7	6.0	143	*175	1.9	18.0	154	*167	1.1	17.2	88	**24	1.0	2.5	80
TRUE STORY	3356	**74	2.2	2.2	53	*286	3.0	8.5	73	642	4.1	19.1	98	**54	2.2	1.6	52
U.S.NEWS & WORLD REPORT	3410	*201	6.0	5.9	141	608	6.4	17.8	153	794	5.0	23.3	119	**107	4.3	3.1	102
USA TODAY	1759	**96	2.8	5.5	131	344	3.6	19.6	168	434	2.7	24.7	126	**85	3.4	4.8	157
US	1873	**62	1.8	3.3	79	241	2.6	12.9	110	330	2.1	17.6	90	**51	2.1	2.7	89
VOGUE	3909	364	10.8	9.3	223	650	6.9	16.6	143	918	5.8	23.5	120	*235	9.4	6.0	196
WALL STREET JOURNAL	1886	*137	4.1	7.3	174	382	4.0	20.3	174	339	2.1	18.0	92	**69	2.8	3.7	119
WEIGHT WATCHERS	2120	**123	3.6	5.8	139	320	3.4	15.1	130	555	3.5	26.2	134	**138	5.5	6.5	212
WOMAN'S DAY	14172	829	24.6	5.8	140	2051	21.7	14.5	124	2961	18.7	20.9	107	661	26.6	4.7	152
WORKING MOTHER	1146	**73	2.2	6.4	153	*151	1.6	13.2	113	216	1.4	18.8	97	**45	1.8	3.9	128
WORKING WOMAN	1322	**71	2.1	5.4	129	*186	2.0	14.1	121	307	1.9	23.2	119	**24	1.0	1.8	59
WORLD TENNIS	*163	**7	0.2	4.3	103	**49	0.5	30.1	258	**45	0.3	27.6	141	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*126	3.7	5.0	119	464	4.9	18.3	157	518	3.3	20.5	105	**105	4.2	4.1	135
BLAIR INSERTS	43657	2102	62.3	4.8	116	6079	64.4	13.9	119	8343	52.8	19.1	98	1510	60.7	3.5	113
DAILY NEWSPAPERS																	
READ ANY	51633	2288	67.8	4.4	106	6464	68.5	12.5	107	9831	62.2	19.0	98	1662	66.8	3.2	105
READ ONE	43463	1889	56.0	4.3	104	5460	57.8	12.6	108	8373	52.9	19.3	99	1377	55.4	3.2	103
READ TWO OR MORE	8170	399	11.8	4.9	117	1005	10.6	12.3	106	1458	9.2	17.8	91	286	11.5	3.5	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2433	72.1	4.6	111	7091	75.1	13.5	115	10194	64.5	19.4	99	1768	71.1	3.4	109
READ ONE	46126	2031	60.2	4.4	106	5979	63.3	13.0	111	8884	56.2	19.3	99	1520	61.1	3.3	107
READ TWO OR MORE	6552	401	11.9	6.1	147	1112	11.8	17.0	146	1310	8.3	20.0	102	*248	10.0	3.8	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.50				29.11				26.88				33.82			
30 DAY REACH	71455	3136	92.9	4.4	105	8669	91.8	12.1	104	14034	88.7	19.6	101	2270	91.3	3.2	103
50 SHWG - 30 DAY AV FREQ	14.56	16.43				15.31				13.99				17.57			
30 DAY REACH	67742	2917	86.4	4.3	103	8233	87.2	12.2	104	13487	85.3	19.9	102	2191	88.1	3.2	105
25 SHWG - 30 DAY AV FREQ	7.94	8.53				8.15				7.69				9.31			
30 DAY REACH	62117	2814	83.4	4.5	109	7729	81.9	12.4	107	12278	77.6	19.8	101	2071	83.3	3.3	109
CABLE TV: HOME WIRED	32077	1545	45.8	4.8	116	4204	44.5	13.1	112	6231	39.4	19.4	99	867	34.9	2.7	88
HOME NOT WIRED	48909	1831	54.2	3.7	90	5235	55.5	10.7	92	9584	60.6	19.6	100	1620	65.1	3.3	108
HAVE PAY CABLE	15935	904	26.8	5.7	136	2514	26.6	15.8	135	3213	20.3	20.2	103	*498	20.0	3.1	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HERBAL TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

0574
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	TOTAL U.S. '000	BIGELOW A '000	BIGELOW B % DOWN	BIGELOW C % ACROSS	BIGELOW D INDX	CELESTIAL SEASONINGS A '000	CELESTIAL SEASONINGS B % DOWN	CELESTIAL SEASONINGS C % ACROSS	CELESTIAL SEASONINGS D INDX	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	MAGIC MOUNTAIN A '000	MAGIC MOUNTAIN B % DOWN	MAGIC MOUNTAIN C % ACROSS	MAGIC MOUNTAIN D INDX
TOTAL FEMALE HOMEMAKERS	80986	3376	100.0	4.2	100	9439	100.0	11.7	100	15814	100.0	19.5	100	2487	100.0	3.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1806	53.5	4.1	99	5269	55.8	12.0	103	8640	54.6	19.7	101	1431	57.5	3.3	106
10:00 AM - 3:00 PM	30659	1295	38.4	4.2	101	3660	38.8	11.9	102	6061	38.3	19.8	101	858	34.5	2.8	91
3:00 PM - 7:00 PM	31045	1398	41.4	4.5	108	3804	40.3	12.3	105	6186	39.1	19.9	102	1063	42.7	3.4	112
7:00 PM - MIDNIGHT	15767	844	25.0	5.4	128	2038	21.6	12.9	111	3419	21.6	21.7	111	615	24.7	3.9	127
MIDNIGHT - 6:00 AM	9120	450	13.3	4.9	118	1197	12.7	13.1	113	1943	12.3	21.3	109	290	11.7	3.2	104
6:00 AM - MIDNIGHT	58527	2632	78.0	4.5	108	7231	76.6	12.4	106	11746	74.3	20.1	103	1937	77.9	3.3	108
ENTIRE DAY	59311	2669	79.1	4.5	108	7320	77.6	12.3	106	11925	75.4	20.1	103	1971	79.3	3.3	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	777	23.0	4.8	115	2348	24.9	14.5	125	3153	19.9	19.5	100	476	19.1	2.9	96
ALL NEWS	2256	**99	2.9	4.4	105	433	4.6	19.2	165	369	2.3	16.4	84	**79	3.2	3.5	114
AOR/PROGRESSIVE	3874	*262	7.8	6.8	162	534	5.7	13.8	118	763	4.8	19.7	101	*202	8.1	5.2	170
BEAUTIFUL MUSIC	5660	232	6.9	4.1	98	902	9.6	15.9	137	1226	7.8	21.7	111	*138	5.5	2.4	79
BLACK	2204	**63	1.9	2.9	69	*157	1.7	7.1	61	531	3.4	24.1	123	**34	1.4	1.5	50
CLASSICAL	1418	**96	2.8	6.8	162	324	3.4	22.8	196	*290	1.8	20.5	105	**65	2.6	4.6	149
CHR/ROCK	9538	409	12.1	4.3	103	1167	12.4	12.2	105	1928	12.2	20.2	104	362	14.6	3.8	124
COUNTRY	12648	534	15.8	4.2	101	1220	12.9	9.6	83	2481	15.7	19.6	100	*237	9.5	1.9	61
GOLDEN OLDIES	1191	**39	1.2	3.3	79	**183	1.9	15.4	132	*223	1.4	18.7	96	**29	1.2	2.4	79
MOR/NOSTALGIA	4757	*150	4.4	3.2	76	615	6.5	12.9	111	937	5.9	19.7	101	*198	8.0	4.2	136
NEWS/TALK	3863	*234	6.9	6.1	145	561	5.9	14.5	125	881	5.6	22.8	117	*215	8.6	5.6	181
RELIGIOUS	3084	*151	4.5	4.9	117	381	4.0	12.4	106	604	3.8	19.6	100	**74	3.0	2.4	78
SOFT ROCK	521	**23	0.7	4.4	106	**51	0.5	9.8	84	**52	0.3	10.0	51	**5	0.2	1.0	31
URBAN CONTEMPORARY	1585	**54	1.6	3.4	82	*116	1.2	7.3	63	432	2.7	27.3	140	**49	2.0	3.1	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**113	3.3	3.5	83	*230	2.4	7.1	61	661	4.2	20.3	104	**59	2.4	1.8	59
ABC DIRECTION	2316	**109	3.2	4.7	113	326	3.5	14.1	121	489	3.1	21.1	108	**67	2.7	2.9	94
ABC ENTERTAINMENT	4834	*185	5.5	3.8	92	571	6.0	11.8	101	888	5.6	18.4	94	**102	4.1	2.1	69
ABC FM	2202	**91	2.7	4.1	99	*204	2.2	9.3	79	442	2.8	20.1	103	**35	1.4	1.6	52
ABC INFORMATION	5425	286	8.5	5.3	126	814	8.6	15.0	129	1355	8.6	25.0	128	*226	9.1	4.2	136
ABC ROCK	1677	**65	1.9	3.9	93	*243	2.6	14.5	124	377	2.4	22.5	115	**52	2.1	3.1	101
CBS	4430	*147	4.4	3.3	80	641	6.8	14.5	124	641	4.1	14.5	74	*130	5.2	2.9	96
MUTUAL	4992	*197	5.8	3.9	95	637	6.7	12.8	109	1091	6.9	21.9	112	**93	3.7	1.9	61
NBC	4679	*226	6.7	4.8	116	649	6.9	13.9	119	866	5.5	18.5	95	*145	5.8	3.1	101
RADIORADIO	1994	**88	2.6	4.4	106	*224	2.4	11.2	96	267	1.7	13.4	69	**75	3.0	3.8	122
RKO ONE	2298	**90	2.7	3.9	94	316	3.3	13.8	118	508	3.2	22.1	113	**20	0.8	0.9	28
RKO TWO	3311	*150	4.4	4.5	109	314	3.3	9.5	81	576	3.6	17.4	89	**76	3.1	2.3	75
THE SOURCE	2114	**72	2.1	3.4	82	*213	2.3	10.1	86	353	2.2	16.7	86	**61	2.5	2.9	94
NON-WIRED : BLAIR	8654	384	11.4	4.4	106	980	10.4	11.3	97	2018	12.8	23.3	119	*271	10.9	3.1	102
INTERNET	12025	586	17.4	4.9	117	1803	19.1	15.0	129	2579	16.3	21.4	110	539	21.7	4.5	146
KATZ RADIO GROUP	15359	778	23.0	5.1	122	2129	22.6	13.9	119	2998	19.0	19.5	100	541	21.8	3.5	115
SUPERNET	10628	412	12.2	3.9	93	1153	12.2	10.8	93	2156	13.6	20.3	104	342	13.8	3.2	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	296	8.8	3.4	82	929	9.8	10.7	92	1709	10.8	19.7	101	223	9.0	2.6	84
WKDAY 9:00 AM - 1:00 PM	12163	392	11.6	3.2	77	1034	11.0	8.5	73	2539	16.1	20.9	107	312	12.5	2.6	84
WKDAY 1:00 PM - 4:30 PM	16150	528	15.6	3.3	78	1384	14.7	8.6	74	3378	21.4	20.9	107	368	14.8	2.3	74
WKDAY 4:30 PM - 7:30 PM	22463	813	24.1	3.6	87	2297	24.3	10.2	88	4405	27.9	19.6	100	626	25.2	2.8	91
WKDAY 7:30 PM - 8:00 PM	31795	1204	35.7	3.8	91	3297	34.9	10.4	89	6164	39.0	19.4	99	850	34.2	2.7	87
WKDAY 11:00 PM - 11:30 PM	23977	924	27.4	3.9	92	2670	28.3	11.1	96	4706	29.8	19.6	101	539	21.7	2.2	73
WKDAY 11:30 PM - 1:00 AM	7703	265	7.8	3.4	83	765	8.1	9.9	85	1579	10.0	20.5	105	188	7.6	2.4	79
M-SAT 8-11 PM+SUN 7-11 PM	33800	1395	41.3	4.1	99	3868	41.0	11.4	98	6501	41.1	19.2	98	978	39.3	2.9	94
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	222	6.6	3.4	81	686	7.3	10.5	90	1499	9.5	22.9	117	233	9.4	3.6	116
ANOTHER WORLD N	4620	233	6.9	5.0	121	400	4.2	8.7	74	1023	6.5	22.1	113	**47	1.9	1.0	33
AS THE WORLD TURNS C	5614	*107	3.2	1.9	46	323	3.4	5.8	49	1132	7.2	20.2	103	143	5.7	2.5	83
CAPITOL C	3396	*59	1.7	1.7	42	209	2.2	6.2	53	743	4.7	21.9	112	*79	3.2	2.3	76
CBS MORN. NEWS 1 C	1446	**23	0.7	1.6	38	85	0.9	5.9	50	291	1.8	20.1	103	**15	0.6	1.0	34
CBS MORN. NEWS 2 C	1207	**14	0.4	1.2	28	105	1.1	8.7	75	171	1.1	14.2	73	**18	0.7	1.5	49
DAYS OF OUR LIVES N	5877	318	9.4	5.4	130	604	6.4	10.3	88	1270	8.0	21.6	111	*113	4.5	1.9	63
FACTS OF LIFE - DAYTIME N	2290	*128	3.8	5.6	134	113	1.2	4.9	42	450	2.8	19.7	101	*41	1.6	1.8	58
FAMILY FEUD A	3023	*77	2.3	2.5	61	220	2.3	7.3	62	620	3.9	20.5	105	*91	3.7	3.0	98
GENERAL HOSPITAL A	6097	143	4.2	2.3	56	589	6.2	9.7	83	1249	7.9	20.5	105	138	5.5	2.3	74
GOOD MORNING, AMERICA-730 A	3515	107	3.2	3.0	73	338	3.6	9.6	83	689	4.4	19.6	100	*58	2.3	1.7	54
GOOD MORNING, AMERICA-830 A	2818	114	3.4	4.0	97	318	3.4	11.3	97	635	4.0	22.5	115	*91	3.7	3.2	105
GUIDING LIGHT C	5339	*98	2.9	1.8	44	364	3.9	6.8	58	1128	7.1	21.1	108	138	5.5	2.6	84
ONE LIFE TO LIVE A	4478	112	3.3	2.5	60	402	4.3	9.0	77	930	5.9	20.8	106	*98	3.9	2.2	71
PRESS YOUR LUCK C	2244	*61	1.8	2.7	65	231	2.4	10.3	88	483	3.1	21.5	110	**58	2.3	2.6	84
PRICE IS RIGHT 1 C	4348	*85	2.5	2.0	47	308	3.3	7.1	61	863	5.5	19.8	102	*54	2.2	1.2	40
PRICE IS RIGHT 2 C	5014	*110	3.3	2.2	53	366	3.9	7.3	63	1023	6.5	20.4	104	*68	2.7	1.4	44
RYAN'S HOPE A	3150	*81	2.4	2.6	62	284	3.0	9.0	77	626	4.0	19.9	102	*135	5.4	4.3	140
SALE OF THE CENTURY N	2695	*102	3.0	3.8	91	179	1.9	6.6	57	627	4.0	23.3	119	*74	3.0	2.7	89
SEARCH FOR TOMORROW N	2319	**85	2.5	3.7	88	*184	1.9	7.9	68	460	2.9	19.8	102	**27	1.1	1.2	38
TODAY SHOW 1 N	2693	166	4.9	6.2	148	319	3.4	11.8	102	577	3.6	21.4	110	*92	3.7	3.4	111
TODAY SHOW 2 N	2498	*105	3.1	4.2	101	255	2.7	10.2	88	493	3.1	19.7	101	*43	1.7	1.7	56
$25,000 PYRAMID C	2753	**44	1.3	1.6	38	188	2.0	6.8	59	606	3.8	22.0	113	**47	1.9	1.7	56
WHEEL OF FORTUNE N	4388	208	6.2	4.7	114	376	4.0	8.6	74	1048	6.6	23.9	122	*103	4.1	2.3	76
YOUNG AND THE RESTLESS C	5695	103	3.1	1.8	43	333	3.5	5.8	50	1320	8.3	23.2	119	107	4.3	1.9	61
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*63	1.9	3.6	86	149	1.6	8.5	73	293	1.9	16.6	85	**45	1.8	2.6	83
NBA PLAYOFF GAME -1 C	1136	**64	1.9	5.6	135	*76	0.8	6.7	57	254	1.6	22.4	115	**62	2.5	5.5	178
NBC MAJOR LEAGUE PRE-GAME N	953	**5	0.1	0.5	13	**95	1.0	10.0	86	*214	1.4	22.5	115	**9	0.4	0.9	31
SPORTSWORLD - SUN N	1233	**57	1.7	4.6	111	*125	1.3	10.1	87	258	1.6	20.9	107	**23	0.9	1.9	61
SUNDAY MORNING C	1611	**31	0.9	1.9	46	*130	1.4	8.1	69	266	1.7	16.5	85	**53	2.1	3.3	107

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(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BIGELOW A '000	BIGELOW B % DOWN	BIGELOW C % ACROSS	BIGELOW D INDX	CELESTIAL SEASONINGS A '000	CELESTIAL SEASONINGS B % DOWN	CELESTIAL SEASONINGS C % ACROSS	CELESTIAL SEASONINGS D INDX	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	MAGIC MOUNTAIN A '000	MAGIC MOUNTAIN B % DOWN	MAGIC MOUNTAIN C % ACROSS	MAGIC MOUNTAIN D INDX
TOTAL FEMALE HOMEMAKERS	80986	3376	100.0	4.2	100	9439	100.0	11.7	100	15816	100.0	19.5	100	2487	100.0	3.1	100
HKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	819	24.3	3.1	75	2514	26.6	9.6	83	5107	32.3	19.6	100	625	25.1	2.4	78
NETWORK AFFILIATES - LATE	20261	811	24.0	4.0	96	2213	23.4	10.9	94	3915	24.8	19.3	99	420	16.9	2.1	68
INDEPENDENTS - LATE	2076	140	4.1	6.7	162	339	3.6	16.3	140	366	2.3	17.6	90	142	5.7	6.8	223
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	369	10.9	3.5	85	976	10.3	9.3	80	1952	12.3	18.7	96	192	7.7	1.8	60
ABC MONDAY NIGHT MOVIE A	6412	215	6.4	3.4	80	747	7.9	11.7	100	1328	8.4	20.7	106	*164	6.6	2.6	83
ABC SUNDAY NIGHT MOVIE A	12407	437	12.9	3.5	84	1453	15.4	11.7	100	2344	14.8	18.9	97	395	15.9	3.2	104
ABC WORLD NEWS TONIGHT A	6176	177	5.2	2.9	69	575	6.1	9.3	80	1204	7.6	19.5	100	93	3.7	1.5	49
AFTERMASH C	5863	*284	8.4	4.8	116	629	6.7	10.7	92	1230	7.8	21.0	107	*234	9.4	4.0	130
ALICE C	9594	504	14.9	5.3	126	989	10.5	10.3	88	1781	11.3	18.6	95	265	10.7	2.8	90
AMERICAN PARADE C	6622	*168	5.0	2.5	61	703	7.4	10.6	91	1244	7.9	18.8	96	*170	6.8	2.6	84
BENSON A	10886	335	9.9	3.1	74	1260	13.3	11.6	99	2058	13.0	18.9	97	367	14.8	3.4	110
BLUE THUNDER A	5036	*186	5.5	3.7	89	560	5.9	11.1	95	944	6.0	18.7	96	*172	6.9	3.4	111
CAGNEY & LACEY C	9965	444	13.2	4.5	107	1133	12.0	11.4	98	1977	12.5	19.8	102	288	11.6	2.9	94
CBS EVENING NEWS-DEAN C	3491	*147	4.4	4.2	101	359	3.8	10.3	88	656	4.1	18.8	96	*154	6.2	4.4	144
CBS EVENING NEWS-RATHER C	7123	278	8.2	3.9	94	746	7.9	10.5	90	1316	8.3	18.5	95	162	6.5	2.3	74
CBS SAT. NEWS-SCHIEFFER C	3621	*175	5.2	4.8	116	390	4.1	10.8	92	676	4.3	18.7	96	*92	3.7	2.5	83
CBS SATURDAY NIGHT MOVIE C	5436	224	6.6	4.1	99	608	6.4	11.2	96	1041	6.6	19.2	98	180	7.2	3.3	108
CBS WEDNESDAY NIGHT MOVIE C	6100	225	6.7	3.7	88	684	7.2	11.2	96	1089	6.9	17.9	91	135	5.4	2.2	72
CHEERS N	8889	442	13.1	5.0	119	1361	14.4	15.3	131	1953	12.3	22.0	113	443	17.8	5.0	162
DALLAS C	22109	884	26.2	4.0	96	2402	25.4	10.9	93	4322	27.3	19.5	100	633	25.5	2.9	93
DIFF'RENT STROKES N	6940	*277	8.2	4.0	96	606	6.4	8.7	75	1520	9.6	21.9	112	**120	4.8	1.7	56
DOUBLE TROUBLE N	7223	272	8.1	3.8	90	775	8.2	10.7	92	1453	9.2	20.1	103	*224	9.0	3.1	101
DUCK FACTORY N	5595	302	8.9	5.4	129	873	9.2	15.6	134	1187	7.5	21.2	109	*212	8.5	3.8	123
DUKES OF HAZZARD C	5768	*175	5.2	3.0	73	467	4.9	8.1	69	1080	6.8	18.7	96	*134	5.4	2.3	76
DYNASTY A	20053	689	20.4	3.4	82	1814	19.2	9.0	78	3878	24.5	19.3	99	609	24.5	3.0	99
FACTS OF LIFE N	8087	295	8.7	3.6	88	782	8.3	9.7	83	1592	10.1	19.7	101	*251	10.1	3.1	101
FALCON CREST C	20046	786	23.3	3.9	94	2092	22.2	10.4	90	3885	24.6	19.4	99	480	19.3	2.4	78
FALL GUY A	9084	409	12.1	4.5	108	807	8.5	8.9	76	1594	10.1	17.5	90	226	9.1	2.5	81
FAMILY TIES N	7964	300	8.9	3.8	90	870	9.2	10.9	94	1547	9.8	19.4	99	*205	8.2	2.6	84
FANTASY ISLAND A	7687	329	9.7	4.3	103	867	9.2	11.3	97	1469	9.3	19.1	98	*230	9.2	3.0	97
FOULUPS,BLEEPS & BLUNDERS A	8861	327	9.7	3.7	89	900	9.5	10.2	87	1721	10.9	19.4	99	*197	7.9	2.2	72
FOUR SEASONS C	5095	*283	8.4	5.6	133	645	6.8	12.7	109	977	6.2	19.2	98	*242	9.7	4.7	155
GIMME A BREAK N	8838	299	8.9	3.4	81	885	9.4	10.0	86	1934	12.2	21.9	112	*207	8.3	2.3	76
HART TO HART A	8978	365	10.8	4.1	98	934	9.9	10.4	89	1703	10.8	19.0	97	271	10.9	3.0	98
HILL STREET BLUES N	8590	441	13.1	5.1	123	1090	11.5	12.7	109	1893	12.0	22.0	113	408	16.4	4.7	155
HOTEL A	14085	495	14.7	3.5	84	1527	16.2	10.8	93	2692	17.0	19.1	98	396	15.9	2.8	92
JEFFERSONS C	9360	415	12.3	4.4	106	1041	11.0	11.1	95	1794	11.3	19.2	98	293	11.8	3.1	102
JENNIFER SLEPT HERE N	5841	*264	7.8	4.5	108	663	7.0	11.4	97	1244	7.9	21.3	109	**105	4.2	1.8	59
KATE & ALLIE C	9206	385	11.4	4.2	100	1063	11.3	11.5	99	1883	11.9	20.5	105	*249	10.0	2.7	88
KNIGHT RIDER N	7076	328	9.7	4.6	111	717	7.6	10.1	87	1382	8.7	19.5	100	*174	7.0	2.5	80
LOVE BOAT A	12219	577	17.1	4.7	113	1310	13.9	10.7	92	2412	15.3	19.7	101	288	11.6	2.4	77
MAGNUM PI C	11199	437	12.9	3.9	94	1211	12.8	10.8	93	2192	13.9	19.6	100	318	12.8	2.8	92
MAMA'S FAMILY N	6057	*185	5.5	3.1	73	655	6.9	10.8	93	1399	8.8	23.1	118	**105	4.2	1.7	56
MASTER, THE N	3598	*141	4.2	3.9	94	367	3.9	10.2	88	612	3.9	17.0	87	**78	3.1	2.2	71
MATT HOUSTON A	6344	234	6.9	3.7	88	836	8.9	13.2	113	1309	8.3	20.6	106	*189	7.6	3.0	97
NBC MONDAY NIGHT MOVIE N	11994	469	13.9	3.9	94	1316	13.9	11.0	94	2145	13.6	17.9	92	324	13.0	2.7	88
NBC NIGHTLY NEWS N	5132	186	5.5	3.6	87	491	5.2	9.6	82	1003	6.3	19.5	100	153	6.2	3.0	97
NBC NIGHTLY NEWS-SAT N	3375	*174	5.2	5.2	124	346	3.7	10.3	88	649	4.1	19.2	98	**51	2.1	1.5	49
NBC NIGHTLY NEWS-SUN N	3130	**145	4.3	4.6	111	339	3.6	10.8	93	664	4.2	21.2	109	**77	3.1	2.5	80
NBC SUNDAY NIGHT MOVIE N	8284	415	12.3	5.0	120	1002	10.6	12.1	104	1599	10.1	19.3	99	**177	7.1	2.1	70
NEWHART C	9240	341	10.1	3.7	89	1060	11.2	11.5	98	1815	11.5	19.6	101	*264	10.6	2.9	93
ONE DAY AT A TIME C	7288	*215	6.4	3.0	71	737	7.8	10.1	87	1245	7.9	17.1	87	*178	7.2	2.4	80
PEOPLE ARE FUNNY N	4855	*197	5.8	4.1	97	549	5.8	11.3	97	1101	7.0	22.7	116	**89	3.6	1.8	60
REAL PEOPLE N	8869	313	9.3	3.5	85	827	8.8	9.3	80	1855	11.7	20.9	107	224	9.0	2.5	82
REMINGTON STEELE N	7743	284	8.4	3.7	88	844	8.9	10.9	94	1594	10.1	20.6	105	279	11.2	3.6	117
RIPLEY'S BELIEVE IT - NOT A	5345	246	7.3	4.6	110	672	7.1	12.6	108	967	6.1	18.1	93	*121	4.9	2.3	74
RIPTIDE N	6988	*222	6.6	3.2	76	722	7.6	10.3	89	1352	8.5	19.3	99	*210	8.4	3.0	98
SCARECROW & MRS. KING C	10002	282	8.4	2.8	68	1065	11.3	10.6	91	1829	11.6	18.3	94	232	9.3	2.3	76
SIMON & SIMON C	10638	428	12.7	4.0	97	951	10.1	8.9	77	2157	13.6	20.3	104	262	10.5	2.5	80
60 MINUTES C	13293	507	15.0	3.8	91	1527	16.2	11.5	99	2763	17.5	20.8	106	432	17.4	3.2	106
ST. ELSEWHERE N	7017	327	9.7	4.7	112	891	9.4	12.7	109	1480	9.4	21.1	108	247	9.9	3.5	115
THREE'S COMPANY A	10917	466	13.8	4.3	102	1077	11.4	9.9	85	2282	14.4	20.9	107	359	14.4	3.3	107
T.J. HOOKER A	9204	359	10.6	3.9	94	874	9.3	9.5	81	1771	11.2	19.2	99	263	10.6	2.9	93
TONIGHT SHOW N	2372	122	3.6	5.1	123	279	3.0	11.8	101	433	2.7	18.3	93	*50	2.0	2.1	69
TRAPPER JOHN, M.D. C	9846	369	10.9	3.7	90	978	10.4	9.9	85	1804	11.4	18.3	94	*231	9.3	2.3	76
TV BLOOPERS & PRAC. JOKES N	9105	426	12.6	4.7	112	1061	11.2	11.7	100	1723	10.9	18.9	97	*203	8.2	2.2	73
20/20 A	9387	324	9.6	3.5	83	1155	12.2	12.3	106	1660	10.5	17.7	91	*144	5.8	1.5	50
WEBSTER A	11067	384	11.4	3.5	83	1188	12.6	10.7	92	2061	13.0	18.6	95	372	15.0	3.4	109
WORLD NEWS - SUN A	3062	**104	3.1	3.4	81	316	3.3	10.3	89	483	3.1	15.8	81	**63	2.5	2.1	67
YELLOW ROSE N	4978	*221	6.5	4.4	106	481	5.1	9.7	83	1040	6.6	20.9	107	**83	3.3	1.7	54
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*322	9.5	3.6	87	1139	12.1	12.8	110	2101	13.3	23.7	121	*396	15.9	4.5	145
BASKETBALL - COLLEGE GAMES	4080	**114	3.4	2.8	67	651	6.9	16.0	137	776	4.9	19.0	97	**138	5.5	3.4	110
BASKETBALL - PRO GAMES	3607	**153	4.5	4.2	102	632	6.7	17.5	150	984	6.2	27.3	140	**221	8.9	6.1	200
BOWLING	3883	**142	4.2	3.7	88	*366	3.9	9.4	81	1034	6.5	26.6	136	**117	4.7	3.0	98
BOXING	3928	**123	3.6	3.1	75	*282	3.0	7.2	62	892	5.6	22.7	116	**98	3.9	2.5	81
FOOTBALL - COLLEGE GAMES	6366	**196	5.8	3.1	74	730	7.7	11.5	98	1329	8.4	20.9	107	*227	9.1	3.6	116
FOOTBALL - PRO GAMES	11300	*433	12.8	3.8	92	1493	15.8	13.2	113	2116	13.4	18.7	96	*460	18.5	4.1	133
GOLF	3378	**119	3.5	3.5	85	*522	5.5	15.5	133	975	6.2	28.9	148	**205	8.2	6.1	198
POST-SEASON COLL. FOOTBALL	4906	**130	3.9	2.6	64	668	7.1	13.6	117	929	5.9	18.9	97	**161	6.5	3.3	107
POST-SEASON PRO FOOTBALL	6120	**278	8.2	4.5	109	943	10.0	15.4	132	1179	7.5	19.3	99	**272	10.9	4.4	145
TENNIS	3033	**99	2.9	3.3	78	423	4.5	13.9	120	624	3.9	20.6	105	**176	7.1	5.8	189
WRESTLING - PROFESSIONAL	3344	**139	4.1	4.2	100	**90	1.0	2.7	23	712	4.5	21.3	109	**102	4.1	3.1	99

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INSTANT TEA (UNSWEETENED)

BASE = FEMALE HOMEMAKERS (80986)

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QUESTIONNAIRE PAGE H-14

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	22140	27.3	2573
	NO	58846	72.7	6862

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
3B. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?									
WITH LEMON	10326	12.8	8422	10.4	1323	1.6	580	.7	1205
WITHOUT LEMON	12461	15.4	10557	13.0	1261	1.6	643	.8	1408
DO NOT KNOW	1257	1.6							141
3C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
CONSTANT COMMENT	444	.5	148	.2	180	.2	116	.1	71
LIPTON	13573	16.8	7107	8.8	5250	6.5	1216	1.5	1542
NESTEA	11749	14.5	5401	6.7	4921	6.1	1427	1.8	1301
SALADA	963	1.2	260	.3	491	.6	213	.3	129
TENDER LEAF	895	1.1	264	.3	416	.5	215	.3	120
TETLEY	1164	1.4	281	.3	670	.8	214	.3	139
OTHER BRANDS	2390	3.0	1102	1.4	880	1.1	408	.5	263
DO NOT KNOW	212	.3							30

		'000	%	UNWEIGHTED
3D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	2660	3.3	273
7 - 9	H	954	1.2	112
4 - 6	H	2717	3.4	297
3	M	2372	2.9	245
2	M	2958	3.7	361
1	M	2913	3.6	382
LESS THAN 1	L	2587	3.2	322
NONE	L	4980	6.1	581

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INSTANT TEA (UNSWEETENED): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0578
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS ONE - THREE A '000	MEDIUM USERS ONE - THREE B % DOWN	MEDIUM USERS ONE - THREE C % ACROSS	MEDIUM USERS ONE - THREE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	22140	100.0	27.3	100	6330	100.0	7.8	100	8242	100.0	10.2	100	7567	100.0	9.3	100
18 - 24	9282	2230	10.1	24.0	88	*760	12.0	8.2	105	654	7.9	7.0	69	816	10.8	8.8	94
25 - 34	19072	4872	22.0	25.5	93	1451	22.9	7.6	97	1677	20.3	8.8	86	1745	23.1	9.1	98
35 - 44	14591	4076	18.4	27.9	102	1195	18.9	8.2	105	1554	18.9	10.7	105	1327	17.5	9.1	97
45 - 54	11345	3503	15.8	30.9	113	972	15.4	8.6	110	1234	15.0	10.9	107	1296	17.1	11.4	122
55 - 64	11635	3409	15.4	29.3	107	857	13.5	7.4	94	1284	15.6	11.0	108	1268	16.8	10.9	117
65 OR OLDER	15061	4051	18.3	26.9	98	1095	17.3	7.3	93	1840	22.3	12.2	120	1116	14.7	7.4	79
18 - 34	28354	7102	32.1	25.0	92	2211	34.9	7.8	100	2331	28.3	8.2	81	2561	33.8	9.0	97
18 - 49	48339	12879	58.2	26.6	97	3806	60.1	7.9	101	4483	54.4	9.3	91	4591	60.7	9.5	102
25 - 54	45008	12451	56.2	27.7	101	3619	57.2	8.0	103	4465	54.2	9.9	97	4367	57.7	9.7	104
35 - 49	19985	5777	26.1	28.9	106	1595	25.2	8.0	102	2152	26.1	10.8	106	2030	26.8	10.2	109
50 OR OLDER	32647	9261	41.8	28.4	104	2525	39.9	7.7	99	3760	45.6	11.5	113	2977	39.3	9.1	98
GRADUATED COLLEGE	11155	2758	12.5	24.7	90	568	9.0	5.1	65	915	11.1	8.2	81	1274	16.8	11.4	122
ATTENDED COLLEGE	13682	3985	18.0	29.1	107	1037	16.4	7.6	97	1377	16.7	10.1	99	1571	20.8	11.5	123
GRADUATED HIGH SCHOOL	33880	9634	43.5	28.4	104	2732	43.2	8.1	103	3526	42.8	10.4	102	3377	44.6	10.0	107
DID NOT GRADUATE HIGH SCHOOL	22270	5763	26.0	25.9	95	1993	31.5	8.9	114	2425	29.4	10.9	107	1346	17.8	6.0	65
EMPLOYED	40306	11383	51.4	28.2	103	2931	46.3	7.3	93	4303	52.2	10.7	105	4150	54.8	10.3	110
EMPLOYED FULL-TIME	32850	9165	41.4	27.9	102	2458	38.8	7.5	96	3528	42.8	10.7	106	3179	42.0	9.7	104
EMPLOYED PART-TIME	7456	2219	10.0	29.8	109	*473	7.5	6.3	81	775	9.4	10.4	102	971	12.8	13.0	139
NOT EMPLOYED	40680	10757	48.6	26.4	97	3400	53.7	8.4	107	3939	47.8	9.7	95	3418	45.2	8.4	90
PROFESSIONAL/MANAGER	10392	2689	12.1	25.9	95	*610	9.6	5.9	75	948	11.5	9.1	90	1131	14.9	10.9	116
TECH/CLERICAL/SALES	17574	5077	22.9	28.9	106	1321	20.9	7.5	96	1909	23.2	10.9	107	1848	24.4	10.5	113
PRECISION/CRAFT	985	**265	1.2	26.9	98	**24	0.4	2.4	31	**135	1.6	13.7	135	**106	1.4	10.8	115
OTHER EMPLOYED	11354	3352	15.1	29.5	108	976	15.4	8.6	110	1312	15.9	11.6	114	1065	14.1	9.4	100
SINGLE	9863	2319	10.5	23.5	86	518	8.2	5.3	67	1009	12.2	10.2	101	793	10.5	8.0	86
MARRIED	51375	14598	65.9	28.4	104	4361	68.9	8.5	109	4947	60.0	9.6	95	5290	69.9	10.3	110
DIVORCED/SEPARATED/WIDOWED	19748	5223	23.6	26.4	97	1452	22.9	7.4	94	2287	27.7	11.6	114	1485	19.6	7.5	80
PARENTS	32590	8834	39.9	27.1	99	2875	45.4	8.8	113	2892	35.1	8.9	87	3067	40.5	9.4	101
WHITE	70416	18980	85.7	27.0	99	5260	83.1	7.5	96	6860	83.2	9.7	96	6860	90.7	9.7	104
BLACK	8778	2734	12.3	31.1	114	897	14.2	10.2	131	1325	16.1	15.1	148	511	6.8	5.8	62
OTHER	1791	**426	1.9	23.8	87	**173	2.7	9.7	124	**57	0.7	3.2	31	**196	2.6	10.9	117
NORTHEAST-CENSUS	17786	3794	17.1	21.3	78	1090	17.2	6.1	78	1266	15.4	7.1	70	1437	19.0	8.1	86
NORTH CENTRAL	20741	7592	34.3	36.6	134	2240	35.4	10.8	138	2606	31.6	12.6	123	2746	36.3	13.2	142
SOUTH	27775	6853	31.0	24.7	90	2088	33.0	7.5	96	3077	37.3	11.1	109	1689	22.3	6.1	65
WEST	14683	3901	17.6	26.6	97	912	14.4	6.2	79	1294	15.7	8.8	87	1695	22.4	11.5	124
NORTHEAST-MKTG.	17961	3825	17.3	21.3	78	1024	16.2	5.7	73	1439	17.5	8.0	79	1361	18.0	7.6	81
EAST CENTRAL	11885	3636	16.4	30.6	112	1119	17.7	9.4	120	1290	15.7	10.9	107	1226	16.2	10.3	110
WEST CENTRAL	14090	5314	24.0	37.7	138	1495	23.6	10.6	136	1763	21.4	12.5	123	2056	27.2	14.6	156
SOUTH	24081	6050	27.3	25.1	92	1913	30.2	7.9	102	2666	32.3	11.1	109	1470	19.4	6.1	65
PACIFIC	12969	3316	15.0	25.6	94	779	12.3	6.0	77	1083	13.1	8.4	82	1454	19.2	11.2	120
COUNTY SIZE A	32439	8424	38.0	26.0	95	2325	36.7	7.2	92	3205	38.9	9.9	97	2893	38.2	8.9	95
COUNTY SIZE B	24915	6722	30.4	27.0	99	1925	30.4	7.7	99	2422	29.4	9.7	96	2375	31.4	9.5	102
COUNTY SIZE C	12930	3298	14.9	25.5	93	948	15.0	7.3	94	1127	13.7	8.7	86	1223	16.2	9.5	101
COUNTY SIZE D	10703	3697	16.7	34.5	126	1133	17.9	10.6	135	1488	18.1	13.9	137	1076	14.2	10.1	108
METRO CENTRAL CITY	24518	6370	28.8	26.0	95	1645	26.0	6.7	86	2541	30.8	10.4	102	2184	28.9	8.9	95
METRO SUBURBAN	35919	9656	43.6	26.9	98	2766	43.7	7.7	99	3302	40.1	9.2	90	3587	47.4	10.0	107
NON METRO	20549	6115	27.6	29.8	109	1919	30.3	9.3	119	2399	29.1	11.7	115	1796	23.7	8.7	94
TOP 5 ADI'S	18341	4092	18.5	22.3	82	1210	19.1	6.6	84	1534	18.6	8.4	82	1348	17.8	7.3	79
TOP 10 ADI'S	25378	6260	28.3	24.7	90	1745	27.6	6.9	88	2550	30.9	10.0	99	1965	26.0	7.7	83
TOP 20 ADI'S	36488	9266	41.9	25.4	93	2578	40.7	7.1	90	3584	43.5	9.8	97	3105	41.0	8.5	91
HSHLD INC. $50,000 OR MORE	6612	1883	8.5	28.5	104	**274	4.3	4.1	53	*754	9.1	11.4	112	855	11.3	12.9	138
$40,000 OR MORE	12659	3473	15.7	27.4	100	*626	9.9	4.9	63	1439	17.5	11.4	112	1409	18.6	11.1	119
$30,000 OR MORE	24698	7102	32.1	28.8	105	1804	28.5	7.3	93	2618	31.8	10.6	104	2680	35.4	10.9	116
$25,000 OR MORE	32077	9409	42.5	29.3	107	2461	38.9	7.7	98	3318	40.3	10.3	102	3630	48.0	11.3	121
$20,000 - $24,999	9144	2382	10.8	26.0	95	699	11.0	7.6	98	694	8.4	7.6	75	989	13.1	10.8	116
$15,000 - $19,999	8728	2409	10.9	27.6	101	649	10.3	7.4	95	954	11.6	10.9	107	806	10.7	9.2	99
$10,000 - $14,999	12562	3379	15.3	26.9	98	1103	17.4	8.8	112	1308	15.9	10.4	102	967	12.8	7.7	82
UNDER $10,000	18475	4562	20.6	24.7	90	1418	22.4	7.7	98	1969	23.9	10.7	105	1175	15.5	6.4	68
HOUSEHOLD OF 1 PERSON	11987	2857	12.9	23.8	87	580	9.2	4.8	62	1306	15.8	10.9	107	971	12.8	8.1	87
2 PEOPLE	26577	7337	33.1	27.6	101	1974	31.2	7.4	95	2626	31.9	9.9	97	2737	36.2	10.3	110
3 OR 4 PEOPLE	30617	8838	39.9	28.9	106	2657	42.0	8.7	111	3189	38.7	10.4	102	2992	39.5	9.8	105
5 OR MORE PEOPLE	11804	3109	14.0	26.3	96	1121	17.7	9.5	122	1122	13.6	9.5	93	867	11.5	7.3	79
NO CHILD IN HSHLD	46165	12610	57.0	27.3	100	3225	50.9	7.0	89	4999	60.7	10.8	106	4386	58.0	9.5	102
CHILD(REN) UNDER 2 YRS	5325	1198	5.4	22.5	82	**363	5.7	6.8	87	*355	4.3	6.7	66	480	6.3	9.0	96
2 - 5 YEARS	14221	3555	16.1	25.0	91	1255	19.8	8.8	113	1115	13.5	7.8	77	1185	15.7	8.3	89
6 - 11 YEARS	15117	4023	18.2	26.6	97	1431	22.6	9.5	121	1339	16.2	8.9	87	1253	16.6	8.3	89
12 - 17 YEARS	16611	4998	22.6	30.1	110	1656	26.2	10.0	128	1807	21.9	10.9	107	1535	20.3	9.2	99
RESIDENCE OWNED	55884	16097	72.7	28.8	105	4286	67.7	7.7	98	6041	73.3	10.8	106	5770	76.3	10.3	111
VALUE: $50,000 OR MORE	31744	9390	42.4	29.6	108	2363	37.3	7.4	95	3362	40.8	10.6	104	3665	48.4	11.5	124
VALUE: UNDER $50,000	24140	6707	30.3	27.8	102	1923	30.4	8.0	102	2679	32.5	11.1	109	2105	27.8	8.7	93

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT TEA (UNSWEETENED): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0579
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS ONE - THREE A '000	MEDIUM USERS ONE - THREE B % DOWN	MEDIUM USERS ONE - THREE C % ACROSS	MEDIUM USERS ONE - THREE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	22140	100.0	27.3	100	6330	100.0	7.8	100	8242	100.0	10.2	100	7567	100.0	9.3	100
MAGAZINES	QUINTILE 1	15799	4685	21.2	29.7	108	1318	20.8	8.3	107	1521	18.5	9.6	95	1847	24.4	11.7	125
	QUINTILE 2	17259	4831	21.8	28.0	102	1235	19.5	7.2	92	1821	22.1	10.6	104	1775	23.5	10.3	110
	QUINTILE 3	13445	3761	17.0	27.8	102	1233	19.5	9.1	116	1360	16.5	10.0	99	1168	15.4	8.6	92
	QUINTILE 4	14233	4013	18.1	26.5	97	1059	16.7	7.0	90	1535	18.6	10.1	100	1419	18.8	9.4	100
	QUINTILE 5	19250	4850	21.9	25.2	92	1485	23.5	7.7	99	2006	24.3	10.4	102	1359	18.0	7.1	76
NEWSPAPERS	QUINTILE 1	12413	3855	17.4	31.1	114	947	15.0	7.6	98	1483	18.0	11.9	117	1425	18.8	11.5	123
	QUINTILE 2	24116	6985	31.5	29.0	106	2061	32.6	8.5	109	2472	30.0	10.3	101	2453	32.4	10.2	109
	QUINTILE 3	11261	3130	14.1	27.8	102	808	12.8	7.2	92	1244	15.1	11.0	109	1078	14.2	9.6	102
	QUINTILE 4	20255	5082	23.0	25.1	92	1495	23.6	7.4	94	1776	21.5	8.8	86	1811	23.9	8.9	96
	QUINTILE 5	12940	3088	13.9	23.9	87	1020	16.1	7.9	101	1268	15.4	9.8	96	801	10.6	6.2	66
OUTDOOR	QUINTILE 1	14852	4044	18.3	27.2	100	1062	16.8	7.2	91	1371	16.6	9.2	91	1610	21.3	10.8	116
	QUINTILE 2	15725	4429	20.0	28.2	103	1025	16.2	6.5	83	1886	22.9	12.0	118	1519	20.1	9.7	103
	QUINTILE 3	16330	4360	19.7	26.7	98	1262	19.9	7.7	99	1438	17.4	8.8	87	1660	21.9	10.2	109
	QUINTILE 4	16744	4678	21.1	27.9	102	1539	24.3	9.2	118	1815	22.0	10.8	107	1323	17.5	7.9	85
	QUINTILE 5	17334	4630	20.9	26.7	98	1442	22.8	8.3	106	1733	21.0	10.0	98	1455	19.2	8.4	90
RADIO-DRIVE TIME	QUINTILE 1	15911	4372	19.7	27.5	101	1028	16.2	6.5	83	1704	20.7	10.7	105	1640	21.7	10.3	110
	QUINTILE 2	14837	4273	19.3	28.8	105	1222	19.3	8.2	105	1417	17.2	9.6	94	1633	21.6	11.0	118
	QUINTILE 3	15339	4086	18.5	26.6	97	1320	20.9	8.6	110	1619	19.6	10.6	104	1147	15.2	7.5	80
	QUINTILE 4	16723	4367	19.7	26.1	96	1241	19.6	7.4	95	1673	20.3	10.0	98	1453	19.2	8.7	93
	QUINTILE 5	18176	5043	22.8	27.7	101	1519	24.0	8.4	107	1829	22.2	10.1	99	1694	22.4	9.3	100
RADIO-MID-DAY	TERCILE 1	21020	5672	25.6	27.0	99	1418	22.4	6.7	86	2177	26.4	10.4	102	2077	27.4	9.9	106
	TERCILE 2	21610	6002	27.1	27.8	102	1736	27.4	8.0	103	2138	25.9	9.9	97	2128	28.1	9.8	105
	TERCILE 3	38355	10466	47.3	27.3	100	3177	50.2	8.3	106	3927	47.6	10.2	101	3363	44.4	8.8	94
RADIO-TOTAL	QUINTILE 1	15988	4558	20.6	28.5	104	1050	16.6	6.6	84	1852	22.5	11.6	114	1656	21.9	10.4	111
	QUINTILE 2	15626	4048	18.3	25.9	95	1298	20.5	8.3	106	1329	16.1	8.5	84	1422	18.8	9.1	97
	QUINTILE 3	16723	4715	21.3	28.2	103	1504	23.8	9.0	115	1589	19.3	9.5	93	1622	21.4	9.7	104
	QUINTILE 4	16342	4575	20.7	28.0	102	1150	18.2	7.0	90	1841	22.3	11.3	111	1584	20.9	9.7	104
	QUINTILE 5	16306	4245	19.2	26.0	95	1328	21.0	8.1	104	1632	19.8	10.0	98	1284	17.0	7.9	84
TV-PRIME TIME	QUINTILE 1	15953	4167	18.8	26.1	96	1087	17.2	6.8	87	1621	19.7	10.2	100	1459	19.3	9.1	98
	QUINTILE 2	16137	4268	19.3	26.4	97	1280	20.2	7.9	101	1656	20.1	10.3	101	1332	17.6	8.3	88
	QUINTILE 3	16420	4895	22.1	29.8	109	1351	21.3	8.2	105	1777	21.6	10.8	106	1768	23.4	10.8	115
	QUINTILE 4	16687	4579	20.7	27.4	100	1257	19.9	7.5	96	1861	22.6	11.2	110	1461	19.3	8.8	94
	QUINTILE 5	15789	4231	19.1	26.8	98	1355	21.4	8.6	110	1328	16.1	8.4	83	1547	20.4	9.8	105
TV-DAYTIME	TERCILE 1	27736	7695	34.8	27.7	101	2380	37.6	8.6	110	2848	34.6	10.3	101	2468	32.6	8.9	95
	TERCILE 2	26489	7429	33.6	28.0	103	2116	33.4	8.0	102	2788	33.8	10.5	103	2526	33.4	9.5	102
	TERCILE 3	26761	7015	31.7	26.2	96	1835	29.0	6.9	88	2607	31.6	9.7	96	2574	34.0	9.6	103
TV-TOTAL	QUINTILE 1	16345	4623	20.9	28.3	103	1459	23.0	8.9	114	1667	20.2	10.2	100	1497	19.8	9.2	98
	QUINTILE 2	16447	4493	20.3	27.3	100	1362	21.5	8.3	106	1735	21.1	10.5	104	1396	18.4	8.5	91
	QUINTILE 3	15980	4210	19.0	26.3	96	1237	19.5	7.7	99	1546	18.8	9.7	95	1427	18.9	8.9	96
	QUINTILE 4	15887	4716	21.3	29.7	109	1112	17.6	7.0	90	1882	22.8	11.8	116	1722	22.8	10.8	116
	QUINTILE 5	16326	4097	18.5	25.1	92	1160	18.3	7.1	91	1413	17.1	8.7	85	1525	20.2	9.3	100
MAGAZINES-NEWSPAPERS: DUAL		20721	6266	28.3	30.2	111	1529	24.2	7.4	94	2308	28.0	11.1	109	2430	32.1	11.7	126
MAGAZINE IMPERATIVE		19186	5051	22.8	26.3	96	1506	23.8	7.8	100	1672	20.3	8.7	86	1872	24.7	9.8	104
NEWSPAPER IMPERATIVE		21899	6249	28.2	28.5	104	1902	30.0	8.7	111	2399	29.1	11.0	108	1949	25.8	8.9	95
MAGAZINES-OUTDOOR: DUAL		15451	4491	20.3	29.1	106	1075	17.0	7.0	89	1624	19.7	10.5	103	1792	23.7	11.6	124
MAGAZINE IMPERATIVE		25953	7287	32.9	28.1	103	2280	36.0	8.8	112	2522	30.6	9.7	95	2485	32.8	9.6	102
OUTDOOR IMPERATIVE		24400	6355	28.7	26.0	95	1787	28.2	7.3	94	2360	28.6	9.7	95	2209	29.2	9.1	97
MAGAZINES-RADIO: DUAL		18049	5164	23.3	28.6	105	1463	23.1	8.1	104	1813	22.0	10.0	99	1888	25.0	10.5	112
MAGAZINE IMPERATIVE		23571	6682	30.2	28.3	104	1896	30.0	8.0	103	2383	28.9	10.1	99	2403	31.8	10.2	109
RADIO IMPERATIVE		23278	6096	27.5	26.2	96	1754	27.7	7.5	96	2340	28.4	10.1	99	2002	26.5	8.6	92
MAGAZINES-TELEVISION: DUAL		15459	4694	21.2	30.4	111	1487	23.5	9.6	123	1498	18.2	9.7	95	1709	22.6	11.1	118
MAGAZINE IMPERATIVE		25829	7033	31.8	27.2	100	1749	27.6	6.8	87	2615	31.7	10.1	99	2669	35.3	10.3	111
TELEVISION IMPERATIVE		26039	6778	30.6	26.0	95	2144	33.9	8.2	105	2695	32.7	10.3	102	1940	25.6	7.5	80
NEWSPAPERS-OUTDOOR: DUAL		16605	4867	22.0	29.3	107	1206	19.1	7.3	93	1993	24.2	12.0	118	1668	22.0	10.0	108
NEWSPAPER IMPERATIVE		26834	7978	36.0	29.7	109	2269	35.8	8.5	108	2824	34.3	10.5	103	2885	38.1	10.8	115
OUTDOOR IMPERATIVE		23346	5850	26.4	25.1	92	1638	25.9	7.0	90	2072	25.1	8.9	87	2140	28.3	9.2	98
NEWSPAPERS-RADIO: DUAL		17133	4906	22.2	28.6	105	1328	21.0	7.8	99	1785	21.7	10.4	102	1793	23.7	10.5	112
NEWSPAPER IMPERATIVE		25892	7728	34.9	29.8	109	2198	34.7	8.5	109	2816	34.2	10.9	107	2713	35.9	10.5	112
RADIO IMPERATIVE		23167	6026	27.2	26.0	95	1770	28.0	7.6	98	2201	26.7	9.5	93	2055	27.2	8.9	95
NEWSPAPERS-TELEVISION: DUAL		17159	5012	22.6	29.2	107	1485	23.5	8.7	111	1907	23.1	11.1	109	1620	21.4	9.4	101
NEWSPAPER IMPERATIVE		26214	7658	34.6	29.2	107	1964	31.0	7.5	96	2811	34.1	10.7	105	2883	38.1	11.0	118
TELEVISION IMPERATIVE		23412	5949	26.9	25.4	93	1934	30.6	8.3	106	2239	27.2	9.6	94	1775	23.5	7.6	81
OUTDOOR-RADIO: DUAL		15303	4283	19.3	28.0	102	1160	18.3	7.6	97	1370	16.6	9.0	88	1753	23.2	11.5	123
OUTDOOR IMPERATIVE		24901	6758	30.5	27.1	99	1755	27.7	7.0	90	2702	32.8	10.9	107	2301	30.4	9.2	99
RADIO IMPERATIVE		26492	7236	32.7	27.3	100	2138	33.8	8.1	103	2830	34.3	10.7	105	2267	30.0	8.6	92
OUTDOOR-TELEVISION: DUAL		14794	3673	16.6	24.8	91	942	14.9	6.4	81	1424	17.3	9.6	95	1306	17.3	8.8	94
OUTDOOR IMPERATIVE		25437	7338	33.1	28.8	106	1793	28.3	7.0	90	2770	33.6	10.9	107	2775	36.7	10.9	117
TELEVISION IMPERATIVE		27877	8073	36.5	29.0	106	2689	42.5	9.6	123	2858	34.7	10.3	101	2526	33.4	9.1	97
RADIO-TELEVISION: DUAL		15996	4607	20.8	28.8	105	1660	26.2	10.4	133	1718	20.8	10.7	106	1229	16.2	7.7	82
RADIO IMPERATIVE		25478	6752	30.5	26.5	97	1642	25.9	6.4	82	2408	29.2	9.5	93	2701	35.7	10.6	113
TELEVISION IMPERATIVE		26573	7142	32.3	26.9	98	2094	33.1	7.9	101	2605	31.6	9.8	96	2442	32.3	9.2	98

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INSTANT TEA (UNSWEETENED): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0580
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS ONE - THREE A '000	MEDIUM USERS ONE - THREE B % DOWN	MEDIUM USERS ONE - THREE C % ACROSS	MEDIUM USERS ONE - THREE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	22140	100.0	27.3	100	6330	100.0	7.8	100	8242	100.0	10.2	100	7567	100.0	9.3	100
ATLANTIC MONTHLY	415	**99	0.4	23.9	87	**31	0.5	7.5	96	**34	0.4	8.2	81	**34	0.4	8.2	88
BARRON'S	453	**111	0.5	24.5	90	**23	0.4	5.1	65	**32	0.4	7.1	69	**56	0.7	12.4	132
BETTER HOMES & GARDENS	16256	5057	22.8	31.1	114	1506	23.8	9.3	119	1775	21.5	10.9	107	1776	23.5	10.9	117
BON APPETIT	2535	561	2.5	22.1	81	*120	1.9	4.7	61	*156	1.9	6.2	60	284	3.8	11.2	120
BUSINESS WEEK	1278	453	2.0	35.4	130	**79	1.2	6.2	79	*220	2.7	17.2	169	*154	2.0	12.1	129
CAR AND DRIVER	378	**66	0.3	17.5	64	**10	0.2	2.6	34	**40	0.5	10.6	104	**16	0.2	4.2	45
CBS MAGAZINE NETWORK (GROSS)	1498	372	1.7	24.8	91	**76	1.2	5.1	65	**151	1.8	10.1	99	**145	1.9	9.7	104
CHANGING TIMES	1505	329	1.5	21.9	80	**98	1.5	6.5	83	*114	1.4	7.6	74	*116	1.5	7.7	82
COLONIAL HOMES	1231	276	1.2	22.4	82	**56	0.9	4.5	58	*120	1.5	9.7	96	**101	1.3	8.2	88
CONDE NAST MAG. PKG. (GROSS)	14146	3713	16.8	26.2	96	1079	17.0	7.6	98	1083	13.1	7.7	75	1550	20.5	11.0	117
CONSUMERS DIGEST	1323	384	1.7	29.0	106	**93	1.5	7.0	90	*140	1.7	10.6	104	**150	2.0	11.3	121
COSMOPOLITAN	7102	1877	8.5	26.4	97	625	9.9	8.8	113	622	7.5	8.8	86	631	8.3	8.9	95
COUNTRY LIVING	2481	830	3.7	33.5	122	*231	3.6	9.3	119	315	3.8	12.7	125	283	3.7	11.4	122
CUISINE	1472	401	1.8	27.2	100	**92	1.5	6.3	80	**91	1.1	6.2	61	*217	2.9	14.7	158
CYCLE WORLD	425	**162	0.7	38.1	139	**38	0.6	8.9	114	**64	0.8	15.1	148	**60	0.8	14.1	151
DCI:CREATIVE IDEAS FOR LIV	2510	908	4.1	36.2	132	*234	3.7	9.3	119	*281	3.4	11.2	110	393	5.2	15.7	168
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2096	9.5	31.3	115	496	7.8	7.4	95	843	10.2	12.6	124	757	10.0	11.3	121
DISCOVER	894	*177	0.8	19.8	72	**30	0.5	3.4	43	**65	0.8	7.3	71	**82	1.1	9.2	98
EBONY	3507	1133	5.1	32.3	118	405	6.4	11.5	148	499	6.1	14.2	140	229	3.0	6.5	70
ESQUIRE	1083	*264	1.2	24.4	89	**76	1.2	7.0	90	**113	1.4	10.4	103	**75	1.0	6.9	74
ESSENCE	1830	610	2.8	33.3	122	*190	3.0	10.4	133	251	3.0	13.7	135	*169	2.2	9.2	99
FAMILY CIRCLE	15930	4731	21.4	29.7	109	1335	21.1	8.4	107	1689	20.5	10.6	104	1707	22.6	10.7	115
THE FAMILY HANDYMAN	1126	320	1.4	28.4	104	**131	2.1	11.6	149	**110	1.3	9.8	96	**80	1.1	7.1	76
FAMILY WEEKLY	11468	3360	15.2	29.3	107	960	15.2	8.4	107	1208	14.7	10.5	104	1192	15.8	10.4	111
FIELD & STREAM	2234	621	2.8	27.8	102	*152	2.4	6.8	87	*278	3.4	12.4	122	*191	2.5	8.5	92
FOOD & WINE	579	*197	0.9	34.0	124	**20	0.3	3.5	44	**101	1.2	17.4	171	**77	1.0	13.3	142
FORBES	728	*188	0.8	25.8	94	**23	0.4	3.2	40	**99	1.2	13.6	134	**67	0.9	9.2	98
FORTUNE	906	*229	1.0	25.3	92	**57	0.9	6.3	80	**95	1.2	10.5	103	**78	1.0	8.6	92
GENTLEMEN'S QUARTERLY	791	*193	0.9	24.4	89	**63	1.0	8.0	102	**60	0.7	7.6	75	**70	0.9	8.8	95
GLAMOUR	5265	1462	6.6	27.8	102	459	7.3	8.7	112	408	5.0	7.7	76	595	7.9	11.3	121
GOLF DIGEST	636	*200	0.9	31.4	115	**47	0.7	7.4	95	**97	1.2	15.3	150	**55	0.7	8.6	93
GOLF DIGEST/TENNIS (GROSS)	1186	310	1.4	26.1	96	**70	1.1	5.9	76	**113	1.4	9.5	94	**126	1.7	10.6	114
GOLF MAGAZINE	441	**109	0.5	24.7	90	**40	0.6	9.1	116	**23	0.3	5.2	51	**47	0.6	10.7	114
GOLF MAGAZINE/SKI (GROSS)	922	*208	0.9	22.6	83	**73	1.2	7.9	101	**60	0.7	6.5	64	**75	1.0	8.1	87
GOOD HOUSEKEEPING	16487	4950	22.4	30.0	110	1358	21.5	8.2	105	1829	22.2	11.1	109	1763	23.3	10.7	114
HARPER'S BAZAAR	2423	562	2.5	23.2	85	*174	2.7	7.2	92	*174	2.1	7.2	71	*213	2.8	8.8	94
HEALTH	1994	544	2.5	27.3	100	*175	2.8	8.8	112	*133	1.6	6.7	66	*236	3.1	11.8	127
HEARST MAG CORP. BUY (GROSS)	44101	12566	56.8	28.5	104	3720	58.8	8.4	108	4333	52.6	9.8	97	4512	59.6	10.2	109
HEARST MAN POWER (GROSS)	1993	643	2.9	32.3	118	*238	3.8	11.9	153	*179	2.2	9.0	88	*226	3.0	11.3	121
HEARST WOMAN POWER (GROSS)	31274	8905	40.2	28.5	104	2656	42.0	8.5	109	3126	37.9	10.0	98	3123	41.3	10.0	107
HOUSE BEAUTIFUL	3623	1049	4.7	29.0	106	255	4.0	7.0	90	365	4.4	10.1	99	429	5.7	11.8	127
INC.	283	**35	0.2	12.4	45	**0	0.0	0.0	0	**25	0.3	8.8	87	**10	0.1	3.5	38
JET	2928	927	4.2	31.7	116	286	4.5	9.8	125	485	5.9	16.6	163	*156	2.1	5.3	57
LADIES' HOME JOURNAL	11918	3571	16.1	30.0	110	931	14.7	7.8	100	1383	16.8	11.6	114	1258	16.6	10.6	113
LHJ FAMILY GRP COMBO(GROSS)	16764	4949	22.4	29.5	108	1368	21.6	8.2	104	1743	21.1	10.4	102	1838	24.3	11.0	117
LIFE	4254	1090	4.9	25.6	94	322	5.1	7.6	97	346	4.2	8.1	80	421	5.6	9.9	106
L.A. TIMES HOME MAGAZINE	1145	*228	1.0	19.9	73	**110	1.7	9.6	123	**68	0.8	5.9	58	**50	0.7	4.4	47
MADEMOISELLE	2884	789	3.6	27.4	100	*261	4.1	9.0	116	258	3.1	8.9	88	270	3.6	9.4	100
MC CALL'S	13460	4162	18.8	30.9	113	1248	19.7	9.3	119	1416	17.2	10.5	103	1498	19.8	11.1	119
MC CALL'S/WRK MOTHER (GROSS)	14606	4521	20.4	31.0	113	1380	21.8	9.4	121	1552	18.8	10.6	104	1590	21.0	10.9	117
MECHANIX ILLUSTRATED	772	*121	0.5	15.7	57	**13	0.2	1.7	22	**74	0.9	9.6	94	**34	0.4	4.4	47
METROPOLITAN HOME	967	260	1.2	26.9	98	**76	1.2	7.9	101	**87	1.1	9.0	88	**97	1.3	10.0	107
MONEY	1588	427	1.9	26.9	98	**84	1.3	5.3	68	*208	2.5	13.1	129	*135	1.8	8.5	91
MOTHER EARTH NEWS	1002	322	1.5	32.1	118	**86	1.4	8.6	110	**88	1.1	8.8	86	*148	2.0	14.8	158
MS.	825	226	1.0	27.4	100	**40	0.6	4.8	62	**82	1.0	9.9	98	**103	1.4	12.5	134
NATIONAL ENQUIRER	10336	2750	12.4	26.6	97	856	13.5	8.3	106	1017	12.3	9.8	97	877	11.6	8.5	91
NATIONAL GEOGRAPHIC	9597	2702	12.2	28.2	103	612	9.7	6.4	82	1038	12.6	10.8	106	1053	13.9	11.0	117
NATIONAL SUNDAY MAGAZINE PKG	49558	14170	64.0	28.6	105	3975	62.8	8.0	103	5223	63.4	10.5	104	4972	65.7	10.0	107
NATURAL HISTORY	573	*158	0.7	27.6	101	**31	0.5	5.4	69	**85	1.0	14.8	146	**41	0.5	7.2	77
NEW WOMAN	1699	472	2.1	27.8	102	**114	1.8	6.7	86	*126	1.5	7.4	73	*232	3.1	13.7	146
NEW YORK INCLUDING CUE	443	**81	0.4	18.3	67	**13	0.2	2.9	38	**23	0.3	5.2	51	**45	0.6	10.2	109
THE NEW YORKER	1270	316	1.4	24.9	91	**87	1.4	6.9	88	**91	1.1	7.2	70	*138	1.8	10.9	116
NEWSWEEK	6277	1696	7.7	27.0	99	318	5.0	5.1	65	622	7.5	9.9	97	756	10.0	12.0	129
THE N.Y. TIMES DAILY EDITION	1205	263	1.2	21.8	80	**97	1.5	8.0	103	**99	1.2	8.2	81	**67	0.9	5.6	60
THE N.Y. TIMES MAGAZINE	2081	383	1.7	18.4	67	**117	1.8	5.6	72	*133	1.6	6.4	63	*132	1.7	6.3	68
OMNI	788	*137	0.6	17.4	64	**44	0.7	5.6	71	**58	0.7	7.4	72	**35	0.5	4.4	48
ON CABLE	1158	409	1.8	35.3	129	**133	2.1	11.5	147	*172	2.1	14.9	146	**104	1.4	9.0	96
1001 HOME IDEAS	2852	833	3.8	29.2	107	*262	4.1	9.2	118	*227	2.8	8.0	78	343	4.5	12.0	129
ORGANIC GARDENING	1658	447	2.0	27.0	99	**134	2.1	8.1	103	*159	1.9	9.6	94	*154	2.0	9.3	99
OUTDOOR LIFE	896	326	1.5	36.4	133	**100	1.6	11.2	143	*130	1.6	14.5	143	**96	1.3	10.7	115
PARADE MAGAZINE	24275	6858	31.0	28.3	103	1657	26.2	6.8	87	2686	32.6	11.1	109	2515	33.2	10.4	111

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT TEA (UNSWEETENED): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0581
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS ONE - THREE A '000	MEDIUM USERS ONE - THREE B % DOWN	MEDIUM USERS ONE - THREE C % ACROSS	MEDIUM USERS ONE - THREE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	22140	100.0	27.3	100	6330	100.0	7.8	100	8242	100.0	10.2	100	7567	100.0	9.3	100
PARENTS	3845	932	4.2	24.2	89	*228	3.6	5.9	76	353	4.3	9.2	90	351	4.6	9.1	98
PENTHOUSE	831	*243	1.1	29.2	107	**81	1.3	9.7	125	**78	0.9	9.4	92	**84	1.1	10.1	108
PEOPLE	11645	3303	14.9	28.4	104	896	14.2	7.7	98	1201	14.6	10.3	101	1206	15.9	10.4	111
PLAYBOY	2006	466	2.1	23.2	85	*111	1.8	5.5	71	*143	1.7	7.1	70	*213	2.8	10.6	114
POPULAR HOT RODDING	297	**74	0.3	24.9	91	**23	0.4	7.7	99	**24	0.3	8.1	79	**27	0.4	9.1	97
POPULAR MECHANICS	1018	*355	1.6	34.9	128	**170	2.7	16.7	214	**74	0.9	7.3	71	**111	1.5	10.9	117
POPULAR SCIENCE	878	*289	1.3	32.9	120	**87	1.4	9.9	127	**116	1.4	13.2	130	**86	1.1	9.8	105
PREVENTION	3913	1150	5.2	29.4	108	269	4.2	6.9	88	425	5.2	10.9	107	456	6.0	11.7	125
PSYCHOLOGY TODAY	1710	568	2.6	33.2	122	**136	2.1	8.0	102	*191	2.3	11.2	110	*242	3.2	14.2	151
READER'S DIGEST	22204	6872	31.0	30.9	113	1901	30.0	8.6	110	2415	29.3	10.9	107	2556	33.8	11.5	123
REDBOOK	7684	2078	9.4	27.0	99	673	10.6	8.8	112	676	8.2	8.8	86	729	9.6	9.5	102
ROAD & TRACK	410	**90	0.4	22.0	80	**23	0.4	5.6	72	**27	0.3	6.6	65	**41	0.5	10.0	107
ROLLING STONE	969	325	1.5	33.5	123	**51	0.8	5.3	67	**147	1.8	15.2	149	*127	1.7	13.1	140
RUNNER'S WORLD	298	**98	0.4	32.9	120	**37	0.6	12.4	159	**13	0.2	4.4	43	**48	0.6	16.1	172
SATURDAY EVENING POST	1169	359	1.6	30.7	112	**61	1.0	5.2	67	*148	1.8	12.7	124	*151	2.0	12.9	138
SCIENCE 84	587	*134	0.6	22.8	84	**35	0.6	6.0	76	**68	0.8	11.6	114	**31	0.4	5.3	57
SCIENCE DIGEST	482	*144	0.7	29.9	109	**28	0.4	5.8	74	**66	0.8	13.7	135	**50	0.7	10.4	111
SCIENTIFIC AMERICAN	594	**116	0.5	19.5	71	**21	0.3	3.5	45	**31	0.4	5.2	51	**64	0.8	10.8	115
SELF	2089	489	2.2	23.4	86	**79	1.2	3.8	48	*149	1.8	7.1	70	*262	3.5	12.5	134
SEVENTEEN	2411	650	2.9	27.0	99	*246	3.9	10.2	131	*203	2.5	8.4	83	*200	2.6	8.3	89
SKI	480	**98	0.4	20.4	75	**33	0.5	6.9	88	**37	0.4	7.7	76	**29	0.4	6.0	65
SMITHSONIAN	2760	780	3.5	28.3	103	**104	1.6	3.8	48	218	2.6	7.9	78	458	6.1	16.6	178
SOAP OPERA DIGEST	3013	895	4.0	29.7	109	370	5.8	12.3	157	329	4.0	10.9	107	*196	2.6	6.5	70
SOUTHERN LIVING	4184	1188	5.4	28.4	104	*262	4.1	6.3	80	561	6.8	13.4	132	364	4.8	8.7	93
SPORT	559	*162	0.7	29.0	106	**43	0.7	7.7	98	**34	0.4	6.1	60	**85	1.1	15.2	163
THE SPORTING NEWS	436	**189	0.9	43.3	159	**10	0.2	2.3	29	**121	1.5	27.8	273	**59	0.8	13.5	145
SPORTS AFIELD	493	*144	0.7	29.2	107	**41	0.6	8.3	106	**39	0.5	7.9	78	**65	0.9	13.2	141
SPORTS ILLUSTRATED	2758	704	3.2	25.5	93	*183	2.9	6.6	85	274	3.3	9.9	98	248	3.3	9.0	96
STAR	7456	2030	9.2	27.2	100	721	11.4	9.7	124	689	8.4	9.2	91	621	8.2	8.3	89
SUNDAY	24936	7290	32.9	29.2	107	2062	32.6	8.3	106	2721	33.0	10.9	107	2507	33.1	10.1	108
SUNSET	2124	617	2.8	29.0	106	**70	1.1	3.3	42	**132	1.6	6.2	61	414	5.5	19.5	209
TV GUIDE	21661	5773	26.1	26.7	97	1715	27.1	7.9	101	2055	24.9	9.5	93	2003	26.5	9.2	99
TENNIS	550	**110	0.5	20.0	73	**23	0.4	4.2	54	**16	0.2	2.9	29	**71	0.9	12.9	138
TIME	8880	2243	10.1	25.3	92	597	9.4	6.7	86	725	8.8	8.2	80	921	12.2	10.4	111
TOWN & COUNTRY	917	279	1.3	30.4	111	**87	1.4	9.5	121	**54	0.7	5.9	58	**138	1.8	15.0	161
TRAVEL & LEISURE	972	225	1.0	23.1	85	**11	0.2	1.1	14	**94	1.1	9.7	95	*120	1.6	12.3	132
TRUE STORY	3356	945	4.3	28.2	103	*335	5.3	10.0	128	376	4.6	11.2	110	*234	3.1	7.0	75
U.S.NEWS & WORLD REPORT	3410	1074	4.9	31.5	115	*241	3.8	7.1	90	452	5.5	13.3	130	381	5.0	11.2	120
USA TODAY	1759	530	2.4	30.1	110	**80	1.3	4.5	58	*174	2.1	9.9	97	275	3.6	15.6	167
US	1873	560	2.5	29.9	109	**66	1.0	3.5	45	270	3.3	14.4	142	*224	3.0	12.0	128
VOGUE	3909	972	4.4	24.9	91	280	4.4	7.2	92	267	3.2	6.8	67	425	5.6	10.9	116
WALL STREET JOURNAL	1886	638	2.9	33.8	124	**98	1.5	5.2	66	*311	3.8	16.5	162	*229	3.0	12.1	130
WEIGHT WATCHERS	2120	670	3.0	31.6	116	*184	2.9	8.7	111	*187	2.3	8.8	87	*299	4.0	14.1	151
WOMAN'S DAY	14172	4168	18.8	29.4	108	1238	19.6	8.7	112	1475	17.9	10.4	102	1456	19.2	10.3	110
WORKING MOTHER	1146	360	1.6	31.4	115	**132	2.1	11.5	147	*136	1.7	11.9	117	**92	1.2	8.0	86
WORKING WOMAN	1322	381	1.7	28.8	105	**112	1.8	8.5	108	*111	1.3	8.4	83	*158	2.1	12.0	128
WORLD TENNIS	*163	**39	0.2	23.9	88	**4	0.1	2.5	31	**10	0.1	6.1	60	**25	0.3	15.3	164
ZIFF-DAVIS MAG NETWK (GROSS)	2532	593	2.7	23.4	86	*147	2.3	5.8	74	*166	2.0	6.6	64	*281	3.7	11.1	119
BLAIR INSERTS	43657	12439	56.2	28.5	104	3308	52.3	7.6	97	4747	57.6	10.9	107	4385	57.9	10.0	107
DAILY NEWSPAPERS																	
READ ANY	51633	14831	67.0	28.7	105	4068	64.3	7.9	101	5394	65.4	10.4	103	5368	70.9	10.4	111
READ ONE	43463	12083	54.6	27.8	102	3423	54.1	7.9	101	4356	52.9	10.0	98	4304	56.9	9.9	106
READ TWO OR MORE	8170	2747	12.4	33.6	123	645	10.2	7.9	101	1038	12.6	12.7	125	1064	14.1	13.0	139
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15022	67.9	28.5	104	4206	66.4	8.0	102	5610	68.1	10.6	105	5207	68.8	9.9	106
READ ONE	46126	12885	58.2	27.9	102	3717	58.7	8.1	103	4756	57.7	10.3	101	4413	58.3	9.6	102
READ TWO OR MORE	6552	2138	9.7	32.6	119	490	7.7	7.5	96	854	10.4	13.0	128	794	10.5	12.1	130
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.14				24.59				27.00				29.37			
30 DAY REACH	71455	19523	88.2	27.3	100	5568	88.0	7.8	100	7151	86.8	10.0	98	6804	89.9	9.5	102
50 SHWG - 30 DAY AV FREQ	14.56	14.40				13.02				14.22				15.72			
30 DAY REACH	67742	18439	83.3	27.2	100	5250	82.9	7.7	99	6808	82.6	10.0	99	6382	84.3	9.4	101
25 SHWG - 30 DAY AV FREQ	7.94	7.77				7.11				7.68				8.39			
30 DAY REACH	62117	17117	77.3	27.6	101	4797	75.8	7.7	99	6310	76.6	10.2	100	6010	79.4	9.7	104
CABLE TV: HOME WIRED	32077	9375	42.3	29.2	107	2369	37.4	7.4	94	3404	41.3	10.6	104	3603	47.6	11.2	120
HOME NOT WIRED	48909	12765	57.7	26.1	95	3962	62.6	8.1	104	4839	58.7	9.9	97	3964	52.4	8.1	87
HAVE PAY CABLE	15935	4735	21.4	29.7	109	1336	21.1	8.4	107	1639	19.9	10.3	101	1760	23.3	11.0	118

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INSTANT TEA (UNSWEETENED): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0582
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS ONE - THREE A '000	MEDIUM USERS ONE - THREE B % DOWN	MEDIUM USERS ONE - THREE C % ACROSS	MEDIUM USERS ONE - THREE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	22140	100.0	27.3	100	6330	100.0	7.8	100	8242	100.0	10.2	100	7567	100.0	9.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12017	54.3	27.4	100	3233	51.1	7.4	94	4465	54.2	10.2	100	4320	57.1	9.8	105
10:00 AM - 3:00 PM	30659	8360	37.8	27.3	100	2228	35.2	7.3	93	3118	37.8	10.2	100	3015	39.8	9.8	105
3:00 PM - 7:00 PM	31045	8465	38.2	27.3	100	2042	32.3	6.6	84	3162	38.4	10.2	100	3261	43.1	10.5	112
7:00 PM - MIDNIGHT	15767	4243	19.2	26.9	98	1149	18.2	7.3	93	1517	18.4	9.6	95	1577	20.8	10.0	107
MIDNIGHT - 6:00 AM	9120	3037	13.7	33.2	122	866	13.7	9.5	121	1224	14.9	13.4	132	942	12.4	10.3	111
6:00 AM - MIDNIGHT	58527	16081	72.6	27.5	101	4416	69.8	7.5	97	5908	71.7	10.1	99	5757	76.1	9.8	105
ENTIRE DAY	59311	16344	73.8	27.6	101	4477	70.7	7.5	97	6033	73.2	10.2	100	5834	77.1	9.8	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4706	21.3	29.1	106	1178	18.6	7.3	93	1625	19.7	10.0	99	1903	25.1	11.8	126
ALL NEWS	2256	567	2.6	25.1	92	**101	1.6	4.5	57	259	3.1	11.5	113	*207	2.7	9.2	98
AOR/PROGRESSIVE	3874	1029	4.6	26.6	97	*201	3.2	5.2	66	454	5.5	11.7	115	374	4.9	9.7	103
BEAUTIFUL MUSIC	5660	1552	7.0	27.4	100	415	6.6	7.3	94	536	6.5	9.5	93	601	7.9	10.6	114
BLACK	2204	640	2.9	29.0	106	*252	4.0	11.4	146	224	2.7	10.2	100	*164	2.2	7.4	80
CLASSICAL	1418	281	1.3	20.0	73	**36	0.6	2.5	32	**103	1.2	7.3	71	**145	1.9	10.2	109
CHR/ROCK	9538	2400	10.8	25.2	92	598	9.4	6.3	80	765	9.3	8.0	79	1037	13.7	10.9	116
COUNTRY	12648	3641	16.4	28.8	105	1062	16.8	8.4	107	1359	16.5	10.7	106	1220	16.1	9.6	103
GOLDEN OLDIES	1191	340	1.5	28.5	104	*138	2.2	11.6	148	*110	1.3	9.2	91	**92	1.2	7.7	83
MOR/NOSTALGIA	4757	1372	6.2	28.8	106	364	5.8	7.7	98	582	7.1	12.2	120	426	5.6	9.0	96
NEWS/TALK	3863	1026	4.6	26.6	97	255	4.0	6.6	84	370	4.5	9.6	94	400	5.3	10.4	111
RELIGIOUS	3084	741	3.3	24.0	88	*187	3.0	6.1	78	296	3.6	9.6	94	258	3.4	8.4	90
SOFT ROCK	521	**142	0.6	27.3	100	**18	0.3	3.5	44	**31	0.4	6.0	58	**93	1.2	17.9	191
URBAN CONTEMPORARY	1585	416	1.9	26.2	96	*167	2.6	10.5	135	*163	2.0	10.3	101	**86	1.1	5.4	58
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	839	3.8	25.7	94	*232	3.7	7.1	91	248	3.0	7.6	75	359	4.7	11.0	118
ABC DIRECTION	2316	707	3.2	30.5	112	*190	3.0	8.2	105	250	3.0	10.8	106	*267	3.5	11.5	123
ABC ENTERTAINMENT	4834	1203	5.4	24.9	91	332	5.2	6.9	88	398	4.8	8.2	81	473	6.3	9.8	105
ABC FM	2202	557	2.5	25.3	93	*198	3.1	9.0	115	*142	1.7	6.4	63	*217	2.9	9.9	105
ABC INFORMATION	5425	1694	7.7	31.2	114	470	7.4	8.7	111	501	6.1	9.2	91	723	9.6	13.3	143
ABC ROCK	1677	522	2.4	31.1	114	**106	1.7	6.3	81	*232	2.8	13.8	136	*183	2.4	10.9	117
CBS	4430	1339	6.0	30.2	111	280	4.4	6.3	81	587	7.1	13.3	130	471	6.2	10.6	114
MUTUAL	4992	1462	6.6	29.3	107	369	5.8	7.4	95	600	7.3	12.0	118	494	6.5	9.9	106
NBC	4679	1358	6.1	29.0	106	388	6.1	8.3	106	451	5.5	9.6	95	520	6.9	11.1	119
RADIORADIO	1994	512	2.3	25.7	94	**115	1.8	5.8	74	*202	2.5	10.1	100	*195	2.6	9.8	105
RKO ONE	2298	478	2.2	20.8	76	*138	2.2	6.0	77	*167	2.0	7.3	71	*173	2.3	7.5	81
RKO TWO	3311	919	4.2	27.8	102	*241	3.8	7.3	93	335	4.1	10.1	99	342	4.5	10.3	111
THE SOURCE	2114	454	2.1	21.5	79	**131	2.1	6.2	79	*164	2.0	7.8	76	*159	2.1	7.5	80
NON-WIRED : BLAIR	8654	2663	12.0	30.8	113	723	11.4	8.4	107	953	11.6	11.0	108	987	13.0	11.4	122
INTERNET	12025	3101	14.0	25.8	94	781	12.3	6.5	83	1059	12.8	8.8	87	1260	16.7	10.5	112
KATZ RADIO GROUP	15359	4290	19.4	27.9	102	1160	18.3	7.6	97	1436	17.4	9.3	92	1694	22.4	11.0	118
SUPERNET	10628	2955	13.3	27.8	102	952	15.0	9.0	115	1015	12.3	9.6	94	988	13.1	9.3	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2302	10.4	26.6	97	609	9.6	7.0	90	873	10.6	10.1	99	820	10.8	9.5	101
WKDAY 9:00 AM - 1:00 PM	12163	3244	14.7	26.7	98	970	15.3	8.0	102	1196	14.5	9.8	97	1078	14.2	8.9	95
WKDAY 1:00 PM - 4:30 PM	16150	4603	20.8	28.5	104	1461	23.1	9.0	116	1690	20.5	10.5	103	1452	19.2	9.0	96
WKDAY 4:30 PM - 7:30 PM	22463	6137	27.7	27.3	100	1761	27.8	7.8	100	2351	28.5	10.5	103	2025	26.8	9.0	96
WKDAY 7:30 PM - 8:00 PM	31795	8779	39.7	27.6	101	2576	40.7	8.1	104	3246	39.4	10.2	100	2958	39.1	9.3	100
WKDAY 11:00 PM - 11:30 PM	23977	7059	31.9	29.4	108	2099	33.2	8.8	112	2594	31.5	10.8	106	2367	31.3	9.9	106
WKDAY 11:30 PM - 1:00 AM	7703	2313	10.4	30.0	110	770	12.2	10.0	128	778	9.4	10.1	99	765	10.1	9.9	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	9211	41.6	27.3	100	2580	40.8	7.6	98	3540	43.0	10.5	103	3091	40.8	9.1	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1861	8.4	28.5	104	635	10.0	9.7	124	625	7.6	9.6	94	601	7.9	9.2	98
ANOTHER WORLD N	4620	1285	5.8	27.8	102	402	6.4	8.7	111	496	6.0	10.7	105	388	5.1	8.4	90
AS THE WORLD TURNS C	5614	1569	7.1	27.9	102	404	6.4	7.2	92	699	8.5	12.5	122	466	6.2	8.3	89
CAPITOL C	3396	1034	4.7	30.4	111	313	4.9	9.2	118	395	4.8	11.6	114	326	4.3	9.6	103
CBS MORN. NEWS 1 C	1446	356	1.6	24.6	90	*67	1.1	4.6	59	187	2.3	12.9	127	103	1.4	7.1	76
CBS MORN. NEWS 2 C	1207	312	1.4	25.8	95	*66	1.0	5.5	70	150	1.8	12.4	122	96	1.3	8.0	85
DAYS OF OUR LIVES N	5877	1717	7.8	29.2	107	499	7.9	8.5	109	635	7.7	10.8	106	583	7.7	9.9	106
FACTS OF LIFE - DAYTIME N	2290	668	3.0	29.2	107	204	3.2	8.9	114	218	2.6	9.5	94	246	3.3	10.7	115
FAMILY FEUD A	3023	955	4.3	31.6	116	331	5.2	10.9	140	345	4.2	11.4	112	278	3.7	9.2	98
GENERAL HOSPITAL A	6097	1838	8.3	30.1	110	700	11.1	11.5	147	584	7.1	9.6	94	554	7.3	9.1	97
GOOD MORNING, AMERICA-730 A	3515	1089	4.9	31.0	113	351	5.5	10.0	128	364	4.4	10.4	102	374	4.9	10.6	114
GOOD MORNING, AMERICA-830 A	2818	838	3.8	29.7	109	228	3.6	8.1	104	315	3.8	11.2	110	295	3.9	10.5	112
GUIDING LIGHT C	5339	1515	6.8	28.4	104	439	6.9	8.2	105	665	8.1	12.5	122	412	5.4	7.7	83
ONE LIFE TO LIVE A	4478	1364	6.2	30.5	111	530	8.4	11.8	151	436	5.3	9.7	96	398	5.3	8.9	95
PRESS YOUR LUCK C	2244	575	2.6	25.6	94	197	3.1	8.8	112	187	2.3	8.3	82	191	2.5	8.5	91
PRICE IS RIGHT 1 C	4348	1271	5.7	29.2	107	386	6.1	8.9	114	443	5.4	10.2	100	441	5.8	10.1	109
PRICE IS RIGHT 2 C	5014	1430	6.5	28.5	104	428	6.8	8.5	109	490	5.9	9.8	96	511	6.8	10.2	109
RYAN'S HOPE A	3150	770	3.5	24.4	89	257	4.1	8.2	104	294	3.6	9.3	92	219	2.9	7.0	74
SALE OF THE CENTURY N	2695	774	3.5	28.7	105	227	3.6	8.4	108	314	3.8	11.7	114	233	3.1	8.6	93
SEARCH FOR TOMORROW N	2319	581	2.6	25.1	92	*141	2.2	6.1	78	264	3.2	11.4	112	175	2.3	7.5	81
TODAY SHOW 1 N	2693	706	3.2	26.2	96	181	2.9	6.7	86	257	3.1	9.5	94	267	3.5	9.9	106
TODAY SHOW 2 N	2498	583	2.6	23.3	85	145	2.3	5.8	74	208	2.5	8.3	82	230	3.0	9.2	99
$25,000 PYRAMID C	2753	727	3.3	26.4	97	223	3.5	8.1	104	261	3.2	9.5	93	243	3.2	8.8	94
WHEEL OF FORTUNE N	4388	1230	5.6	28.0	103	417	6.6	9.5	122	394	4.8	9.0	88	419	5.5	9.5	102
YOUNG AND THE RESTLESS C	5695	1572	7.1	27.6	101	488	7.7	8.6	110	615	7.5	10.8	106	469	6.2	8.2	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	453	2.0	25.7	94	*129	2.0	7.3	94	170	2.1	9.7	95	155	2.0	8.8	94
NBA PLAYOFF GAME -1 C	1136	375	1.7	33.0	121	**146	2.3	12.9	164	*150	1.8	13.2	130	*78	1.0	6.9	73
NBC MAJOR LEAGUE PRE-GAME N	953	*272	1.2	28.5	104	**66	1.0	6.9	89	*157	1.9	16.5	162	**49	0.6	5.1	55
SPORTSWORLD - SUN N	1233	395	1.8	32.0	117	**77	1.2	6.2	80	*118	1.4	9.6	94	*201	2.7	16.3	174
SUNDAY MORNING C	1611	391	1.8	24.3	89	*94	1.5	5.8	75	182	2.2	11.3	111	*116	1.5	7.2	77

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INSTANT TEA (UNSWEETENED): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0583
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS ONE - THREE A '000	MEDIUM USERS ONE - THREE B % DOWN	MEDIUM USERS ONE - THREE C % ACROSS	MEDIUM USERS ONE - THREE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	22140	100.0	27.3	100	6330	100.0	7.8	100	8242	100.0	10.2	100	7567	100.0	9.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7244	32.7	27.8	102	1941	30.7	7.4	95	3036	36.8	11.6	114	2266	29.9	8.7	93
NETWORK AFFILIATES - LATE		20261	6062	27.4	29.9	109	1765	27.9	8.7	111	2270	27.5	11.2	110	2028	26.8	10.0	107
INDEPENDENTS - LATE		2076	538	2.4	25.9	95	183	2.9	8.8	113	187	2.3	9.0	89	168	2.2	8.1	87
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2800	12.6	26.8	98	902	14.2	8.6	110	1005	12.2	9.6	94	893	11.8	8.5	91
ABC MONDAY NIGHT MOVIE	A	6412	1705	7.7	26.6	97	506	8.0	7.9	101	629	7.6	9.8	96	569	7.5	8.9	95
ABC SUNDAY NIGHT MOVIE	A	12407	3271	14.8	26.4	96	884	14.0	7.1	91	1218	14.8	9.8	96	1169	15.4	9.4	101
ABC WORLD NEWS TONIGHT	A	6176	1694	7.7	27.4	100	461	7.3	7.5	95	741	9.0	12.0	118	493	6.5	8.0	85
AFTERMASH	C	5863	1587	7.2	27.1	99	337	5.3	5.7	74	759	9.2	12.9	127	492	6.5	8.4	90
ALICE	C	9594	2643	11.9	27.5	101	604	9.5	6.3	81	1153	14.0	12.0	118	886	11.7	9.2	99
AMERICAN PARADE	C	6622	2007	9.1	30.3	111	422	6.7	6.4	82	946	11.5	14.3	140	639	8.4	9.6	103
BENSON	A	10886	2829	12.8	26.0	95	724	11.4	6.7	85	1062	12.9	9.8	96	1043	13.8	9.6	103
BLUE THUNDER	A	5036	1374	6.2	27.3	100	442	7.0	8.8	112	540	6.6	10.7	105	392	5.2	7.8	83
CAGNEY & LACEY	C	9965	2824	12.8	28.3	104	758	12.0	7.6	97	1062	12.9	10.7	105	1004	13.3	10.1	108
CBS EVENING NEWS-DEAN	C	3491	1035	4.7	29.6	108	*216	3.4	6.2	79	471	5.7	13.5	133	348	4.6	10.0	107
CBS EVENING NEWS-RATHER	C	7123	2092	9.4	29.4	107	456	7.2	6.4	82	904	11.0	12.7	125	732	9.7	10.3	110
CBS SAT. NEWS-SCHIEFFER	C	3621	999	4.5	27.6	101	247	3.9	6.8	87	487	5.9	13.4	132	265	3.5	7.3	78
CBS SATURDAY NIGHT MOVIE	C	5436	1581	7.1	29.1	106	469	7.4	8.6	110	595	7.2	10.9	108	516	6.8	9.5	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	1853	8.4	30.4	111	417	6.6	6.8	87	788	9.6	12.9	127	648	8.6	10.6	114
CHEERS	N	8889	2521	11.4	28.4	104	597	9.4	6.7	86	1004	12.2	11.3	111	919	12.1	10.3	111
DALLAS	C	22109	5766	26.0	26.1	95	1625	25.7	7.3	94	2395	29.1	10.8	106	1746	23.1	7.9	85
DIFF'RENT STROKES	N	6940	1795	8.1	25.9	95	594	9.4	8.6	110	649	7.9	9.4	92	552	7.3	8.0	85
DOUBLE TROUBLE	N	7223	1895	8.6	26.2	96	517	8.2	7.2	92	859	10.4	11.9	117	519	6.9	7.2	77
DUCK FACTORY	N	5595	1681	7.6	30.0	110	426	6.7	7.6	97	707	8.6	12.6	124	547	7.2	9.8	105
DUKES OF HAZZARD	C	5768	1685	7.6	29.2	107	601	9.5	10.4	133	616	7.5	10.7	105	469	6.2	8.1	87
DYNASTY	A	20053	5411	24.4	27.0	99	1582	25.0	7.9	101	2012	24.4	10.0	99	1817	24.0	9.1	97
FACTS OF LIFE	N	8087	2145	9.7	26.5	97	620	9.8	7.7	98	896	10.9	11.1	109	630	8.3	7.8	83
FALCON CREST	C	20046	5418	24.5	27.0	99	1421	22.4	7.1	91	2237	27.1	11.2	110	1759	23.2	8.8	94
FALL GUY	A	9084	2545	11.5	28.0	102	610	9.6	6.7	86	1037	12.6	11.4	112	898	11.9	9.9	106
FAMILY TIES	N	7964	2109	9.5	26.5	97	604	9.5	7.6	97	810	9.8	10.2	100	696	9.2	8.7	94
FANTASY ISLAND	A	7687	2011	9.1	26.2	96	613	9.7	8.0	102	786	9.5	10.2	100	612	8.1	8.0	85
FOULUPS,BLEEPS & BLUNDERS	A	8861	2421	10.9	27.3	100	640	10.1	7.2	92	1001	12.1	11.3	111	781	10.3	8.8	94
FOUR SEASONS	C	5095	1309	5.9	25.7	94	*288	4.5	5.7	72	639	7.8	12.5	123	*383	5.1	7.5	80
GIMME A BREAK	N	8838	2387	10.8	27.0	99	769	12.1	8.7	111	1019	12.4	11.5	113	600	7.9	6.8	73
HART TO HART	A	8978	2419	10.9	26.9	99	659	10.4	7.3	94	1026	12.4	11.4	112	734	9.7	8.2	87
HILL STREET BLUES	N	8590	2159	9.8	25.1	92	570	9.0	6.6	85	785	9.5	9.1	90	804	10.6	9.4	100
HOTEL	A	14085	3841	17.3	27.3	100	1166	18.4	8.3	106	1389	16.9	9.9	97	1286	17.0	9.1	98
JEFFERSONS	C	9360	2754	12.4	29.4	108	698	11.0	7.5	95	1107	13.4	11.8	116	949	12.5	10.1	109
JENNIFER SLEPT HERE	N	5841	1645	7.4	28.2	103	410	6.5	7.0	90	668	8.1	11.4	112	567	7.5	9.7	104
KATE & ALLIE	C	9206	2761	12.5	30.0	110	641	10.1	7.0	89	1252	15.2	13.6	134	869	11.5	9.4	101
KNIGHT RIDER	N	7076	1996	9.0	28.2	103	487	7.7	6.9	88	819	9.9	11.6	114	691	9.1	9.8	105
LOVE BOAT	A	12219	3211	14.5	26.3	96	857	13.5	7.0	90	1367	16.6	11.2	110	987	13.0	8.1	86
MAGNUM PI	C	11199	3048	13.8	27.2	100	854	13.5	7.6	98	1235	15.0	11.0	108	959	12.7	8.6	92
MAMA'S FAMILY	N	6057	1644	7.4	27.1	99	401	6.3	6.6	85	690	8.4	11.4	112	553	7.3	9.1	98
MASTER, THE	N	3598	921	4.2	25.6	94	*211	3.3	5.9	75	421	5.1	11.7	115	288	3.8	8.0	86
MATT HOUSTON	A	6344	1778	8.0	28.0	103	502	7.9	7.9	101	728	8.8	11.5	113	548	7.2	8.6	92
NBC MONDAY NIGHT MOVIE	N	11994	3040	13.7	25.3	93	831	13.1	6.9	89	1082	13.1	9.0	89	1127	14.9	9.4	101
NBC NIGHTLY NEWS	N	5132	1378	6.2	26.9	98	443	7.0	8.6	110	470	5.7	9.2	90	465	6.1	9.1	97
NBC NIGHTLY NEWS-SAT	N	3375	920	4.2	27.3	100	*215	3.4	6.4	82	312	3.8	9.2	91	393	5.2	11.6	125
NBC NIGHTLY NEWS-SUN	N	3130	1046	4.7	33.4	122	254	4.0	8.1	104	499	6.1	15.9	157	294	3.9	9.4	101
NBC SUNDAY NIGHT MOVIE	N	8284	2217	10.0	26.8	98	731	11.5	8.8	113	817	9.9	9.9	97	669	8.8	8.1	86
NEWHART	C	9240	2622	11.8	28.4	104	670	10.6	7.3	93	1115	13.5	12.1	119	837	11.1	9.1	97
ONE DAY AT A TIME	C	7288	1922	8.7	26.4	96	517	8.2	7.1	91	753	9.1	10.3	102	651	8.6	8.9	96
PEOPLE ARE FUNNY	N	4855	1314	5.9	27.1	99	310	4.9	6.4	82	534	6.5	11.0	108	470	6.2	9.7	104
REAL PEOPLE	N	8869	2333	10.5	26.3	96	571	9.0	6.4	82	1012	12.3	11.4	112	750	9.9	8.5	91
REMINGTON STEELE	N	7743	2043	9.2	26.4	97	462	7.3	6.0	76	796	9.7	10.3	101	785	10.4	10.1	109
RIPLEY'S BELIEVE IT - NOT	A	5345	1626	7.3	30.4	111	519	8.2	9.7	124	574	7.0	10.7	106	533	7.0	10.0	107
RIPTIDE	N	6988	2043	9.2	29.2	107	586	9.3	8.4	107	757	9.2	10.8	106	699	9.2	10.0	107
SCARECROW & MRS. KING	C	10002	2757	12.5	27.6	101	789	12.5	7.9	101	1181	14.3	11.8	116	788	10.4	7.9	84
SIMON & SIMON	C	10638	2929	13.2	27.5	101	814	12.9	7.7	98	1186	14.4	11.1	110	929	12.3	8.7	93
60 MINUTES	C	13293	3592	16.2	27.0	99	779	12.3	5.9	75	1542	18.7	11.6	114	1270	16.8	9.6	102
ST. ELSEWHERE	N	7017	1903	8.6	27.1	99	568	9.0	8.1	104	715	8.7	10.2	100	619	8.2	8.8	94
THREE'S COMPANY	A	10917	2915	13.2	26.7	98	800	12.6	7.3	94	1221	14.8	11.2	110	895	11.8	8.2	88
T.J. HOOKER	A	9204	2416	10.9	26.2	96	591	9.3	6.4	82	991	12.0	10.8	106	833	11.0	9.1	97
TONIGHT SHOW	N	2372	687	3.1	29.0	106	222	3.5	9.4	120	250	3.0	10.5	104	215	2.8	9.1	97
TRAPPER JOHN, M.D.	C	9846	2867	12.9	29.1	107	748	11.8	7.6	97	1234	15.0	12.5	123	884	11.7	9.0	96
TV BLOOPERS & PRAC. JOKES	N	9105	2512	11.3	27.6	101	525	8.3	5.8	74	997	12.1	11.0	108	990	13.1	10.9	116
20/20	A	9387	2655	12.0	28.3	103	680	10.7	7.2	93	1097	13.3	11.7	115	878	11.6	9.4	100
WEBSTER	A	11067	3001	13.6	27.1	99	854	13.5	7.7	99	1157	14.0	10.5	103	990	13.1	8.9	96
WORLD NEWS - SUN	A	3062	798	3.6	26.1	95	266	4.2	8.7	111	327	4.0	10.7	105	*205	2.7	6.7	72
YELLOW ROSE	N	4978	1413	6.4	28.4	104	320	5.1	6.4	82	598	7.3	12.0	118	494	6.5	9.9	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2876	13.0	32.4	118	896	14.2	10.1	129	1115	13.5	12.6	123	864	11.4	9.7	104
BASKETBALL - COLLEGE GAMES		4080	1263	5.7	31.0	113	*392	6.2	9.6	123	515	6.2	12.6	124	*356	4.7	8.7	93
BASKETBALL - PRO GAMES		3607	1196	5.4	33.2	121	*403	6.4	11.2	143	459	5.6	12.7	125	*335	4.4	9.3	99
BOWLING		3883	1200	5.4	30.9	113	*396	6.3	10.2	130	430	5.2	11.1	109	*374	4.9	9.6	103
BOXING		3928	1258	5.7	32.0	117	*457	7.2	11.6	149	*433	5.3	11.0	108	*367	4.9	9.3	100
FOOTBALL - COLLEGE GAMES		6366	2122	9.6	33.3	122	*618	9.8	9.7	124	821	10.0	12.9	127	683	9.0	10.7	115
FOOTBALL - PRO GAMES		11300	3531	15.9	31.2	114	934	14.8	8.3	106	1269	15.4	11.2	110	1328	17.5	11.8	126
GOLF		3378	1249	5.6	37.0	135	*373	5.9	11.0	141	*428	5.2	12.7	124	*447	5.9	13.2	142
POST-SEASON COLL. FOOTBALL		4906	1730	7.8	35.3	129	*521	8.2	10.6	136	665	8.1	13.6	133	*544	7.2	11.1	119
POST-SEASON PRO FOOTBALL		6120	1808	8.2	29.5	108	*506	8.0	8.3	106	606	7.4	9.9	97	696	9.2	11.4	122
TENNIS		3033	837	3.8	27.6	101	**242	3.8	8.0	102	*364	4.4	12.0	118	*231	3.1	7.6	82
WRESTLING - PROFESSIONAL		3344	1053	4.8	31.5	115	*425	6.7	12.7	163	*419	5.1	12.5	123	**210	2.8	6.3	67

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT TEA (UNSWEETENED) - KINDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80966	10326	100.0	12.8	100	12461	100.0	15.4	100								
18 - 24	9282	1199	11.6	12.9	101	1258	10.1	13.6	88								
25 - 34	19072	2076	20.1	10.9	85	3176	25.5	16.7	108								
35 - 44	14591	2026	19.6	13.9	109	2264	18.2	15.5	101								
45 - 54	11345	1606	15.6	14.2	111	2029	16.3	17.9	116								
55 - 64	11635	1625	15.7	14.0	110	1789	14.4	15.4	100								
65 OR OLDER	15061	1794	17.4	11.9	93	1945	15.6	12.9	84								
18 - 34	28354	3275	31.7	11.6	91	4435	35.6	15.6	102								
18 - 49	48339	5998	58.1	12.4	97	7805	62.6	16.1	105								
25 - 54	45008	5708	55.3	12.7	99	7469	59.9	16.6	108								
35 - 49	19985	2723	26.4	13.6	107	3370	27.0	16.9	110								
50 OR OLDER	32647	4328	41.9	13.3	104	4656	37.4	14.3	93								
GRADUATED COLLEGE	11155	1522	14.7	13.6	107	1537	12.3	13.8	90								
ATTENDED COLLEGE	13682	1757	17.0	12.8	101	2477	19.9	18.1	118								
GRADUATED HIGH SCHOOL	33880	4442	43.0	13.1	103	5430	43.6	16.0	104								
DID NOT GRADUATE HIGH SCHOOL	22270	2605	25.2	11.7	92	3017	24.2	13.5	88								
EMPLOYED	40306	5525	53.5	13.7	108	6657	53.4	16.5	107								
EMPLOYED FULL-TIME	32850	4374	42.4	13.3	104	5491	44.1	16.7	109								
EMPLOYED PART-TIME	7456	1151	11.1	15.4	121	1167	9.4	15.7	102								
NOT EMPLOYED	40660	4801	46.5	11.8	93	5804	46.6	14.3	93								
PROFESSIONAL/MANAGER	10392	1305	12.6	12.6	98	1621	13.0	15.6	101								
TECH/CLERICAL/SALES	17574	2477	24.0	14.1	111	3026	24.3	17.2	112								
PRECISION/CRAFT	985	**118	1.1	12.0	94	**151	1.2	15.3	100								
OTHER EMPLOYED	11354	1626	15.7	14.3	112	1860	14.9	16.4	106								
SINGLE	9863	1357	13.1	13.8	108	1226	9.8	12.4	81								
MARRIED	51375	6410	62.1	12.5	98	8765	70.3	17.1	111								
DIVORCED/SEPARATED/WIDOWED	19748	2559	24.8	13.0	102	2470	19.8	12.5	81								
PARENTS	32590	3915	37.9	12.0	94	5440	43.7	16.7	108								
WHITE	70416	8537	82.6	12.1	95	10825	86.9	15.4	100								
BLACK	8778	1579	15.3	18.0	141	1350	10.8	15.4	100								
OTHER	1791	**215	2.1	12.0	94	**286	2.3	16.0	104								
NORTHEAST-CENSUS	17786	2683	26.0	15.1	118	1218	9.8	6.8	45								
NORTH CENTRAL	20741	2617	25.3	12.6	99	5121	41.1	24.7	160								
SOUTH	27775	3201	31.0	11.5	90	3960	31.8	14.3	93								
WEST	14683	1824	17.7	12.4	97	2163	17.4	14.7	96								
NORTHEAST-MKTG.	17961	2722	26.4	15.2	119	1179	9.5	6.6	43								
EAST CENTRAL	11885	1521	14.7	12.8	100	2174	17.4	18.3	119								
WEST CENTRAL	14090	1746	16.9	12.4	97	3684	29.6	26.1	170								
SOUTH	24081	2737	26.5	11.4	89	3627	29.1	15.1	98								
PACIFIC	12969	1600	15.5	12.3	97	1797	14.4	13.9	90								
COUNTY SIZE A	32439	4653	45.1	14.3	112	4229	33.9	13.0	85								
COUNTY SIZE B	24915	2970	28.8	11.9	93	3758	30.2	15.1	98								
COUNTY SIZE C	12930	1394	13.5	10.8	85	1830	14.7	14.2	92								
COUNTY SIZE D	10703	1308	12.7	12.2	96	2644	21.2	24.7	161								
METRO CENTRAL CITY	24518	3157	30.6	12.9	101	3308	26.5	13.5	88								
METRO SUBURBAN	35919	4929	47.7	13.7	108	5092	40.9	14.2	92								
NON METRO	20549	2239	21.7	10.9	85	4060	32.6	19.8	128								
TOP 5 ADI'S	18341	2365	22.9	12.9	101	1865	15.0	10.2	66								
TOP 10 ADI'S	25378	3550	34.4	14.0	110	3166	25.4	12.5	81								
TOP 20 ADI'S	36488	5201	50.4	14.3	112	4608	37.0	12.6	82								
HSHLD INC. $50,000 OR MORE	6612	1028	10.0	15.5	122	906	7.3	13.7	89								
$40,000 OR MORE	12659	1861	18.0	14.7	115	1793	14.4	14.2	92								
$30,000 OR MORE	24698	3513	34.0	14.2	112	3934	31.6	15.9	104								
$25,000 OR MORE	32077	4595	44.5	14.3	112	5281	42.4	16.5	107								
$20,000 - $24,999	9144	1092	10.6	11.9	94	1417	11.4	15.5	101								
$15,000 - $19,999	8728	1062	10.3	12.2	95	1428	11.5	16.4	106								
$10,000 - $14,999	12562	1507	14.6	12.0	94	2039	16.4	16.2	105								
UNDER $10,000	18475	2070	20.0	11.2	88	2297	18.4	12.4	81								
HOUSEHOLD OF 1 PERSON	11987	1294	12.5	10.8	85	1347	10.8	11.2	73								
2 PEOPLE	26577	3545	34.3	13.3	105	3920	31.5	14.7	96								
3 OR 4 PEOPLE	30617	4101	39.7	13.4	105	5385	43.2	17.6	114								
5 OR MORE PEOPLE	11804	1385	13.4	11.7	92	1810	14.5	15.3	100								
NO CHILD IN HSHLD	46165	6001	58.1	13.0	102	6604	53.0	14.3	93								
CHILD(REN) UNDER 2 YRS	5325	*576	5.6	10.8	85	689	5.5	12.9	84								
2 - 5 YEARS	14221	1575	15.3	11.1	87	2244	18.0	15.8	103								
6 - 11 YEARS	15117	1738	16.8	11.5	90	2521	20.2	16.7	108								
12 - 17 YEARS	16611	2261	21.9	13.6	107	3098	24.9	18.7	121								
RESIDENCE OWNED	55884	7431	72.0	13.3	104	9075	72.8	16.2	106								
VALUE: $50,000 OR MORE	31744	4568	44.2	14.4	113	5146	41.3	16.2	105								
VALUE: UNDER $50,000	24140	2862	27.7	11.9	93	3929	31.5	16.3	106								

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INSTANT TEA (UNSWEETENED) - KINDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10326	100.0	12.8	100	12461	100.0	15.4	100								
MAGAZINES	QUINTILE 1	15799	2376	23.0	15.0	118	2569	20.6	16.3	106								
	QUINTILE 2	17259	2381	23.1	13.8	108	2624	21.1	15.2	99								
	QUINTILE 3	13545	1892	18.3	14.0	110	2195	17.6	16.2	105								
	QUINTILE 4	15133	1696	16.4	11.2	88	2365	19.0	15.6	102								
	QUINTILE 5	19250	1980	19.2	10.3	81	2707	21.7	14.1	91								
NEWSPAPERS	QUINTILE 1	12413	2177	21.1	17.5	138	1765	14.2	14.2	92								
	QUINTILE 2	24116	3048	29.5	12.6	99	4088	32.8	17.0	110								
	QUINTILE 3	11261	1476	14.3	13.1	103	1885	15.1	16.7	109								
	QUINTILE 4	20255	2269	22.0	11.2	88	3099	24.9	15.3	99								
	QUINTILE 5	12940	1356	13.1	10.5	82	1625	13.0	12.6	82								
OUTDOOR	QUINTILE 1	14852	1866	18.1	12.6	99	2434	19.5	16.4	107								
	QUINTILE 2	15725	2218	21.5	14.1	111	2304	18.5	14.7	95								
	QUINTILE 3	16330	2008	19.4	12.3	96	2455	19.7	15.0	98								
	QUINTILE 4	16744	2190	21.2	13.1	103	2678	21.5	16.0	104								
	QUINTILE 5	17334	2044	19.8	11.8	92	2590	20.8	14.9	97								
RADIO-DRIVE TIME	QUINTILE 1	15911	2232	21.6	14.0	110	2273	18.2	14.3	93								
	QUINTILE 2	14837	1998	19.3	13.5	106	2564	20.6	17.3	112								
	QUINTILE 3	15339	1795	17.4	11.7	92	2370	19.0	15.5	100								
	QUINTILE 4	16723	2180	21.1	13.0	102	2326	18.7	13.9	90								
	QUINTILE 5	18176	2121	20.5	11.7	92	2928	23.5	16.1	105								
RADIO-MID-DAY	TERCILE 1	21020	2841	27.5	13.5	106	3109	24.9	14.8	96								
	TERCILE 2	21610	2977	28.8	13.8	108	3258	26.1	15.1	98								
	TERCILE 3	38355	4508	43.7	11.8	92	6094	48.9	15.9	103								
RADIO-TOTAL	QUINTILE 1	15988	2300	22.3	14.4	113	2418	19.4	15.1	98								
	QUINTILE 2	15626	1935	18.7	12.4	97	2380	19.1	15.2	99								
	QUINTILE 3	16723	2172	21.0	13.0	102	2763	22.2	16.5	107								
	QUINTILE 4	16342	2308	22.4	14.1	111	2341	18.8	14.3	93								
	QUINTILE 5	16306	1611	15.6	9.9	77	2561	20.6	15.7	102								
TV-PRIME TIME	QUINTILE 1	15953	2181	21.1	13.7	107	2170	17.4	13.6	88								
	QUINTILE 2	16137	2149	20.8	13.3	104	2205	17.7	13.7	89								
	QUINTILE 3	16420	2057	19.9	12.5	98	2982	23.9	18.2	118								
	QUINTILE 4	16687	2053	19.9	12.3	96	2616	21.0	15.7	102								
	QUINTILE 5	15789	1885	18.3	11.9	94	2488	20.0	15.8	102								
TV-DAYTIME	TERCILE 1	27736	3529	34.2	12.7	100	4280	34.3	15.4	100								
	TERCILE 2	26489	3495	33.8	13.2	103	4251	34.1	16.0	104								
	TERCILE 3	26761	3303	32.0	12.3	97	3931	31.5	14.7	95								
TV-TOTAL	QUINTILE 1	16345	2328	22.5	14.2	112	2464	19.8	15.1	98								
	QUINTILE 2	16447	2011	19.5	12.2	96	2456	19.7	14.9	97								
	QUINTILE 3	15980	2029	19.6	12.7	100	2315	18.6	14.5	94								
	QUINTILE 4	15887	2048	19.8	12.9	101	2862	23.0	18.0	117								
	QUINTILE 5	16326	1911	18.5	11.7	92	2365	19.0	14.5	94								
MAGAZINES-NEWSPAPERS: DUAL		20721	3311	32.1	16.0	125	3187	25.6	15.4	100								
MAGAZINE IMPERATIVE		19186	2398	23.2	12.5	98	3071	24.6	16.0	104								
NEWSPAPER IMPERATIVE		21899	2693	26.1	12.3	96	3681	29.5	16.8	109								
MAGAZINES-OUTDOOR: DUAL		15451	2391	23.2	15.5	121	2481	19.9	16.1	104								
MAGAZINE IMPERATIVE		25953	3456	33.5	13.3	104	4113	33.0	15.8	103								
OUTDOOR IMPERATIVE		24400	2755	26.7	11.3	89	3701	29.7	15.2	99								
MAGAZINES-RADIO: DUAL		18049	2694	26.1	14.9	117	2690	21.6	14.9	97								
MAGAZINE IMPERATIVE		23571	3165	30.7	13.4	105	3845	30.9	16.3	106								
RADIO IMPERATIVE		23278	2670	25.9	11.5	90	3726	29.9	16.0	104								
MAGAZINES-TELEVISION: DUAL		15459	2345	22.7	15.2	119	2424	19.5	15.7	102								
MAGAZINE IMPERATIVE		25829	3505	33.9	13.6	106	4058	32.6	15.7	102								
TELEVISION IMPERATIVE		26039	2940	28.5	11.3	89	3886	31.2	14.9	97								
NEWSPAPERS-OUTDOOR: DUAL		16605	2438	23.6	14.7	115	2685	21.5	16.2	105								
NEWSPAPER IMPERATIVE		26834	3749	36.3	14.0	110	4325	34.7	16.1	105								
OUTDOOR IMPERATIVE		23346	2675	25.9	11.5	90	3420	27.4	14.6	95								
NEWSPAPERS-RADIO: DUAL		17133	2414	23.4	14.1	111	2612	21.0	15.2	99								
NEWSPAPER IMPERATIVE		25892	3541	34.3	13.7	107	4373	35.1	16.9	110								
RADIO IMPERATIVE		23167	2759	26.7	11.9	93	3691	29.6	15.9	104								
NEWSPAPERS-TELEVISION: DUAL		17159	2274	22.0	13.3	104	2685	21.5	15.6	102								
NEWSPAPER IMPERATIVE		26214	3638	35.2	13.9	109	4420	35.5	16.9	110								
TELEVISION IMPERATIVE		23412	2831	27.4	12.1	95	3364	27.0	14.4	93								
OUTDOOR-RADIO: DUAL		15303	2144	20.8	14.0	110	2327	18.7	15.2	99								
OUTDOOR IMPERATIVE		24901	3050	29.5	12.2	96	3878	31.1	15.6	101								
RADIO IMPERATIVE		26492	3445	33.4	13.0	102	4098	32.9	15.5	101								
OUTDOOR-TELEVISION: DUAL		14794	1866	18.1	12.6	99	1903	15.3	12.9	84								
OUTDOOR IMPERATIVE		25437	3351	32.5	13.2	103	4324	34.7	17.0	110								
TELEVISION IMPERATIVE		27877	3779	36.6	13.6	106	4427	35.5	15.9	103								
RADIO-TELEVISION: DUAL		15996	2301	22.3	14.4	113	2553	20.5	16.0	104								
RADIO IMPERATIVE		25478	3054	29.6	12.0	94	3994	32.1	15.7	102								
TELEVISION IMPERATIVE		26573	3279	31.8	12.3	97	3873	31.1	14.6	95								

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	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10326	100.0	12.8	100	12461	100.0	15.4	100								
ATLANTIC MONTHLY	415	**48	0.5	11.[illegible]	91	**52	0.4	12.5	81								
BARRON'S	453	**29	0.3	6.4	50	**81	0.7	17.9	116								
BETTER HOMES & GARDENS	16256	2277	22.1	14.0	110	2968	23.8	18.3	119								
BON APPETIT	2535	311	3.0	12.3	96	246	2.0	9.7	63								
BUSINESS WEEK	1278	*226	2.2	17.7	139	*250	2.0	19.6	127								
CAR AND DRIVER	378	**30	0.3	7.9	62	**34	0.3	9.0	58								
CBS MAGAZINE NETWORK (GROSS)	1498	*227	2.2	15.2	119	*207	1.7	13.8	90								
CHANGING TIMES	1505	*133	1.3	8.8	69	*199	1.6	13.2	86								
COLONIAL HOMES	1231	*140	1.4	11.4	[illegible]	*152	1.2	12.3	80								
CONDE NAST MAG. PKG. (GROSS)	14146	2229	21.6	15.8	124	1839	14.8	13.0	84								
CONSUMERS DIGEST	1323	*212	2.1	16.0	126	*190	1.5	14.4	93								
COSMOPOLITAN	7102	1163	11.3	16.4	128	990	7.9	13.9	91								
COUNTRY LIVING	2481	371	3.6	15.0	117	475	3.8	19.1	124								
CUISINE	1472	*178	1.7	12.1	95	*206	1.7	14.0	91								
CYCLE WORLD	425	**101	1.0	23.8	186	**114	0.9	26.8	174								
DCI:CREATIVE IDEAS FOR LIV	2510	433	4.2	17.3	135	490	3.9	19.5	127								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	900	8.7	13.4	105	1259	10.1	18.8	122								
DISCOVER	894	**98	0.9	11.0	86	**95	0.8	10.6	69								
EBONY	3507	665	6.4	19.0	149	545	4.4	15.5	101								
ESQUIRE	1083	**131	1.3	12.1	95	**134	1.1	12.4	80								
ESSENCE	1030	366	3.5	20.0	157	299	2.4	16.3	106								
FAMILY CIRCLE	15930	2266	21.9	14.2	112	2726	21.9	17.1	111								
THE FAMILY HANDYMAN	1126	*143	1.4	12.7	100	*183	1.5	16.3	106								
FAMILY WEEKLY	11468	1476	14.3	12.9	101	1969	15.8	17.2	112								
FIELD & STREAM	2234	*250	2.4	11.2	88	408	3.3	18.3	119								
FOOD & WINE	579	**99	1.0	17.1	134	**92	0.7	15.9	103								
FORBES	728	**127	1.2	17.4	137	**53	0.4	7.3	47								
FORTUNE	906	**91	0.9	10.0	79	**141	1.1	15.6	101								
GENTLEMEN'S QUARTERLY	791	**113	1.1	14.3	112	**102	0.8	12.9	84								
GLAMOUR	5265	830	8.0	15.8	124	778	6.2	14.8	96								
GOLF DIGEST	636	**111	1.1	17.5	137	**85	0.7	13.4	87								
GOLF DIGEST/TENNIS (GROSS)	1186	*162	1.6	13.7	107	*131	1.1	11.0	72								
GOLF MAGAZINE	441	**62	0.6	14.1	110	**55	0.4	12.5	81								
GOLF MAGAZINE/SKI (GROSS)	922	*148	1.4	16.1	126	**83	0.7	9.0	59								
GOOD HOUSEKEEPING	16487	2228	21.6	13.5	106	2864	23.0	17.4	113								
HARPER'S BAZAAR	2423	379	3.7	15.6	123	*201	1.6	8.3	54								
HEALTH	1994	273	2.6	13.7	107	295	2.4	14.8	96								
HEARST MAG CORP. BUY (GROSS)	44101	6297	61.0	14.3	112	6997	56.2	15.9	103								
HEARST MAN POWER (GROSS)	1993	*332	3.2	16.7	131	370	3.0	18.6	121								
HEARST WOMAN POWER (GROSS)	31274	4353	42.2	13.9	109	5071	40.7	16.2	105								
HOUSE BEAUTIFUL	3623	552	5.3	15.2	119	533	4.3	14.7	96								
INC.	283	**11	0.1	3.9	30	**31	0.2	11.0	71								
JET	2928	562	5.4	19.2	151	452	3.6	15.4	100								
LADIES' HOME JOURNAL	11918	1633	15.8	13.7	107	2117	17.0	17.8	115								
LHJ FAMILY GRP COMBO(GROSS)	16764	2270	22.0	13.5	106	2921	23.4	17.4	113								
LIFE	4254	703	6.8	16.5	130	545	4.4	12.8	83								
L.A. TIMES HOME MAGAZINE	1145	**80	0.8	7.0	55	**143	1.1	12.5	81								
MADEMOISELLE	2884	548	5.3	19.0	149	289	2.3	10.0	65								
MC CALL'S	13460	1882	18.2	14.0	110	2495	20.0	18.5	120								
MC CALL'S/WRK MOTHER (GROSS)	14606	2054	19.9	14.1	110	2683	21.5	18.4	119								
MECHANIX ILLUSTRATED	772	**38	0.4	4.9	39	**85	0.7	11.0	71								
METROPOLITAN HOME	967	*189	1.8	19.5	153	**142	1.1	14.7	95								
MONEY	1588	*207	2.0	13.0	102	*245	2.0	15.4	100								
MOTHER EARTH NEWS	1002	**117	1.1	11.7	92	*223	1.8	22.3	145								
MS.	825	**114	1.1	13.8	108	*139	1.1	16.8	110								
NATIONAL ENQUIRER	10336	1271	12.3	12.3	96	1486	11.9	14.4	93								
NATIONAL GEOGRAPHIC	9597	1456	14.1	15.2	119	1510	12.1	15.7	102								
NATIONAL SUNDAY MAGAZINE PKG	49558	6693	64.8	13.5	106	7939	63.7	16.0	104								
NATURAL HISTORY	573	**90	0.9	15.7	123	**132	1.1	23.0	150								
NEW WOMAN	1699	312	3.0	18.4	144	*254	2.0	14.9	97								
NEW YORK INCLUDING CUE	443	**60	0.6	13.5	106	**35	0.3	7.9	51								
THE NEW YORKER	1270	*215	2.1	16.9	133	**125	1.0	9.8	64								
NEWSWEEK	6277	951	9.2	15.2	119	799	6.4	12.7	83								
THE N.Y. TIMES DAILY EDITION	1205	*186	1.8	15.4	121	**106	0.9	8.8	57								
THE N.Y. TIMES MAGAZINE	2081	261	2.5	12.5	98	*152	1.2	7.3	47								
OMNI	788	**72	0.7	9.1	72	**75	0.6	9.5	62								
ON CABLE	1158	*119	1.2	10.3	81	*302	2.4	26.1	169								
1001 HOME IDEAS	2852	364	3.5	12.8	100	509	4.1	17.8	116								
ORGANIC GARDENING	1658	*167	1.6	10.1	79	310	2.5	18.7	122								
OUTDOOR LIFE	896	**141	1.4	15.7	123	*203	1.6	22.7	147								
PARADE MAGAZINE	24275	3463	33.5	14.3	112	3619	29.0	14.9	97								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT TEA (UNSWEETENED) - KINDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	WITH LEMON A '000	B % DOWN	C % ACROSS	D INDX	WITHOUT LEMON A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10326	100.0	12.8	100	12461	100.0	15.4	100								
PARENTS	3845	425	4.1	11.1	87	523	4.2	13.6	88								
PENTHOUSE	831	**128	1.2	15.4	121	**107	0.9	12.9	84								
PEOPLE	11645	1668	16.2	14.3	112	1923	15.4	16.5	107								
PLAYBOY	2006	291	2.8	14.5	114	183	1.5	9.1	59								
POPULAR HOT RODDING	297	**35	0.3	11.8	92	**39	0.3	13.1	85								
POPULAR MECHANICS	1018	**169	1.6	16.6	130	*196	1.6	19.3	125								
POPULAR SCIENCE	878	**143	1.4	16.3	128	*158	1.3	18.0	117								
PREVENTION	3913	529	5.1	13.5	106	653	5.2	16.7	108								
PSYCHOLOGY TODAY	1710	*247	2.4	14.4	113	362	2.9	21.2	138								
READER'S DIGEST	22204	3099	30.0	14.0	109	3869	31.0	17.4	113								
REDBOOK	7684	963	9.3	12.5	98	1217	9.8	15.8	103								
ROAD & TRACK	410	**70	0.7	17.1	134	**38	0.3	9.3	60								
ROLLING STONE	969	*217	2.1	22.4	176	*172	1.4	17.8	115								
RUNNER'S WORLD	298	**33	0.3	11.1	87	**78	0.6	26.2	170								
SATURDAY EVENING POST	1169	*159	1.5	13.6	107	*174	1.4	14.9	97								
SCIENCE 84	587	**78	0.8	13.3	104	**56	0.4	9.5	62								
SCIENCE DIGEST	482	**83	0.8	17.2	135	**90	0.7	18.7	121								
SCIENTIFIC AMERICAN	594	**61	0.6	10.3	81	**55	0.4	9.3	60								
SELF	2089	284	2.8	13.6	107	269	2.2	12.9	84								
SEVENTEEN	2411	322	3.1	13.4	105	315	2.5	13.1	85								
SKI	480	**87	0.8	18.1	142	**28	0.2	5.8	38								
SMITHSONIAN	2760	421	4.1	15.3	120	380	3.0	13.8	89								
SOAP OPERA DIGEST	3013	479	4.6	15.9	125	479	3.8	15.9	103								
SOUTHERN LIVING	4184	467	4.5	11.2	88	769	6.2	18.4	119								
SPORT	559	**115	1.1	20.6	161	**74	0.6	13.2	86								
THE SPORTING NEWS	436	**145	1.4	33.3	261	**123	1.0	28.2	183								
SPORTS AFIELD	493	**80	0.8	16.2	127	**84	0.7	17.0	111								
SPORTS ILLUSTRATED	2758	418	4.0	15.2	119	370	3.0	13.4	87								
STAR	7456	987	9.6	13.2	104	978	7.8	13.1	85								
SUNDAY	24936	3799	36.8	15.2	119	3960	31.8	15.9	103								
SUNSET	2124	*272	2.6	12.8	100	400	3.2	18.8	122								
TV GUIDE	21661	2857	27.7	13.2	103	3152	25.3	14.6	95								
TENNIS	550	**52	0.5	9.5	74	**45	0.4	8.2	53								
TIME	8880	1201	11.6	13.5	106	1116	9.0	12.6	82								
TOWN & COUNTRY	917	*165	1.6	18.0	141	**179	1.4	19.5	127								
TRAVEL & LEISURE	972	**77	0.7	7.9	62	*146	1.2	15.0	98								
TRUE STORY	3356	469	4.5	14.0	110	561	4.5	16.7	109								
U.S.NEWS & WORLD REPORT	3410	515	5.0	15.1	118	540	4.3	15.8	103								
USA TODAY	1759	286	2.8	16.3	128	264	2.1	15.0	98								
US	1873	310	3.0	16.6	130	*287	2.3	15.3	100								
VOGUE	3909	568	5.5	14.5	114	504	4.0	12.9	84								
WALL STREET JOURNAL	1886	331	3.2	17.6	138	389	3.1	20.6	134								
WEIGHT WATCHERS	2120	324	3.1	15.3	120	451	3.6	21.3	138								
WOMAN'S DAY	14172	2029	19.6	14.3	112	2457	19.7	17.3	113								
WORKING MOTHER	1146	*172	1.7	15.0	118	*188	1.5	16.4	107								
WORKING WOMAN	1322	*145	1.4	11.0	86	*227	1.8	17.2	112								
WORLD TENNIS	*163	**35	0.3	21.5	168	**6	0.0	3.7	24								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	245	2.4	9.7	76	336	2.7	13.3	86								
BLAIR INSERTS	43657	6088	59.0	13.9	109	6811	54.7	15.6	101								
DAILY NEWSPAPERS																	
READ ANY	51633	7143	69.2	13.8	109	8222	66.0	15.9	103								
READ ONE	43463	5692	55.1	13.1	103	6878	55.2	15.8	103								
READ TWO OR MORE	8170	1450	14.0	17.7	139	1345	10.8	16.5	107								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7097	68.7	13.5	106	8489	68.1	16.1	105								
READ ONE	46126	5856	56.7	12.7	100	7456	59.8	16.2	105								
READ TWO OR MORE	6552	1242	12.0	19.0	149	1033	8.3	15.8	102								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.09				27.64											
30 DAY REACH	71455	9237	89.5	12.9	101	11004	88.3	15.4	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.40				14.60											
30 DAY REACH	67742	8729	84.5	12.9	101	10425	83.7	15.4	100								
25 SHWG - 30 DAY AV FREQ	7.94	7.78				7.90											
30 DAY REACH	62117	8083	78.3	13.0	102	9635	77.3	15.5	101								
CABLE TV: HOME WIRED	32077	4326	41.9	13.5	106	5280	42.4	16.5	107								
HOME NOT WIRED	48909	6000	58.1	12.3	96	7181	57.6	14.7	95								
HAVE PAY CABLE	15935	2360	22.9	14.8	116	2509	20.1	15.7	102								

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INSTANT TEA (UNSWEETENED) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	[illegible]	10326	100.0	12.8	100	12461	100.0	15.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5726	55.5	13.0	102	6642	53.3	15.1	98								
10:00 AM - 3:00 PM	30659	4256	41.2	13.9	109	4501	36.1	14.7	95								
3:00 PM - 7:00 PM	31045	4097	39.7	13.2	104	4661	37.4	15.0	98								
7:00 PM - MIDNIGHT	15767	2148	20.8	13.6	107	2262	18.2	14.3	93								
MIDNIGHT - 6:00 AM	9120	1451	14.1	15.9	125	1811	14.5	19.9	129								
6:00 AM - MIDNIGHT	58527	7854	76.1	13.4	105	[illegible]	71.3	15.2	99								
ENTIRE DAY	59311	7969	77.2	13.4	105	9052	72.6	15.3	99								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2452	[illegible]	15.2	119	2434	19.5	15.1	[illegible]								
ALL NEWS	2256	391	3.8	17.3	136	*207	1.7	9.2	60								
AOR/PROGRESSIVE	3874	560	5.4	14.5	113	517	4.1	13.3	87								
BEAUTIFUL MUSIC	5660	[illegible]	7.7	14.1	111	705	5.7	12.5	81								
BLACK	2204	329	3.2	14.9	117	334	2.7	15.2	98								
CLASSICAL	1418	*182	1.8	12.8	101	*127	1.0	9.0	58								
CHR/ROCK	[illegible]	1316	12.7	13.8	108	1266	10.2	13.3	86								
COUNTRY	12648	1538	14.9	12.2	95	2207	17.7	17.4	113								
GOLDEN OLDIES	1191	*143	1.4	12.0	94	*185	1.5	15.5	101								
MOR/NOSTALGIA	4757	584	5.7	12.3	96	794	6.4	16.7	108								
NEWS/TALK	[illegible]	476	4.6	12.3	97	563	4.5	14.6	95								
RELIGIOUS	3084	312	3.0	10.1	79	464	3.7	15.0	98								
SOFT ROCK	521	**40	0.4	7.7	60	**67	0.5	12.9	84								
URBAN CONTEMPORARY	1585	253	2.5	16.0	125	*227	1.8	14.3	93								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	362	3.5	11.1	87	442	3.5	13.6	88								
ABC DIRECTION	2316	[illegible]	3.7	16.5	130	[illegible]	3.2	17.2	112								
ABC ENTERTAINMENT	4834	609	5.9	12.6	99	649	5.2	13.4	87								
ABC FM	2202	274	2.7	12.4	98	282	2.3	12.8	83								
ABC INFORMATION	5425	731	7.1	13.5	106	[illegible]	8.0	18.4	120								
ABC ROCK	1677	*300	2.9	17.9	140	*243	2.0	14.5	94								
CBS	4430	634	6.1	14.3	112	722	5.8	16.3	106								
MUTUAL	4992	754	7.3	15.1	118	747	6.0	15.0	97								
NBC	4679	[illegible]	6.8	14.9	117	691	5.5	14.8	96								
RADIORADIO	1994	*252	2.4	12.6	99	292	2.3	14.6	95								
RKO ONE	2298	[illegible]	2.6	11.7	91	219	1.8	9.5	62								
RKO TWO	3311	486	4.7	14.7	115	[illegible]	3.9	14.6	95								
THE SOURCE	2114	220	2.1	10.4	82	*206	1.7	9.7	63								
NON-WIRED : BLAIR	8654	1139	11.0	13.2	103	1533	12.3	17.7	115								
INTERNET	12025	1737	16.8	14.4	113	1559	12.5	13.0	84								
KATZ RADIO GROUP	15359	2130	20.6	13.9	109	2213	17.8	14.4	94								
SUPERNET	10628	1497	14.5	14.1	110	1568	12.6	14.8	96								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	[illegible]	1048	10.1	12.1	95	1279	10.3	14.8	96								
WKDAY 9:00 AM - 1:00 PM	12163	1510	14.6	12.4	97	1746	14.0	14.4	93								
WKDAY 1:00 PM - 4:30 PM	16150	2062	20.0	12.8	100	2615	21.0	16.2	105								
WKDAY 4:30 PM - 7:30 PM	22463	2954	28.6	13.2	103	3299	26.5	14.7	95								
WKDAY 7:30 PM - 8:00 PM	31795	4303	41.7	13.5	106	4686	37.6	14.7	96								
WKDAY 11:00 PM - 11:30 PM	23977	3304	32.0	13.8	108	4045	32.5	16.9	110								
WKDAY 11:30 PM - 1:00 AM	7703	1063	10.3	13.8	108	1385	11.1	18.0	117								
M-SAT 8-11 PM+SUN 7-11 PM	[illegible]	4459	43.2	13.2	103	5045	40.5	14.9	97								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	835	8.1	12.8	100	1094	8.8	16.7	109								
ANOTHER WORLD N	4620	531	5.1	11.5	90	753	6.0	16.3	106								
AS THE WORLD TURNS C	5614	636	6.2	11.3	89	878	7.0	15.6	102								
CAPITOL C	3396	435	4.2	12.8	100	531	4.3	15.6	102								
CBS MORN. NEWS 1 C	1446	170	1.6	11.8	92	196	1.6	13.6	88								
CBS MORN. NEWS 2 C	1207	116	1.1	9.6	75	195	1.6	16.2	105								
DAYS OF OUR LIVES N	5877	773	7.5	13.2	103	1000	8.0	17.0	111								
FACTS OF LIFE - DAYTIME N	2290	293	2.8	12.8	100	398	3.2	17.4	113								
FAMILY FEUD A	3023	444	4.3	14.7	115	471	3.8	15.6	101								
GENERAL HOSPITAL A	6097	816	7.9	13.4	105	1052	8.4	17.3	112								
GOOD MORNING, AMERICA-730 A	3515	431	4.2	12.3	96	664	5.3	18.9	123								
GOOD MORNING, AMERICA-830 A	2818	375	3.6	13.3	104	461	3.7	16.4	106								
GUIDING LIGHT C	5339	652	6.3	12.2	96	867	7.0	16.2	106								
ONE LIFE TO LIVE A	4478	600	5.8	13.4	105	820	6.6	18.3	119								
PRESS YOUR LUCK C	2244	231	2.2	10.3	81	335	2.7	14.9	97								
PRICE IS RIGHT 1 C	4348	514	5.0	11.8	93	733	5.9	16.9	110								
PRICE IS RIGHT 2 C	5014	587	5.7	11.7	92	828	6.6	16.5	107								
RYAN'S HOPE A	3150	376	3.6	11.9	94	415	3.3	13.2	86								
SALE OF THE CENTURY N	2695	256	2.5	9.5	75	502	4.0	18.6	121								
SEARCH FOR TOMORROW N	2319	250	2.4	10.8	85	327	2.6	14.1	92								
TODAY SHOW 1 N	2693	330	3.2	12.3	96	361	2.9	13.4	87								
TODAY SHOW 2 N	2498	265	2.6	10.6	83	286	2.3	11.4	74								
$25,000 PYRAMID C	2753	316	3.1	11.5	90	372	3.0	13.5	88								
WHEEL OF FORTUNE N	4388	522	5.1	11.9	93	757	6.1	17.3	112								
YOUNG AND THE RESTLESS C	5695	750	7.3	13.2	103	782	6.3	13.7	89								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	210	2.0	11.9	94	234	1.9	13.3	86								
NBA PLAYOFF GAME -1 C	1136	168	1.6	14.8	116	252	2.0	22.2	144								
NBC MAJOR LEAGUE PRE-GAME N	953	*148	1.4	15.5	122	**129	1.0	13.5	88								
SPORTSWORLD - SUN N	1233	202	2.0	16.4	128	*213	1.7	17.3	112								
SUNDAY MORNING C	1611	232	2.2	14.4	113	156	1.3	9.7	63								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT TEA (UNSWEETENED) - KINDS
(FEMALE HOMEMAKERS)

0589
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		TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10326	100.0	12.8	100	12461	100.0	15.4	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3390	32.8	13.0	102	3856	30.9	14.8	96								
NETWORK AFFILIATES - LATE		20261	2857	27.7	14.1	111	3457	27.7	17.1	111								
INDEPENDENTS - LATE		2076	277	2.7	13.3	105	299	2.4	14.4	94								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1435	13.9	13.7	108	1563	12.5	15.0	97								
ABC MONDAY NIGHT MOVIE	A	6412	816	7.9	12.7	100	894	7.2	13.9	91								
ABC SUNDAY NIGHT MOVIE	A	12407	1601	15.5	12.9	101	1766	14.2	14.2	93								
ABC WORLD NEWS TONIGHT	A	6176	742	7.2	12.0	94	918	7.4	14.9	97								
AFTERMASH	C	5863	824	8.0	14.1	110	790	6.3	13.5	88								
ALICE	C	9594	1341	13.0	14.0	110	1282	10.3	13.4	87								
AMERICAN PARADE	C	6622	938	9.1	14.2	111	995	8.0	15.0	98								
BENSON	A	10886	1368	13.2	12.6	99	1450	11.6	13.3	87								
BLUE THUNDER	A	5036	698	6.8	13.9	109	722	5.8	14.3	93								
CAGNEY & LACEY	C	9965	1331	12.9	13.4	105	1659	13.3	16.6	108								
CBS EVENING NEWS-DEAN	C	3491	486	4.7	13.9	109	454	3.6	13.0	85								
CBS EVENING NEWS-RATHER	C	7123	1034	10.0	14.5	114	1121	9.0	15.7	102								
CBS SAT. NEWS-SCHIEFFER	C	3621	523	5.1	14.4	113	451	3.6	12.5	81								
CBS SATURDAY NIGHT MOVIE	C	5436	763	7.4	14.0	110	911	7.3	16.8	109								
CBS WEDNESDAY NIGHT MOVIE	C	6100	877	8.5	14.4	113	1044	8.4	17.1	111								
CHEERS	N	8889	1306	12.6	14.7	115	1355	10.9	15.2	99								
DALLAS	C	22109	2769	26.8	12.5	98	3178	25.5	14.4	93								
DIFF'RENT STROKES	N	6940	881	8.5	12.7	100	941	7.6	13.6	88								
DOUBLE TROUBLE	N	7223	752	7.3	10.4	82	1209	9.7	16.7	109								
DUCK FACTORY	N	5595	870	8.4	15.5	122	889	7.1	15.9	103								
DUKES OF HAZZARD	C	5768	840	8.1	14.6	114	914	7.3	15.8	103								
DYNASTY	A	20053	2427	23.5	12.1	95	2956	23.7	14.7	96								
FACTS OF LIFE	N	8087	917	8.9	11.3	89	1227	9.8	15.2	99								
FALCON CREST	C	20046	2571	24.9	12.8	101	2885	23.2	14.4	94								
FALL GUY	A	9084	1179	11.4	13.0	102	1405	11.3	15.5	101								
FAMILY TIES	N	7964	960	9.3	12.1	95	1231	9.9	15.5	100								
FANTASY ISLAND	A	7687	991	9.6	12.9	101	991	8.0	12.9	84								
FOULUPS,BLEEPS & BLUNDERS	A	8861	955	9.2	10.8	85	1396	11.2	15.8	102								
FOUR SEASONS	C	5095	681	6.6	13.4	105	684	5.5	13.4	87								
GIMME A BREAK	N	8838	1133	11.0	12.8	101	1405	11.3	15.9	103								
HART TO HART	A	8978	1105	10.7	12.3	97	1383	11.1	15.4	100								
HILL STREET BLUES	N	8590	1141	11.0	13.3	104	1143	9.2	13.3	86								
HOTEL	A	14085	1868	18.1	13.3	104	2034	16.3	14.4	94								
JEFFERSONS	C	9360	1318	12.8	14.1	110	1395	11.2	14.9	97								
JENNIFER SLEPT HERE	N	5841	909	8.8	15.6	122	792	6.4	13.6	88								
KATE & ALLIE	C	9206	1218	11.8	13.2	104	1505	12.1	16.3	106								
KNIGHT RIDER	N	7076	910	8.8	12.9	101	1108	8.9	15.7	102								
LOVE BOAT	A	12219	1577	15.3	12.9	101	1635	13.1	13.4	87								
MAGNUM PI	C	11199	1494	14.5	13.3	105	1687	13.5	15.1	98								
MAMA'S FAMILY	N	6057	782	7.6	12.9	101	831	6.7	13.7	89								
MASTER, THE	N	3598	469	4.5	13.0	102	498	4.0	13.8	90								
MATT HOUSTON	A	6344	882	8.5	13.9	109	1022	8.2	16.1	105								
NBC MONDAY NIGHT MOVIE	N	11994	1404	13.6	11.7	92	1707	13.7	14.2	92								
NBC NIGHTLY NEWS	N	5132	552	5.3	10.8	84	810	6.5	15.8	103								
NBC NIGHTLY NEWS-SAT	N	3375	423	4.1	12.5	98	505	4.1	15.0	97								
NBC NIGHTLY NEWS-SUN	N	3130	427	4.1	13.6	107	659	5.3	21.1	137								
NBC SUNDAY NIGHT MOVIE	N	8284	1119	10.8	13.5	106	1285	10.3	15.5	101								
NEWHART	C	9240	1189	11.5	12.9	101	1419	11.4	15.4	100								
ONE DAY AT A TIME	C	7288	937	9.1	12.9	101	1072	8.6	14.7	96								
PEOPLE ARE FUNNY	N	4855	573	5.5	11.8	93	706	5.7	14.5	95								
REAL PEOPLE	N	8869	1118	10.8	12.6	99	1217	9.8	13.7	89								
REMINGTON STEELE	N	7743	1029	10.0	13.3	104	1118	9.0	14.4	94								
RIPLEY'S BELIEVE IT - NOT	A	5345	836	8.1	15.6	123	881	7.1	16.5	107								
RIPTIDE	N	6988	1063	10.3	15.2	119	1148	9.2	16.4	107								
SCARECROW & MRS. KING	C	10002	1199	11.6	12.0	94	1664	13.4	16.6	108								
SIMON & SIMON	C	10638	1333	12.9	12.5	98	1753	14.1	16.5	107								
60 MINUTES	C	13293	1717	16.6	12.9	101	1746	14.0	13.1	85								
ST. ELSEWHERE	N	7017	935	9.1	13.3	105	1091	8.8	15.5	101								
THREE'S COMPANY	A	10917	1178	11.4	10.8	85	1711	13.7	15.7	102								
T.J. HOOKER	A	9204	1178	11.4	12.8	100	1251	10.0	13.6	88								
TONIGHT SHOW	N	2372	318	3.1	13.4	105	362	2.9	15.3	99								
TRAPPER JOHN, M.D.	C	9846	1348	13.1	13.7	107	1597	12.8	16.2	105								
TV BLOOPERS & PRAC. JOKES	N	9105	1265	12.3	13.9	109	1334	10.7	14.7	95								
20/20	A	9387	1233	11.9	13.1	103	1492	12.0	15.9	103								
WEBSTER	A	11067	1392	13.5	12.6	99	1582	12.7	14.3	93								
WORLD NEWS - SUN	A	3062	399	3.9	13.0	102	390	3.1	12.7	83								
YELLOW ROSE	N	4978	679	6.6	13.6	107	839	6.7	16.9	110								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1335	12.9	15.0	118	1667	13.4	18.8	122								
BASKETBALL - COLLEGE GAMES		4080	619	6.0	15.2	119	656	5.3	16.1	104								
BASKETBALL - PRO GAMES		3607	697	6.7	19.3	152	525	4.2	14.6	95								
BOWLING		3883	592	5.7	15.2	120	683	5.5	17.6	114								
BOXING		3928	545	5.3	13.9	109	778	6.2	19.8	129								
FOOTBALL - COLLEGE GAMES		6366	894	8.7	14.0	110	1412	11.3	22.2	144								
FOOTBALL - PRO GAMES		11300	1735	16.8	15.4	120	2046	16.4	18.1	118								
GOLF		3378	706	6.8	20.9	164	718	5.8	21.3	138								
POST-SEASON COLL. FOOTBALL		4906	828	8.0	16.9	132	1078	8.7	22.0	143								
POST-SEASON PRO FOOTBALL		6120	947	9.2	15.5	121	1044	8.4	17.1	111								
TENNIS		3033	533	5.2	17.6	138	*455	3.7	15.0	97								
WRESTLING - PROFESSIONAL		3344	580	5.6	17.3	136	563	4.5	16.8	109								

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INSTANT TEA (UNSWEETENED): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13573	100.0	16.8	100	11749	100.0	14.5	100								
18 - 24	9282	1438	10.6	15.5	92	1085	9.2	11.7	81								
25 - 34	19072	3107	22.9	16.3	97	2671	22.7	14.0	97								
35 - 44	14591	2346	17.3	16.1	96	2370	20.2	16.2	112								
45 - 54	11345	2186	16.1	19.3	115	1992	17.0	17.6	121								
55 - 64	11635	2125	15.7	18.3	109	1739	14.8	14.9	103								
65 OR OLDER	15061	2371	17.5	15.7	94	1891	16.1	12.6	87								
18 - 34	28354	4545	33.5	16.0	96	3757	32.0	13.3	91								
18 - 49	48339	7987	58.8	16.5	99	7175	61.1	14.8	102								
25 - 54	45008	7639	56.3	17.0	101	7033	59.9	15.6	108								
35 - 49	19985	3442	25.4	17.2	103	3418	29.1	17.1	118								
50 OR OLDER	32647	5586	41.2	17.1	102	4574	38.9	14.0	97								
GRADUATED COLLEGE	11155	1762	13.0	15.8	94	1481	12.6	13.3	92								
ATTENDED COLLEGE	13682	2582	19.0	18.9	113	2125	18.1	15.5	107								
GRADUATED HIGH SCHOOL	33880	5849	43.1	17.3	103	5207	44.3	15.4	106								
DID NOT GRADUATE HIGH SCHOOL	22270	3381	24.9	15.2	91	2936	25.0	13.2	91								
EMPLOYED	40306	7128	52.5	17.7	106	6121	52.1	15.2	105								
EMPLOYED FULL-TIME	32850	5714	42.1	17.4	104	4885	41.6	14.9	103								
EMPLOYED PART-TIME	7456	1414	10.4	19.0	113	1236	10.5	16.6	114								
NOT EMPLOYED	40680	6445	47.5	15.8	95	5628	47.9	13.8	95								
PROFESSIONAL/MANAGER	10392	1701	12.5	16.4	98	1546	13.2	14.9	103								
TECH/CLERICAL/SALES	17574	3092	22.8	17.6	105	2727	23.2	15.5	107								
PRECISION/CRAFT	985	**88	0.6	8.9	53	**116	1.0	11.8	81								
OTHER EMPLOYED	11354	2246	16.5	19.8	118	1733	14.8	15.3	105								
SINGLE	9863	1533	11.3	15.5	93	1024	8.7	10.4	72								
MARRIED	51375	8932	65.8	17.4	104	7975	67.9	15.5	107								
DIVORCED/SEPARATED/WIDOWED	19748	3109	22.9	15.7	94	2749	23.4	13.9	96								
PARENTS	32590	5396	39.8	16.6	99	5204	44.3	16.0	110								
WHITE	70416	11357	83.7	16.1	96	10425	88.7	14.8	102								
BLACK	8778	1896	14.0	21.6	129	1105	9.4	12.6	87								
OTHER	1791	**321	2.4	17.9	107	**219	1.9	12.2	84								
NORTHEAST-CENSUS	17786	1982	14.6	11.1	66	1685	14.3	9.5	65								
NORTH CENTRAL	20741	4828	35.6	23.3	139	4714	40.1	22.7	157								
SOUTH	27775	4042	29.8	14.6	87	3353	28.5	12.1	83								
WEST	14683	2721	20.0	18.5	111	1997	17.0	13.6	94								
NORTHEAST-MKTG.	17961	1978	14.6	11.0	66	1494	12.7	8.3	57								
EAST CENTRAL	11885	2136	15.7	18.0	107	2088	17.8	17.6	121								
WEST CENTRAL	14090	3512	25.9	24.9	149	3327	28.3	23.6	163								
SOUTH	24081	3629	26.7	15.1	90	3147	26.8	13.1	90								
PACIFIC	12969	2319	17.1	17.9	107	1693	14.4	13.1	90								
COUNTY SIZE A	32439	5200	38.3	16.0	96	3840	32.7	11.8	82								
COUNTY SIZE B	24915	4115	30.3	16.5	99	3709	31.6	14.9	103								
COUNTY SIZE C	12930	1953	14.4	15.1	90	1864	15.9	14.4	99								
COUNTY SIZE D	10703	2305	17.0	21.5	128	2336	19.9	21.8	150								
METRO CENTRAL CITY	24518	4161	30.7	17.0	101	3127	26.6	12.8	88								
METRO SUBURBAN	35919	5737	42.3	16.0	95	4949	42.1	13.8	95								
NON METRO	20549	3675	27.1	17.9	107	3673	31.3	17.9	123								
TOP 5 ADI'S	18341	2620	19.3	14.3	85	1870	15.9	10.2	70								
TOP 10 ADI'S	25378	3737	27.5	14.7	88	2847	24.2	11.2	77								
TOP 20 ADI'S	36488	5523	40.7	15.1	90	4423	37.6	12.1	84								
HSHLD INC. $50,000 OR MORE	6612	1341	9.9	20.3	121	837	7.1	12.7	87								
$40,000 OR MORE	12659	2317	17.1	18.3	109	1657	14.1	13.1	90								
$30,000 OR MORE	24698	4464	32.9	18.1	108	3724	31.7	15.1	104								
$25,000 OR MORE	32077	5870	43.2	18.3	109	4941	42.1	15.4	106								
$20,000 - $24,999	9144	1492	11.0	16.3	97	1455	12.4	15.9	110								
$15,000 - $19,999	8728	1552	11.4	17.8	106	1201	10.2	13.8	95								
$10,000 - $14,999	12562	2006	14.8	16.0	95	1853	15.8	14.8	102								
UNDER $10,000	18475	2653	19.5	14.4	86	2299	19.6	12.4	86								
HOUSEHOLD OF 1 PERSON	11987	1652	12.2	13.8	82	1423	12.1	11.9	82								
2 PEOPLE	26577	4350	32.0	16.4	98	3521	30.0	13.2	91								
3 OR 4 PEOPLE	30617	5729	42.2	18.7	112	4908	41.8	16.0	110								
5 OR MORE PEOPLE	11804	1842	13.6	15.6	93	1897	16.1	16.1	111								
NO CHILD IN HSHLD	46165	7718	56.9	16.7	100	6090	51.8	13.2	91								
CHILD(REN) UNDER 2 YRS	5325	732	5.4	13.7	82	679	5.8	12.8	88								
2 - 5 YEARS	14221	2224	16.4	15.6	93	2017	17.2	14.2	98								
6 - 11 YEARS	15117	2505	18.5	16.6	99	2370	20.2	15.7	108								
12 - 17 YEARS	16611	3077	22.7	18.5	111	3092	26.3	18.6	128								
RESIDENCE OWNED	55884	10033	73.9	18.0	107	8586	73.1	15.4	106								
VALUE: $50,000 OR MORE	31744	5924	43.6	18.7	111	4711	40.1	14.8	102								
VALUE: UNDER $50,000	24140	4109	30.3	17.0	102	3875	33.0	16.1	111								

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(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LIPTON A '000	LIPTON B % ACROSS DOWN	LIPTON C % ACROSS %	LIPTON D INDX	NESTEA A '000	NESTEA B % ACROSS DOWN	NESTEA C % ACROSS %	NESTEA D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13573	100.0	16.8	100	11749	100.0	14.5	100								
MAGAZINES	QUINTILE 1	15799	2923	21.5	18.5	110	2702	23.0	17.1	118								
	QUINTILE 2	17259	2930	21.6	17.0	101	2559	21.8	14.8	102								
	QUINTILE 3	13545	2416	17.8	17.8	106	1837	15.6	13.6	93								
	QUINTILE 4	15133	2357	17.4	15.6	93	2136	18.2	14.1	97								
	QUINTILE 5	19250	2947	21.7	15.3	91	2514	21.4	13.1	90								
NEWSPAPERS	QUINTILE 1	12413	2455	18.1	19.8	118	1963	16.7	15.8	109								
	QUINTILE 2	24116	4142	30.5	17.2	102	3641	31.0	15.1	104								
	QUINTILE 3	11261	1999	14.7	17.8	106	1776	15.1	15.8	109								
	QUINTILE 4	20255	3121	23.0	15.4	92	2730	23.2	13.5	93								
	QUINTILE 5	12940	1856	13.7	14.3	86	1639	14.0	12.7	87								
OUTDOOR	QUINTILE 1	14852	2607	19.2	17.6	105	2200	18.7	14.8	102								
	QUINTILE 2	15725	2759	20.3	17.5	105	2468	21.0	15.7	108								
	QUINTILE 3	16330	2718	20.0	16.6	99	2339	19.9	14.3	99								
	QUINTILE 4	16744	2795	20.6	16.7	100	2385	20.3	14.2	98								
	QUINTILE 5	17334	2695	19.9	15.5	93	2357	20.1	13.6	94								
RADIO-DRIVE TIME	QUINTILE 1	15911	2763	20.4	17.4	104	2599	22.1	16.3	113								
	QUINTILE 2	14837	2510	18.5	16.9	101	2377	20.2	16.0	110								
	QUINTILE 3	15339	2458	18.1	16.0	96	2181	18.6	14.2	98								
	QUINTILE 4	16723	2653	19.5	15.9	95	2292	19.5	13.7	94								
	QUINTILE 5	18176	3189	23.5	17.5	105	2299	19.6	12.6	87								
RADIO-MID-DAY	TERCILE 1	21020	3497	25.8	16.6	99	3202	27.3	15.2	105								
	TERCILE 2	21610	3652	26.9	16.9	101	3278	27.9	15.2	105								
	TERCILE 3	38355	6424	47.3	16.7	100	5268	44.8	13.7	95								
RADIO-TOTAL	QUINTILE 1	15988	3025	22.3	18.9	113	2696	22.9	16.9	116								
	QUINTILE 2	15626	2488	18.3	15.9	95	1918	16.3	12.3	85								
	QUINTILE 3	16723	2438	18.0	14.6	87	2900	24.7	17.3	120								
	QUINTILE 4	16342	2992	22.0	18.3	109	2174	18.5	13.3	92								
	QUINTILE 5	16306	2631	19.4	16.1	96	2061	17.5	12.6	87								
TV-PRIME TIME	QUINTILE 1	15953	2683	19.8	16.8	100	2132	18.1	13.4	92								
	QUINTILE 2	16137	2636	19.4	16.3	97	2289	19.5	14.2	98								
	QUINTILE 3	16420	3017	22.2	18.4	110	2686	22.9	16.4	113								
	QUINTILE 4	16687	2685	19.8	16.1	96	2405	20.5	14.4	99								
	QUINTILE 5	15789	2551	18.8	16.2	96	2238	19.0	14.2	98								
TV-DAYTIME	TERCILE 1	27736	4563	33.6	16.5	98	4103	34.9	14.8	102								
	TERCILE 2	26489	4658	34.3	17.6	105	3967	33.8	15.0	103								
	TERCILE 3	26761	4352	32.1	16.3	97	3679	31.3	13.7	95								
TV-TOTAL	QUINTILE 1	16345	2837	20.9	17.4	104	2482	21.1	15.2	105								
	QUINTILE 2	16447	2765	20.4	16.8	100	2268	19.3	13.8	95								
	QUINTILE 3	15980	2462	18.1	15.4	92	2405	20.5	15.1	104								
	QUINTILE 4	15887	2912	21.5	18.3	109	2565	21.8	16.1	111								
	QUINTILE 5	16326	2596	19.1	15.9	95	2029	17.3	12.4	86								
MAGAZINES-NEWSPAPERS: DUAL		20721	3815	28.1	18.4	110	3389	28.8	16.4	113								
MAGAZINE IMPERATIVE		19186	3213	23.7	16.7	100	2810	23.9	14.6	101								
NEWSPAPER IMPERATIVE		21899	3846	28.3	17.6	105	3131	26.6	14.3	99								
MAGAZINES-OUTDOOR: DUAL		15451	2768	20.4	17.9	107	2681	22.8	17.4	120								
MAGAZINE IMPERATIVE		25953	4459	32.9	17.2	103	3678	31.3	14.2	98								
OUTDOOR IMPERATIVE		24400	4096	30.2	16.8	100	3291	28.0	13.5	93								
MAGAZINES-RADIO: DUAL		18049	3167	23.3	17.5	105	2786	23.7	15.4	106								
MAGAZINE IMPERATIVE		23571	4103	30.2	17.4	104	3581	30.5	15.2	105								
RADIO IMPERATIVE		23278	3654	26.9	15.7	94	3354	28.5	14.4	99								
MAGAZINES-TELEVISION: DUAL		15459	2905	21.4	18.8	112	2469	21.0	16.0	110								
MAGAZINE IMPERATIVE		25829	4312	31.8	16.7	100	3889	33.1	15.1	104								
TELEVISION IMPERATIVE		26039	4133	30.5	15.9	95	3491	29.7	13.4	92								
NEWSPAPERS-OUTDOOR: DUAL		16605	3072	22.6	18.5	110	2661	22.6	16.0	110								
NEWSPAPER IMPERATIVE		26834	4859	35.8	18.1	108	3968	33.8	14.8	102								
OUTDOOR IMPERATIVE		23346	3684	27.1	15.8	94	3269	27.8	14.0	97								
NEWSPAPERS-RADIO: DUAL		17133	2876	21.2	16.8	100	2653	22.6	15.5	107								
NEWSPAPER IMPERATIVE		25892	4705	34.7	18.2	108	4007	34.1	15.5	107								
RADIO IMPERATIVE		23167	3778	27.8	16.3	97	3434	29.2	14.8	102								
NEWSPAPERS-TELEVISION: DUAL		17159	3106	22.9	18.1	108	2570	21.9	15.0	103								
NEWSPAPER IMPERATIVE		26214	4647	34.2	17.7	106	4050	34.5	15.4	106								
TELEVISION IMPERATIVE		23412	3553	26.2	15.2	91	3271	27.8	14.0	96								
OUTDOOR-RADIO: DUAL		15303	2748	20.2	18.0	107	2649	22.5	17.3	119								
OUTDOOR IMPERATIVE		24901	4238	31.2	17.0	102	3514	29.9	14.1	97								
RADIO IMPERATIVE		26492	4305	31.7	16.3	97	3767	32.1	14.2	98								
OUTDOOR-TELEVISION: DUAL		14794	2432	17.9	16.4	98	1923	16.4	13.0	90								
OUTDOOR IMPERATIVE		25437	4631	34.1	18.2	109	4013	34.2	15.8	109								
TELEVISION IMPERATIVE		27877	4697	34.6	16.8	101	4296	36.6	15.4	106								
RADIO-TELEVISION: DUAL		15996	2865	21.1	17.9	107	2396	20.4	15.0	103								
RADIO IMPERATIVE		25478	4045	29.8	15.9	95	3911	33.3	15.4	106								
TELEVISION IMPERATIVE		26573	4245	31.3	16.0	95	3881	33.0	14.6	101								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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INSTANT TEA (UNSWEETENED): BRANDS
(FEMALE HOMEMAKERS)

0592
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	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13573	100.0	16.8	100	11749	100.0	14.5	100								
ATLANTIC MONTHLY	415	**65	0.5	15.7	93	**37	0.3	8.9	61								
BARRON'S	453	**47	0.3	10.4	62	**48	0.4	10.6	73								
BETTER HOMES & GARDENS	16256	2984	22.0	18.4	110	2675	22.8	16.5	113								
BON APPETIT	2535	357	2.6	14.1	84	335	2.9	13.2	91								
BUSINESS WEEK	1278	*303	2.2	23.7	141	*186	1.6	14.6	100								
CAR AND DRIVER	378	**55	0.4	14.6	87	**17	0.1	4.5	31								
CBS MAGAZINE NETWORK (GROSS)	1498	*230	1.7	15.4	92	*230	2.0	15.4	106								
CHANGING TIMES	1505	*187	1.4	12.4	74	*149	1.3	9.9	68								
COLONIAL HOMES	1231	*120	0.9	9.7	58	*158	1.3	12.8	88								
CONDE NAST MAG. PKG. (GROSS)	14146	2464	18.2	17.4	104	1953	16.6	13.8	95								
CONSUMERS DIGEST	1323	*253	1.9	19.1	114	*210	1.8	15.9	109								
COSMOPOLITAN	7102	1176	8.7	16.6	99	963	8.2	13.6	93								
COUNTRY LIVING	2481	454	3.3	18.3	109	417	3.5	16.8	116								
CUISINE	1472	304	2.2	20.7	123	*216	1.8	14.7	101								
CYCLE WORLD	425	**90	0.7	21.2	126	**132	1.1	31.1	214								
DCI:CREATIVE IDEAS FOR LIV	2510	545	4.0	21.7	130	471	4.0	18.8	129								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1232	9.1	18.4	110	1019	8.7	15.2	105								
DISCOVER	894	**115	0.8	12.9	77	**84	0.7	9.4	65								
EBONY	3507	789	5.8	22.5	134	448	3.8	12.8	88								
ESQUIRE	1083	*200	1.5	18.5	110	**126	1.1	11.6	80								
ESSENCE	1830	515	3.8	28.1	168	258	2.2	14.1	97								
FAMILY CIRCLE	15930	2738	20.2	17.2	103	2713	23.1	17.0	117								
THE FAMILY HANDYMAN	1126	*198	1.5	17.6	105	*239	2.0	21.2	146								
FAMILY WEEKLY	11468	2009	14.8	17.5	105	1946	16.6	17.0	117								
FIELD & STREAM	2234	417	3.1	18.7	111	424	3.6	19.0	131								
FOOD & WINE	579	**134	1.0	23.1	138	**82	0.7	14.2	98								
FORBES	728	**85	0.6	11.7	70	**114	1.0	15.7	108								
FORTUNE	906	**159	1.2	17.5	105	**158	1.3	17.4	120								
GENTLEMEN'S QUARTERLY	791	**101	0.7	12.8	76	**140	1.2	17.7	122								
GLAMOUR	5265	961	7.1	18.3	109	757	6.4	14.4	99								
GOLF DIGEST	636	**147	1.1	23.1	138	**84	0.7	13.2	91								
GOLF DIGEST/TENNIS (GROSS)	1186	*211	1.6	17.8	106	*133	1.1	11.2	77								
GOLF MAGAZINE	441	**64	0.5	14.5	87	**74	0.6	16.8	116								
GOLF MAGAZINE/SKI (GROSS)	922	*136	1.0	14.8	88	**97	0.8	10.5	73								
GOOD HOUSEKEEPING	16487	2925	21.6	17.7	106	2699	23.0	16.4	113								
HARPER'S BAZAAR	2423	405	3.0	16.7	100	*231	2.0	9.5	66								
HEALTH	1994	274	2.0	13.7	82	346	2.9	17.4	120								
HEARST MAG CORP. BUY (GROSS)	44101	7613	56.1	17.3	103	6620	56.3	15.0	103								
HEARST MAN POWER (GROSS)	1993	390	2.9	19.6	117	401	3.4	20.1	139								
HEARST WOMAN POWER (GROSS)	31274	5348	39.4	17.1	102	4862	41.4	15.5	107								
HOUSE BEAUTIFUL	3623	641	4.7	17.7	106	456	3.9	12.6	87								
INC.	283	**29	0.2	10.2	61	**25	0.2	8.8	61								
JET	2928	637	4.7	21.8	130	358	3.0	12.2	84								
LADIES' HOME JOURNAL	11918	2150	15.8	18.0	108	1995	17.0	16.7	115								
LHJ FAMILY GRP COMBO(GROSS)	16764	2861	21.1	17.1	102	2805	23.9	16.7	115								
LIFE	4254	707	5.2	16.6	99	628	5.3	14.8	102								
L.A. TIMES HOME MAGAZINE	1145	*166	1.2	14.5	87	**108	0.9	9.4	65								
MADEMOISELLE	2884	474	3.5	16.4	98	378	3.2	13.1	90								
MC CALL'S	13460	2530	18.6	18.8	112	2453	20.9	18.2	126								
MC CALL'S/WRK MOTHER (GROSS)	14606	2772	20.4	19.0	113	2686	22.9	18.4	127								
MECHANIX ILLUSTRATED	772	**60	0.4	7.8	46	**49	0.4	6.3	44								
METROPOLITAN HOME	967	*202	1.5	20.9	125	**126	1.1	13.0	90								
MONEY	1588	293	2.2	18.5	110	*194	1.7	12.2	84								
MOTHER EARTH NEWS	1002	*206	1.5	20.6	123	*161	1.4	16.1	111								
MS.	825	*173	1.3	21.0	125	**112	1.0	13.6	94								
NATIONAL ENQUIRER	10336	1709	12.6	16.5	99	1508	12.8	14.6	101								
NATIONAL GEOGRAPHIC	9597	1651	12.2	17.2	103	1654	14.1	17.2	119								
NATIONAL SUNDAY MAGAZINE PKG	49558	8688	64.0	17.5	105	7520	64.0	15.2	105								
NATURAL HISTORY	573	**119	0.9	20.8	124	**96	0.8	16.8	115								
NEW WOMAN	1699	325	2.4	19.1	114	275	2.3	16.2	112								
NEW YORK INCLUDING CUE	443	**40	0.3	9.0	54	**48	0.4	10.8	75								
THE NEW YORKER	1270	*167	1.2	13.1	78	*139	1.2	10.9	75								
NEWSWEEK	6277	1022	7.5	16.3	97	902	7.7	14.4	99								
THE N.Y. TIMES DAILY EDITION	1205	*164	1.2	13.6	81	*151	1.3	12.5	86								
THE N.Y. TIMES MAGAZINE	2081	261	1.9	12.5	75	*207	1.8	9.9	69								
OMNI	788	**99	0.7	12.6	75	**56	0.5	7.1	49								
ON CABLE	1158	*300	2.2	25.9	155	*179	1.5	15.5	107								
1001 HOME IDEAS	2852	437	3.2	15.3	91	464	3.9	16.3	112								
ORGANIC GARDENING	1658	*243	1.8	14.7	87	297	2.5	17.9	123								
OUTDOOR LIFE	896	*178	1.3	19.9	119	*172	1.5	19.2	132								
PARADE MAGAZINE	24275	4249	31.3	17.5	104	3448	29.3	14.2	98								

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INSTANT TEA (UNSWEETENED): BRANDS
(FEMALE HOMEMAKERS)

0593
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	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13573	100.0	16.8	100	11749	100.0	14.5	100								
PARENTS	3845	568	4.2	14.8	88	498	4.2	13.0	89								
PENTHOUSE	831	**148	1.1	17.8	106	**149	1.3	17.9	124								
PEOPLE	11645	2100	15.5	18.0	108	1693	14.4	14.5	100								
PLAYBOY	2006	317	2.3	15.8	94	266	2.3	13.3	91								
POPULAR HOT RODDING	297	**40	0.3	13.5	80	**36	0.3	12.1	84								
POPULAR MECHANICS	1018	*189	1.4	18.6	111	*234	2.0	23.0	158								
POPULAR SCIENCE	878	*218	1.6	24.8	148	**127	1.1	14.5	100								
PREVENTION	3913	598	4.4	15.3	91	620	5.3	15.8	109								
PSYCHOLOGY TODAY	1710	363	2.7	21.2	127	333	2.8	19.5	134								
READER'S DIGEST	22204	4066	30.0	18.3	109	3908	33.3	17.6	121								
REDBOOK	7684	1246	9.2	16.2	97	1200	10.2	15.6	108								
ROAD & TRACK	410	**62	0.5	15.1	90	**55	0.5	13.4	92								
ROLLING STONE	969	*230	1.7	23.7	142	*171	1.5	17.6	122								
RUNNER'S WORLD	298	**57	0.4	19.1	114	**57	0.5	19.1	132								
SATURDAY EVENING POST	1169	*172	1.3	14.7	88	*194	1.7	16.6	114								
SCIENCE 84	587	**69	0.5	11.8	70	**78	0.7	13.3	92								
SCIENCE DIGEST	482	**110	0.8	22.8	136	**71	0.6	14.7	102								
SCIENTIFIC AMERICAN	594	**78	0.6	13.1	78	**15	0.1	2.5	17								
SELF	2089	362	2.7	17.3	103	314	2.7	15.0	104								
SEVENTEEN	2411	373	2.7	15.5	92	382	3.3	15.8	109								
SKI	480	**72	0.5	15.0	90	**23	0.2	4.8	33								
SMITHSONIAN	2760	478	3.5	17.3	103	470	4.0	17.0	117								
SOAP OPERA DIGEST	3013	671	4.9	22.3	133	436	3.7	14.5	100								
SOUTHERN LIVING	4184	687	5.1	16.4	98	548	4.7	13.1	90								
SPORT	559	**151	1.1	27.0	161	**97	0.8	17.4	120								
THE SPORTING NEWS	436	**158	1.2	36.2	216	**77	0.7	17.7	122								
SPORTS AFIELD	493	**91	0.7	18.5	110	**96	0.8	19.5	134								
SPORTS ILLUSTRATED	2758	431	3.2	15.6	93	390	3.3	14.1	97								
STAR	7456	1281	9.4	17.2	103	1067	9.1	14.3	99								
SUNDAY	24936	4486	33.1	18.0	107	3754	32.0	15.1	104								
SUNSET	2124	488	3.6	23.0	137	*303	2.6	14.3	98								
TV GUIDE	21661	3752	27.6	17.3	103	2892	24.6	13.4	92								
TENNIS	550	**64	0.5	11.6	69	**49	0.4	8.9	61								
TIME	8880	1397	10.3	15.7	94	1202	10.2	13.5	93								
TOWN & COUNTRY	917	*232	1.7	25.3	151	**88	0.7	9.6	66								
TRAVEL & LEISURE	972	*171	1.3	17.6	105	*117	1.0	12.0	83								
TRUE STORY	3356	593	4.4	17.7	105	545	4.6	16.2	112								
U.S.NEWS & WORLD REPORT	3410	592	4.4	17.4	104	609	5.2	17.9	123								
USA TODAY	1759	374	2.8	21.3	127	236	2.0	13.4	92								
US	1873	397	2.9	21.2	126	281	2.4	15.0	103								
VOGUE	3909	667	4.9	17.1	102	505	4.3	12.9	89								
WALL STREET JOURNAL	1886	422	3.1	22.4	134	321	2.7	17.0	117								
WEIGHT WATCHERS	2120	422	3.1	19.9	119	477	4.1	22.5	155								
WOMAN'S DAY	14172	2513	18.5	17.7	106	2379	20.2	16.8	116								
WORKING MOTHER	1146	*242	1.8	21.1	126	*233	2.0	20.3	140								
WORKING WOMAN	1322	*210	1.5	15.9	95	*200	1.7	15.1	104								
WORLD TENNIS	*163	**32	0.2	19.6	117	**5	0.0	3.1	21								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	338	2.5	13.3	80	314	2.7	12.4	85								
BLAIR INSERTS	43657	7635	56.3	17.5	104	6445	54.9	14.8	102								
DAILY NEWSPAPERS																	
READ ANY	51633	9142	67.4	17.7	106	7890	67.2	15.3	105								
READ ONE	43463	7437	54.8	17.1	102	6373	54.2	14.7	101								
READ TWO OR MORE	8170	1705	12.6	20.9	125	1517	12.9	18.6	128								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9148	67.4	17.4	104	7929	67.5	15.1	104								
READ ONE	46126	7715	56.8	16.7	100	6893	58.7	14.9	103								
READ TWO OR MORE	6552	1433	10.6	21.9	130	1036	8.8	15.8	109								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.06				27.84											
30 DAY REACH	71455	12072	88.9	16.9	101	10381	88.4	14.5	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.90				14.69											
30 DAY REACH	67742	11394	83.9	16.8	100	9869	84.0	14.6	100								
25 SHWG - 30 DAY AV FREQ	7.94	7.99				7.89											
30 DAY REACH	62117	10614	78.2	17.1	102	9206	78.4	14.8	102								
CABLE TV: HOME WIRED	32077	6048	44.6	18.9	112	4979	42.4	15.5	107								
HOME NOT WIRED	48909	7525	55.4	15.4	92	6769	57.6	13.8	95								
HAVE PAY CABLE	15935	3204	23.6	20.1	120	2475	21.1	15.5	107								

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(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13573	100.0	16.8	100	11749	100.0	14.5	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7256	53.5	16.5	99	6637	56.5	15.1	104								
10:00 AM - 3:00 PM	30659	5115	37.7	16.7	100	4740	40.3	15.5	107								
3:00 PM - 7:00 PM	31045	5248	38.7	16.9	101	4779	40.7	15.4	106								
7:00 PM - MIDNIGHT	15767	2600	19.2	16.5	98	2355	20.0	14.9	103								
MIDNIGHT - 6:00 AM	9120	1819	13.4	19.9	119	1640	14.0	18.0	124								
6:00 AM - MIDNIGHT	58527	9725	71.6	16.6	99	8880	75.6	15.2	105								
ENTIRE DAY	59311	9904	73.0	16.7	100	8968	76.3	15.1	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2893	21.3	17.9	107	2726	23.2	16.9	116								
ALL NEWS	2256	370	2.7	16.4	98	299	2.5	13.3	91								
AOR/PROGRESSIVE	3874	643	4.7	16.6	99	483	4.1	12.5	86								
BEAUTIFUL MUSIC	5660	784	5.8	13.9	83	790	6.7	14.0	96								
BLACK	2204	423	3.1	19.2	115	297	2.5	13.5	93								
CLASSICAL	1418	**142	1.0	10.0	60	*152	1.3	10.7	74								
CHR/ROCK	9538	1547	11.4	16.2	97	1300	11.1	13.6	94								
COUNTRY	12648	2132	15.7	16.9	101	2131	18.1	16.8	116								
GOLDEN OLDIES	1191	*170	1.3	14.3	85	*173	1.5	14.5	100								
MOR/NOSTALGIA	4757	824	6.1	17.3	103	763	6.5	16.0	111								
NEWS/TALK	3863	714	5.3	18.5	110	533	4.5	13.8	95								
RELIGIOUS	3084	376	2.8	12.2	73	502	4.3	16.3	112								
SOFT ROCK	521	**111	0.8	21.3	127	**108	0.9	20.7	143								
URBAN CONTEMPORARY	1585	263	1.9	16.6	99	*205	1.7	12.9	89								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	515	3.8	15.8	94	506	4.3	15.5	107								
ABC DIRECTION	2316	459	3.4	19.8	118	458	3.9	19.8	136								
ABC ENTERTAINMENT	4834	733	5.4	15.2	90	634	5.4	13.1	90								
ABC FM	2202	336	2.5	15.3	91	337	2.9	15.3	105								
ABC INFORMATION	5425	1074	7.9	19.8	118	923	7.9	17.0	117								
ABC ROCK	1677	372	2.7	22.2	132	*233	2.0	13.9	96								
CBS	4430	835	6.2	18.8	112	808	6.9	18.2	126								
MUTUAL	4992	823	6.1	16.5	98	735	6.3	14.7	101								
NBC	4679	803	5.9	17.2	102	811	6.9	17.3	119								
RADIORADIO	1994	347	2.6	17.4	104	260	2.2	13.0	90								
RKO ONE	2298	286	2.1	12.4	74	222	1.9	9.7	67								
RKO TWO	3311	510	3.8	15.4	92	575	4.9	17.4	120								
THE SOURCE	2114	238	1.8	11.3	67	*193	1.6	9.1	63								
NON-WIRED : BLAIR	8654	1659	12.2	19.2	114	1581	13.5	18.3	126								
INTERNET	12025	1827	13.5	15.2	91	1712	14.6	14.2	98								
KATZ RADIO GROUP	15359	2432	17.9	15.8	94	2390	20.3	15.6	107								
SUPERNET	10628	1972	14.5	18.6	111	1596	13.6	15.0	104								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1378	10.2	15.9	95	1223	10.4	14.1	97								
WKDAY 9:00 AM - 1:00 PM	12163	1923	14.2	15.8	94	1769	15.1	14.5	100								
WKDAY 1:00 PM - 4:30 PM	16150	2816	20.7	17.4	104	2411	20.5	14.9	103								
WKDAY 4:30 PM - 7:30 PM	22463	3789	27.9	16.9	101	3210	27.3	14.3	99								
WKDAY 7:30 PM - 8:00 PM	31795	5407	39.8	17.0	101	4678	39.8	14.7	101								
WKDAY 11:00 PM - 11:30 PM	23977	4289	31.6	17.9	107	3875	33.0	16.2	111								
WKDAY 11:30 PM - 1:00 AM	7703	1410	10.4	18.3	109	1301	11.1	16.9	116								
M-SAT 8-11 PM+SUN 7-11 PM	33800	5706	42.0	16.9	101	4921	41.9	14.6	100								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1145	8.4	17.5	104	909	7.7	13.9	96								
ANOTHER WORLD N	4620	768	5.7	16.6	99	551	4.7	11.9	82								
AS THE WORLD TURNS C	5614	798	5.9	14.2	85	923	7.9	16.4	113								
CAPITOL C	3396	568	4.2	16.7	100	631	5.4	18.6	128								
CBS MORN. NEWS 1 C	1446	201	1.5	13.9	83	192	1.6	13.3	92								
CBS MORN. NEWS 2 C	1207	152	1.1	12.6	75	177	1.5	14.7	101								
DAYS OF OUR LIVES N	5877	1115	8.2	19.0	113	775	6.6	13.2	91								
FACTS OF LIFE - DAYTIME N	2290	393	2.9	17.2	102	302	2.6	13.2	91								
FAMILY FEUD A	3023	576	4.2	19.1	114	556	4.7	18.4	127								
GENERAL HOSPITAL A	6097	1208	8.9	19.8	118	982	8.4	16.1	111								
GOOD MORNING, AMERICA-730 A	3515	714	5.3	20.3	121	609	5.2	17.3	119								
GOOD MORNING, AMERICA-830 A	2818	518	3.8	18.4	110	478	4.1	17.0	117								
GUIDING LIGHT C	5339	804	5.9	15.1	90	898	7.6	16.8	116								
ONE LIFE TO LIVE A	4478	921	6.8	20.6	123	754	6.4	16.8	116								
PRESS YOUR LUCK C	2244	281	2.1	12.5	75	373	3.2	16.6	115								
PRICE IS RIGHT 1 C	4348	708	5.2	16.3	97	768	6.5	17.7	122								
PRICE IS RIGHT 2 C	5014	797	5.9	15.9	95	881	7.5	17.6	121								
RYAN'S HOPE A	3150	459	3.4	14.6	87	363	3.1	11.5	79								
SALE OF THE CENTURY N	2695	510	3.8	18.9	113	324	2.8	12.0	83								
SEARCH FOR TOMORROW N	2319	343	2.5	14.8	88	212	1.8	9.1	63								
TODAY SHOW 1 N	2693	392	2.9	14.6	87	359	3.1	13.3	92								
TODAY SHOW 2 N	2498	350	2.6	14.0	84	255	2.2	10.2	70								
$25,000 PYRAMID C	2753	434	3.2	15.8	94	442	3.8	16.1	111								
WHEEL OF FORTUNE N	4388	804	5.9	18.3	109	638	5.4	14.5	100								
YOUNG AND THE RESTLESS C	5695	921	6.8	16.2	96	948	8.1	16.6	115								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	264	1.9	15.0	90	241	2.1	13.7	94								
NBA PLAYOFF GAME -1 C	1136	226	1.7	19.9	119	214	1.8	18.8	130								
NBC MAJOR LEAGUE PRE-GAME N	953	*203	1.5	21.3	127	**122	1.0	12.8	88								
SPORTSWORLD - SUN N	1233	246	1.8	20.0	119	246	2.1	20.0	138								
SUNDAY MORNING C	1611	257	1.9	16.0	95	179	1.5	11.1	77								

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INSTANT TEA (UNSWEETENED): BRANDS
(FEMALE HOMEMAKERS)

0595
P-18

		TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS %	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS %	NESTEA D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13573	100.0	16.8	100	11749	100.0	14.5	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4420	32.6	17.0	101	3741	31.8	14.4	99								
NETWORK AFFILIATES - LATE		20261	3697	27.2	18.2	109	3315	28.2	16.4	113								
INDEPENDENTS - LATE		2076	316	2.3	15.2	91	343	2.9	16.5	114								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1716	12.6	16.4	98	1456	12.4	13.9	96								
ABC MONDAY NIGHT MOVIE	A	6412	1079	7.9	16.8	100	945	8.0	14.7	102								
ABC SUNDAY NIGHT MOVIE	A	12407	2053	15.1	16.5	99	1660	14.1	13.4	92								
ABC WORLD NEWS TONIGHT	A	6176	1092	8.0	17.7	105	830	7.1	13.4	93								
AFTERMASH	C	5863	1057	7.8	18.0	108	864	7.4	14.7	102								
ALICE	C	9594	1582	11.7	16.5	98	1477	12.6	15.4	106								
AMERICAN PARADE	C	6622	1083	8.0	16.4	98	1145	9.7	17.3	119								
BENSON	A	10886	1763	13.0	16.2	97	1419	12.1	13.0	90								
BLUE THUNDER	A	5036	875	6.4	17.4	104	698	5.9	13.9	96								
CAGNEY & LACEY	C	9965	1663	12.3	16.7	100	1722	14.7	17.3	119								
CBS EVENING NEWS-DEAN	C	3491	611	4.5	17.5	104	459	3.9	13.1	91								
CBS EVENING NEWS-RATHER	C	7123	1261	9.3	17.7	106	1219	10.4	17.1	118								
CBS SAT. NEWS-SCHIEFFER	C	3621	673	5.0	18.6	111	458	3.9	12.6	87								
CBS SATURDAY NIGHT MOVIE	C	5436	911	6.7	16.8	100	920	7.8	16.9	117								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1128	8.3	18.5	110	1078	9.2	17.7	122								
CHEERS	N	8889	1544	11.4	17.4	104	1284	10.9	14.4	100								
DALLAS	C	22109	3745	27.6	16.9	101	2888	24.6	13.1	90								
DIFF'RENT STROKES	N	6940	1117	8.2	16.1	96	942	8.0	13.6	94								
DOUBLE TROUBLE	N	7223	1226	9.0	17.0	101	1057	9.0	14.6	101								
DUCK FACTORY	N	5595	1055	7.8	18.9	113	837	7.1	15.0	103								
DUKES OF HAZZARD	C	5768	940	6.9	16.3	97	955	8.1	16.6	114								
DYNASTY	A	20053	3286	24.2	16.4	98	2784	23.7	13.9	96								
FACTS OF LIFE	N	8087	1468	10.8	18.2	108	1116	9.5	13.8	95								
FALCON CREST	C	20046	3272	24.1	16.3	97	2681	22.8	13.4	92								
FALL GUY	A	9084	1608	11.8	17.7	106	1338	11.4	14.7	102								
FAMILY TIES	N	7964	1265	9.3	15.9	95	1165	9.9	14.6	101								
FANTASY ISLAND	A	7687	1279	9.4	16.6	99	1024	8.7	13.3	92								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1461	10.8	16.5	98	1310	11.1	14.8	102								
FOUR SEASONS	C	5095	826	6.1	16.2	97	768	6.5	15.1	104								
GIMME A BREAK	N	8833	1520	11.2	17.2	103	1287	11.0	14.6	100								
HART TO HART	A	8978	1556	11.5	17.3	103	1378	11.7	15.3	106								
HILL STREET BLUES	N	8590	1378	10.2	16.0	96	1151	9.8	13.4	92								
HOTEL	A	14085	2419	17.8	17.2	102	1972	16.8	14.0	97								
JEFFERSONS	C	9360	1562	11.5	16.7	100	1542	13.1	16.5	114								
JENNIFER SLEPT HERE	N	5841	1051	7.7	18.0	107	830	7.1	14.2	98								
KATE & ALLIE	C	9206	1683	12.4	18.3	109	1495	12.7	16.2	112								
KNIGHT RIDER	N	7076	1177	8.7	16.6	99	1000	8.5	14.1	97								
LOVE BOAT	A	12219	1999	14.7	16.4	98	1710	14.6	14.0	96								
MAGNUM PI	C	11199	1861	13.7	16.6	99	1643	14.0	14.7	101								
MAMA'S FAMILY	N	6057	1045	7.7	17.3	103	821	7.0	13.6	93								
MASTER, THE	N	3598	577	4.3	16.0	96	504	4.3	14.0	97								
MATT HOUSTON	A	6344	1155	8.5	18.2	109	949	8.1	15.0	103								
NBC MONDAY NIGHT MOVIE	N	11994	1858	13.7	15.5	92	1531	13.0	12.8	88								
NBC NIGHTLY NEWS	N	5132	855	6.3	16.7	99	626	5.3	12.2	84								
NBC NIGHTLY NEWS-SAT	N	3375	611	4.5	18.1	108	487	4.1	14.4	99								
NBC NIGHTLY NEWS-SUN	N	3130	678	5.0	21.7	129	489	4.2	15.6	108								
NBC SUNDAY NIGHT MOVIE	N	8284	1310	9.7	15.8	94	1232	10.5	14.9	103								
NEWHART	C	9240	1491	11.0	16.1	96	1467	12.5	15.9	109								
ONE DAY AT A TIME	C	7288	1193	8.8	16.4	98	979	8.3	13.4	93								
PEOPLE ARE FUNNY	N	4855	860	6.3	17.7	106	638	5.4	13.1	91								
REAL PEOPLE	N	8869	1597	11.8	18.0	107	1207	10.3	13.6	94								
REMINGTON STEELE	N	7743	1151	8.5	14.9	89	1107	9.4	14.3	99								
RIPLEY'S BELIEVE IT - NOT	A	5345	1069	7.9	20.0	119	836	7.1	15.6	108								
RIPTIDE	N	6988	1230	9.1	17.6	105	1092	9.3	15.6	108								
SCARECROW & MRS. KING	C	10002	1637	12.1	16.4	98	1533	13.0	15.3	106								
SIMON & SIMON	C	10638	1856	13.7	17.4	104	1623	13.8	15.3	105								
60 MINUTES	C	13293	2150	15.8	16.2	97	1820	15.5	13.7	94								
ST. ELSEWHERE	N	7017	1185	8.7	16.9	101	1086	9.2	15.5	107								
THREE'S COMPANY	A	10917	1918	14.1	17.6	105	1553	13.2	14.2	98								
T.J. HOOKER	A	9204	1447	10.7	15.7	94	1247	10.6	13.5	93								
TONIGHT SHOW	N	2372	394	2.9	16.6	99	364	3.1	15.3	106								
TRAPPER JOHN, M.D.	C	9846	1598	11.8	16.2	97	1727	14.7	17.5	121								
TV BLOOPERS & PRAC. JOKES	N	9105	1529	11.3	16.8	100	1308	11.1	14.4	99								
20/20	A	9387	1644	12.1	17.5	104	1465	12.5	15.6	108								
WEBSTER	A	11067	1853	13.7	16.7	100	1534	13.1	13.9	96								
WORLD NEWS - SUN	A	3062	545	4.0	17.8	106	324	2.8	10.6	73								
YELLOW ROSE	N	4978	830	6.1	16.7	99	803	6.8	16.1	111								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1730	12.7	19.5	116	1684	14.3	19.0	131								
BASKETBALL - COLLEGE GAMES		4080	792	5.8	19.4	116	758	6.5	18.6	128								
BASKETBALL - PRO GAMES		3607	753	5.5	20.9	125	691	5.9	19.2	132								
BOWLING		3883	759	5.6	19.5	117	678	5.8	17.5	120								
BOXING		3928	772	5.7	19.7	117	721	6.1	18.4	127								
FOOTBALL - COLLEGE GAMES		6366	1225	9.0	19.2	115	1367	11.6	21.5	148								
FOOTBALL - PRO GAMES		11300	2247	16.6	19.9	119	1907	16.2	16.9	116								
GOLF		3378	779	5.7	23.1	138	765	6.5	22.6	156								
POST-SEASON COLL. FOOTBALL		4906	1102	8.1	22.5	134	1121	9.5	22.8	158								
POST-SEASON PRO FOOTBALL		6120	1197	8.8	19.6	117	953	8.1	15.6	107								
TENNIS		3033	518	3.8	17.1	102	*495	4.2	16.3	112								
WRESTLING - PROFESSIONAL		3344	683	5.0	20.4	122	597	5.1	17.9	123								

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		'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	24137	29.8	2879
	NO	56848	70.2	6556

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
LOW CALORIE PRE-SWEETENED	5023	6.2	3806	4.7	941	1.2	276	.3	628
REGULAR PRE-SWEETENED	12037	14.9	10701	13.2	1003	1.2	333	.4	1394
UNSWEETENED	8037	9.9	7072	8.7	689	.9	276	.3	956
DO NOT KNOW	904	1.1							117
4C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?									
WITH LEMON	16892	20.9	15199	18.8	1468	1.8	226	.3	2021
WITHOUT LEMON	7589	9.4	5896	7.3	1043	1.3	650	.8	884
DO NOT KNOW	1350	1.7							159
4D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P	684	.8	177	.2	272	.3	236	.3	80
LIPTON	13941	17.2	7590	9.4	5382	6.6	969	1.2	1636
LUZIANNE	775	1.0	220	.3	450	.6	105	.1	88
NESTEA LIGHT	1832	2.3	671	.8	940	1.2	221	.3	211
NESTEA	10511	13.0	4612	5.7	4492	5.5	1407	1.7	1213
SALADA	1365	1.7	463	.6	535	.7	366	.5	174
TENDER LEAF	647	.8	101	.1	346	.4	200	.2	77
TETLEY	1756	2.2	435	.5	869	1.1	452	.6	222
WYLER	753	.9	123	.2	254	.3	376	.5	97
OTHER BRANDS	2970	3.7	1390	1.7	1063	1.3	517	.6	337
DO NOT KNOW	264	.3							31

		'000	%	UNWEIGHTED
4E. IN THE LAST 30 DAYS ABOUT HOW MANY GLASSES OF INSTANT ICED TEA MIX WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	2229	2.8	242
7 - 9	H	1117	1.4	127
4 - 6	H	2650	3.3	320
3	H	2012	2.5	253
2	M	2882	3.6	366
1	M	3000	3.7	385
LESS THAN 1	M	2385	2.9	305
NONE	L	7864	9.7	881

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INSTANT ICED TEA MIX: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS LESS THAN ONE - TWO A '000	MEDIUM USERS LESS THAN ONE - TWO B % DOWN	MEDIUM USERS LESS THAN ONE - TWO C % ACROSS	MEDIUM USERS LESS THAN ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24137	100.0	29.8	100	8007	100.0	9.9	100	8267	100.0	10.2	100	7864	100.0	9.7	100
18 - 24	9282	2351	9.7	25.3	85	913	11.4	9.8	99	677	8.2	7.3	71	761	9.7	8.2	84
25 - 34	19072	5489	22.7	28.8	97	1815	22.7	9.5	96	1933	23.4	10.1	99	1741	22.1	9.1	94
35 - 44	14591	4739	19.6	32.5	109	1713	21.4	11.7	119	1436	17.4	9.8	96	1589	20.2	10.9	112
45 - 54	11345	3808	15.8	33.6	113	1164	14.5	10.3	104	1345	16.3	11.9	116	1299	16.5	11.4	118
55 - 64	11635	3507	14.5	30.1	101	1111	13.9	9.5	97	1132	13.7	9.7	95	1264	16.1	10.9	112
65 OR OLDER	15061	4243	17.6	28.2	95	1290	16.1	8.6	87	1743	21.1	11.6	113	1210	15.4	8.0	83
18 - 34	28354	7840	32.5	27.7	93	2728	34.1	9.6	97	2610	31.6	9.2	90	2502	31.8	8.8	91
18 - 49	48339	14314	59.3	29.6	99	4927	61.5	10.2	103	4663	56.4	9.6	94	4725	60.1	9.8	101
25 - 54	45008	14037	58.2	31.2	105	4693	58.6	10.4	105	4715	57.0	10.5	103	4629	58.9	10.3	106
35 - 49	19985	6474	26.8	32.4	109	2199	27.5	11.0	111	2052	24.8	10.3	101	2223	28.3	11.1	115
50 OR OLDER	32647	9823	40.7	30.1	101	3080	38.5	9.4	95	3604	43.6	11.0	108	3139	39.9	9.6	99
GRADUATED COLLEGE	11155	3371	14.0	30.2	101	871	10.9	7.8	79	1246	15.1	11.2	109	1254	15.9	11.2	116
ATTENDED COLLEGE	13682	4400	18.2	32.2	108	1215	15.2	8.9	90	1536	18.6	11.2	110	1649	21.0	12.1	124
GRADUATED HIGH SCHOOL	33880	10122	41.9	29.9	100	3469	43.3	10.2	104	3309	40.0	9.8	96	3344	42.5	9.9	102
DID NOT GRADUATE HIGH SCHOOL	22270	6244	25.9	28.0	94	2452	30.6	11.0	111	2175	26.3	9.8	96	1617	20.6	7.3	75
EMPLOYED	40306	12184	50.5	30.2	101	3906	48.8	9.7	98	4226	51.1	10.5	103	4052	51.5	10.1	104
EMPLOYED FULL-TIME	32850	9547	39.6	29.1	98	3070	38.3	9.3	95	3326	40.2	10.1	99	3151	40.1	9.6	99
EMPLOYED PART-TIME	7456	2637	10.9	35.4	119	836	10.4	11.2	113	900	10.9	12.1	118	901	11.5	12.1	124
NOT EMPLOYED	40680	11953	49.5	29.4	99	4101	51.2	10.1	102	4040	48.9	9.9	97	3812	48.5	9.4	97
PROFESSIONAL/MANAGER	10392	3029	12.5	29.1	98	896	11.2	8.6	87	1104	13.4	10.6	104	1029	13.1	9.9	102
TECH/CLERICAL/SALES	17574	5648	23.4	32.1	108	1663	20.8	9.5	96	1996	24.1	11.4	111	1990	25.3	11.3	117
PRECISION/CRAFT	985	*257	1.1	26.1	88	**68	0.8	6.9	70	**86	1.0	8.7	86	**104	1.3	10.6	109
OTHER EMPLOYED	11354	3250	13.5	28.6	96	1280	16.0	11.3	114	1041	12.6	9.2	90	929	11.8	8.2	84
SINGLE	9863	2761	11.4	28.0	94	934	11.7	9.5	96	893	10.8	9.1	89	935	11.9	9.5	98
MARRIED	51375	15603	64.6	30.4	102	5088	63.5	9.9	100	5099	61.7	9.9	97	5416	68.9	10.5	109
DIVORCED/SEPARATED/WIDOWED	19748	5774	23.9	29.2	98	1985	24.8	10.1	102	2275	27.5	11.5	113	1514	19.3	7.7	79
PARENTS	32590	9941	41.2	30.5	102	3588	44.8	11.0	111	3063	37.1	9.4	92	3290	41.8	10.1	104
WHITE	70416	21095	87.4	30.0	101	6768	84.5	9.6	97	7100	85.9	10.1	99	7226	91.9	10.3	106
BLACK	8778	2576	10.7	29.3	98	1036	12.9	11.8	119	1037	12.5	11.8	116	503	6.4	5.7	59
OTHER	1791	*467	1.9	26.1	87	**203	2.5	11.3	115	**129	1.6	7.2	71	**135	1.7	7.5	78
NORTHEAST-CENSUS	17786	8485	35.2	47.7	160	2829	35.3	15.9	161	2551	30.9	14.3	141	3106	39.5	17.5	180
NORTH CENTRAL	20741	6414	26.6	30.9	104	1702	21.3	8.2	83	2306	27.9	11.1	109	2405	30.6	11.6	119
SOUTH	27775	5409	22.4	19.5	65	2130	26.6	7.7	78	2190	26.5	7.9	77	1089	13.8	3.9	40
WEST	14683	3829	15.9	26.1	87	1346	16.8	9.2	93	1219	14.7	8.3	81	1264	16.1	8.6	89
NORTHEAST-MKTG.	17961	8132	33.7	45.3	152	2749	34.3	15.3	155	2596	31.4	14.5	142	2787	35.4	15.5	160
EAST CENTRAL	11885	3975	16.5	33.4	112	1346	16.8	11.3	115	1262	15.3	10.6	104	1367	17.4	11.5	118
WEST CENTRAL	14090	4335	18.0	30.8	103	1042	13.0	7.4	75	1585	19.2	11.2	110	1708	21.7	12.1	125
SOUTH	24081	4371	18.1	18.2	61	1657	20.7	6.9	70	1816	22.0	7.5	74	898	11.4	3.7	38
PACIFIC	12969	3324	13.8	25.6	86	1213	15.1	9.4	95	1007	12.2	7.8	76	1105	14.1	8.5	88
COUNTY SIZE A	32439	10800	44.7	33.3	112	3876	48.4	11.9	121	3705	44.8	11.4	112	3218	40.9	9.9	102
COUNTY SIZE B	24915	7331	30.4	29.4	99	2179	27.2	8.7	88	2493	30.2	10.0	98	2659	33.8	10.7	110
COUNTY SIZE C	12930	3444	14.3	26.6	89	1109	13.9	8.6	87	1157	14.0	8.9	88	1177	15.0	9.1	94
COUNTY SIZE D	10703	2563	10.6	23.9	80	842	10.5	7.9	80	911	11.0	8.5	83	810	10.3	7.6	78
METRO CENTRAL CITY	24518	7171	29.7	29.2	98	2511	31.4	10.2	104	2268	27.4	9.3	91	2392	30.4	9.8	100
METRO SUBURBAN	35919	11828	49.0	32.9	110	3794	47.4	10.6	107	4258	51.5	11.9	116	3776	48.0	10.5	108
NON METRO	20549	5138	21.3	25.0	84	1702	21.3	8.3	84	1741	21.1	8.5	83	1695	21.6	8.2	85
TOP 5 ADI'S	18341	6963	28.8	38.0	127	2562	32.0	14.0	141	2288	27.7	12.5	122	2113	26.9	11.5	119
TOP 10 ADI'S	25378	8729	36.2	34.4	115	3123	39.0	12.3	124	2957	35.8	11.7	114	2649	33.7	10.4	107
TOP 20 ADI'S	36488	12189	50.5	33.4	112	4268	53.3	11.7	118	4086	49.4	11.2	110	3835	48.8	10.5	108
HSHLD INC. $50,000 OR MORE	6612	2454	10.2	37.1	125	780	9.7	11.8	119	708	8.6	10.7	105	966	12.3	14.6	150
$40,000 OR MORE	12659	4564	18.9	36.1	121	1382	17.3	10.9	110	1435	17.4	11.3	111	1747	22.2	13.8	142
$30,000 OR MORE	24698	8597	35.6	34.8	117	2826	35.3	11.4	116	2668	32.3	10.8	106	3103	39.5	12.6	129
$25,000 OR MORE	32077	11091	46.0	34.6	116	3703	46.2	11.5	117	3402	41.2	10.6	104	3985	50.7	12.4	128
$20,000 - $24,999	9144	2512	10.4	27.5	92	692	8.6	7.6	77	847	10.2	9.3	91	973	12.4	10.6	110
$15,000 - $19,999	8728	2399	9.9	27.5	92	653	8.2	7.5	76	847	10.2	9.7	95	899	11.4	10.3	106
$10,000 - $14,999	12562	3426	14.2	27.3	92	1099	13.7	8.7	88	1346	16.3	10.7	105	982	12.5	7.8	81
UNDER $10,000	18475	4710	19.5	25.5	86	1861	23.2	10.1	102	1825	22.1	9.9	97	1024	13.0	5.5	57
HOUSEHOLD OF 1 PERSON	11987	3105	12.9	25.9	87	890	11.1	7.4	75	1322	16.0	11.0	108	892	11.3	7.4	77
2 PEOPLE	26577	7660	31.7	28.8	97	2452	30.6	9.2	93	2654	32.1	10.0	98	2554	32.5	9.6	99
3 OR 4 PEOPLE	30617	9349	38.7	30.5	102	3021	37.7	9.9	100	3180	38.5	10.4	102	3148	40.0	10.3	106
5 OR MORE PEOPLE	11804	4023	16.7	34.1	114	1644	20.5	13.9	141	1110	13.4	9.4	92	1270	16.1	10.8	111
NO CHILD IN HSHLD	46165	13424	55.6	29.1	98	4181	52.2	9.1	92	4890	59.2	10.6	104	4353	55.4	9.4	97
CHILD(REN) UNDER 2 YRS	5325	1290	5.3	24.2	81	*544	6.8	10.2	103	*402	4.9	7.5	74	*344	4.4	6.5	67
2 - 5 YEARS	14221	3816	15.8	26.8	90	1471	18.4	10.3	105	1131	13.7	8.0	78	1214	15.4	8.5	88
6 - 11 YEARS	15117	4741	19.6	31.4	105	1742	21.8	11.5	117	1458	17.6	9.6	94	1542	19.6	10.2	105
12 - 17 YEARS	16611	5607	23.2	33.8	113	2108	26.3	12.7	128	1692	20.5	10.2	100	1807	23.0	10.9	112
RESIDENCE OWNED	55884	17320	71.8	31.0	104	5466	68.3	9.8	99	5822	70.4	10.4	102	6031	76.7	10.8	111
VALUE: $50,000 OR MORE	31744	10675	44.2	33.6	113	3394	42.4	10.7	108	3354	40.6	10.6	104	3927	49.9	12.4	127
VALUE: UNDER $50,000	24140	6645	27.5	27.5	92	2072	25.9	8.6	87	2468	29.9	10.2	100	2104	26.8	8.7	90

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INSTANT ICED TEA MIX: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS LESS THAN ONE - TWO A '000	MEDIUM USERS LESS THAN ONE - TWO B % DOWN	MEDIUM USERS LESS THAN ONE - TWO C % ACROSS	MEDIUM USERS LESS THAN ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	24137	100.0	29.8	100	8007	100.0	9.9	100	8267	100.0	10.2	100	7864	100.0	9.7	100
MAGAZINES	QUINTILE 1	15799	5388	22.3	34.1	114	1889	23.6	12.0	121	1864	22.5	11.8	116	1636	20.8	10.4	107
	QUINTILE 2	17259	5448	22.6	31.6	106	1787	22.3	10.4	105	1852	22.4	10.7	105	1809	23.0	10.5	108
	QUINTILE 3	13545	3926	16.3	29.0	97	1173	14.6	8.7	88	1290	15.6	9.5	93	1462	18.6	10.8	111
	QUINTILE 4	15133	4323	17.9	28.6	96	1425	17.8	9.4	95	1497	18.1	9.9	97	1402	17.8	9.3	95
	QUINTILE 5	19250	5053	20.9	26.2	88	1733	21.6	9.0	91	1764	21.3	9.2	90	1556	19.8	8.1	83
NEWSPAPERS	QUINTILE 1	12413	4779	19.8	38.5	129	1687	21.1	13.6	137	1328	16.1	10.7	105	1765	22.4	14.2	146
	QUINTILE 2	24116	7380	30.6	30.6	103	2266	28.3	9.4	95	2660	32.2	11.0	108	2454	31.2	10.2	105
	QUINTILE 3	11261	3486	14.4	31.0	104	1110	13.9	9.9	100	1424	17.2	12.6	124	953	12.1	8.5	87
	QUINTILE 4	20255	5538	22.9	27.3	92	1880	23.5	9.3	94	1816	22.0	9.0	88	1842	23.4	9.1	94
	QUINTILE 5	12940	2953	12.2	22.8	77	1064	13.3	8.2	83	1039	12.6	8.0	79	850	10.8	6.6	68
OUTDOOR	QUINTILE 1	14852	4684	19.4	31.5	106	1313	16.4	8.8	89	1762	21.3	11.9	116	1609	20.5	10.8	112
	QUINTILE 2	15725	4780	19.8	30.4	102	1483	18.5	9.4	95	1694	20.5	10.8	106	1603	20.4	10.2	105
	QUINTILE 3	16330	4884	20.2	29.9	100	1633	20.4	10.0	101	1860	22.5	11.4	112	1391	17.7	8.5	88
	QUINTILE 4	16744	4977	20.6	29.7	100	1912	23.9	11.4	115	1379	16.7	8.2	81	1685	21.4	10.1	104
	QUINTILE 5	17334	4814	19.9	27.8	93	1666	20.8	9.6	97	1572	19.0	9.1	89	1575	20.0	9.1	94
RADIO-DRIVE TIME	QUINTILE 1	15911	4977	20.6	31.3	105	1594	19.9	10.0	101	1773	21.4	11.1	109	1610	20.5	10.1	104
	QUINTILE 2	14837	4380	18.1	29.5	99	1359	17.0	9.2	93	1431	17.3	9.6	94	1590	20.2	10.7	110
	QUINTILE 3	15339	4748	19.7	31.0	104	1665	20.8	10.9	110	1607	19.4	10.5	103	1476	18.8	9.6	99
	QUINTILE 4	16723	4953	20.5	29.6	99	1634	20.4	9.8	99	1729	20.9	10.3	101	1590	20.2	9.5	98
	QUINTILE 5	18176	5080	21.0	27.9	94	1755	21.9	9.7	98	1728	20.9	9.5	93	1597	20.3	8.8	90
RADIO-MID-DAY	TERCILE 1	21020	6668	27.6	31.7	106	2275	28.4	10.8	109	2282	27.6	10.9	106	2111	26.8	10.0	103
	TERCILE 2	21610	6389	26.5	29.6	99	2218	27.7	10.3	104	1983	24.0	9.2	90	2188	27.8	10.1	104
	TERCILE 3	38355	11081	45.9	28.9	97	3515	43.9	9.2	93	4001	48.4	10.4	102	3565	45.3	9.3	96
RADIO-TOTAL	QUINTILE 1	15988	5058	21.0	31.6	106	1639	20.5	10.3	104	1846	22.3	11.5	113	1573	20.0	9.8	101
	QUINTILE 2	15626	4696	19.5	30.1	101	1628	20.3	10.4	105	1534	18.6	9.8	96	1534	19.5	9.8	101
	QUINTILE 3	16723	5038	20.9	30.1	101	1690	21.1	10.1	102	1520	18.4	9.1	89	1828	23.2	10.9	113
	QUINTILE 4	16342	4980	20.6	30.5	102	1536	19.2	9.4	95	1809	21.9	11.1	108	1635	20.8	10.0	103
	QUINTILE 5	16306	4366	18.1	26.8	90	1514	18.9	9.3	94	1558	18.8	9.6	94	1294	16.5	7.9	82
TV-PRIME TIME	QUINTILE 1	15953	4736	19.6	29.7	100	1464	18.3	9.2	93	1683	20.4	10.5	103	1589	20.2	10.0	103
	QUINTILE 2	16137	5337	22.1	33.1	111	1816	22.7	11.3	114	1717	20.8	10.6	104	1804	22.9	11.2	115
	QUINTILE 3	16420	5132	21.3	31.3	105	1712	21.4	10.4	105	1750	21.2	10.7	104	1670	21.2	10.2	105
	QUINTILE 4	16687	4688	19.4	28.1	94	1497	18.7	9.0	91	1690	20.4	10.1	99	1501	19.1	9.0	93
	QUINTILE 5	15789	4245	17.6	26.9	90	1518	19.0	9.6	97	1426	17.2	9.0	88	1301	16.5	8.2	85
TV-DAYTIME	TERCILE 1	27736	8257	34.2	29.8	100	2935	36.7	10.6	107	2837	34.3	10.2	100	2485	31.6	9.0	92
	TERCILE 2	26489	8062	33.4	30.4	102	2733	34.1	10.3	104	2462	29.8	9.3	91	2867	36.5	10.8	111
	TERCILE 3	26761	7818	32.4	29.2	98	2339	29.2	8.7	88	2967	35.9	11.1	109	2512	31.9	9.4	97
TV-TOTAL	QUINTILE 1	16345	4855	20.1	29.7	100	1802	22.5	11.0	112	1402	17.0	8.6	84	1650	21.0	10.1	104
	QUINTILE 2	16447	5406	22.4	32.9	110	1734	21.7	10.5	107	2001	24.2	12.2	119	1671	21.2	10.2	105
	QUINTILE 3	15980	4852	20.1	30.4	102	1392	17.4	8.7	88	1781	21.5	11.1	109	1678	21.3	10.5	108
	QUINTILE 4	15887	4770	19.8	30.0	101	1688	21.1	10.6	107	1704	20.6	10.7	105	1377	17.5	8.7	89
	QUINTILE 5	16326	4255	17.6	26.1	87	1391	17.4	8.5	86	1378	16.7	8.4	83	1487	18.9	9.1	94
MAGAZINES-NEWSPAPERS: DUAL		20721	7222	29.9	34.9	117	2319	29.0	11.2	113	2365	28.6	11.4	112	2538	32.3	12.2	126
MAGAZINE IMPERATIVE		19186	5514	22.8	28.7	96	1817	22.7	9.5	96	2029	24.5	10.6	104	1668	21.2	8.7	90
NEWSPAPER IMPERATIVE		21899	6681	27.7	30.5	102	2243	28.0	10.2	104	2261	27.3	10.3	101	2177	27.7	9.9	102
MAGAZINES-OUTDOOR: DUAL		15451	4841	20.1	31.3	105	1449	18.1	9.4	95	1785	21.6	11.6	113	1607	20.4	10.4	107
MAGAZINE IMPERATIVE		25953	8124	33.7	31.3	105	2858	35.7	11.0	111	2570	31.1	9.9	97	2697	34.3	10.4	107
OUTDOOR IMPERATIVE		24400	7017	29.1	28.8	96	2132	26.6	8.7	88	2568	31.1	10.5	103	2316	29.5	9.5	98
MAGAZINES-RADIO: DUAL		18049	5737	23.8	31.8	107	1933	24.1	10.7	108	2039	24.7	11.3	111	1766	22.5	9.8	101
MAGAZINE IMPERATIVE		23571	7508	31.1	31.9	107	2442	30.5	10.4	105	2508	30.3	10.6	104	2558	32.5	10.9	112
RADIO IMPERATIVE		23278	6595	27.3	28.3	95	2133	26.6	9.2	93	2166	26.2	9.3	91	2295	29.2	9.9	102
MAGAZINES-TELEVISION: DUAL		15459	5263	21.8	34.0	114	1852	23.1	12.0	121	1752	21.2	11.3	111	1660	21.1	10.7	111
MAGAZINE IMPERATIVE		25829	7740	32.1	30.0	101	2459	30.7	9.5	96	2663	32.2	10.3	101	2618	33.3	10.1	104
TELEVISION IMPERATIVE		26039	7518	31.1	28.9	97	2391	29.9	9.2	93	2601	31.5	10.0	98	2526	32.1	9.7	100
NEWSPAPERS-OUTDOOR: DUAL		16605	5672	23.5	34.2	115	1671	20.9	10.1	102	2111	25.5	12.7	125	1890	24.0	11.4	117
NEWSPAPER IMPERATIVE		26834	8739	36.2	32.6	109	3012	37.6	11.2	114	2790	33.7	10.4	102	2937	37.3	10.9	113
OUTDOOR IMPERATIVE		23346	6314	26.2	27.0	91	2061	25.7	8.8	89	2269	27.4	9.7	95	1984	25.2	8.5	88
NEWSPAPERS-RADIO: DUAL		17133	5666	23.5	33.1	111	1798	22.5	10.5	106	1941	23.5	11.3	111	1927	24.5	11.2	116
NEWSPAPER IMPERATIVE		25892	8536	35.4	33.0	111	2808	35.1	10.8	110	2828	34.2	10.9	107	2899	36.9	11.2	115
RADIO IMPERATIVE		23167	6358	26.3	27.4	92	2277	28.4	9.8	99	2099	25.4	9.1	89	1982	25.2	8.6	88
NEWSPAPERS-TELEVISION: DUAL		17159	5867	24.3	34.2	115	1843	23.0	10.7	109	2097	25.4	12.2	120	1928	24.5	11.2	116
NEWSPAPER IMPERATIVE		26214	8292	34.4	31.6	106	2644	33.0	10.1	102	2829	34.2	10.8	106	2820	35.9	10.8	111
TELEVISION IMPERATIVE		23412	6462	26.8	27.6	93	2309	28.8	9.9	100	2099	25.4	9.0	88	2054	26.1	8.8	90
OUTDOOR-RADIO: DUAL		15303	4795	19.9	31.3	105	1509	18.8	9.9	100	1756	21.2	11.5	112	1531	19.5	10.0	103
OUTDOOR IMPERATIVE		24901	7514	31.1	30.2	101	2213	27.6	8.9	90	2769	33.5	11.1	109	2532	32.2	10.2	105
RADIO IMPERATIVE		26492	8205	34.0	31.0	104	2923	36.5	11.0	112	2555	30.9	9.6	94	2728	34.7	10.3	106
OUTDOOR-TELEVISION: DUAL		14794	4622	19.1	31.2	105	1219	15.2	8.2	83	1892	22.9	12.8	125	1512	19.2	10.2	105
OUTDOOR IMPERATIVE		25437	7675	31.8	30.2	101	2416	30.2	9.5	96	2768	33.5	10.9	107	2492	31.7	9.8	101
TELEVISION IMPERATIVE		27877	8703	36.1	31.2	105	3175	39.7	11.4	115	2619	31.7	9.4	92	2909	37.0	10.4	107
RADIO-TELEVISION: DUAL		15996	5345	22.1	33.4	112	1852	23.1	11.6	117	1783	21.6	11.1	109	1710	21.7	10.7	110
RADIO IMPERATIVE		25478	7247	30.0	28.4	95	2303	28.8	9.0	91	2490	30.1	9.8	96	2454	31.2	9.6	99
TELEVISION IMPERATIVE		26573	8071	33.4	30.4	102	2632	32.9	9.9	100	2781	33.6	10.5	103	2658	33.8	10.0	103

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INSTANT ICED TEA MIX: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS LESS THAN ONE - TWO A '000	MEDIUM USERS LESS THAN ONE - TWO B % DOWN	MEDIUM USERS LESS THAN ONE - TWO C % ACROSS	MEDIUM USERS LESS THAN ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24137	100.0	29.8	100	8007	100.0	9.9	100	8267	100.0	10.2	100	7864	100.0	9.7	100
ATLANTIC MONTHLY	415	*185	0.8	44.6	150	**22	0.3	5.3	54	**84	1.0	20.2	198	**79	1.0	19.0	196
BARRON'S	453	**184	0.8	40.6	136	**7	0.1	1.5	16	**44	0.5	9.7	95	**133	1.7	29.4	302
BETTER HOMES & GARDENS	16256	5364	22.2	33.0	111	1749	21.8	10.8	109	1755	21.2	10.8	106	1860	23.7	11.4	118
BON APPETIT	2535	762	3.2	30.1	101	*209	2.6	8.2	83	203	2.5	8.0	78	350	4.5	13.8	142
BUSINESS WEEK	1278	400	1.7	31.3	105	**102	1.3	8.0	81	*169	2.0	13.2	130	*129	1.6	10.1	104
CAR AND DRIVER	378	**93	0.4	24.6	83	**16	0.2	4.2	43	**36	0.4	9.5	93	**40	0.5	10.6	109
CBS MAGAZINE NETWORK (GROSS)	1498	399	1.7	26.6	89	*126	1.6	8.4	85	*181	2.2	12.1	118	**93	1.2	6.2	64
CHANGING TIMES	1505	449	1.9	29.8	100	*146	1.8	9.7	98	*188	2.3	12.5	122	*116	1.5	7.7	79
COLONIAL HOMES	1231	345	1.4	28.0	94	*101	1.3	8.2	83	*136	1.6	11.0	108	**107	1.4	8.7	90
CONDE NAST MAG. PKG. (GROSS)	14146	4788	19.8	33.8	114	1546	19.3	10.9	111	1547	18.7	10.9	107	1695	21.6	12.0	123
CONSUMERS DIGEST	1323	473	2.0	35.8	120	**118	1.5	8.9	90	*187	2.3	14.1	138	*168	2.1	12.7	131
COSMOPOLITAN	7102	2298	9.5	32.4	109	818	10.2	11.5	116	838	10.1	11.8	116	641	8.2	9.0	93
COUNTRY LIVING	2481	828	3.4	33.4	112	262	3.3	10.6	107	264	3.2	10.6	104	301	3.8	12.1	125
CUISINE	1472	483	2.0	32.8	110	*167	2.1	11.3	115	*170	2.1	11.5	113	*146	1.9	9.9	102
CYCLE WORLD	425	**154	0.6	36.2	122	**68	0.8	16.0	162	**59	0.7	13.9	136	**26	0.3	6.1	63
DCI:CREATIVE IDEAS FOR LIV	2510	754	3.1	30.0	101	*217	2.7	8.6	87	335	4.1	13.3	131	*202	2.6	8.0	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1670	6.9	24.9	84	522	6.5	7.8	79	778	9.4	11.6	114	370	4.7	5.5	57
DISCOVER	894	275	1.1	30.8	103	**100	1.2	11.2	113	**54	0.7	6.0	59	**120	1.5	13.4	138
EBONY	3507	982	4.1	28.0	94	445	5.6	12.7	128	333	4.0	9.5	93	204	2.6	5.8	60
ESQUIRE	1083	328	1.4	30.3	102	**133	1.7	12.3	124	*111	1.3	10.2	100	**84	1.1	7.8	80
ESSENCE	1830	535	2.2	29.2	98	240	3.0	13.1	133	*157	1.9	8.6	84	*138	1.8	7.5	78
FAMILY CIRCLE	15930	5224	21.6	32.8	110	1572	19.6	9.9	100	1811	21.9	11.4	111	1841	23.4	11.6	119
THE FAMILY HANDYMAN	1126	374	1.5	33.2	111	*196	2.4	17.4	176	**112	1.4	9.9	97	**66	0.8	5.9	60
FAMILY WEEKLY	11468	3357	13.9	29.3	98	1223	15.3	10.7	108	1072	13.0	9.3	92	1062	13.5	9.3	95
FIELD & STREAM	2234	643	2.7	28.8	97	*229	2.9	10.3	104	*289	3.5	12.9	127	*125	1.6	5.6	58
FOOD & WINE	579	*196	0.8	33.9	114	**32	0.4	5.5	56	**48	0.6	8.3	81	**116	1.5	20.0	206
FORBES	728	*232	1.0	31.9	107	**52	0.6	7.1	72	**35	0.4	4.8	47	**146	1.9	20.1	207
FORTUNE	906	*242	1.0	26.7	90	**56	0.7	6.2	63	**35	0.4	3.9	38	**150	1.9	16.6	171
GENTLEMEN'S QUARTERLY	791	*258	1.1	32.6	109	**132	1.6	16.7	169	**34	0.4	4.3	42	**92	1.2	11.6	120
GLAMOUR	5265	1837	7.6	34.9	117	610	7.6	11.6	117	637	7.7	12.1	119	589	7.5	11.2	115
GOLF DIGEST	636	*221	0.9	34.7	117	**33	0.4	5.2	52	**120	1.5	18.9	185	**67	0.9	10.5	108
GOLF DIGEST/TENNIS (GROSS)	1186	356	1.5	30.0	101	**48	0.6	4.0	41	**147	1.8	12.4	121	*161	2.0	13.6	140
GOLF MAGAZINE	441	**137	0.6	31.1	104	**32	0.4	7.3	73	**41	0.5	9.3	91	**65	0.8	14.7	152
GOLF MAGAZINE/SKI (GROSS)	922	340	1.4	36.9	124	**124	1.5	13.4	136	**89	1.1	9.7	95	**127	1.6	13.8	142
GOOD HOUSEKEEPING	16487	5281	21.9	32.0	107	1876	23.4	11.4	115	1692	20.5	10.3	101	1713	21.8	10.4	107
HARPER'S BAZAAR	2423	879	3.6	36.3	122	342	4.3	14.1	143	284	3.4	11.7	115	252	3.2	10.4	107
HEALTH	1994	751	3.1	37.7	126	335	4.2	16.8	170	*147	1.8	7.4	72	*268	3.4	13.4	138
HEARST MAG CORP. BUY (GROSS)	44101	14359	59.5	32.6	109	4921	61.5	11.2	113	4838	58.5	11.0	107	4600	58.5	10.4	107
HEARST MAN POWER (GROSS)	1993	738	3.1	37.0	124	228	2.8	11.4	116	291	3.5	14.6	143	*219	2.8	11.0	113
HEARST WOMAN POWER (GROSS)	31274	10030	41.6	32.1	108	3454	43.1	11.0	112	3374	40.8	10.8	106	3201	40.7	10.2	105
HOUSE BEAUTIFUL	3623	1190	4.9	32.8	110	385	4.8	10.6	107	388	4.7	10.7	105	417	5.3	11.5	119
INC.	283	**103	0.4	36.4	122	**31	0.4	11.0	111	**31	0.4	11.0	107	**40	0.5	14.1	146
JET	2928	804	3.3	27.5	92	347	4.3	11.9	120	296	3.6	10.1	99	*161	2.0	5.5	57
LADIES' HOME JOURNAL	11918	3737	15.5	31.4	105	1158	14.5	9.7	98	1495	18.1	12.5	123	1084	13.8	9.1	94
LHJ FAMILY GRP COMBO(GROSS)	16764	5378	22.3	32.1	108	1806	22.6	10.8	109	1925	23.3	11.5	112	1647	20.9	9.8	101
LIFE	4254	1564	6.5	36.8	123	547	6.8	12.9	130	470	5.7	11.0	108	547	7.0	12.9	132
L.A. TIMES HOME MAGAZINE	1145	321	1.3	28.0	94	**134	1.7	11.7	118	**93	1.1	8.1	80	**94	1.2	8.2	85
MADEMOISELLE	2884	973	4.0	33.7	113	272	3.4	9.4	95	344	4.2	11.9	117	357	4.5	12.4	127
MC CALL'S	13460	4193	17.4	31.2	105	1462	18.3	10.9	110	1473	17.8	10.9	107	1257	16.0	9.3	96
MC CALL'S/WRK MOTHER (GROSS)	14606	4607	19.1	31.5	106	1594	19.9	10.9	110	1650	20.0	11.3	111	1364	17.3	9.3	96
MECHANIX ILLUSTRATED	772	*251	1.0	32.5	109	**102	1.3	13.2	134	**87	1.1	11.3	110	**63	0.8	8.2	84
METROPOLITAN HOME	967	293	1.2	30.3	102	*141	1.8	14.6	147	**77	0.9	8.0	78	**75	1.0	7.8	80
MONEY	1588	464	1.9	29.2	98	*123	1.5	7.7	78	*160	1.9	10.1	99	*181	2.3	11.4	117
MOTHER EARTH NEWS	1002	*225	0.9	22.5	75	**62	0.8	6.2	63	**79	1.0	7.9	77	**85	1.1	8.5	87
MS.	825	306	1.3	37.1	124	*119	1.5	14.4	146	**92	1.1	11.2	109	**95	1.2	11.5	119
NATIONAL ENQUIRER	10336	3172	13.1	30.7	103	1245	15.5	12.0	122	1077	13.0	10.4	102	850	10.8	8.2	85
NATIONAL GEOGRAPHIC	9597	3075	12.7	32.0	108	852	10.6	8.9	90	1146	13.9	11.9	117	1077	13.7	11.2	116
NATIONAL SUNDAY MAGAZINE PKG	49558	15873	65.8	32.0	107	5139	64.2	10.4	105	5425	65.6	10.9	107	5309	67.5	10.7	110
NATURAL HISTORY	573	*230	1.0	40.1	135	**40	0.5	7.0	71	**103	1.2	18.0	176	**86	1.1	15.0	155
NEW WOMAN	1699	461	1.9	27.1	91	*130	1.6	7.7	77	*194	2.3	11.4	112	*138	1.8	8.1	84
NEW YORK INCLUDING CUE	443	*173	0.7	39.1	131	**38	0.5	8.6	87	**52	0.6	11.7	115	**82	1.0	18.5	191
THE NEW YORKER	1270	432	1.8	34.0	114	*153	1.9	12.0	122	*114	1.4	9.0	88	*164	2.1	12.9	133
NEWSWEEK	6277	2094	8.7	33.4	112	597	7.5	9.5	96	698	8.4	11.1	109	799	10.2	12.7	131
THE N.Y. TIMES DAILY EDITION	1205	549	2.3	45.6	153	*192	2.4	15.9	161	*124	1.5	10.3	101	*233	3.0	19.3	199
THE N.Y. TIMES MAGAZINE	2081	905	3.7	43.5	146	318	4.0	15.3	155	218	2.6	10.5	103	370	4.7	17.8	183
OMNI	788	233	1.0	29.6	99	**67	0.8	8.5	86	**94	1.1	11.9	117	**72	0.9	9.1	94
ON CABLE	1158	365	1.5	31.5	106	**61	0.8	5.3	53	*122	1.5	10.5	103	**182	2.3	15.7	162
1001 HOME IDEAS	2852	891	3.7	31.2	105	313	3.9	11.0	111	283	3.4	9.9	97	295	3.8	10.3	107
ORGANIC GARDENING	1658	357	1.5	21.5	72	*162	2.0	9.8	99	*123	1.5	7.4	73	**72	0.9	4.3	45
OUTDOOR LIFE	896	267	1.1	29.8	100	**133	1.7	14.8	150	**72	0.9	8.0	79	**62	0.8	6.9	71
PARADE MAGAZINE	24275	8088	33.5	33.3	112	2494	31.1	10.3	104	2854	34.5	11.8	115	2741	34.9	11.3	116

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INSTANT ICED TEA MIX: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0601
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS LESS THAN ONE - TWO A '000	MEDIUM USERS LESS THAN ONE - TWO B % DOWN	MEDIUM USERS LESS THAN ONE - TWO C % ACROSS	MEDIUM USERS LESS THAN ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24137	100.0	29.8	100	8007	100.0	9.9	100	8267	100.0	10.2	100	7864	100.0	9.7	100
PARENTS	3845	1078	4.5	28.0	94	366	4.6	9.5	96	336	4.1	8.7	86	376	4.8	9.8	101
PENTHOUSE	831	305	1.3	36.7	123	**125	1.6	15.0	152	**109	1.3	13.1	128	**71	0.9	8.5	88
PEOPLE	11645	3913	16.2	33.6	113	1289	16.1	11.1	112	1379	16.7	11.8	116	1245	15.8	10.7	110
PLAYBOY	2006	705	2.9	35.1	118	*188	2.3	9.4	95	*238	2.9	11.9	116	280	3.6	14.0	144
POPULAR HOT RODDING	297	**79	0.3	26.6	89	**41	0.5	13.8	140	**11	0.1	3.7	36	**28	0.4	9.4	97
POPULAR MECHANICS	1018	399	1.7	39.2	132	**140	1.7	13.8	139	**153	1.9	15.0	147	**106	1.3	10.4	107
POPULAR SCIENCE	878	310	1.3	35.3	118	**67	0.8	7.6	77	**148	1.8	16.9	165	**95	1.2	10.8	111
PREVENTION	3913	1244	5.2	31.8	107	327	4.1	8.4	85	572	6.9	14.6	143	345	4.4	8.8	91
PSYCHOLOGY TODAY	1710	594	2.5	34.7	117	*152	1.9	8.9	90	*196	2.4	11.5	112	*246	3.1	14.4	148
READER'S DIGEST	22204	7017	29.1	31.6	106	2344	29.3	10.6	107	2389	28.9	10.8	105	2283	29.0	10.3	106
REDBOOK	7684	2451	10.2	31.9	107	760	9.5	9.9	100	844	10.2	11.0	108	847	10.8	11.0	114
ROAD & TRACK	410	**112	0.5	27.3	92	**35	0.4	8.5	86	**67	0.8	16.3	160	**10	0.1	2.4	25
ROLLING STONE	969	438	1.8	45.2	152	*152	1.9	15.7	159	*176	2.1	18.2	178	**111	1.4	11.5	118
RUNNER'S WORLD	298	**104	0.4	34.9	117	**40	0.5	13.4	136	**50	0.6	16.8	164	**15	0.2	5.0	52
SATURDAY EVENING POST	1169	450	1.9	38.5	129	**103	1.3	8.8	89	*175	2.1	15.0	147	*172	2.2	14.7	152
SCIENCE 84	587	*223	0.9	38.0	127	**16	0.2	2.7	28	**149	1.8	25.4	249	**57	0.7	9.7	100
SCIENCE DIGEST	482	*186	0.8	38.6	129	**25	0.3	5.2	52	**70	0.8	14.5	142	**91	1.2	18.9	194
SCIENTIFIC AMERICAN	594	*145	0.6	24.4	82	**32	0.4	5.4	54	**55	0.7	9.3	91	**59	0.8	9.9	102
SELF	2089	688	2.9	32.9	111	*185	2.3	8.9	90	205	2.5	9.8	96	298	3.8	14.3	147
SEVENTEEN	2411	752	3.1	31.2	105	287	3.6	11.9	120	*187	2.3	7.8	76	*278	3.5	11.5	119
SKI	480	*203	0.8	42.3	142	**93	1.2	19.4	196	**48	0.6	10.0	98	**63	0.8	13.1	135
SMITHSONIAN	2760	864	3.6	31.3	105	278	3.5	10.1	102	289	3.5	10.5	103	297	3.8	10.8	111
SOAP OPERA DIGEST	3013	1123	4.7	37.3	125	487	6.1	16.2	163	278	3.4	9.2	90	358	4.6	11.9	122
SOUTHERN LIVING	4184	916	3.8	21.9	73	305	3.8	7.3	74	444	5.4	10.6	104	*167	2.1	4.0	41
SPORT	559	*193	0.8	34.5	116	**53	0.7	9.5	96	**69	0.8	12.3	121	**71	0.9	12.7	131
THE SPORTING NEWS	436	**176	0.7	40.4	135	**74	0.9	17.0	172	**40	0.5	9.2	90	**62	0.8	14.2	146
SPORTS AFIELD	493	*153	0.6	31.0	104	**63	0.8	12.8	129	**68	0.8	13.8	135	**22	0.3	4.5	46
SPORTS ILLUSTRATED	2758	858	3.6	31.1	104	317	4.0	11.5	116	282	3.4	10.2	100	259	3.3	9.4	97
STAR	7456	2515	10.4	33.7	113	976	12.2	13.1	132	832	10.1	11.2	109	707	9.0	9.5	98
SUNDAY	24936	8352	34.6	33.5	112	2816	35.2	11.3	114	2709	32.8	10.9	106	2827	35.9	11.3	117
SUNSET	2124	490	2.0	23.1	77	**94	1.2	4.4	45	*144	1.7	6.8	66	*252	3.2	11.9	122
TV GUIDE	21661	6817	28.2	31.5	106	2292	28.6	10.6	107	2344	28.4	10.8	106	2181	27.7	10.1	104
TENNIS	550	*134	0.6	24.4	82	**15	0.2	2.7	28	**26	0.3	4.7	46	**94	1.2	17.1	176
TIME	8880	3180	13.2	35.8	120	922	11.5	10.4	105	960	11.6	10.8	106	1298	16.5	14.6	151
TOWN & COUNTRY	917	291	1.2	31.7	106	**97	1.2	10.6	107	**100	1.2	10.9	107	**94	1.2	10.3	106
TRAVEL & LEISURE	972	378	1.6	38.9	130	**83	1.0	8.5	86	*161	1.9	16.6	162	*133	1.7	13.7	141
TRUE STORY	3356	983	4.1	29.3	98	428	5.3	12.8	129	*218	2.6	6.5	64	338	4.3	10.1	104
U.S.NEWS & WORLD REPORT	3410	1150	4.8	33.7	113	300	3.7	8.8	89	457	5.5	13.4	131	392	5.0	11.5	118
USA TODAY	1759	680	2.8	38.7	130	*194	2.4	11.0	112	*198	2.4	11.3	110	288	3.7	16.4	169
US	1873	646	2.7	34.5	116	*170	2.1	9.1	92	294	3.6	15.7	154	*183	2.3	9.8	101
VOGUE	3909	1290	5.3	33.0	111	478	6.0	12.2	124	361	4.4	9.2	90	451	5.7	11.5	119
WALL STREET JOURNAL	1886	609	2.5	32.3	108	*183	2.3	9.7	98	*161	1.9	8.5	84	*265	3.4	14.1	145
WEIGHT WATCHERS	2120	854	3.5	40.3	135	266	3.3	12.5	127	291	3.5	13.7	134	297	3.8	14.0	144
WOMAN'S DAY	14172	4685	19.4	33.1	111	1576	19.7	11.1	112	1495	18.1	10.5	103	1614	20.5	11.4	117
WORKING MOTHER	1146	415	1.7	36.2	122	*132	1.6	11.5	117	*176	2.1	15.4	150	**107	1.4	9.3	96
WORKING WOMAN	1322	466	1.9	35.2	118	*136	1.7	10.3	104	*152	1.8	11.5	113	*179	2.3	13.5	139
WORLD TENNIS	*163	**42	0.2	25.8	86	**5	0.1	3.1	31	**20	0.2	12.3	120	**17	0.2	10.4	107
ZIFF-DAVIS MAG NETWK (GROSS)	2532	779	3.2	30.8	103	*224	2.8	8.8	89	297	3.6	11.7	115	*258	3.3	10.2	105
BLAIR INSERTS	43657	14391	59.6	33.0	111	4489	56.1	10.3	104	4975	60.2	11.4	112	4927	62.7	11.3	116
DAILY NEWSPAPERS																	
READ ANY	51633	16449	68.1	31.9	107	5331	66.6	10.3	104	5550	67.1	10.7	105	5568	70.8	10.8	111
READ ONE	43463	13409	55.6	30.9	104	4345	54.3	10.0	101	4731	57.2	10.9	107	4332	55.1	10.0	103
READ TWO OR MORE	8170	3041	12.6	37.2	125	986	12.3	12.1	122	819	9.9	10.0	98	1236	15.7	15.1	156
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16929	70.1	32.1	108	5444	68.0	10.3	105	5837	70.6	11.1	109	5648	71.8	10.7	110
READ ONE	46126	14231	59.0	30.9	104	4372	54.6	9.5	96	5133	62.1	11.1	109	4725	60.1	10.2	105
READ TWO OR MORE	6552	2699	11.2	41.2	138	1072	13.4	16.4	165	704	8.5	10.7	105	923	11.7	14.1	145
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.37				26.13				28.94				30.02			
30 DAY REACH	71455	21500	89.1	30.1	101	7023	87.7	9.8	99	7479	90.5	10.5	103	6998	89.0	9.8	101
50 SHWG - 30 DAY AV FREQ	14.56	14.97				13.71				15.31				15.87			
30 DAY REACH	67742	20404	84.5	30.1	101	6688	83.5	9.9	100	7083	85.7	10.5	102	6633	84.3	9.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.12				7.37				8.38				8.62			
30 DAY REACH	62117	18784	77.8	30.2	101	6202	77.5	10.0	101	6475	78.3	10.4	102	6107	77.7	9.8	101
CABLE TV: HOME WIRED	32077	10354	42.9	32.3	108	3378	42.2	10.5	107	3379	40.9	10.5	103	3597	45.7	11.2	115
HOME NOT WIRED	48909	13784	57.1	28.2	95	4629	57.8	9.5	96	4888	59.1	10.0	98	4267	54.3	8.7	90
HAVE PAY CABLE	15935	5845	24.2	36.7	123	1996	24.9	12.5	127	1875	22.7	11.8	115	1974	25.1	12.4	128

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0602
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS LESS THAN ONE - TWO A '000	MEDIUM USERS LESS THAN ONE - TWO B % DOWN	MEDIUM USERS LESS THAN ONE - TWO C % ACROSS	MEDIUM USERS LESS THAN ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24137	100.0	29.8	100	8007	100.0	9.9	100	8267	100.0	10.2	100	7864	100.0	9.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13402	55.5	30.5	102	4146	51.8	9.4	95	4557	55.1	10.4	102	4700	59.8	10.7	110
10:00 AM - 3:00 PM	30659	9460	39.2	30.9	104	3240	40.5	10.6	107	3163	38.3	10.3	101	3057	38.9	10.0	103
3:00 PM - 7:00 PM	31045	9390	38.9	30.2	101	2856	35.7	9.2	93	3251	39.3	10.5	103	3283	41.7	10.6	109
7:00 PM - MIDNIGHT	15767	4734	19.6	30.0	101	1558	19.5	9.9	100	1540	18.6	9.8	96	1636	20.8	10.4	107
MIDNIGHT - 6:00 AM	9120	2985	12.4	32.7	110	990	12.4	10.9	110	1113	13.5	12.2	120	882	11.2	9.7	100
6:00 AM - MIDNIGHT	58527	17933	74.3	30.6	103	5857	73.1	10.0	101	6056	73.3	10.3	101	6021	76.6	10.3	106
ENTIRE DAY	59311	18210	75.4	30.7	103	5928	74.0	10.0	101	6163	74.5	10.4	102	6120	77.8	10.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5113	21.2	31.6	106	1403	17.5	8.7	88	1781	21.5	11.0	108	1929	24.5	11.9	123
ALL NEWS	2256	948	3.9	42.0	141	344	4.3	15.2	154	342	4.1	15.2	149	261	3.3	11.6	119
AOR/PROGRESSIVE	3874	1310	5.4	33.8	113	394	4.9	10.2	103	468	5.7	12.1	118	448	5.7	11.6	119
BEAUTIFUL MUSIC	5660	1779	7.4	31.4	105	558	7.0	9.9	100	626	7.6	11.1	108	594	7.6	10.5	108
BLACK	2204	695	2.9	31.5	106	293	3.7	13.3	134	*222	2.7	10.1	99	*179	2.3	8.1	84
CLASSICAL	1418	454	1.9	32.0	107	**117	1.5	8.3	83	*216	2.6	15.2	149	**121	1.5	8.5	88
CHR/ROCK	9538	3095	12.8	32.4	109	1101	13.8	11.5	117	1014	12.3	10.6	104	980	12.5	10.3	106
COUNTRY	12648	3376	14.0	26.7	90	1075	13.4	8.5	86	1037	12.5	8.2	80	1264	16.1	10.0	103
GOLDEN OLDIES	1191	334	1.4	28.0	94	*139	1.7	11.7	118	**129	1.6	10.8	106	**66	0.8	5.5	57
MOR/NOSTALGIA	4757	1582	6.6	33.3	112	580	7.2	12.2	123	529	6.4	11.1	109	474	6.0	10.0	103
NEWS/TALK	3863	1110	4.6	28.7	96	362	4.5	9.4	95	414	5.0	10.7	105	333	4.2	8.6	89
RELIGIOUS	3084	737	3.1	23.9	80	*163	2.0	5.3	53	*249	3.0	8.1	79	325	4.1	10.5	109
SOFT ROCK	521	*184	0.8	35.3	118	**32	0.4	6.1	62	**89	1.1	17.1	167	**64	0.8	12.3	127
URBAN CONTEMPORARY	1585	601	2.5	37.9	127	269	3.4	17.0	172	*203	2.5	12.8	125	**129	1.6	8.1	84
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1096	4.5	33.6	113	327	4.1	10.0	101	335	4.1	10.3	101	434	5.5	13.3	137
ABC DIRECTION	2316	872	3.6	37.7	126	262	3.3	11.3	114	310	3.7	13.4	131	300	3.8	13.0	133
ABC ENTERTAINMENT	4834	1565	6.5	32.4	109	354	4.4	7.3	74	423	5.1	8.8	86	788	10.0	16.3	168
ABC FM	2202	545	2.3	24.8	83	*194	2.4	8.8	89	*168	2.0	7.6	75	*183	2.3	8.3	86
ABC INFORMATION	5425	1642	6.8	30.3	102	560	7.0	10.3	104	557	6.7	10.3	101	524	6.7	9.7	99
ABC ROCK	1677	627	2.6	37.4	125	*192	2.4	11.4	116	*283	3.4	16.9	165	*152	1.9	9.1	93
CBS	4430	1375	5.7	31.0	104	378	4.7	8.5	86	532	6.4	12.0	118	465	5.9	10.5	108
MUTUAL	4992	1666	6.9	33.4	112	531	6.6	10.6	108	681	8.2	13.6	134	455	5.8	9.1	94
NBC	4679	1635	6.8	34.9	117	522	6.5	11.2	113	545	6.6	11.6	114	567	7.2	12.1	125
RADIORADIO	1994	616	2.6	30.9	104	*183	2.3	9.2	93	*193	2.3	9.7	95	*240	3.1	12.0	124
RKO ONE	2298	648	2.7	28.2	95	*276	3.4	12.0	121	*187	2.3	8.1	80	*186	2.4	8.1	83
RKO TWO	3311	993	4.1	30.0	101	247	3.1	7.5	75	291	3.5	8.8	86	455	5.8	13.7	142
THE SOURCE	2114	663	2.7	31.4	105	*209	2.6	9.9	100	*187	2.3	8.8	87	*267	3.4	12.6	130
NON-WIRED : BLAIR	8654	2595	10.8	30.0	101	809	10.1	9.3	95	853	10.3	9.9	97	932	11.9	10.8	111
INTERNET	12025	3663	15.2	30.5	102	1229	15.3	10.2	103	1283	15.5	10.7	105	1151	14.6	9.6	99
KATZ RADIO GROUP	15359	4883	20.2	31.8	107	1431	17.9	9.3	94	1691	20.5	11.0	108	1762	22.4	11.5	118
SUPERNET	10628	3403	14.1	32.0	107	1327	16.6	12.5	126	971	11.7	9.1	90	1105	14.1	10.4	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2383	9.9	27.5	92	899	11.2	10.4	105	739	8.9	8.5	84	745	9.5	8.6	89
WKDAY 9:00 AM - 1:00 PM	12163	3502	14.5	28.8	97	1244	15.5	10.2	103	1125	13.6	9.2	91	1133	14.4	9.3	96
WKDAY 1:00 PM - 4:30 PM	16150	4826	20.0	29.9	100	1741	21.7	10.8	109	1627	19.7	10.1	99	1459	18.6	9.0	93
WKDAY 4:30 PM - 7:30 PM	22463	6812	28.2	30.3	102	2309	28.8	10.3	104	2322	28.1	10.3	101	2181	27.7	9.7	100
WKDAY 7:30 PM - 8:00 PM	31795	9642	39.9	30.3	102	3217	40.2	10.1	102	3285	39.7	10.3	101	3140	39.9	9.9	102
WKDAY 11:00 PM - 11:30 PM	23977	7738	32.1	32.3	108	2422	30.2	10.1	102	2674	32.3	11.2	109	2642	33.6	11.0	113
WKDAY 11:30 PM - 1:00 AM	7703	2618	10.8	34.0	114	842	10.5	10.9	111	833	10.1	10.8	106	943	12.0	12.2	126
M-SAT 8-11 PM+SUN 7-11 PM	33800	10387	43.0	30.7	103	3393	42.4	10.0	102	3539	42.8	10.5	103	3454	43.9	10.2	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2041	8.5	31.2	105	753	9.4	11.5	116	635	7.7	9.7	95	654	8.3	10.0	103
ANOTHER WORLD N	4620	1340	5.6	29.0	97	441	5.5	9.5	97	505	6.1	10.9	107	393	5.0	8.5	88
AS THE WORLD TURNS C	5614	1529	6.3	27.2	91	579	7.2	10.3	104	561	6.8	10.0	98	390	5.0	6.9	72
CAPITOL C	3396	1018	4.2	30.0	101	418	5.2	12.3	124	343	4.1	10.1	99	257	3.3	7.6	78
CBS MORN. NEWS 1 C	1446	406	1.7	28.1	94	173	2.2	12.0	121	105	1.3	7.3	71	*128	1.6	8.9	91
CBS MORN. NEWS 2 C	1207	291	1.2	24.1	81	127	1.6	10.5	106	82	1.0	6.8	67	*82	1.0	6.8	70
DAYS OF OUR LIVES N	5877	1806	7.5	30.7	103	611	7.6	10.4	105	663	8.0	11.3	111	532	6.8	9.1	93
FACTS OF LIFE - DAYTIME N	2290	626	2.6	27.3	92	235	2.9	10.3	104	239	2.9	10.4	102	151	1.9	6.6	68
FAMILY FEUD A	3023	798	3.3	26.4	89	222	2.8	7.3	74	248	3.0	8.2	80	328	4.2	10.9	112
GENERAL HOSPITAL A	6097	1963	8.1	32.2	108	780	9.7	12.8	129	503	6.1	8.2	81	679	8.6	11.1	115
GOOD MORNING, AMERICA-730 A	3515	955	4.0	27.2	91	345	4.3	9.8	99	255	3.1	7.3	71	354	4.5	10.1	104
GOOD MORNING, AMERICA-830 A	2818	804	3.3	28.5	96	292	3.6	10.4	105	192	2.3	6.8	67	320	4.1	11.4	117
GUIDING LIGHT C	5339	1562	6.5	29.3	98	592	7.4	11.1	112	595	7.2	11.1	109	375	4.8	7.0	72
ONE LIFE TO LIVE A	4478	1375	5.7	30.7	103	537	6.7	12.0	121	407	4.9	9.1	89	431	5.5	9.6	99
PRESS YOUR LUCK C	2244	653	2.7	29.1	98	244	3.0	10.9	110	182	2.2	8.1	79	228	2.9	10.2	105
PRICE IS RIGHT 1 C	4348	1227	5.1	28.2	95	453	5.7	10.4	105	385	4.7	8.9	87	389	4.9	8.9	92
PRICE IS RIGHT 2 C	5014	1445	6.0	28.8	97	527	6.6	10.5	106	448	5.4	8.9	88	470	6.0	9.4	97
RYAN'S HOPE A	3150	1018	4.2	32.3	108	341	4.3	10.8	109	315	3.8	10.0	98	363	4.6	11.5	119
SALE OF THE CENTURY N	2695	776	3.2	28.8	97	225	2.8	8.3	84	328	4.0	12.2	119	222	2.8	8.2	85
SEARCH FOR TOMORROW N	2319	641	2.7	27.6	93	195	2.4	8.4	85	259	3.1	11.2	109	188	2.4	8.1	83
TODAY SHOW 1 N	2693	729	3.0	27.1	91	285	3.6	10.6	107	255	3.1	9.5	93	189	2.4	7.0	72
TODAY SHOW 2 N	2498	746	3.1	29.9	100	260	3.2	10.4	105	306	3.7	12.2	120	180	2.3	7.2	74
$25,000 PYRAMID C	2753	814	3.4	29.6	99	301	3.8	10.9	111	279	3.4	10.1	99	234	3.0	8.5	88
WHEEL OF FORTUNE N	4388	1217	5.0	27.7	93	382	4.8	8.7	88	438	5.3	10.0	98	397	5.0	9.0	93
YOUNG AND THE RESTLESS C	5695	1594	6.6	28.0	94	670	8.4	11.8	119	512	6.2	9.0	88	412	5.2	7.2	75
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	488	2.0	27.7	93	157	2.0	8.9	90	188	2.3	10.7	105	142	1.8	8.1	83
NBA PLAYOFF GAME -1 C	1136	327	1.4	28.8	97	*130	1.6	11.4	116	*109	1.3	9.6	94	*88	1.1	7.7	80
NBC MAJOR LEAGUE PRE-GAME N	953	*281	1.2	29.5	99	**103	1.3	10.8	109	**104	1.3	10.9	107	**74	0.9	7.8	80
SPORTSWORLD - SUN N	1233	337	1.4	27.3	92	*107	1.3	8.7	88	*119	1.4	9.7	95	*111	1.4	9.0	93
SUNDAY MORNING C	1611	431	1.8	26.8	90	*171	2.1	10.6	107	170	2.1	10.6	103	*90	1.1	5.6	58

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0603
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS LESS THAN ONE - TWO A '000	MEDIUM USERS LESS THAN ONE - TWO B % DOWN	MEDIUM USERS LESS THAN ONE - TWO C % ACROSS	MEDIUM USERS LESS THAN ONE - TWO D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	24137	100.0	29.8	100	8007	100.0	9.9	100	8267	100.0	10.2	100	7864	100.0	9.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7830	32.4	30.0	101	2514	31.4	9.6	98	2784	33.7	10.7	105	2533	32.2	9.7	100
NETWORK AFFILIATES - LATE		20261	6524	27.0	32.2	108	2004	25.0	9.9	100	2343	28.3	11.6	113	2177	27.7	10.7	111
INDEPENDENTS - LATE		2076	765	3.2	36.8	124	258	3.2	12.4	126	221	2.7	10.6	104	286	3.6	13.8	142
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3086	12.8	29.5	99	933	11.7	8.9	90	1099	13.3	10.5	103	1054	13.4	10.1	104
ABC MONDAY NIGHT MOVIE	A	6412	1749	7.2	27.3	92	575	7.2	9.0	91	608	7.4	9.5	93	566	7.2	8.8	91
ABC SUNDAY NIGHT MOVIE	A	12407	3678	15.2	29.6	99	1111	13.9	9.0	91	1340	16.2	10.8	106	1226	15.6	9.9	102
ABC WORLD NEWS TONIGHT	A	6176	1834	7.6	29.7	100	579	7.2	9.4	95	607	7.3	9.8	96	648	8.2	10.5	108
AFTERMASH	C	5863	1816	7.5	31.0	104	676	8.4	11.5	117	614	7.4	10.5	103	526	6.7	9.0	92
ALICE	C	9594	3092	12.8	32.2	108	993	12.4	10.4	105	1129	13.7	11.8	115	970	12.3	10.1	104
AMERICAN PARADE	C	6622	1966	8.1	29.7	100	655	8.2	9.9	100	730	8.8	11.0	108	580	7.4	8.8	90
BENSON	A	10886	3199	13.3	29.4	99	944	11.8	8.7	88	1030	12.5	9.5	93	1224	15.6	11.2	116
BLUE THUNDER	A	5036	1428	5.9	28.4	95	487	6.1	9.7	98	453	5.5	9.0	88	488	6.2	9.7	100
CAGNEY & LACEY	C	9965	3032	12.6	30.4	102	938	11.7	9.4	95	979	11.8	9.8	96	1116	14.2	11.2	115
CBS EVENING NEWS-DEAN	C	3491	1156	4.8	33.1	111	376	4.7	10.8	109	382	4.6	10.9	107	398	5.1	11.4	117
CBS EVENING NEWS-RATHER	C	7123	2302	9.5	32.3	108	720	9.0	10.1	102	877	10.6	12.3	121	706	9.0	9.9	102
CBS SAT. NEWS-SCHIEFFER	C	3621	1012	4.2	27.9	94	335	4.2	9.3	94	395	4.8	10.9	107	282	3.6	7.8	80
CBS SATURDAY NIGHT MOVIE	C	5436	1688	7.0	31.1	104	584	7.3	10.7	109	598	7.2	11.0	108	505	6.4	9.3	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	1798	7.4	29.5	99	511	6.4	8.4	85	634	7.7	10.4	102	653	8.3	10.7	110
CHEERS	N	8889	2862	11.9	32.2	108	939	11.7	10.6	107	1108	13.4	12.5	122	815	10.4	9.2	94
DALLAS	C	22109	6866	28.4	31.1	104	2274	28.4	10.3	104	2296	27.8	10.4	102	2297	29.2	10.4	107
DIFF'RENT STROKES	N	6940	1861	7.7	26.8	90	601	7.5	8.7	88	683	8.3	9.8	96	577	7.3	8.3	86
DOUBLE TROUBLE	N	7223	2144	8.9	29.7	100	640	8.0	8.9	90	813	9.8	11.3	110	690	8.8	9.6	98
DUCK FACTORY	N	5595	1792	7.4	32.0	107	643	8.0	11.5	116	743	9.0	13.3	130	406	5.2	7.3	75
DUKES OF HAZZARD	C	5768	1719	7.1	29.8	100	542	6.8	9.4	95	637	7.7	11.0	108	540	6.9	9.4	96
DYNASTY	A	20053	5871	24.3	29.3	98	1926	24.1	9.6	97	2129	25.8	10.6	104	1815	23.1	9.1	93
FACTS OF LIFE	N	8087	2284	9.5	28.2	95	837	10.5	10.3	105	759	9.2	9.4	92	688	8.7	8.5	88
FALCON CREST	C	20046	6211	25.7	31.0	104	1830	22.9	9.1	92	2206	26.7	11.0	108	2175	27.7	10.9	112
FALL GUY	A	9084	2682	11.1	29.5	99	826	10.3	9.1	92	930	11.2	10.2	100	926	11.8	10.2	105
FAMILY TIES	N	7964	2320	9.6	29.1	98	774	9.7	9.7	98	870	10.5	10.9	107	676	8.6	8.5	87
FANTASY ISLAND	A	7687	2366	9.8	30.8	103	889	11.1	11.6	117	785	9.5	10.2	100	692	8.8	9.0	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	2648	11.0	29.9	100	784	9.8	8.8	89	1009	12.2	11.4	112	855	10.9	9.6	99
FOUR SEASONS	C	5095	1640	6.8	32.2	108	634	7.9	12.4	126	525	6.4	10.3	101	481	6.1	9.4	97
GIMME A BREAK	N	8838	2654	11.0	30.0	101	924	11.5	10.5	106	1015	12.3	11.5	113	715	9.1	8.1	83
HART TO HART	A	8978	2539	10.5	28.3	95	795	9.9	8.9	90	867	10.5	9.7	95	876	11.1	9.8	100
HILL STREET BLUES	N	8590	2613	10.8	30.4	102	730	9.1	8.5	86	983	11.9	11.4	112	900	11.4	10.5	108
HOTEL	A	14085	4416	18.3	31.4	105	1488	18.6	10.6	107	1463	17.7	10.4	102	1466	18.6	10.4	107
JEFFERSONS	C	9360	3014	12.5	32.2	108	1034	12.9	11.0	112	1067	12.9	11.4	112	914	11.6	9.8	101
JENNIFER SLEPT HERE	N	5841	1710	7.1	29.3	98	551	6.9	9.4	95	585	7.1	10.0	98	574	7.3	9.8	101
KATE & ALLIE	C	9206	2911	12.1	31.6	106	899	11.2	9.8	99	942	11.4	10.2	100	1070	13.6	11.6	120
KNIGHT RIDER	N	7076	2101	8.7	29.7	100	660	8.2	9.3	94	670	8.1	9.5	93	770	9.8	10.9	112
LOVE BOAT	A	12219	3429	14.2	28.1	94	1180	14.7	9.7	98	1180	14.3	9.7	95	1069	13.6	8.7	90
MAGNUM PI	C	11199	3182	13.2	28.4	95	1000	12.5	8.9	90	1118	13.5	10.0	98	1064	13.5	9.5	98
MAMA'S FAMILY	N	6057	1807	7.5	29.8	100	628	7.8	10.4	105	624	7.5	10.3	101	555	7.1	9.2	94
MASTER, THE	N	3598	1071	4.4	29.8	100	387	4.8	10.8	109	344	4.2	9.6	94	340	4.3	9.4	97
MATT HOUSTON	A	6344	2139	8.9	33.7	113	691	8.6	10.9	110	794	9.6	12.5	123	654	8.3	10.3	106
NBC MONDAY NIGHT MOVIE	N	11994	3673	15.2	30.6	103	1186	14.8	9.9	100	1265	15.3	10.5	103	1222	15.5	10.2	105
NBC NIGHTLY NEWS	N	5132	1516	6.3	29.5	99	527	6.6	10.3	104	540	6.5	10.5	103	449	5.7	8.7	90
NBC NIGHTLY NEWS-SAT	N	3375	892	3.7	26.4	89	226	2.8	6.7	68	363	4.4	10.8	105	303	3.9	9.0	92
NBC NIGHTLY NEWS-SUN	N	3130	1020	4.2	32.6	109	315	3.9	10.1	102	395	4.8	12.6	124	310	3.9	9.9	102
NBC SUNDAY NIGHT MOVIE	N	8284	2447	10.1	29.5	99	994	12.4	12.0	121	770	9.3	9.3	91	683	8.7	8.2	85
NEWHART	C	9240	2969	12.3	32.1	108	908	11.3	9.8	99	958	11.6	10.4	102	1103	14.0	11.9	123
ONE DAY AT A TIME	C	7288	2053	8.5	28.2	95	670	8.4	9.2	93	707	8.6	9.7	95	676	8.6	9.3	96
PEOPLE ARE FUNNY	N	4855	1409	5.8	29.0	97	440	5.5	9.1	92	513	6.2	10.6	104	455	5.8	9.4	97
REAL PEOPLE	N	8869	2572	10.7	29.0	97	736	9.2	8.3	84	987	11.9	11.1	109	849	10.8	9.6	99
REMINGTON STEELE	N	7743	2570	10.6	33.2	111	752	9.4	9.7	98	824	10.0	10.6	104	994	12.6	12.8	132
RIPLEY'S BELIEVE IT - NOT	A	5345	1532	6.3	28.7	96	488	6.1	9.1	92	581	7.0	10.9	106	463	5.9	8.7	89
RIPTIDE	N	6988	2211	9.2	31.6	106	695	8.7	9.9	101	816	9.9	11.7	114	701	8.9	10.0	103
SCARECROW & MRS. KING	C	10002	2835	11.7	28.3	95	888	11.1	8.9	90	980	11.9	9.8	96	967	12.3	9.7	100
SIMON & SIMON	C	10638	3007	12.5	28.3	95	1026	12.8	9.6	98	991	12.0	9.3	91	991	12.6	9.3	96
60 MINUTES	C	13293	4137	17.1	31.1	104	1240	15.5	9.3	94	1460	17.7	11.0	108	1438	18.3	10.8	111
ST. ELSEWHERE	N	7017	2286	9.5	32.6	109	743	9.3	10.6	107	813	9.8	11.6	114	731	9.3	10.4	107
THREE'S COMPANY	A	10917	3140	13.0	28.8	97	1062	13.3	9.7	98	1096	13.3	10.0	98	981	12.5	9.0	93
T.J. HOOKER	A	9204	2538	10.5	27.6	93	793	9.9	8.6	87	929	11.2	10.1	99	816	10.4	8.9	91
TONIGHT SHOW	N	2372	885	3.7	37.3	125	273	3.4	11.5	116	296	3.6	12.5	122	316	4.0	13.3	137
TRAPPER JOHN, M.D.	C	9846	3057	12.7	31.0	104	937	11.7	9.5	96	1102	13.3	11.2	110	1019	13.0	10.3	107
TV BLOOPERS & PRAC. JOKES	N	9105	2634	10.9	28.9	97	754	9.4	8.3	84	1025	12.4	11.3	110	855	10.9	9.4	97
20/20	A	9387	2900	12.0	30.9	104	947	11.8	10.1	102	989	12.0	10.5	103	964	12.3	10.3	106
WEBSTER	A	11067	3263	13.5	29.5	99	976	12.2	8.8	89	1096	13.3	9.9	97	1191	15.1	10.8	111
WORLD NEWS - SUN	A	3062	880	3.6	28.7	96	246	3.1	8.0	81	320	3.9	10.5	102	314	4.0	10.3	106
YELLOW ROSE	N	4978	1416	5.9	28.4	95	420	5.2	8.4	85	494	6.0	9.9	97	502	6.4	10.1	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3260	13.5	36.7	123	938	11.7	10.6	107	1279	15.5	14.4	141	1043	13.3	11.7	121
BASKETBALL - COLLEGE GAMES		4080	1295	5.4	31.7	106	*417	5.2	10.2	103	477	5.8	11.7	115	*402	5.1	9.9	101
BASKETBALL - PRO GAMES		3607	1457	6.0	40.4	136	*449	5.6	12.4	126	576	7.0	16.0	156	*432	5.5	12.0	123
BOWLING		3883	1563	6.5	40.3	135	*461	5.8	11.9	120	654	7.9	16.8	165	*449	5.7	11.6	119
BOXING		3928	1383	5.7	35.2	118	628	7.8	16.0	162	*389	4.7	9.9	97	*366	4.7	9.3	96
FOOTBALL - COLLEGE GAMES		6366	2185	9.1	34.3	115	728	9.1	11.4	116	750	9.1	11.8	115	707	9.0	11.1	114
FOOTBALL - PRO GAMES		11300	3707	15.4	32.8	110	1137	14.2	10.1	102	1197	14.5	10.6	104	1374	17.5	12.2	125
GOLF		3378	1371	5.7	40.6	136	*454	5.7	13.4	136	*578	7.0	17.1	168	*340	4.3	10.1	104
POST-SEASON COLL. FOOTBALL		4906	1723	7.1	35.1	118	520	6.5	10.6	107	738	8.9	15.0	147	*464	5.9	9.5	97
POST-SEASON PRO FOOTBALL		6120	1915	7.9	31.3	105	646	8.1	10.6	107	614	7.4	10.0	98	656	8.3	10.7	110
TENNIS		3033	1079	4.5	35.6	119	*316	3.9	10.4	105	*433	5.2	14.3	140	*330	4.2	10.9	112
WRESTLING - PROFESSIONAL		3344	1192	4.9	35.6	120	*497	6.2	14.9	150	*295	3.6	8.8	86	*400	5.1	12.0	123

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INSTANT ICED TEA MIX - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5023	100.0	6.2	100	12037	100.0	14.9	100	8037	100.0	9.9	100				
18 - 24	9282	*555	11.0	6.0	96	1289	10.7	13.9	93	768	9.6	8.3	83				
25 - 34	19072	989	19.7	5.2	84	2933	24.4	15.4	103	1928	24.0	10.1	102				
35 - 44	14591	822	16.4	5.6	91	2858	23.7	19.6	132	1282	16.0	8.8	89				
45 - 54	11345	966	19.2	8.5	137	1780	14.8	15.7	106	1209	15.0	10.7	107				
55 - 64	11635	835	16.6	7.2	116	1491	12.4	12.8	86	1304	16.2	11.2	113				
65 OR OLDER	15061	856	17.0	5.7	92	1686	14.0	11.2	75	1546	19.2	10.3	103				
18 - 34	28354	1544	30.7	5.4	88	4222	35.1	14.9	100	2696	33.5	9.5	96				
18 - 49	48339	2765	55.0	5.7	92	8041	66.8	16.6	112	4468	55.6	9.2	93				
25 - 54	45008	2777	55.3	6.2	99	7571	62.9	16.8	113	4419	55.0	9.8	99				
35 - 49	19985	1222	24.3	6.1	99	3819	31.7	19.1	129	1772	22.0	8.9	89				
50 OR OLDER	32647	2258	45.0	6.9	112	3996	33.2	12.2	82	3569	44.4	10.9	110				
GRADUATED COLLEGE	11155	751	15.0	6.7	109	1567	13.0	14.0	95	1234	15.4	11.1	111				
ATTENDED COLLEGE	13682	1102	21.9	8.1	130	2163	18.0	15.8	106	1395	17.4	10.2	103				
GRADUATED HIGH SCHOOL	33880	2074	41.3	6.1	99	5269	43.8	15.6	105	3390	42.2	10.0	101				
DID NOT GRADUATE HIGH SCHOOL	22270	1096	21.8	4.9	79	3038	25.2	13.6	92	2018	25.1	9.1	91				
EMPLOYED	40306	2713	54.0	6.7	109	6312	52.4	15.7	105	3850	47.9	9.6	96				
EMPLOYED FULL-TIME	32850	2079	41.4	6.3	102	5037	41.8	15.3	103	3024	37.6	9.2	93				
EMPLOYED PART-TIME	7456	634	12.6	8.5	137	1275	10.6	17.1	115	826	10.3	11.1	112				
NOT EMPLOYED	40680	2310	46.0	5.7	92	5725	47.6	14.1	95	4187	52.1	10.3	104				
PROFESSIONAL/MANAGER	10392	662	13.2	6.4	103	1589	13.2	15.3	103	908	11.3	8.7	88				
TECH/CLERICAL/SALES	17574	1447	28.8	8.2	133	2803	23.3	15.9	107	1837	22.9	10.5	105				
PRECISION/CRAFT	985	**45	0.9	4.6	74	**137	1.1	13.9	94	**103	1.3	10.5	105				
OTHER EMPLOYED	11354	560	11.1	4.9	80	1783	14.8	15.7	106	1001	12.5	8.8	89				
SINGLE	9863	632	12.6	6.4	103	1601	13.3	16.2	109	760	9.5	7.7	78				
MARRIED	51375	3263	65.0	6.4	102	7732	64.2	15.1	101	5326	66.3	10.4	104				
DIVORCED/SEPARATED/WIDOWED	19748	1128	22.5	5.7	92	2704	22.5	13.7	92	1951	24.3	9.9	100				
PARENTS	32590	1650	32.8	5.1	82	5504	45.7	16.9	114	3354	41.7	10.3	104				
WHITE	70416	4655	92.7	6.6	107	10665	88.6	15.1	102	6679	83.1	9.5	96				
BLACK	8778	*254	5.1	2.9	47	1232	10.2	14.0	94	1129	14.0	12.9	130				
OTHER	1791	**114	2.3	6.4	103	**140	1.2	7.8	53	**228	2.8	12.7	128				
NORTHEAST-CENSUS	17786	2107	41.9	11.8	191	5663	47.0	31.8	214	1293	16.1	7.3	73				
NORTH CENTRAL	20741	1279	25.5	6.2	99	2367	19.7	11.4	77	2950	36.7	14.2	143				
SOUTH	27775	902	18.0	3.2	52	2515	20.9	9.1	61	2001	24.9	7.2	73				
WEST	14683	735	14.6	5.0	81	1492	12.4	10.2	68	1793	22.3	12.2	123				
NORTHEAST-MKTG.	17961	1836	36.6	10.2	165	5582	46.4	31.1	209	1193	14.8	6.6	67				
EAST CENTRAL	11885	881	17.5	7.4	120	1732	14.4	14.6	98	1564	19.5	13.2	133				
WEST CENTRAL	14090	891	17.7	6.3	102	1535	12.8	10.9	73	2035	25.3	14.4	146				
SOUTH	24081	739	14.7	3.1	49	1878	15.6	7.8	52	1718	21.4	7.1	72				
PACIFIC	12969	676	13.5	5.2	84	1310	10.9	10.1	68	1527	19.0	11.8	119				
COUNTY SIZE A	32439	2375	47.3	7.3	118	5807	48.2	17.9	120	3153	39.2	9.7	98				
COUNTY SIZE B	24915	1488	29.6	6.0	96	3755	31.2	15.1	101	2413	30.0	9.7	98				
COUNTY SIZE C	12930	702	14.0	5.4	88	1553	12.9	12.0	81	1206	15.0	9.3	94				
COUNTY SIZE D	10703	*458	9.1	4.3	69	922	7.7	8.6	58	1265	15.7	11.8	119				
METRO CENTRAL CITY	24518	1284	25.6	5.2	84	3765	31.3	15.4	103	2409	30.0	9.8	99				
METRO SUBURBAN	35919	2861	57.0	8.0	128	6045	50.2	16.8	113	3596	44.7	10.0	101				
NON METRO	20549	878	17.5	4.3	69	2227	18.5	10.8	73	2031	25.3	9.9	100				
TOP 5 ADI'S	18341	1498	29.8	8.2	132	4177	34.7	22.8	153	1682	20.9	9.2	92				
TOP 10 ADI'S	25378	1910	38.0	7.5	121	4984	41.4	19.6	132	2282	28.4	9.0	91				
TOP 20 ADI'S	36488	2783	55.4	7.6	123	6771	56.3	18.6	125	3300	41.1	9.0	91				
HSHLD INC. $50,000 OR MORE	6612	642	12.8	9.7	157	1203	10.0	18.2	122	749	9.3	11.3	114				
$40,000 OR MORE	12659	1077	21.4	8.5	137	2300	19.1	18.2	122	1467	18.3	11.6	117				
$30,000 OR MORE	24698	1994	39.7	8.1	130	4310	35.8	17.5	117	2785	34.7	11.3	114				
$25,000 OR MORE	32077	2564	51.0	8.0	129	5596	46.5	17.4	117	3571	44.4	11.1	112				
$20,000 - $24,999	9144	*390	7.8	4.3	69	1349	11.2	14.8	99	898	11.2	9.8	99				
$15,000 - $19,999	8728	635	12.6	7.3	117	1358	11.3	15.6	105	584	7.3	6.7	67				
$10,000 - $14,999	12562	682	13.6	5.4	88	1500	12.5	11.9	80	1237	15.4	9.8	99				
UNDER $10,000	18475	752	15.0	4.1	66	2233	18.6	12.1	81	1747	21.7	9.5	95				
HOUSEHOLD OF 1 PERSON	11987	746	14.9	6.2	100	1373	11.4	11.5	77	1040	12.9	8.7	87				
2 PEOPLE	26577	1913	38.1	7.2	116	3531	29.3	13.3	89	2344	29.2	8.8	89				
3 OR 4 PEOPLE	30617	1776	35.4	5.8	94	4809	40.0	15.7	106	3228	40.2	10.5	106				
5 OR MORE PEOPLE	11804	*588	11.7	5.0	80	2324	19.3	19.7	132	1425	17.7	12.1	122				
NO CHILD IN HSHLD	46165	3276	65.2	7.1	114	6141	51.0	13.3	89	4283	53.3	9.3	93				
CHILD(REN) UNDER 2 YRS	5325	**191	3.8	3.6	58	680	5.6	12.8	86	*547	6.8	10.3	104				
2 - 5 YEARS	14221	*526	10.5	3.7	60	1995	16.6	14.0	94	1589	19.8	11.2	113				
6 - 11 YEARS	15117	744	14.8	4.9	79	2583	21.5	17.1	115	1728	21.5	11.4	115				
12 - 17 YEARS	16611	949	18.9	5.7	92	3203	26.6	19.3	130	1756	21.8	10.6	107				
RESIDENCE OWNED	55884	3715	74.0	6.6	107	8340	69.3	14.9	100	5975	74.3	10.7	108				
VALUE: $50,000 OR MORE	31744	2336	46.5	7.4	119	5184	43.1	16.3	110	3774	47.0	11.9	120				
VALUE: UNDER $50,000	24140	1379	27.5	5.7	92	3157	26.2	13.1	88	2201	27.4	9.1	92				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5023	100.0	6.2	100	12037	100.0	14.9	100	8037	100.0	9.9	100				
MAGAZINES	QUINTILE 1	15799	1330	26.5	8.4	136	2716	22.6	17.2	116	1832	22.8	11.6	117				
	QUINTILE 2	17259	1177	23.4	6.8	110	2854	23.7	16.5	111	1711	21.3	9.9	100				
	QUINTILE 3	13545	743	14.8	5.5	88	2075	17.2	15.3	103	1218	15.2	9.0	91				
	QUINTILE 4	15133	875	17.4	5.8	93	2152	17.9	14.2	96	1383	17.2	9.1	92				
	QUINTILE 5	19250	898	17.9	4.7	75	2240	18.6	11.6	78	1893	23.6	9.8	99				
NEWSPAPERS	QUINTILE 1	12413	991	19.7	8.0	129	2652	22.0	21.4	144	1400	17.4	11.3	114				
	QUINTILE 2	24116	1763	35.1	7.3	118	3485	29.0	14.5	97	2443	30.4	10.1	102				
	QUINTILE 3	11261	762	15.2	6.8	109	1793	14.9	15.9	107	1189	14.8	10.6	106				
	QUINTILE 4	20255	953	19.0	4.7	76	2792	23.2	13.8	93	1961	24.4	9.7	98				
	QUINTILE 5	12940	*553	11.0	4.3	69	1316	10.9	10.2	68	1043	13.0	8.1	81				
OUTDOOR	QUINTILE 1	14852	1240	24.7	8.3	135	2043	17.0	13.8	93	1675	20.8	11.3	114				
	QUINTILE 2	15725	872	17.4	5.5	89	2712	22.5	17.2	116	1330	16.5	8.5	85				
	QUINTILE 3	16330	876	17.4	5.4	86	2618	21.7	16.0	108	1570	19.5	9.6	97				
	QUINTILE 4	16744	1157	23.0	6.9	111	2326	19.3	13.9	93	1733	21.6	10.3	104				
	QUINTILE 5	17334	878	17.5	5.1	82	2339	19.4	13.5	91	1729	21.5	10.0	101				
RADIO-DRIVE TIME	QUINTILE 1	15911	1118	22.3	7.0	113	2412	20.0	15.2	102	1635	20.3	10.3	104				
	QUINTILE 2	14837	819	16.3	5.5	89	2272	18.9	15.3	103	1477	18.4	10.0	100				
	QUINTILE 3	15339	916	18.2	6.0	96	2547	21.2	16.6	112	1573	19.6	10.3	103				
	QUINTILE 4	16723	1146	22.8	6.9	110	2333	19.4	14.0	94	1633	20.3	9.8	98				
	QUINTILE 5	18176	1025	20.4	5.6	91	2473	20.5	13.6	92	1719	21.4	9.5	95				
RADIO-MID-DAY	TERCILE 1	21020	1531	30.5	7.3	117	3309	27.5	15.7	106	2099	26.1	10.0	101				
	TERCILE 2	21610	1385	27.6	6.4	103	3131	26.0	14.5	97	2139	26.6	9.9	100				
	TERCILE 3	38355	2107	41.9	5.5	89	5596	46.5	14.6	98	3799	47.3	9.9	100				
RADIO-TOTAL	QUINTILE 1	15988	1193	23.8	7.5	120	2320	19.3	14.5	98	1784	22.2	11.2	112				
	QUINTILE 2	15626	817	16.3	5.2	84	2697	22.4	17.3	116	1342	16.7	8.6	87				
	QUINTILE 3	16723	1058	21.1	6.3	102	2487	20.7	14.9	100	1721	21.4	10.3	104				
	QUINTILE 4	16342	1086	21.6	6.6	107	2485	20.6	15.2	102	1692	21.1	10.4	104				
	QUINTILE 5	16306	868	17.3	5.3	86	2049	17.0	12.6	85	1498	18.6	9.2	93				
TV-PRIME TIME	QUINTILE 1	15953	1051	20.9	6.6	106	2271	18.9	14.2	96	1519	18.9	9.5	96				
	QUINTILE 2	16137	1248	24.8	7.7	125	2534	21.1	15.7	106	1691	21.0	10.5	106				
	QUINTILE 3	16420	1107	22.0	6.7	109	2607	21.7	15.9	107	1711	21.3	10.4	105				
	QUINTILE 4	16687	844	16.8	5.1	82	2539	21.1	15.2	102	1570	19.5	9.4	95				
	QUINTILE 5	15789	773	15.4	4.9	79	2085	17.3	13.2	89	1545	19.2	9.8	99				
TV-DAYTIME	TERCILE 1	27736	1767	35.2	6.4	103	3926	32.6	14.2	95	2928	36.4	10.6	106				
	TERCILE 2	26489	1616	32.2	6.1	98	4058	33.7	15.3	103	2618	32.6	9.9	100				
	TERCILE 3	26761	1640	32.6	6.1	99	4052	33.7	15.1	102	2490	31.0	9.3	94				
TV-TOTAL	QUINTILE 1	16345	1186	23.6	7.3	117	2154	17.9	13.2	89	1745	21.7	10.7	108				
	QUINTILE 2	16447	961	19.1	5.8	94	2783	23.1	16.9	114	1711	21.3	10.4	105				
	QUINTILE 3	15980	1164	23.2	7.3	117	2403	20.0	15.0	101	1576	19.6	9.9	99				
	QUINTILE 4	15887	929	18.5	5.8	94	2432	20.2	15.3	103	1577	19.6	9.9	100				
	QUINTILE 5	16326	784	15.6	4.8	77	2266	18.8	13.9	93	1428	17.8	8.7	88				
MAGAZINES-NEWSPAPERS: DUAL		20721	1668	33.2	8.0	130	3688	30.6	17.8	120	2344	29.2	11.3	114				
MAGAZINE IMPERATIVE		19186	1191	23.7	6.2	100	2843	23.6	14.8	100	1847	23.0	9.6	97				
NEWSPAPER IMPERATIVE		21899	1403	27.9	6.4	103	3340	27.7	15.3	103	2119	26.4	9.7	98				
MAGAZINES-OUTDOOR: DUAL		15451	1187	23.6	7.7	124	2477	20.6	16.0	108	1479	18.4	9.6	96				
MAGAZINE IMPERATIVE		25953	1718	34.2	6.6	107	4236	35.2	16.3	110	2693	33.5	10.4	105				
OUTDOOR IMPERATIVE		24400	1297	25.8	5.3	86	3505	29.1	14.4	97	2331	29.0	9.6	96				
MAGAZINES-RADIO: DUAL		18049	1285	25.6	7.1	115	2867	23.8	15.9	107	1838	22.9	10.2	103				
MAGAZINE IMPERATIVE		23571	1700	33.8	7.2	116	3972	33.0	16.9	113	2428	30.2	10.3	104				
RADIO IMPERATIVE		23278	1196	23.8	5.1	83	3357	27.9	14.4	97	2198	27.3	9.4	95				
MAGAZINES-TELEVISION: DUAL		15459	1245	24.8	8.1	130	2648	22.0	17.1	115	1812	22.5	11.7	118				
MAGAZINE IMPERATIVE		25829	1685	33.5	6.5	105	4143	34.4	16.0	108	2338	29.1	9.1	91				
TELEVISION IMPERATIVE		26039	1439	28.6	5.5	89	3454	28.7	13.3	89	2571	32.0	9.9	99				
NEWSPAPERS-OUTDOOR: DUAL		16605	1290	25.7	7.8	125	3073	25.5	18.5	125	1632	20.3	9.8	99				
NEWSPAPER IMPERATIVE		26834	1918	38.2	7.1	115	4276	35.5	15.9	107	2973	37.0	11.1	112				
OUTDOOR IMPERATIVE		23346	1189	23.7	5.1	82	3138	26.1	13.4	90	2134	26.6	9.1	92				
NEWSPAPERS-RADIO: DUAL		17133	1301	25.9	7.6	122	2839	23.6	16.6	111	1789	22.3	10.4	105				
NEWSPAPER IMPERATIVE		25892	1880	37.4	7.3	117	4439	36.9	17.1	115	2678	33.3	10.3	104				
RADIO IMPERATIVE		23167	1119	22.3	4.8	78	3325	27.6	14.4	97	2141	26.6	9.2	93				
NEWSPAPERS-TELEVISION: DUAL		17159	1414	28.2	8.2	133	2846	23.6	16.6	112	1795	22.3	10.5	105				
NEWSPAPER IMPERATIVE		26214	1764	35.1	6.7	108	4339	36.0	16.6	111	2706	33.7	10.3	104				
TELEVISION IMPERATIVE		23412	1254	25.0	5.4	86	3087	25.6	13.2	89	2322	28.9	9.9	100				
OUTDOOR-RADIO: DUAL		15303	1028	20.5	6.7	108	2528	21.0	16.5	111	1512	18.8	9.9	100				
OUTDOOR IMPERATIVE		24901	1603	31.9	6.4	104	3784	31.4	15.2	102	2438	30.3	9.8	99				
RADIO IMPERATIVE		26492	1621	32.3	6.1	99	4066	33.8	15.3	103	2808	34.9	10.6	107				
OUTDOOR-TELEVISION: DUAL		14794	1109	22.1	7.5	121	2135	17.7	14.4	97	1483	18.5	10.0	101				
OUTDOOR IMPERATIVE		25437	1505	30.0	5.9	95	4124	34.3	16.2	109	2363	29.4	9.3	94				
TELEVISION IMPERATIVE		27877	1819	36.2	6.5	105	4312	35.8	15.5	104	2977	37.0	10.7	108				
RADIO-TELEVISION: DUAL		15996	1013	20.2	6.3	102	2753	22.9	17.2	116	1722	21.4	10.8	108				
RADIO IMPERATIVE		25478	1537	30.6	6.0	97	3639	30.2	14.3	96	2453	30.5	9.6	97				
TELEVISION IMPERATIVE		26573	1856	37.0	7.0	113	3759	31.2	14.1	95	2785	34.7	10.5	106				

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INSTANT ICED TEA MIX - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5023	100.0	6.2	100	12037	100.0	14.9	100	8037	100.0	9.9	100				
ATLANTIC MONTHLY	415	**37	0.7	8.9	144	**76	0.6	18.3	123	**88	1.1	21.2	214				
BARRON'S	453	**21	0.4	4.6	75	**98	0.8	21.6	146	**74	0.9	16.3	165				
BETTER HOMES & GARDENS	16256	1259	25.1	7.7	125	2643	22.0	16.3	109	1763	21.9	10.8	109				
BON APPETIT	2535	*258	5.1	10.2	164	394	3.3	15.5	105	216	2.7	8.5	86				
BUSINESS WEEK	1278	*102	2.0	8.0	129	*208	1.7	16.3	110	**114	1.4	8.9	90				
CAR AND DRIVER	378	**44	0.9	11.6	188	**51	0.4	13.5	91	**28	0.3	7.4	75				
CBS MAGAZINE NETWORK (GROSS)	1498	**100	2.0	6.7	108	*205	1.7	13.7	92	**132	1.6	8.8	89				
CHANGING TIMES	1505	*129	2.6	8.6	138	*245	2.0	16.3	110	*106	1.3	7.0	71				
COLONIAL HOMES	1231	**104	2.1	8.4	136	*145	1.2	11.8	79	*101	1.3	8.2	83				
CONDE NAST MAG. PKG. (GROSS)	14146	1316	26.2	9.3	150	2734	22.7	19.3	130	1288	16.0	9.1	92				
CONSUMERS DIGEST	1323	**108	2.2	8.2	132	*283	2.4	21.4	144	*95	1.2	7.2	72				
COSMOPOLITAN	7102	590	11.7	8.3	134	1304	10.8	18.4	124	588	7.3	8.3	83				
COUNTRY LIVING	2481	*231	4.6	9.3	150	307	2.6	12.4	83	352	4.4	14.2	143				
CUISINE	1472	**113	2.2	7.7	124	*208	1.7	14.1	95	*198	2.5	13.5	136				
CYCLE WORLD	425	**20	0.4	4.7	76	**79	0.7	18.6	125	**70	0.9	16.5	166				
DCI:CREATIVE IDEAS FOR LIV	2510	*201	4.0	8.0	129	349	2.9	13.9	94	232	2.9	9.2	93				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	420	8.4	6.3	101	782	6.5	11.7	79	555	6.9	8.3	84				
DISCOVER	894	**75	1.5	8.4	135	*182	1.5	20.4	137	**69	0.9	7.7	78				
EBONY	3507	*92	1.8	2.6	42	584	4.9	16.7	112	403	5.0	11.5	116				
ESQUIRE	1083	**59	1.2	5.4	88	*164	1.4	15.1	102	**132	1.6	12.2	123				
ESSENCE	1830	**62	1.2	3.4	55	305	2.5	16.7	112	277	3.4	15.1	153				
FAMILY CIRCLE	15930	1213	24.1	7.6	123	2597	21.6	16.3	110	1821	22.7	11.4	115				
THE FAMILY HANDYMAN	1126	**103	2.1	9.1	147	*168	1.4	14.9	100	**147	1.8	13.1	132				
FAMILY WEEKLY	11468	697	13.9	6.1	98	1637	13.6	14.3	96	1181	14.7	10.3	104				
FIELD & STREAM	2234	**105	2.1	4.7	76	286	2.4	12.8	86	*263	3.3	11.8	119				
FOOD & WINE	579	**66	1.3	11.4	184	**87	0.7	15.0	101	**57	0.7	9.8	99				
FORBES	728	**61	1.2	8.4	135	**114	0.9	15.7	105	**75	0.9	10.3	104				
FORTUNE	906	**43	0.9	4.7	77	*136	1.1	15.0	101	**83	1.0	9.2	92				
GENTLEMEN'S QUARTERLY	791	**72	1.4	9.1	147	*173	1.4	21.9	147	**71	0.9	9.0	90				
GLAMOUR	5265	559	11.1	10.6	171	1037	8.6	19.7	133	483	6.0	9.2	92				
GOLF DIGEST	636	**76	1.5	11.9	193	**113	0.9	17.8	120	**54	0.7	8.5	86				
GOLF DIGEST/TENNIS (GROSS)	1186	**112	2.2	9.4	152	*180	1.5	15.2	102	**109	1.4	9.2	93				
GOLF MAGAZINE	441	**51	1.0	11.6	186	**91	0.8	20.6	139	**35	0.4	7.9	80				
GOLF MAGAZINE/SKI (GROSS)	922	**84	1.7	9.1	147	*220	1.8	23.9	161	**81	1.0	8.8	89				
GOOD HOUSEKEEPING	16487	1193	23.8	7.2	117	2592	21.5	15.7	106	1936	24.1	11.7	118				
HARPER'S BAZAAR	2423	*250	5.0	10.3	166	481	4.0	19.9	134	*212	2.6	8.7	88				
HEALTH	1994	*166	3.3	8.3	134	337	2.8	16.9	114	*309	3.8	15.5	156				
HEARST MAG CORP. BUY (GROSS)	44101	3463	68.9	7.9	127	7179	59.6	16.3	110	4778	59.5	10.8	109				
HEARST MAN POWER (GROSS)	1993	*139	2.8	7.0	112	375	3.1	18.8	127	293	3.6	14.7	148				
HEARST WOMAN POWER (GROSS)	31274	2384	47.5	7.6	123	5072	42.1	16.2	109	3351	41.7	10.7	108				
HOUSE BEAUTIFUL	3623	259	5.2	7.1	115	644	5.4	17.8	120	348	4.3	9.6	97				
INC.	283	**9	0.2	3.2	51	**51	0.4	18.0	121	**48	0.6	17.0	171				
JET	2928	*88	1.8	3.0	48	452	3.8	15.4	104	365	4.5	12.5	126				
LADIES' HOME JOURNAL	11918	894	17.8	7.5	121	1834	15.2	15.4	104	1288	16.0	10.8	109				
LHJ FAMILY GRP COMBO(GROSS)	16764	1332	26.5	7.9	128	2555	21.2	15.2	103	1891	23.5	11.3	114				
LIFE	4254	333	6.6	7.8	126	875	7.3	20.6	138	462	5.7	10.9	109				
L.A. TIMES HOME MAGAZINE	1145	**49	1.0	4.3	69	**89	0.7	7.8	52	**184	2.3	16.1	162				
MADEMOISELLE	2884	281	5.6	9.7	157	585	4.9	20.3	136	*223	2.8	7.7	78				
MC CALL'S	13460	1020	20.3	7.6	122	2146	17.8	15.9	107	1399	17.4	10.4	105				
MC CALL'S/WRK MOTHER (GROSS)	14606	1114	22.2	7.6	123	2371	19.7	16.2	109	1517	18.9	10.4	105				
MECHANIX ILLUSTRATED	772	**48	1.0	6.2	100	**120	1.0	15.5	105	**103	1.3	13.3	134				
METROPOLITAN HOME	967	**56	1.1	5.8	93	*192	1.6	19.9	134	**71	0.9	7.3	74				
MONEY	1588	**71	1.4	4.5	72	212	1.8	13.4	90	*193	2.4	12.2	122				
MOTHER EARTH NEWS	1002	**73	1.5	7.3	117	**81	0.7	8.1	54	**74	0.9	7.4	74				
MS.	825	**78	1.6	9.5	152	*208	1.7	25.2	170	**92	1.1	11.2	112				
NATIONAL ENQUIRER	10336	575	11.4	5.6	90	1726	14.3	16.7	112	1006	12.5	9.7	98				
NATIONAL GEOGRAPHIC	9597	715	14.2	7.5	120	1529	12.7	15.9	107	982	12.2	10.2	103				
NATIONAL SUNDAY MAGAZINE PKG	49558	3445	68.6	7.0	112	8054	66.9	16.3	109	5160	64.2	10.4	105				
NATURAL HISTORY	573	**53	1.1	9.2	149	**107	0.9	18.7	126	**97	1.2	16.9	171				
NEW WOMAN	1699	*115	2.3	6.8	109	248	2.1	14.6	98	*144	1.8	8.5	85				
NEW YORK INCLUDING CUE	443	**51	1.0	11.5	186	*107	0.9	24.2	163	**33	0.4	7.4	75				
THE NEW YORKER	1270	*143	2.8	11.3	182	254	2.1	20.0	135	*123	1.5	9.7	98				
NEWSWEEK	6277	467	9.3	7.4	120	1053	8.7	16.8	113	726	9.0	11.6	117				
THE N.Y. TIMES DAILY EDITION	1205	*164	3.3	13.6	219	311	2.6	25.8	174	**105	1.3	8.7	88				
THE N.Y. TIMES MAGAZINE	2081	266	5.3	12.8	206	568	4.7	27.3	184	*155	1.9	7.4	75				
OMNI	788	**90	1.8	11.4	184	**99	0.8	12.6	85	**46	0.6	5.8	59				
ON CABLE	1158	**58	1.2	5.0	81	**152	1.3	13.1	88	*169	2.1	14.6	147				
1001 HOME IDEAS	2852	*272	5.4	9.5	154	384	3.2	13.5	91	293	3.6	10.3	104				
ORGANIC GARDENING	1658	**104	2.1	6.3	101	*157	1.3	9.5	64	**116	1.4	7.0	71				
OUTDOOR LIFE	896	**50	1.0	5.6	90	*140	1.2	15.6	105	**84	1.0	9.4	94				
PARADE MAGAZINE	24275	1821	36.3	7.5	121	4349	36.1	17.9	121	2322	28.9	9.6	96				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX - TYPES
(FEMALE HOMEMAKERS)

0607
P-18

	TOTAL U.S. '000	LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5023	100.0	6.2	100	12037	100.0	14.9	100	8037	100.0	9.9	100				
PARENTS	3845	*199	4.0	5.2	83	567	4.7	14.7	99	434	5.4	11.3	114				
PENTHOUSE	831	**77	1.5	9.3	149	*179	1.5	21.5	145	**117	1.5	14.1	142				
PEOPLE	11645	755	15.0	6.5	105	2136	17.7	18.3	123	1262	15.7	10.8	109				
PLAYBOY	2006	*173	3.4	8.6	139	391	3.2	19.5	131	*194	2.4	9.7	97				
POPULAR HOT RODDING	297	**14	0.3	4.7	76	**30	0.2	10.1	68	**34	0.4	11.4	115				
POPULAR MECHANICS	1018	**28	0.6	2.8	44	*211	1.8	20.7	139	**164	2.0	16.1	162				
POPULAR SCIENCE	878	**104	2.1	11.8	191	**115	1.0	13.1	88	**101	1.3	11.5	116				
PREVENTION	3913	331	6.6	8.5	136	564	4.7	14.4	97	403	5.0	10.3	104				
PSYCHOLOGY TODAY	1710	*212	4.2	12.4	200	383	3.2	22.4	151	*99	1.2	5.8	58				
READER'S DIGEST	22204	1535	30.6	6.9	111	3406	28.3	15.3	103	2324	28.9	10.5	105				
REDBOOK	7684	601	12.0	7.8	126	1176	9.8	15.3	103	826	10.3	10.7	108				
ROAD & TRACK	410	**41	0.8	10.0	161	**60	0.5	14.6	98	**27	0.3	6.6	66				
ROLLING STONE	969	**117	2.3	12.1	195	*252	2.1	26.0	175	*120	1.5	12.4	125				
RUNNER'S WORLD	298	**25	0.5	8.4	135	**44	0.4	14.8	99	**39	0.5	13.1	132				
SATURDAY EVENING POST	1169	**96	1.9	8.2	132	*177	1.5	15.1	102	*201	2.5	17.2	173				
SCIENCE 84	587	**55	1.1	9.4	151	**100	0.8	17.0	115	**83	1.0	14.1	142				
SCIENCE DIGEST	482	**83	1.7	17.2	278	**105	0.9	21.8	147	**60	0.7	12.4	125				
SCIENTIFIC AMERICAN	594	**66	1.3	11.1	179	**58	0.5	9.8	66	**33	0.4	5.6	56				
SELF	2089	*170	3.4	8.1	131	379	3.1	18.1	122	*224	2.8	10.7	108				
SEVENTEEN	2411	*148	2.9	6.1	99	452	3.8	18.7	126	*228	2.8	9.5	95				
SKI	480	**33	0.7	6.9	111	**129	1.1	26.9	181	**46	0.6	9.6	97				
SMITHSONIAN	2760	*165	3.3	6.0	96	460	3.8	16.7	112	265	3.3	9.6	97				
SOAP OPERA DIGEST	3013	*208	4.1	6.9	111	624	5.2	20.7	139	436	5.4	14.5	146				
SOUTHERN LIVING	4184	219	4.4	5.2	84	433	3.6	10.3	70	323	4.0	7.7	78				
SPORT	559	**29	0.6	5.2	84	**82	0.7	14.7	99	**76	0.9	13.6	137				
THE SPORTING NEWS	436	**31	0.6	7.1	115	**95	0.8	21.8	147	**57	0.7	13.1	132				
SPORTS AFIELD	493	**28	0.6	5.7	92	**60	0.5	12.2	82	**69	0.9	14.0	141				
SPORTS ILLUSTRATED	2758	*214	4.3	7.8	125	487	4.0	17.7	119	247	3.1	9.0	90				
STAR	7456	438	8.7	5.9	95	1415	11.8	19.0	128	872	10.8	11.7	118				
SUNDAY	24936	1829	36.4	7.3	118	4440	36.9	17.8	120	2578	32.1	10.3	104				
SUNSET	2124	**147	2.9	6.9	112	*202	1.7	9.5	64	*187	2.3	8.8	89				
TV GUIDE	21661	1389	27.7	6.4	103	3695	30.7	17.1	115	2060	25.6	9.5	96				
TENNIS	550	**37	0.7	6.7	108	**67	0.6	12.2	82	**55	0.7	10.0	101				
TIME	8880	753	15.0	8.5	137	1667	13.8	18.8	126	1035	12.9	11.7	117				
TOWN & COUNTRY	917	**93	1.9	10.1	164	*123	1.0	13.4	90	**98	1.2	10.7	108				
TRAVEL & LEISURE	972	**95	1.9	9.8	158	*124	1.0	12.8	86	*173	2.2	17.8	179				
TRUE STORY	3356	*172	3.4	5.1	83	519	4.3	15.5	104	416	5.2	12.4	125				
U.S.NEWS & WORLD REPORT	3410	260	5.2	7.6	123	479	4.0	14.0	95	469	5.8	13.8	139				
USA TODAY	1759	*198	3.9	11.3	181	304	2.5	17.3	116	243	3.0	13.8	139				
US	1873	*147	2.9	7.8	127	402	3.3	21.5	144	*167	2.1	8.9	90				
VOGUE	3909	306	6.1	7.8	126	733	6.1	18.8	126	359	4.5	9.2	93				
WALL STREET JOURNAL	1886	*141	2.8	7.5	121	285	2.4	15.1	102	*216	2.7	11.5	115				
WEIGHT WATCHERS	2120	*304	6.1	14.3	231	390	3.2	18.4	124	330	4.1	15.6	157				
WOMAN'S DAY	14172	1090	21.7	7.7	124	2353	19.5	16.6	112	1586	19.7	11.2	113				
WORKING MOTHER	1146	**94	1.9	8.2	132	*225	1.9	19.6	132	*118	1.5	10.3	104				
WORKING WOMAN	1322	*93	1.9	7.0	113	274	2.3	20.7	139	*150	1.9	11.3	114				
WORLD TENNIS	*163	**26	0.5	16.0	257	**6	0.0	3.7	25	**11	0.1	6.7	68				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*215	4.3	8.5	137	415	3.4	16.4	110	*215	2.7	8.5	86				
BLAIR INSERTS	43657	3170	63.1	7.3	117	7327	60.9	16.8	113	4686	58.3	10.7	108				
DAILY NEWSPAPERS																	
READ ANY	51633	3603	71.7	7.0	113	8293	68.9	16.1	108	5363	66.7	10.4	105				
READ ONE	43463	2996	59.6	6.9	111	6574	54.6	15.1	102	4446	55.3	10.2	103				
READ TWO OR MORE	8170	607	12.1	7.4	120	1719	14.3	21.0	142	917	11.4	11.2	113				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3695	73.6	7.0	113	8597	71.4	16.3	110	5472	68.1	10.4	105				
READ ONE	46126	3099	61.7	6.7	108	7108	59.1	15.4	104	4698	58.5	10.2	103				
READ TWO OR MORE	6552	595	11.8	9.1	146	1489	12.4	22.7	153	774	9.6	11.8	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.17				28.18				28.85							
30 DAY REACH	71455	4582	91.2	6.4	103	10721	89.1	15.0	101	7006	87.2	9.8	99				
50 SHWG - 30 DAY AV FREQ	14.56	15.29				14.81				15.22							
30 DAY REACH	67742	4381	87.2	6.5	104	10209	84.8	15.1	101	6655	82.8	9.8	99				
25 SHWG - 30 DAY AV FREQ	7.94	8.27				8.00				8.25							
30 DAY REACH	62117	4039	80.4	6.5	105	9441	78.4	15.2	102	6143	76.4	9.9	100				
CABLE TV: HOME WIRED	32077	2211	44.0	6.9	111	5284	43.9	16.5	111	3465	43.1	10.8	109				
HOME NOT WIRED	48909	2812	56.0	5.7	93	6753	56.1	13.8	93	4572	56.9	9.3	94				
HAVE PAY CABLE	15935	1274	25.4	8.0	129	3095	25.7	19.4	131	1925	24.0	12.1	122				

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INSTANT ICED TEA MIX - TYPES
(FEMALE HOMEMAKERS)

0608
P-18

	TOTAL U.S. '000	LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5023	100.0	6.2	100	12037	100.0	14.9	100	8037	100.0	9.9	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2824	56.2	6.4	104	6821	56.7	15.5	104	4393	54.7	10.0	101				
10:00 AM - 3:00 PM	30659	2071	41.2	6.8	109	4667	38.8	15.2	102	3125	38.9	10.2	103				
3:00 PM - 7:00 PM	31045	2093	41.7	6.7	109	4668	38.8	15.0	101	3113	38.7	10.0	101				
7:00 PM - MIDNIGHT	15767	950	18.9	6.0	97	2410	20.0	15.3	103	1655	20.6	10.5	106				
MIDNIGHT - 6:00 AM	9120	730	14.5	8.0	129	1300	10.8	14.3	96	1081	13.5	11.9	119				
6:00 AM - MIDNIGHT	58527	3750	74.7	6.4	103	9050	75.2	15.5	104	5978	74.4	10.2	103				
ENTIRE DAY	59311	3844	76.5	6.5	104	9169	76.2	15.5	104	6066	75.5	10.2	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1039	20.7	6.4	104	2556	21.2	15.8	106	1667	20.7	10.3	104				
ALL NEWS	2256	226	4.5	10.0	162	443	3.7	19.6	132	*283	3.5	12.5	126				
AOR/PROGRESSIVE	3874	294	5.9	7.6	122	807	6.7	20.8	140	353	4.4	9.1	92				
BEAUTIFUL MUSIC	5660	453	9.0	8.0	129	928	7.7	16.4	110	516	6.4	9.1	92				
BLACK	2204	**63	1.3	2.9	46	433	3.6	19.6	132	218	2.7	9.9	100				
CLASSICAL	1418	**95	1.9	6.7	108	*214	1.8	15.1	102	*170	2.1	12.0	121				
CHR/ROCK	9538	651	13.0	6.8	110	1755	14.6	18.4	124	791	9.8	8.3	84				
COUNTRY	12648	667	13.3	5.3	85	1484	12.3	11.7	79	1300	16.2	10.3	104				
GOLDEN OLDIES	1191	**70	1.4	5.9	95	*137	1.1	11.5	77	*153	1.9	12.8	129				
MOR/NOSTALGIA	4757	306	6.1	6.4	104	740	6.1	15.6	105	527	6.6	11.1	112				
NEWS/TALK	3863	325	6.5	8.4	136	525	4.4	13.6	91	338	4.2	8.7	88				
RELIGIOUS	3084	*181	3.6	5.9	95	324	2.7	10.5	71	274	3.4	8.9	90				
SOFT ROCK	521	**24	0.5	4.6	74	**128	1.1	24.6	165	**39	0.5	7.5	75				
URBAN CONTEMPORARY	1585	*98	2.0	6.2	100	435	3.6	27.4	185	*184	2.3	11.6	117				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*249	5.0	7.6	123	712	5.9	21.8	147	*220	2.7	6.7	68				
ABC DIRECTION	2316	*159	3.2	6.9	111	526	4.4	22.7	153	263	3.3	11.4	114				
ABC ENTERTAINMENT	4834	319	6.4	6.6	106	902	7.5	18.7	126	375	4.7	7.8	78				
ABC FM	2202	**65	1.3	3.0	48	349	2.9	15.8	107	*158	2.0	7.2	72				
ABC INFORMATION	5425	376	7.5	6.9	112	700	5.8	12.9	87	646	8.0	11.9	120				
ABC ROCK	1677	**119	2.4	7.1	114	407	3.4	24.3	163	**132	1.6	7.9	79				
CBS	4430	394	7.8	8.9	143	522	4.3	11.8	79	471	5.9	10.6	107				
MUTUAL	4992	372	7.4	7.5	120	738	6.1	14.8	99	579	7.2	11.6	117				
NBC	4679	354	7.0	7.6	122	731	6.1	15.6	105	592	7.4	12.7	127				
RADIORADIO	1994	**131	2.6	6.6	106	368	3.1	18.5	124	*163	2.0	8.2	82				
RKO ONE	2298	*162	3.2	7.0	114	325	2.7	14.1	95	*224	2.8	9.7	98				
RKO TWO	3311	250	5.0	7.6	122	596	5.0	18.0	121	*243	3.0	7.3	74				
THE SOURCE	2114	**141	2.8	6.7	108	411	3.4	19.4	131	*181	2.3	8.6	86				
NON-WIRED : BLAIR	8654	573	11.4	6.6	107	1135	9.4	13.1	88	1008	12.5	11.6	117				
INTERNET	12025	753	15.0	6.3	101	2058	17.1	17.1	115	1041	13.0	8.7	87				
KATZ RADIO GROUP	15359	1198	23.9	7.8	126	2444	20.3	15.9	107	1458	18.1	9.5	96				
SUPERNET	10628	615	12.2	5.8	93	1803	15.0	17.0	114	1143	14.2	10.8	108				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	517	10.3	6.0	96	1018	8.5	11.8	79	886	11.0	10.2	103				
WKDAY 9:00 AM - 1:00 PM	12163	705	14.0	5.8	93	1721	14.3	14.1	95	1226	15.3	10.1	102				
WKDAY 1:00 PM - 4:30 PM	16150	1026	20.4	6.4	102	2288	19.0	14.2	95	1706	21.2	10.6	106				
WKDAY 4:30 PM - 7:30 PM	22463	1562	31.1	7.0	112	3266	27.1	14.5	98	2285	28.4	10.2	103				
WKDAY 7:30 PM - 8:00 PM	31795	2087	41.5	6.6	106	4700	39.0	14.8	99	3205	39.9	10.1	102				
WKDAY 11:00 PM - 11:30 PM	23977	1715	34.1	7.2	115	3578	29.7	14.9	100	2630	32.7	11.0	111				
WKDAY 11:30 PM - 1:00 AM	7703	606	12.1	7.9	127	1262	10.5	16.4	110	861	10.7	11.2	113				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2271	45.2	6.7	108	5084	42.2	15.0	101	3399	42.3	10.1	101				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	313	6.2	4.8	77	1147	9.5	17.5	118	689	8.6	10.5	106				
ANOTHER WORLD N	4620	300	6.0	6.5	105	529	4.4	11.5	77	522	6.5	11.3	114				
AS THE WORLD TURNS C	5614	336	6.7	6.0	96	713	5.9	12.7	85	561	7.0	10.0	101				
CAPITOL C	3396	216	4.3	6.4	103	481	4.0	14.2	95	388	4.8	11.4	115				
CBS MORN. NEWS 1 C	1446	*92	1.8	6.4	103	133	1.1	9.2	62	164	2.0	11.3	114				
CBS MORN. NEWS 2 C	1207	*81	1.6	6.7	108	135	1.1	11.2	75	88	1.1	7.3	73				
DAYS OF OUR LIVES N	5877	386	7.7	6.6	106	765	6.4	13.0	88	745	9.3	12.7	128				
FACTS OF LIFE - DAYTIME N	2290	93	1.9	4.1	65	280	2.3	12.2	82	207	2.6	9.0	91				
FAMILY FEUD A	3023	184	3.7	6.1	98	431	3.6	14.3	96	249	3.1	8.2	83				
GENERAL HOSPITAL A	6097	420	8.4	6.9	111	951	7.9	15.6	105	595	7.4	9.8	98				
GOOD MORNING, AMERICA-730 A	3515	177	3.5	5.0	81	400	3.3	11.4	77	414	5.2	11.8	119				
GOOD MORNING, AMERICA-830 A	2818	177	3.5	6.3	101	336	2.8	11.9	80	323	4.0	11.5	115				
GUIDING LIGHT C	5339	332	6.6	6.2	100	697	5.8	13.1	88	597	7.4	11.2	113				
ONE LIFE TO LIVE A	4478	246	4.9	5.5	89	723	6.0	16.1	109	433	5.4	9.7	97				
PRESS YOUR LUCK C	2244	152	3.0	6.8	109	285	2.4	12.7	85	255	3.2	11.4	115				
PRICE IS RIGHT 1 C	4348	311	6.2	7.2	115	564	4.7	13.0	87	433	5.4	10.0	100				
PRICE IS RIGHT 2 C	5014	334	6.6	6.7	107	690	5.7	13.8	93	515	6.4	10.3	103				
RYAN'S HOPE A	3150	187	3.7	5.9	96	665	5.5	21.1	142	224	2.8	7.1	72				
SALE OF THE CENTURY N	2695	119	2.4	4.4	71	356	3.0	13.2	89	259	3.2	9.6	97				
SEARCH FOR TOMORROW N	2319	*86	1.7	3.7	60	313	2.6	13.5	91	246	3.1	10.6	107				
TODAY SHOW 1 N	2693	134	2.7	5.0	80	301	2.5	11.2	75	297	3.7	11.0	111				
TODAY SHOW 2 N	2498	123	2.4	4.9	79	327	2.7	13.1	88	279	3.5	11.2	113				
$25,000 PYRAMID C	2753	192	3.8	7.0	112	373	3.1	13.5	91	291	3.6	10.6	107				
WHEEL OF FORTUNE N	4388	191	3.8	4.4	70	545	4.5	12.4	84	477	5.9	10.9	110				
YOUNG AND THE RESTLESS C	5695	282	5.6	5.0	80	717	6.0	12.6	85	638	7.9	11.2	113				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*107	2.1	6.1	98	217	1.8	12.3	83	165	2.1	9.4	94				
NBA PLAYOFF GAME -1 C	1136	*71	1.4	6.3	101	175	1.5	15.4	104	*100	1.2	8.8	89				
NBC MAJOR LEAGUE PRE-GAME N	953	**45	0.9	4.7	76	**77	0.6	8.1	54	**161	2.0	16.9	170				
SPORTSWORLD - SUN N	1233	**70	1.4	5.7	92	*149	1.2	12.1	81	*134	1.7	10.9	110				
SUNDAY MORNING C	1611	*128	2.5	7.9	128	216	1.8	13.4	90	*108	1.3	6.7	68				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX - TYPES
(FEMALE HOMEMAKERS)

0609
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		TOTAL U.S. '000	LOW CALORIE PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	REGULAR PRE-SWEETENED A '000	B % DOWN	C % ACROSS	D INDX	UNSWEETENED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5023	100.0	6.2	100	12037	100.0	14.9	100	8037	100.0	9.9	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1760	35.0	6.8	109	3600	29.9	13.8	93	2722	33.9	10.4	105				
NETWORK AFFILIATES - LATE		20261	1443	28.7	7.1	115	2905	24.1	14.3	96	2285	28.4	11.3	114				
INDEPENDENTS - LATE		2076	251	5.0	12.1	195	404	3.4	19.5	131	197	2.5	9.5	96				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	495	9.9	4.7	76	1675	13.9	16.0	108	988	12.3	9.5	95				
ABC MONDAY NIGHT MOVIE	A	6412	365	7.3	5.7	92	825	6.9	12.9	87	581	7.2	9.1	91				
ABC SUNDAY NIGHT MOVIE	A	12407	787	15.7	6.3	102	1964	16.3	15.8	107	1122	14.0	9.0	91				
ABC WORLD NEWS TONIGHT	A	6176	342	6.8	5.5	89	916	7.6	14.8	100	596	7.4	9.7	97				
AFTERMASH	C	5863	320	6.4	5.5	88	852	7.1	14.5	98	639	8.0	10.9	110				
ALICE	C	9594	645	12.8	6.7	108	1474	12.2	15.4	103	1008	12.5	10.5	106				
AMERICAN PARADE	C	6622	410	8.2	6.2	100	869	7.2	13.1	88	710	8.8	10.7	108				
BENSON	A	10886	732	14.6	6.7	108	1538	12.8	14.1	95	1051	13.1	9.7	97				
BLUE THUNDER	A	5036	263	5.2	5.2	84	707	5.9	14.0	94	506	6.3	10.0	101				
CAGNEY & LACEY	C	9965	619	12.3	6.2	100	1543	12.8	15.5	104	941	11.7	9.4	95				
CBS EVENING NEWS-DEAN	C	3491	*268	5.3	7.7	124	519	4.3	14.9	100	375	4.7	10.7	108				
CBS EVENING NEWS-RATHER	C	7123	516	10.3	7.2	117	952	7.9	13.4	90	876	10.9	12.3	124				
CBS SAT. NEWS-SCHIEFFER	C	3621	175	3.5	4.8	78	423	3.5	11.7	79	396	4.9	10.9	110				
CBS SATURDAY NIGHT MOVIE	C	5436	356	7.1	6.5	106	843	7.0	15.5	104	546	6.8	10.0	101				
CBS WEDNESDAY NIGHT MOVIE	C	6100	382	7.6	6.3	101	815	6.8	13.4	90	711	8.8	11.7	117				
CHEERS	N	8889	514	10.2	5.8	93	1469	12.2	16.5	111	957	11.9	10.8	108				
DALLAS	C	22109	1390	27.7	6.3	101	3323	27.6	15.0	101	2175	27.1	9.8	99				
DIFF'RENT STROKES	N	6940	408	8.1	5.9	95	866	7.2	12.5	84	528	6.6	7.6	77				
DOUBLE TROUBLE	N	7223	413	8.2	5.7	92	987	8.2	13.7	92	749	9.3	10.4	104				
DUCK FACTORY	N	5595	337	6.7	6.0	97	777	6.5	13.9	93	678	8.4	12.1	122				
DUKES OF HAZZARD	C	5768	374	7.4	6.5	105	759	6.3	13.2	89	556	6.9	9.6	97				
DYNASTY	A	20053	1111	22.1	5.5	89	2956	24.6	14.7	99	1973	24.5	9.8	99				
FACTS OF LIFE	N	8087	500	10.0	6.2	100	1078	9.0	13.3	90	785	9.8	9.7	98				
FALCON CREST	C	20046	1287	25.6	6.4	104	3040	25.3	15.2	102	1928	24.0	9.6	97				
FALL GUY	A	9084	508	10.1	5.6	90	1421	11.8	15.6	105	882	11.0	9.7	98				
FAMILY TIES	N	7964	485	9.7	6.1	98	1168	9.7	14.7	99	749	9.3	9.4	95				
FANTASY ISLAND	A	7687	602	12.0	7.8	126	1031	8.6	13.4	90	788	9.8	10.3	103				
FOULUPS,BLEEPS & BLUNDERS	A	8861	607	12.1	6.9	110	1283	10.7	14.5	97	931	11.6	10.5	106				
FOUR SEASONS	C	5095	*314	6.3	6.2	99	835	6.9	16.4	110	538	6.7	10.6	106				
GIMME A BREAK	N	8838	511	10.2	5.8	93	1336	11.1	15.1	102	858	10.7	9.7	98				
HART TO HART	A	8978	473	9.4	5.3	85	1175	9.8	13.1	88	888	11.0	9.9	100				
HILL STREET BLUES	N	8590	548	10.9	6.4	103	1391	11.6	16.2	109	778	9.7	9.1	91				
HOTEL	A	14085	857	17.1	6.1	98	2103	17.5	14.9	100	1496	18.6	10.6	107				
JEFFERSONS	C	9360	590	11.7	6.3	102	1525	12.7	16.3	110	988	12.3	10.6	106				
JENNIFER SLEPT HERE	N	5841	413	8.2	7.1	114	722	6.0	12.4	83	521	6.5	8.9	90				
KATE & ALLIE	C	9206	680	13.5	7.4	119	1424	11.8	15.5	104	870	10.8	9.5	95				
KNIGHT RIDER	N	7076	344	6.8	4.9	78	1058	8.8	15.0	101	799	9.9	11.3	114				
LOVE BOAT	A	12219	764	15.2	6.3	101	1477	12.3	12.1	81	1167	14.5	9.6	96				
MAGNUM PI	C	11199	730	14.5	6.5	105	1516	12.6	13.5	91	1068	13.3	9.5	96				
MAMA'S FAMILY	N	6057	468	9.3	7.7	125	815	6.8	13.5	91	570	7.1	9.4	95				
MASTER, THE	N	3598	241	4.8	6.7	108	570	4.7	15.8	107	301	3.7	8.4	84				
MATT HOUSTON	A	6344	397	7.9	6.3	101	1090	9.1	17.2	116	775	9.6	12.2	123				
NBC MONDAY NIGHT MOVIE	N	11994	713	14.2	5.9	96	1993	16.6	16.6	112	1153	14.3	9.6	97				
NBC NIGHTLY NEWS	N	5132	342	6.8	6.7	107	668	5.5	13.0	88	600	7.5	11.7	118				
NBC NIGHTLY NEWS-SAT	N	3375	*206	4.1	6.1	98	371	3.1	11.0	74	337	4.2	10.0	101				
NBC NIGHTLY NEWS-SUN	N	3130	*218	4.3	7.0	112	402	3.3	12.8	86	459	5.7	14.7	148				
NBC SUNDAY NIGHT MOVIE	N	8284	482	9.6	5.8	94	1088	9.0	13.1	88	931	11.6	11.2	113				
NEWHART	C	9240	682	13.6	7.4	119	1508	12.5	16.3	110	825	10.3	8.9	90				
ONE DAY AT A TIME	C	7288	569	11.3	7.8	126	957	8.0	13.1	88	593	7.4	8.1	82				
PEOPLE ARE FUNNY	N	4855	367	7.3	7.6	122	607	5.0	12.5	84	443	5.5	9.1	92				
REAL PEOPLE	N	8869	552	11.0	6.2	100	1189	9.9	13.4	90	806	10.0	9.1	92				
REMINGTON STEELE	N	7743	464	9.2	6.0	97	1540	12.8	19.9	134	734	9.1	9.5	96				
RIPLEY'S BELIEVE IT - NOT	A	5345	341	6.8	6.4	103	745	6.2	13.9	94	468	5.8	8.8	88				
RIPTIDE	N	6988	501	10.0	7.2	116	1029	8.5	14.7	99	789	9.8	11.3	114				
SCARECROW & MRS. KING	C	10002	617	12.3	6.2	99	1364	11.3	13.6	92	897	11.2	9.0	90				
SIMON & SIMON	C	10638	636	12.7	6.0	96	1397	11.6	13.1	88	1053	13.1	9.9	100				
60 MINUTES	C	13293	991	19.7	7.5	120	1788	14.9	13.5	90	1372	17.1	10.3	104				
ST. ELSEWHERE	N	7017	487	9.7	6.9	112	1186	9.9	16.9	114	677	8.4	9.6	97				
THREE'S COMPANY	A	10917	603	12.0	5.5	89	1450	12.0	13.3	89	1111	13.8	10.2	103				
T.J. HOOKER	A	9204	477	9.5	5.2	84	1205	10.0	13.1	88	883	11.0	9.6	97				
TONIGHT SHOW	N	2372	222	4.4	9.4	151	394	3.3	16.6	112	282	3.5	11.9	120				
TRAPPER JOHN, M.D.	C	9846	630	12.5	6.4	103	1434	11.9	14.6	98	936	11.6	9.5	96				
TV BLOOPERS & PRAC. JOKES	N	9105	559	11.1	6.1	99	1251	10.4	13.7	92	910	11.3	10.0	101				
20/20	A	9387	593	11.8	6.3	102	1270	10.6	13.5	91	1094	13.6	11.7	117				
WEBSTER	A	11067	747	14.9	6.7	109	1523	12.7	13.8	93	1076	13.4	9.7	98				
WORLD NEWS - SUN	A	3062	*154	3.1	5.0	81	376	3.1	12.3	83	307	3.8	10.0	101				
YELLOW ROSE	N	4978	345	6.9	6.9	112	650	5.4	13.1	88	396	4.9	8.0	80				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	635	12.6	7.2	115	1571	13.1	17.7	119	1158	14.4	13.0	131				
BASKETBALL - COLLEGE GAMES		4080	*279	5.6	6.8	110	536	4.5	13.1	88	547	6.8	13.4	135				
BASKETBALL - PRO GAMES		3607	**203	4.0	5.6	91	601	5.0	16.7	112	653	8.1	18.1	182				
BOWLING		3883	*406	8.1	10.5	169	658	5.5	16.9	114	558	6.9	14.4	145				
BOXING		3928	*219	4.4	5.6	90	676	5.6	17.2	116	*499	6.2	12.7	128				
FOOTBALL - COLLEGE GAMES		6366	482	9.6	7.6	122	925	7.7	14.5	98	910	11.3	14.3	144				
FOOTBALL - PRO GAMES		11300	800	15.9	7.1	114	1658	13.8	14.7	99	1406	17.5	12.4	125				
GOLF		3378	*280	5.6	8.3	134	652	5.4	19.3	130	*475	5.9	14.1	142				
POST-SEASON COLL. FOOTBALL		4906	*429	8.5	8.7	141	718	6.0	14.6	98	726	9.0	14.8	149				
POST-SEASON PRO FOOTBALL		6120	*561	11.2	9.2	148	733	6.1	12.0	81	785	9.8	12.8	129				
TENNIS		3033	*270	5.4	8.9	144	564	4.7	18.6	125	*301	3.7	9.9	100				
WRESTLING - PROFESSIONAL		3344	*284	5.7	8.5	137	698	5.8	20.9	140	*342	4.3	10.2	103				

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INSTANT ICED TEA MIX - KINDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	[illegible]	16892	100.0	20.9	100	7589	100.0	9.4	100								
18 - 24	[illegible]	1629	9.6	17.6	84	791	10.4	8.5	91								
25 - 34	19072	3732	22.1	19.6	94	2127	28.0	11.2	119								
35 - 44	14591	3568	21.1	24.5	117	1407	18.5	9.6	103								
45 - 54	11345	2730	16.2	24.1	115	1175	15.5	10.4	111								
55 - 64	11635	2329	13.8	20.0	96	1076	14.2	9.2	99								
65 OR OLDER	15061	2904	17.2	19.3	92	1013	13.3	6.7	72								
18 - 34	28354	5361	31.7	18.9	91	2919	38.5	10.3	110								
18 - 49	48339	10179	60.3	21.1	101	4891	64.4	10.1	108								
25 - 54	45008	10030	59.4	22.3	107	4709	62.1	10.5	112								
35 - 49	19985	4817	28.5	24.1	116	1972	26.0	9.9	105								
50 OR OLDER	32647	6713	39.7	20.6	99	2698	35.6	8.3	88								
GRADUATED COLLEGE	11155	[illegible]	14.2	21.5	103	1167	15.4	10.5	112								
ATTENDED COLLEGE	13682	3191	18.9	23.3	112	1381	18.2	10.1	108								
GRADUATED HIGH SCHOOL	[illegible]	7298	43.2	21.5	103	3089	40.7	9.1	97								
DID NOT GRADUATE HIGH SCHOOL	22270	4006	23.7	18.0	86	1952	25.7	8.8	94								
EMPLOYED	40306	[illegible]	52.3	21.9	105	3817	50.3	9.5	101								
EMPLOYED FULL-TIME	32850	6875	40.7	20.9	100	3065	40.4	9.3	100								
EMPLOYED PART-TIME	7456	1955	11.6	26.2	126	751	9.9	10.1	107								
NOT EMPLOYED	[illegible]	[illegible]	47.7	19.8	95	3772	49.7	9.3	99								
PROFESSIONAL/MANAGER	10392	2190	13.0	21.1	101	1003	13.2	9.7	103								
TECH/CLERICAL/SALES	17574	4104	24.3	23.4	112	1852	24.4	10.5	112								
PRECISION/CRAFT	[illegible]	**187	1.1	19.0	91	**81	1.1	8.2	88								
OTHER EMPLOYED	11354	2349	13.9	20.7	99	881	11.6	7.8	83								
SINGLE	9863	2007	11.9	20.3	98	785	10.3	8.0	85								
MARRIED	51375	10959	64.9	21.3	102	5086	67.0	9.9	106								
DIVORCED/SEPARATED/WIDOWED	19748	3926	23.2	19.9	95	1718	22.6	8.7	93								
PARENTS	32590	6876	40.7	21.1	101	3619	47.7	11.1	119								
WHITE	70416	14900	88.2	21.2	101	6337	83.5	9.0	96								
BLACK	8778	1661	9.8	18.9	91	1057	13.9	12.0	129								
OTHER	1791	**331	2.0	18.5	89	**194	2.6	10.8	116								
NORTHEAST-CENSUS	17786	7199	42.6	40.5	194	1317	17.4	7.4	79								
NORTH CENTRAL	20741	[illegible]	23.3	19.0	91	2702	35.6	13.0	139								
SOUTH	27775	3478	20.6	12.5	60	1949	25.7	7.0	75								
WEST	14683	2280	13.5	15.5	74	1620	21.3	11.0	118								
NORTHEAST-MKTG.	17961	6911	40.9	38.5	184	1246	16.4	6.9	74								
EAST CENTRAL	11885	2542	15.0	21.4	103	1446	19.1	12.2	130								
WEST CENTRAL	14090	2690	15.9	19.1	92	1838	24.2	13.0	139								
SOUTH	24081	2748	16.3	11.4	55	1637	21.6	6.8	73								
PACIFIC	12969	2001	11.8	15.4	74	1421	18.7	11.0	117								
COUNTY SIZE A	32439	8064	47.7	24.9	119	3086	40.7	9.5	102								
COUNTY SIZE B	24915	5069	30.0	20.3	98	2165	28.5	8.7	93								
COUNTY SIZE C	12930	2279	13.5	17.6	85	1000	13.2	7.7	83								
COUNTY SIZE D	10703	1481	8.8	13.8	66	1338	17.6	12.5	133								
METRO CENTRAL CITY	24518	4828	28.6	19.7	94	2224	29.3	9.1	97								
METRO SUBURBAN	35919	[illegible]	52.3	24.6	118	3274	43.1	9.1	97								
NON METRO	20549	3225	19.1	15.7	75	2091	27.6	10.2	109								
TOP 5 ADI'S	18341	5377	31.8	29.3	141	1773	23.4	9.7	103								
TOP 10 ADI'S	25378	6702	39.7	26.4	127	2209	29.1	8.7	93								
TOP 20 ADI'S	[illegible]	[illegible]	54.9	25.4	122	3263	43.0	8.9	95								
HSHLD INC. $50,000 OR MORE	6612	1789	10.6	27.1	130	*790	10.4	11.9	128								
$40,000 OR MORE	12659	3172	18.8	25.1	120	1617	21.3	12.8	136								
$30,000 OR MORE	24698	6115	36.2	24.8	119	2821	37.2	11.4	122								
$25,000 OR MORE	32077	7997	47.3	24.9	120	3530	46.5	11.0	117								
$20,000 - $24,999	9144	1718	10.2	18.8	90	781	10.3	8.5	91								
$15,000 - $19,999	8728	1849	10.9	21.2	102	549	7.2	6.3	67								
$10,000 - $14,999	12562	2436	14.4	19.4	93	1041	13.7	8.3	88								
UNDER $10,000	18475	2892	17.1	15.7	75	1687	22.2	9.1	97								
HOUSEHOLD OF 1 PERSON	11987	2188	13.0	18.3	88	835	11.0	7.0	74								
2 PEOPLE	26577	5458	32.3	20.5	98	2082	27.4	7.8	84								
3 OR 4 PEOPLE	30617	6523	38.6	21.3	102	3132	41.3	10.2	109								
5 OR MORE PEOPLE	11804	2724	16.1	23.1	111	1540	20.3	13.0	139								
NO CHILD IN HSHLD	46165	9513	56.3	20.6	99	3674	48.4	8.0	85								
CHILD(REN) UNDER 2 YRS	5325	846	5.0	15.9	76	*503	6.6	9.4	101								
2 - 5 YEARS	14221	2457	14.5	17.3	83	1679	22.1	11.8	126								
6 - 11 YEARS	15117	[illegible]	19.1	21.4	102	1813	23.9	12.0	128								
12 - 17 YEARS	16611	3968	23.5	23.9	115	1930	25.4	11.6	124								
RESIDENCE OWNED	55884	12163	72.0	21.8	104	5312	70.0	9.5	101								
VALUE: $50,000 OR MORE	31744	7537	44.6	23.7	114	3293	43.4	10.4	111								
VALUE: UNDER $50,000	24140	4626	27.4	19.2	92	2020	26.6	8.4	89								

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX - KINDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	16892	100.0	20.9	100	7589	100.0	9.4	100								
MAGAZINES	QUINTILE 1	15799	3758	22.2	23.8	114	1853	24.4	11.7	125								
	QUINTILE 2	17259	4070	24.1	23.6	113	1375	18.1	8.0	85								
	QUINTILE 3	13545	2818	16.7	20.8	100	1247	16.4	9.2	98								
	QUINTILE 4	15133	2921	17.3	19.3	93	1490	19.6	9.8	105								
	QUINTILE 5	19250	3325	19.7	17.3	83	1624	21.4	8.4	90								
NEWSPAPERS	QUINTILE 1	12413	3588	21.2	28.9	139	1182	15.6	9.5	102								
	QUINTILE 2	24116	5282	31.3	21.9	105	2262	29.8	9.4	100								
	QUINTILE 3	11261	2468	14.6	21.9	105	1224	16.1	10.9	116								
	QUINTILE 4	20255	3758	22.2	18.6	89	1894	25.0	9.4	100								
	QUINTILE 5	12940	1796	10.6	13.9	67	1027	13.5	7.9	85								
OUTDOOR	QUINTILE 1	14852	3393	20.1	22.8	110	1491	19.6	10.0	107								
	QUINTILE 2	15725	3443	20.4	21.9	105	1346	17.7	8.6	91								
	QUINTILE 3	16330	3327	19.7	20.4	98	1652	21.8	10.1	108								
	QUINTILE 4	16744	3494	20.7	20.9	100	1467	19.3	8.8	93								
	QUINTILE 5	17334	3234	19.1	18.7	89	1632	21.5	9.4	100								
RADIO-DRIVE TIME	QUINTILE 1	15911	3631	21.5	22.8	109	1371	18.1	8.6	92								
	QUINTILE 2	14837	3058	18.1	20.6	99	1404	18.5	9.5	101								
	QUINTILE 3	15339	3214	19.0	21.0	100	1634	21.5	10.7	114								
	QUINTILE 4	16723	3589	21.2	21.5	103	1517	20.0	9.1	97								
	QUINTILE 5	18176	3400	20.1	18.7	90	1662	21.9	9.1	98								
RADIO-MID-DAY	TERCILE 1	21020	5018	29.7	23.9	114	1905	25.1	9.1	97								
	TERCILE 2	21610	4495	26.6	20.8	100	1928	25.4	8.9	95								
	TERCILE 3	38355	7380	43.7	19.2	92	3756	49.5	9.8	105								
RADIO-TOTAL	QUINTILE 1	15988	3586	21.2	22.4	108	1601	21.1	10.0	107								
	QUINTILE 2	15626	3369	19.9	21.6	103	1364	18.0	8.7	93								
	QUINTILE 3	16723	3553	21.0	21.2	102	1592	21.0	9.5	102								
	QUINTILE 4	16342	3511	20.8	21.5	103	1551	20.4	9.5	101								
	QUINTILE 5	16306	2874	17.0	17.6	85	1481	19.5	9.1	97								
TV-PRIME TIME	QUINTILE 1	15953	3442	20.4	21.6	103	1288	17.0	8.1	86								
	QUINTILE 2	16137	3806	22.5	23.6	113	1641	21.6	10.2	109								
	QUINTILE 3	16420	3435	20.3	20.9	100	1780	23.5	10.8	116								
	QUINTILE 4	16687	3361	19.9	20.1	97	1347	17.7	8.1	86								
	QUINTILE 5	15789	2849	16.9	18.0	87	1533	20.2	9.7	104								
TV-DAYTIME	TERCILE 1	27736	5589	33.1	20.2	97	2867	37.8	10.3	110								
	TERCILE 2	26489	5694	33.7	21.5	103	2442	32.2	9.2	98								
	TERCILE 3	26761	5609	33.2	21.0	100	2280	30.0	8.5	91								
TV-TOTAL	QUINTILE 1	16345	3351	19.8	20.5	98	1435	18.9	8.8	94								
	QUINTILE 2	16447	3691	21.9	22.4	108	1768	23.3	10.7	115								
	QUINTILE 3	15980	3530	20.9	22.1	106	1539	20.3	9.6	103								
	QUINTILE 4	15887	3341	19.8	21.0	101	1425	18.8	9.0	96								
	QUINTILE 5	16326	2979	17.6	18.2	87	1422	18.7	8.7	93								
MAGAZINES-NEWSPAPERS: DUAL		20721	5309	31.4	25.6	123	1966	25.9	9.5	101								
MAGAZINE IMPERATIVE		19186	3903	23.1	20.3	98	1883	24.8	9.8	105								
NEWSPAPER IMPERATIVE		21899	4776	28.3	21.8	105	2074	27.3	9.5	101								
MAGAZINES-OUTDOOR: DUAL		15451	3691	21.9	23.9	115	1325	17.5	8.6	92								
MAGAZINE IMPERATIVE		25953	5673	33.6	21.9	105	2564	33.8	9.9	105								
OUTDOOR IMPERATIVE		24400	4752	28.1	19.5	93	2390	31.5	9.8	105								
MAGAZINES-RADIO: DUAL		18049	4122	24.4	22.8	109	1740	22.9	9.6	103								
MAGAZINE IMPERATIVE		23571	5443	32.2	23.1	111	2266	29.9	9.6	103								
RADIO IMPERATIVE		23278	4582	27.1	19.7	94	2112	27.8	9.1	97								
MAGAZINES-TELEVISION: DUAL		15459	3740	22.1	24.2	116	1675	22.1	10.8	116								
MAGAZINE IMPERATIVE		25829	5682	33.6	22.0	105	2231	29.4	8.6	92								
TELEVISION IMPERATIVE		26039	5090	30.1	19.5	94	2386	31.4	9.2	98								
NEWSPAPERS-OUTDOOR: DUAL		16605	4086	24.2	24.6	118	1729	22.8	10.4	111								
NEWSPAPER IMPERATIVE		26834	6265	37.1	23.3	112	2562	33.8	9.5	102								
OUTDOOR IMPERATIVE		23346	4424	26.2	18.9	91	2070	27.3	8.9	95								
NEWSPAPERS-RADIO: DUAL		17133	4113	24.3	24.0	115	1629	21.5	9.5	101								
NEWSPAPER IMPERATIVE		25892	6152	36.4	23.8	114	2531	33.4	9.8	104								
RADIO IMPERATIVE		23167	4391	26.0	19.0	91	2154	28.4	9.3	99								
NEWSPAPERS-TELEVISION: DUAL		17159	4270	25.3	24.9	119	1658	21.8	9.7	103								
NEWSPAPER IMPERATIVE		26214	6028	35.7	23.0	110	2519	33.2	9.6	103								
TELEVISION IMPERATIVE		23412	4297	25.4	18.4	88	2163	28.5	9.2	99								
OUTDOOR-RADIO: DUAL		15303	3500	20.7	22.9	110	1448	19.1	9.5	101								
OUTDOOR IMPERATIVE		24901	5244	31.0	21.1	101	2413	31.8	9.7	103								
RADIO IMPERATIVE		26492	5700	33.7	21.5	103	2620	34.5	9.9	106								
OUTDOOR-TELEVISION: DUAL		14794	3279	19.4	22.2	106	1432	18.9	9.7	103								
OUTDOOR IMPERATIVE		25437	5462	32.3	21.5	103	2368	31.2	9.3	99								
TELEVISION IMPERATIVE		27877	6010	35.6	21.6	103	2751	36.2	9.9	105								
RADIO-TELEVISION: DUAL		15996	3784	22.4	23.7	113	1682	22.2	10.5	112								
RADIO IMPERATIVE		25478	5159	30.5	20.2	97	2264	29.8	8.9	95								
TELEVISION IMPERATIVE		26573	5461	32.3	20.6	99	2589	34.1	9.7	104								

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INSTANT ICED TEA MIX - KINDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16892	100.0	20.9	100	7589	100.0	9.4	100								
ATLANTIC MONTHLY	415	**118	0.7	28.4	136	**20	0.3	4.8	51								
BARRON'S	453	**137	0.8	30.2	145	**50	0.7	11.0	118								
BETTER HOMES & GARDENS	16256	3759	22.3	23.1	111	1690	22.3	10.4	111								
BON APPETIT	2535	610	3.6	24.1	115	*156	2.1	6.2	66								
BUSINESS WEEK	1278	270	1.6	21.1	101	*135	1.8	10.6	113								
CAR AND DRIVER	378	**73	0.4	19.3	93	**19	0.3	5.0	54								
CBS MAGAZINE NETWORK (GROSS)	1498	230	1.4	15.4	74	**155	2.0	10.3	110								
CHANGING TIMES	1505	341	2.0	22.7	109	*157	2.1	10.4	111								
COLONIAL HOMES	1231	249	1.5	20.2	97	**100	1.3	8.1	87								
CONDE NAST MAG. PKG. (GROSS)	14146	3648	21.6	25.8	124	1367	18.0	9.7	103								
CONSUMERS DIGEST	1323	338	2.0	25.5	122	**136	1.8	10.3	110								
COSMOPOLITAN	7102	1725	10.2	24.3	116	737	9.7	10.4	111								
COUNTRY LIVING	2481	527	3.1	21.2	102	300	4.0	12.1	129								
CUISINE	1472	314	1.9	21.3	102	*165	2.2	11.2	120								
CYCLE WORLD	425	**49	0.3	11.5	55	**88	1.2	20.7	221								
DCI:CREATIVE IDEAS FOR LIV	2510	497	2.9	19.8	95	*264	3.5	10.5	112								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1096	6.5	16.4	78	535	7.0	8.0	85								
DISCOVER	894	*237	1.4	26.5	127	**44	0.6	4.9	53								
EBONY	3507	695	4.1	19.8	95	373	4.9	10.6	114								
ESQUIRE	1083	*198	1.2	18.3	88	**128	1.7	11.8	126								
ESSENCE	1830	384	2.3	21.0	101	*239	3.1	13.1	139								
FAMILY CIRCLE	15930	3817	22.6	24.0	115	1626	21.4	10.2	109								
THE FAMILY HANDYMAN	1126	246	1.5	21.8	105	**142	1.9	12.6	135								
FAMILY WEEKLY	11468	2219	13.1	19.3	93	1158	15.3	10.1	108								
FIELD & STREAM	2234	325	1.9	14.5	70	*319	4.2	14.3	152								
FOOD & WINE	579	*141	0.8	24.4	117	**46	0.6	7.9	85								
FORBES	728	*133	0.8	18.3	88	**93	1.2	12.8	136								
FORTUNE	906	*145	0.9	16.0	77	**103	1.4	11.4	121								
GENTLEMEN'S QUARTERLY	791	*154	0.9	19.5	93	**114	1.5	14.4	154								
GLAMOUR	5265	1353	8.0	25.7	123	553	7.3	10.5	112								
GOLF DIGEST	636	*151	0.9	23.7	114	**99	1.3	15.6	166								
GOLF DIGEST/TENNIS (GROSS)	1186	*246	1.5	20.7	99	**145	1.9	12.2	130								
GOLF MAGAZINE	441	**107	0.6	24.3	116	**42	0.6	9.5	102								
GOLF MAGAZINE/SKI (GROSS)	922	270	1.6	29.3	140	**101	1.3	11.0	117								
GOOD HOUSEKEEPING	16487	3740	22.1	22.7	109	1676	22.1	10.2	108								
HARPER'S BAZAAR	2423	695	4.1	28.7	138	*203	2.7	8.4	89								
HEALTH	1994	520	3.1	26.1	125	*291	3.8	14.6	156								
HEARST MAG CORP. BUY (GROSS)	44101	10244	60.6	23.2	111	4516	59.5	10.2	109								
HEARST MAN POWER (GROSS)	1993	467	2.8	23.4	112	278	3.7	13.9	149								
HEARST WOMAN POWER (GROSS)	31274	7174	42.5	22.9	110	3233	42.6	10.3	110								
HOUSE BEAUTIFUL	3623	888	5.3	24.5	118	308	4.1	8.5	91								
INC.	283	**24	0.1	8.5	41	**76	1.0	26.9	287								
JET	2928	590	3.5	20.2	97	289	3.8	9.9	105								
LADIES' HOME JOURNAL	11918	2651	15.7	22.2	107	1270	16.7	10.7	114								
LHJ FAMILY GRP COMBO(GROSS)	16764	3710	22.0	22.1	106	1933	25.5	11.5	123								
LIFE	4254	1160	6.9	27.3	131	515	6.8	12.1	129								
L.A. TIMES HOME MAGAZINE	1145	*151	0.9	13.2	63	**173	2.3	15.1	161								
MADEMOISELLE	2884	787	4.7	27.3	131	226	3.0	7.8	84								
MC CALL'S	13460	2926	17.3	21.7	104	1409	18.6	10.5	112								
MC CALL'S/WRK MOTHER (GROSS)	14606	3231	19.1	22.1	106	1579	20.8	10.8	115								
MECHANIX ILLUSTRATED	772	*118	0.7	15.3	73	*145	1.9	18.8	200								
METROPOLITAN HOME	967	256	1.5	26.5	127	**79	1.0	8.2	87								
MONEY	1588	292	1.7	18.4	88	*184	2.4	11.6	124								
MOTHER EARTH NEWS	1002	*138	0.8	13.8	66	**90	1.2	9.0	96								
MS.	825	224	1.3	27.2	130	**117	1.5	14.2	151								
NATIONAL ENQUIRER	10336	2155	12.8	20.8	100	1066	14.0	10.3	110								
NATIONAL GEOGRAPHIC	9597	2121	12.6	22.1	106	980	12.9	10.2	109								
NATIONAL SUNDAY MAGAZINE PKG	49558	11321	67.0	22.8	110	4844	63.8	9.8	104								
NATURAL HISTORY	573	*144	0.9	25.1	120	**103	1.4	18.0	192								
NEW WOMAN	1699	392	2.3	23.1	111	*86	1.1	5.1	54								
NEW YORK INCLUDING CUE	443	*151	0.9	34.1	163	**24	0.3	5.4	58								
THE NEW YORKER	1270	362	2.1	28.5	137	**98	1.3	7.7	82								
NEWSWEEK	6277	1480	8.8	23.6	113	720	9.5	11.5	122								
THE N.Y. TIMES DAILY EDITION	1205	486	2.9	40.3	193	**77	1.0	6.4	68								
THE N.Y. TIMES MAGAZINE	2081	820	4.9	39.4	189	*122	1.6	5.9	63								
OMNI	788	*178	1.1	22.6	108	**94	1.2	11.9	127								
ON CABLE	1158	*257	1.5	22.2	106	**120	1.6	10.4	111								
1001 HOME IDEAS	2852	539	3.2	18.9	91	371	4.9	13.0	139								
ORGANIC GARDENING	1658	275	1.6	16.6	80	**97	1.3	5.9	62								
OUTDOOR LIFE	896	*174	1.0	19.4	93	**90	1.2	10.0	107								
PARADE MAGAZINE	24275	5952	35.2	24.5	118	2165	28.5	8.9	95								

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INSTANT ICED TEA MIX - KINDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80985	16892	100.0	20.9	100	7589	100.0	9.4	100								
PARENTS	3845	735	4.4	19.1	92	420	5.5	10.9	117								
PENTHOUSE	831	*198	1.2	23.8	114	**148	2.0	17.8	190								
PEOPLE	11645	2731	16.2	23.5	112	1334	17.6	11.5	122								
PLAYBOY	2006	527	3.1	26.3	126	217	2.9	10.8	115								
POPULAR HOT RODDING	297	**40	0.2	13.5	65	**39	0.5	13.1	140								
POPULAR MECHANICS	1018	*205	1.2	20.1	97	**159	2.1	15.6	167								
POPULAR SCIENCE	878	*201	1.2	22.9	110	**116	1.5	13.2	141								
PREVENTION	3913	839	5.0	21.4	103	434	5.7	11.1	118								
PSYCHOLOGY TODAY	1710	482	2.9	28.2	135	**130	1.7	7.6	81								
READER'S DIGEST	22204	4905	29.0	22.1	106	2175	28.7	9.8	105								
REDBOOK	7684	1708	10.1	22.2	107	819	10.8	10.7	114								
ROAD & TRACK	410	**96	0.6	23.4	112	**21	0.3	5.1	55								
ROLLING STONE	969	300	1.8	31.0	148	*142	1.9	14.7	156								
RUNNER'S WORLD	298	**74	0.4	24.8	119	**37	0.5	12.4	132								
SATURDAY EVENING POST	1169	235	1.4	20.1	96	*181	2.4	15.5	165								
SCIENCE 84	587	*122	0.7	20.8	100	**50	0.7	8.5	91								
SCIENCE DIGEST	482	*161	1.0	33.4	160	**53	0.7	11.0	117								
SCIENTIFIC AMERICAN	594	*137	0.8	23.1	111	**8	0.1	1.3	14								
SELF	2089	532	3.1	25.5	122	214	2.8	10.2	109								
SEVENTEEN	2411	575	3.4	23.8	114	*225	3.0	9.3	100								
SKI	480	*163	1.0	34.0	163	**59	0.8	12.3	131								
SMITHSONIAN	2760	664	3.9	24.1	115	201	2.6	7.3	78								
SOAP OPERA DIGEST	3013	770	4.6	25.6	123	422	5.6	14.0	149								
SOUTHERN LIVING	4184	599	3.5	14.3	69	272	3.6	6.5	69								
SPORT	559	*157	0.9	28.1	135	**55	0.7	9.8	105								
THE SPORTING NEWS	436	**155	0.9	35.6	170	**54	0.7	12.4	132								
SPORTS AFIELD	493	**102	0.6	20.7	99	**66	0.9	13.4	143								
SPORTS ILLUSTRATED	2758	649	3.8	23.5	113	230	3.0	8.3	89								
STAR	7456	1656	9.8	22.2	106	794	10.5	10.6	114								
SUNDAY	24936	6217	36.8	24.9	120	2550	33.6	10.2	109								
SUNSET	2124	372	2.2	17.5	84	*153	2.0	7.2	77								
TV GUIDE	21661	4827	28.6	22.3	107	2125	28.0	9.8	105								
TENNIS	550	**94	0.6	17.1	82	**46	0.6	8.4	89								
TIME	8880	2330	13.8	26.2	126	890	11.7	10.0	107								
TOWN & COUNTRY	917	219	1.3	23.9	114	**60	0.8	6.5	70								
TRAVEL & LEISURE	972	227	1.3	23.4	112	*152	2.0	15.6	167								
TRUE STORY	3356	690	4.1	20.6	99	453	6.0	13.5	144								
U.S.NEWS & WORLD REPORT	3410	762	4.5	22.3	107	407	5.4	11.9	127								
USA TODAY	1759	546	3.2	31.0	149	*122	1.6	6.9	74								
UE	1873	464	2.7	24.8	119	*203	2.7	10.8	116								
VOGUE	3909	975	5.8	24.9	120	374	4.9	9.6	102								
WALL STREET JOURNAL	1886	433	2.6	23.0	110	*207	2.7	11.0	117								
WEIGHT WATCHERS	2120	603	3.6	28.4	136	341	4.5	16.1	172								
WOMAN'S DAY	14172	3329	19.7	23.5	113	1437	18.9	10.1	108								
WORKING MOTHER	1146	305	1.8	26.6	128	*170	2.2	14.8	158								
WORKING WOMAN	1322	313	1.9	23.7	114	*174	2.3	13.2	140								
WORLD TENNIS	*163	**30	0.2	18.4	88	**2	0.0	1.2	13								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	536	3.2	21.2	101	271	3.6	10.7	114								
BLAIR INSERTS	43657	10417	61.7	23.9	114	4305	56.7	9.9	105								
DAILY NEWSPAPERS																	
READ ANY	51633	11912	70.5	23.1	111	4911	64.7	9.5	102								
READ ONE	43463	9711	57.5	22.3	107	4072	53.7	9.4	100								
READ TWO OR MORE	8170	2202	13.0	27.0	129	840	11.1	10.3	110								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12145	71.9	23.1	111	5128	67.6	9.7	104								
READ ONE	46126	10061	59.6	21.8	105	4496	59.2	9.7	104								
READ TWO OR MORE	6552	2084	12.3	31.8	152	632	8.3	9.6	103								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.80				28.77											
30 DAY REACH	71455	15195	90.0	21.3	102	6640	87.5	9.3	99								
50 SHWG - 30 DAY AV FREQ	14.56	15.24				15.10											
30 DAY REACH	67742	14385	85.2	21.2	102	6336	83.5	9.4	100								
25 SHWG - 30 DAY AV FREQ	7.94	8.25				8.23											
30 DAY REACH	62117	13278	78.6	21.4	102	5800	76.4	9.3	100								
CABLE TV: HOME WIRED	32077	7343	43.5	22.9	110	3071	40.5	9.6	102								
HOME NOT WIRED	48909	9549	56.5	19.5	94	4517	59.5	9.2	99								
HAVE PAY CABLE	15935	4141	24.5	26.0	125	1765	23.3	11.1	118								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX - KINDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16892	100.0	20.9	100	7589	100.0	9.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9580	56.7	21.8	105	4070	53.6	9.3	99								
10:00 AM - 3:00 PM	30659	6891	40.8	22.5	108	2781	36.6	9.1	97								
3:00 PM - 7:00 PM	31045	6682	39.6	21.5	103	2806	37.0	9.0	96								
7:00 PM - MIDNIGHT	15767	3214	19.0	20.4	98	1633	21.5	10.4	111								
MIDNIGHT - 6:00 AM	9120	2000	11.8	21.9	105	1035	13.6	11.3	121								
6:00 AM - MIDNIGHT	58527	12821	75.9	21.9	105	5525	72.8	9.4	101								
ENTIRE DAY	59311	12999	77.0	21.9	105	5610	73.9	9.5	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3740	22.1	23.1	111	1501	19.8	9.3	99								
ALL NEWS	2256	706	4.2	31.3	150	*244	3.2	10.8	115								
AOR/PROGRESSIVE	3874	977	5.8	25.2	121	423	5.6	10.9	117								
BEAUTIFUL MUSIC	5660	1378	8.2	24.3	117	372	4.9	6.6	70								
BLACK	2204	468	2.8	21.2	102	240	3.2	10.9	116								
CLASSICAL	1418	337	2.0	23.8	114	**102	1.3	7.2	77								
CHR/ROCK	9538	2384	14.1	25.0	120	806	10.6	8.5	90								
COUNTRY	12648	2252	13.3	17.8	85	1251	16.5	9.9	106								
GOLDEN OLDIES	1191	*211	1.2	17.7	85	**135	1.8	11.3	121								
MOR/NOSTALGIA	4757	1002	5.9	21.1	101	519	6.8	10.9	116								
NEWS/TALK	3863	847	5.0	21.9	105	295	3.9	7.6	81								
RELIGIOUS	3084	445	2.6	14.4	69	244	3.2	7.9	84								
SOFT ROCK	521	*110	0.7	21.1	101	**29	0.4	5.6	59								
URBAN CONTEMPORARY	1585	442	2.6	27.9	134	*208	2.7	13.1	140								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	742	4.4	22.8	109	322	4.2	9.9	105								
ABC DIRECTION	2316	692	4.1	29.9	143	227	3.0	9.8	105								
ABC ENTERTAINMENT	4834	1255	7.4	26.0	124	392	5.2	8.1	87								
ABC FM	2202	390	2.3	17.7	85	*164	2.2	7.4	79								
ABC INFORMATION	5425	1142	6.8	21.1	101	555	7.3	10.2	109								
ABC ROCK	1677	449	2.7	26.8	128	*188	2.5	11.2	120								
CBS	4430	990	5.9	22.3	107	336	4.4	7.6	81								
MUTUAL	4992	1203	7.1	24.1	116	511	6.7	10.2	109								
NBC	4679	1221	7.2	26.1	125	496	6.5	10.6	113								
RADIORADIO	1994	449	2.7	22.5	108	*198	2.6	9.9	106								
RKO ONE	2298	501	3.0	21.8	105	*170	2.2	7.4	79								
RKO TWO	3311	738	4.4	22.3	107	*255	3.4	7.7	82								
THE SOURCE	2114	492	2.9	23.3	112	*217	2.9	10.3	110								
NON-WIRED : BLAIR	8654	1672	9.9	19.3	93	913	12.0	10.6	113								
INTERNET	12025	2719	16.1	22.6	108	1010	13.3	8.4	90								
KATZ RADIO GROUP	15359	3675	21.8	23.9	115	1288	17.0	8.4	89								
SUPERNET	10628	2533	15.0	23.8	114	967	12.7	9.1	97								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1609	9.5	18.6	89	734	9.7	8.5	90								
WKDAY 9:00 AM - 1:00 PM	12163	2362	14.0	19.4	93	1176	15.5	9.7	103								
WKDAY 1:00 PM - 4:30 PM	16150	3223	19.1	20.0	96	1677	22.1	10.4	111								
WKDAY 4:30 PM - 7:30 PM	22463	4760	28.2	21.2	102	2074	27.3	9.2	99								
WKDAY 7:30 PM - 8:00 PM	31795	6840	40.5	21.5	103	2813	37.1	8.8	94								
WKDAY 11:00 PM - 11:30 PM	23977	5516	32.7	23.0	110	2298	30.3	9.6	102								
WKDAY 11:30 PM - 1:00 AM	7703	1826	10.8	23.7	114	785	10.3	10.2	109								
M-SAT 8-11 PM+SUN 7-11 PM	33800	7374	43.7	21.8	105	3116	41.1	9.2	98								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1370	8.1	21.0	100	731	9.6	11.2	119								
ANOTHER WORLD N	4620	911	5.4	19.7	95	446	5.9	9.7	103								
AS THE WORLD TURNS C	5614	909	5.4	16.2	78	555	7.3	9.9	105								
CAPITOL C	3396	562	3.3	16.5	79	412	5.4	12.1	129								
CBS MORN. NEWS 1 C	1446	252	1.5	17.4	84	142	1.9	9.8	105								
CBS MORN. NEWS 2 C	1207	190	1.1	15.7	75	80	1.1	6.6	71								
DAYS OF OUR LIVES N	5877	1222	7.2	20.8	100	642	8.5	10.9	117								
FACTS OF LIFE - DAYTIME N	2290	354	2.1	15.5	74	265	3.5	11.6	123								
FAMILY FEUD A	3023	579	3.4	19.2	92	231	3.0	7.6	82								
GENERAL HOSPITAL A	6097	1348	8.0	22.1	106	632	8.3	10.4	111								
GOOD MORNING, AMERICA-730 A	3515	605	3.6	17.2	83	334	4.4	9.5	101								
GOOD MORNING, AMERICA-830 A	2818	537	3.2	19.1	91	277	3.7	9.8	105								
GUIDING LIGHT C	5339	945	5.6	17.7	85	619	8.2	11.6	124								
ONE LIFE TO LIVE A	4478	985	5.8	22.0	105	452	6.0	10.1	108								
PRESS YOUR LUCK C	2244	423	2.5	18.9	90	249	3.3	11.1	118								
PRICE IS RIGHT 1 C	4348	809	4.8	18.6	89	438	5.8	10.1	108								
PRICE IS RIGHT 2 C	5014	965	5.7	19.2	92	485	6.4	9.7	103								
RYAN'S HOPE A	3150	783	4.6	24.9	119	255	3.4	8.1	86								
SALE OF THE CENTURY N	2695	456	2.7	16.9	81	284	3.7	10.5	112								
SEARCH FOR TOMORROW N	2319	453	2.7	19.5	94	201	2.6	8.7	92								
TODAY SHOW 1 N	2693	494	2.9	18.3	88	252	3.3	9.4	100								
TODAY SHOW 2 N	2498	488	2.9	19.5	94	220	2.9	8.8	94								
$25,000 PYRAMID C	2753	522	3.1	19.0	91	320	4.2	11.6	124								
WHEEL OF FORTUNE N	4388	835	4.9	19.0	91	399	5.3	9.1	97								
YOUNG AND THE RESTLESS C	5695	982	5.8	17.2	83	570	7.5	10.0	107								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	350	2.1	19.9	95	156	2.1	8.9	95								
NBA PLAYOFF GAME -1 C	1136	196	1.2	17.3	83	*117	1.5	10.3	110								
NBC MAJOR LEAGUE PRE-GAME N	953	*168	1.0	17.6	85	**118	1.6	12.4	132								
SPORTSWORLD - SUN N	1233	210	1.2	17.0	82	*143	1.9	11.6	124								
SUNDAY MORNING C	1611	321	1.9	19.9	96	*119	1.6	7.4	79								

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INSTANT ICED TEA MIX - KINDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	WITH LEMON A '000	WITH LEMON B % DOWN	WITH LEMON C % ACROSS	WITH LEMON D INDX	WITHOUT LEMON A '000	WITHOUT LEMON B % DOWN	WITHOUT LEMON C % ACROSS	WITHOUT LEMON D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	16892	100.0	20.9	100	7589	100.0	9.4	100								
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5456	32.3	20.9	100	2395	31.6	9.2	98								
NETWORK AFFILIATES - LATE		20261	4556	27.0	22.5	108	2024	26.7	10.0	107								
INDEPENDENTS - LATE		2076	562	3.3	27.1	130	203	2.7	9.8	104								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2224	13.2	21.3	102	950	12.5	9.1	97								
ABC MONDAY NIGHT MOVIE	A	6412	1291	7.6	20.1	97	521	6.9	8.1	87								
ABC SUNDAY NIGHT MOVIE	A	12407	2670	15.8	21.5	103	1024	13.5	8.3	88								
ABC WORLD NEWS TONIGHT	A	6176	1247	7.4	20.2	97	511	6.7	8.3	88								
AFTERMASH	C	5863	1213	7.2	20.7	99	637	8.4	10.9	116								
ALICE	C	9594	2066	12.2	21.5	103	991	13.1	10.3	110								
AMERICAN PARADE	C	6622	1299	7.7	19.6	94	546	7.2	8.2	88								
BENSON	A	10886	2344	13.9	21.5	103	951	12.5	8.7	93								
BLUE THUNDER	A	5036	1022	6.1	20.3	97	474	6.2	9.4	100								
CAGNEY & LACEY	C	9965	2234	13.2	22.4	107	895	11.8	9.0	96								
CBS EVENING NEWS-DEAN	C	3491	739	4.4	21.2	101	329	4.3	9.4	101								
CBS EVENING NEWS-RATHER	C	7123	1520	9.0	21.3	102	741	9.8	10.4	111								
CBS SAT. NEWS-SCHIEFFER	C	3621	621	3.7	17.1	82	335	4.4	9.3	99								
CBS SATURDAY NIGHT MOVIE	C	5436	1083	6.4	19.9	96	603	7.9	11.1	118								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1200	7.1	19.7	94	668	8.8	11.0	117								
CHEERS	N	8889	2102	12.4	23.6	113	853	11.2	9.6	102								
DALLAS	C	22109	4756	28.2	21.5	103	2121	27.9	9.6	102								
DIFF'RENT STROKES	N	6940	1314	7.8	18.9	91	518	6.8	7.5	80								
DOUBLE TROUBLE	N	7223	1431	8.5	19.8	95	754	9.9	10.4	111								
DUCK FACTORY	N	5595	1201	7.1	21.5	103	594	7.8	10.6	113								
DUKES OF HAZZARD	C	5768	1199	7.1	20.8	100	541	7.1	9.4	100								
DYNASTY	A	20053	4055	24.0	20.2	97	1914	25.2	9.5	102								
FACTS OF LIFE	N	8087	1532	9.1	18.9	91	778	10.3	9.6	103								
FALCON CREST	C	20046	4248	25.1	21.2	102	1890	24.9	9.4	101								
FALL GUY	A	9084	1909	11.3	21.0	101	833	11.0	9.2	98								
FAMILY TIES	N	7964	1691	10.0	21.2	102	736	9.7	9.2	99								
FANTASY ISLAND	A	7687	1657	9.8	21.6	103	666	8.8	8.7	92								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1729	10.2	19.5	94	926	12.2	10.5	112								
FOUR SEASONS	C	5095	1069	6.3	21.0	101	601	7.9	11.8	126								
GIMME A BREAK	N	8838	1931	11.4	21.8	105	857	11.3	9.7	103								
HART TO HART	A	8978	1714	10.1	19.1	92	869	11.5	9.7	103								
HILL STREET BLUES	N	8590	1944	11.5	22.6	109	814	10.7	9.5	101								
HOTEL	A	14085	3112	18.4	22.1	106	1377	18.1	9.8	104								
JEFFERSONS	C	9360	1979	11.7	21.1	101	1034	13.6	11.0	118								
JENNIFER SLEPT HERE	N	5841	1254	7.4	21.5	103	443	5.8	7.6	81								
KATE & ALLIE	C	9206	1991	11.8	21.6	104	842	11.1	9.1	98								
KNIGHT RIDER	N	7076	1393	8.2	19.7	94	682	9.0	9.6	103								
LOVE BOAT	A	12219	2324	13.8	19.0	91	1037	13.7	8.5	91								
MAGNUM PI	C	11199	2302	13.6	20.6	99	991	13.1	8.8	94								
MAMA'S FAMILY	N	6057	1293	7.7	21.3	102	499	6.6	8.2	88								
MASTER, THE	N	3598	811	4.8	22.5	108	267	3.5	7.4	79								
MATT HOUSTON	A	6344	1581	9.4	24.9	119	686	9.0	10.8	115								
NBC MONDAY NIGHT MOVIE	N	11994	2615	15.5	21.8	105	1159	15.3	9.7	103								
NBC NIGHTLY NEWS	N	5132	978	5.8	19.1	91	548	7.2	10.7	114								
NBC NIGHTLY NEWS-SAT	N	3375	562	3.3	16.7	80	310	4.1	9.2	98								
NBC NIGHTLY NEWS-SUN	N	3130	586	3.5	18.7	90	418	5.5	13.4	143								
NBC SUNDAY NIGHT MOVIE	N	8284	1608	9.5	19.4	93	794	10.5	9.6	102								
NEWHART	C	9240	2194	13.0	23.7	114	774	10.2	8.4	89								
ONE DAY AT A TIME	C	7288	1475	8.7	20.2	97	645	8.5	8.9	94								
PEOPLE ARE FUNNY	N	4855	1024	6.1	21.1	101	403	5.3	8.3	89								
REAL PEOPLE	N	8869	1716	10.2	19.3	93	863	11.4	9.7	104								
REMINGTON STEELE	N	7743	1891	11.2	24.4	117	740	9.8	9.6	102								
RIPLEY'S BELIEVE IT - NOT	A	5345	1054	6.2	19.7	95	508	6.7	9.5	101								
RIPTIDE	N	6988	1629	9.6	23.3	112	716	9.4	10.2	109								
SCARECROW & MRS. KING	C	10002	1970	11.7	19.7	94	934	12.3	9.3	100								
SIMON & SIMON	C	10638	2132	12.6	20.0	96	1003	13.2	9.4	101								
60 MINUTES	C	13293	2835	16.8	21.3	102	1177	15.5	8.9	94								
ST. ELSEWHERE	N	7017	1645	9.7	23.4	112	703	9.3	10.0	107								
THREE'S COMPANY	A	10917	2118	12.5	19.4	93	1004	13.2	9.2	98								
T.J. HOOKER	A	9204	1761	10.4	19.1	92	757	10.0	8.2	88								
TONIGHT SHOW	N	2372	668	4.0	28.2	135	197	2.6	8.3	89								
TRAPPER JOHN, M.D.	C	9846	2089	12.4	21.2	102	921	12.1	9.4	100								
TV BLOOPERS & PRAC. JOKES	N	9105	1815	10.7	19.9	96	858	11.3	9.4	101								
20/20	A	9387	1978	11.7	21.1	101	885	11.7	9.4	101								
WEBSTER	A	11067	2354	13.9	21.3	102	965	12.7	8.7	93								
WORLD NEWS - SUN	A	3062	558	3.3	18.2	87	*271	3.6	8.9	94								
YELLOW ROSE	N	4978	1044	6.2	21.0	101	348	4.6	7.0	75								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2295	13.6	25.9	124	994	13.1	11.2	119								
BASKETBALL - COLLEGE GAMES		4080	877	5.2	21.5	103	*454	6.0	11.1	119								
BASKETBALL - PRO GAMES		3607	990	5.9	27.4	132	*508	6.7	14.1	150								
BOWLING		3883	1053	6.2	27.1	130	*517	6.8	13.3	142								
BOXING		3928	975	5.8	24.8	119	*459	6.0	11.7	125								
FOOTBALL - COLLEGE GAMES		6366	1556	9.2	24.4	117	767	10.1	12.0	129								
FOOTBALL - PRO GAMES		11300	2740	16.2	24.2	116	1225	16.1	10.8	116								
GOLF		3378	911	5.4	27.0	129	*447	5.9	13.2	141								
POST-SEASON COLL. FOOTBALL		4906	1137	6.7	23.2	111	*643	8.5	13.1	140								
POST-SEASON PRO FOOTBALL		6120	1469	8.7	24.0	115	623	8.2	10.2	109								
TENNIS		3033	818	4.8	27.0	129	*304	4.0	10.0	107								
WRESTLING - PROFESSIONAL		3344	783	4.6	23.4	112	*418	5.5	12.5	133								

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INSTANT ICED TEA MIX: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13941	100.0	17.2	100	10511	100.0	13.0	100								
18 - 24	9282	1476	10.6	15.9	92	1118	10.6	12.0	93								
25 - 34	19072	3336	23.9	17.5	102	2750	26.2	14.4	111								
35 - 44	14591	2670	19.2	18.3	106	1992	19.0	13.7	105								
45 - 54	11345	2029	14.6	17.9	104	1637	15.6	14.4	111								
55 - 64	11635	2142	15.4	18.4	107	1230	11.7	10.6	81								
65 OR OLDER	15061	2287	16.4	15.2	88	1785	17.0	11.9	91								
18 - 34	28354	4812	34.5	17.0	99	3868	36.8	13.6	105								
18 - 49	48339	8436	60.5	17.5	101	6637	63.1	13.7	106								
25 - 54	45008	8035	57.6	17.9	104	6378	60.7	14.2	109								
35 - 49	19985	3624	26.0	18.1	105	2769	26.3	13.9	107								
50 OR OLDER	32647	5505	39.5	16.9	98	3874	36.9	11.9	91								
GRADUATED COLLEGE	11155	1886	13.5	16.9	98	1559	14.8	14.0	108								
ATTENDED COLLEGE	13682	2593	18.6	19.0	110	2026	19.3	14.8	114								
GRADUATED HIGH SCHOOL	33980	5919	42.5	17.5	101	4325	41.1	12.8	98								
DID NOT GRADUATE HIGH SCHOOL	22270	3543	25.4	15.9	92	2601	24.7	11.7	90								
EMPLOYED	40306	7283	52.2	18.1	105	5242	49.9	13.0	100								
EMPLOYED FULL-TIME	32850	5870	42.1	17.9	104	4023	38.3	12.2	94								
EMPLOYED PART-TIME	7456	1413	10.1	19.0	110	1220	11.6	16.4	126								
NOT EMPLOYED	40680	6658	47.8	16.4	95	5269	50.1	13.0	100								
PROFESSIONAL/MANAGER	10392	1704	12.2	16.4	95	1402	13.3	13.5	104								
TECH/CLERICAL/SALES	17574	3279	23.5	18.7	108	2544	24.2	14.5	112								
PRECISION/CRAFT	985	**83	0.6	8.4	49	**147	1.4	14.9	115								
OTHER EMPLOYED	11354	2218	15.9	19.5	113	1149	10.9	10.1	78								
SINGLE	19863	1781	12.8	18.1	105	1186	11.3	12.0	93								
MARRIED	51375	8842	63.4	17.2	100	6986	66.5	13.6	105								
DIVORCED/SEPARATED/WIDOWED	19748	3318	23.8	16.8	98	2340	22.3	11.8	91								
PARENTS	32590	5715	41.0	17.5	102	4948	47.1	15.2	117								
WHITE	70416	11889	85.3	16.9	98	9342	88.9	13.3	102								
BLACK	8778	1710	12.3	19.5	113	928	8.8	10.6	81								
OTHER	1791	**343	2.5	19.2	111	**241	2.3	13.5	104								
NORTHEAST-CENSUS	17786	3993	28.6	22.5	130	3418	32.5	19.2	148								
NORTH CENTRAL	20741	3882	27.8	18.7	109	3256	31.0	15.7	121								
SOUTH	27775	3350	24.2	12.2	71	1957	18.6	7.0	54								
WEST	14683	2686	19.3	18.3	106	1880	17.9	12.8	99								
NORTHEAST-MKTG.	17961	3821	27.4	21.3	124	3042	28.9	16.9	130								
EAST CENTRAL	11885	2320	16.6	19.5	113	1952	18.6	16.4	127								
WEST CENTRAL	14090	2608	18.7	18.5	108	2239	21.3	15.9	122								
SOUTH	24081	2825	20.3	11.7	68	1672	15.9	6.9	53								
PACIFIC	12969	2366	17.0	18.2	106	1606	15.3	12.4	95								
COUNTY SIZE A	32439	6152	44.1	19.0	110	4263	40.6	13.1	101								
COUNTY SIZE B	24915	4341	31.1	17.4	101	3239	30.8	13.0	100								
COUNTY SIZE C	12930	1807	13.0	14.0	81	1680	16.0	13.0	100								
COUNTY SIZE D	10703	1641	11.8	15.3	89	1329	12.6	12.4	96								
METRO CENTRAL CITY	24518	4421	31.7	18.0	105	3072	29.2	12.5	97								
METRO SUBURBAN	35919	6642	47.6	18.5	107	4737	45.1	13.2	102								
NON METRO	20549	2878	20.6	14.0	81	2701	25.7	13.1	101								
TOP 5 ADI'S	18341	3792	27.2	20.7	120	2559	24.3	14.0	108								
TOP 10 ADI'S	25378	4718	33.8	18.6	108	3264	31.1	12.9	99								
TOP 20 ADI'S	36488	6733	48.3	18.5	107	4826	45.9	13.2	102								
HSHLD INC. $50,000 OR MORE	6612	1376	9.9	20.8	121	1087	10.3	16.4	127								
$40,000 OR MORE	12659	2476	17.8	19.6	114	2095	19.9	16.5	128								
$30,000 OR MORE	24698	4925	35.3	19.9	116	3774	35.9	15.3	118								
$25,000 OR MORE	32077	6424	46.1	20.0	116	4849	46.1	15.1	116								
$20,000 - $24,999	9144	1512	10.8	16.5	96	1061	10.1	11.6	89								
$15,000 - $19,999	8728	1341	9.6	15.4	89	1036	9.9	11.9	91								
$10,000 - $14,999	12562	2091	15.0	16.6	97	1360	12.9	10.8	83								
UNDER $10,000	18475	2573	18.5	13.9	81	2206	21.0	11.9	92								
HOUSEHOLD OF 1 PERSON	11987	1713	12.3	14.3	83	1256	11.9	10.5	81								
2 PEOPLE	26577	4284	30.7	16.1	94	2980	28.4	11.2	86								
3 OR 4 PEOPLE	30617	5680	40.7	18.6	108	4248	40.4	13.9	107								
5 OR MORE PEOPLE	11804	2265	16.2	19.2	111	2026	19.3	17.2	132								
NO CHILD IN HSHLD	46165	7778	55.8	16.8	98	5102	48.5	11.1	85								
CHILD(REN) UNDER 2 YRS	5325	819	5.9	15.4	89	669	6.4	12.6	97								
2 - 5 YEARS	14221	2300	16.5	16.2	94	2075	19.7	14.6	112								
6 - 11 YEARS	15117	2707	19.4	17.9	104	2353	22.4	15.6	120								
12 - 17 YEARS	16611	3138	22.5	18.9	110	2679	25.5	16.1	124								
RESIDENCE OWNED	55884	9905	71.0	17.7	103	7555	71.9	13.5	104								
VALUE: $50,000 OR MORE	31744	6169	44.3	19.4	113	4636	44.1	14.6	113								
VALUE: UNDER $50,000	24140	3737	26.8	15.5	90	2918	27.8	12.1	93								

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13941	100.0	17.2	100	10511	100.0	13.0	100								
MAGAZINES	QUINTILE 1	15799	3236	23.2	20.5	119	2527	24.0	16.0	123								
	QUINTILE 2	17259	3065	22.0	17.8	103	2340	22.3	13.6	104								
	QUINTILE 3	13545	2289	16.4	16.9	98	1657	15.8	12.2	94								
	QUINTILE 4	15133	2447	17.6	16.2	94	1950	18.6	12.9	99								
	QUINTILE 5	19250	2905	20.8	15.1	88	2038	19.4	10.6	82								
NEWSPAPERS	QUINTILE 1	12413	2700	19.4	21.8	126	2096	19.9	16.9	130								
	QUINTILE 2	24116	4098	29.4	17.0	99	3130	29.8	13.0	100								
	QUINTILE 3	11261	2107	15.1	18.7	109	1548	14.7	13.7	106								
	QUINTILE 4	20255	3176	22.8	15.7	91	2494	23.7	12.3	95								
	QUINTILE 5	12940	1861	13.3	14.4	84	1244	11.8	9.6	74								
OUTDOOR	QUINTILE 1	14852	2783	20.0	18.7	109	2028	19.3	13.7	105								
	QUINTILE 2	15725	2746	19.7	17.5	101	1909	18.2	12.1	94								
	QUINTILE 3	16330	2777	19.9	17.0	99	2225	21.2	13.6	105								
	QUINTILE 4	16744	3051	21.9	18.2	106	2149	20.4	12.8	99								
	QUINTILE 5	17334	2585	18.5	14.9	87	2201	20.9	12.7	98								
RADIO-DRIVE TIME	QUINTILE 1	15911	2898	20.8	18.2	106	2419	23.0	15.2	117								
	QUINTILE 2	14837	2292	16.4	15.4	90	1750	16.6	11.8	91								
	QUINTILE 3	15339	2895	20.8	18.9	110	2141	20.4	14.0	108								
	QUINTILE 4	16723	2909	20.9	17.4	101	2112	20.1	12.6	97								
	QUINTILE 5	18176	2948	21.1	16.2	94	2088	19.9	11.5	89								
RADIO-MID-DAY	TERCILE 1	21020	3680	26.4	17.5	102	3040	28.9	14.5	111								
	TERCILE 2	21610	3656	26.2	16.9	98	2937	27.9	13.6	105								
	TERCILE 3	38355	6606	47.4	17.2	100	4534	43.1	11.8	91								
RADIO-TOTAL	QUINTILE 1	15988	2996	21.5	18.7	109	2212	21.0	13.8	107								
	QUINTILE 2	15626	2573	18.5	16.5	96	2100	20.0	13.4	104								
	QUINTILE 3	16723	2675	19.2	16.0	93	2403	22.9	14.4	111								
	QUINTILE 4	16342	3116	22.4	19.1	111	2071	19.7	12.7	98								
	QUINTILE 5	16306	2582	18.5	15.8	92	1725	16.4	10.6	82								
TV-PRIME TIME	QUINTILE 1	15953	2714	19.5	17.0	99	1912	18.2	12.0	92								
	QUINTILE 2	16137	3155	22.6	19.6	114	2170	20.6	13.4	104								
	QUINTILE 3	16420	2882	20.7	17.6	102	2496	23.7	15.2	117								
	QUINTILE 4	16687	2595	18.6	15.6	90	2005	19.1	12.0	93								
	QUINTILE 5	15789	2595	18.6	16.4	95	1928	18.3	12.2	94								
TV-DAYTIME	TERCILE 1	27736	4650	33.4	16.8	97	3862	36.7	13.9	107								
	TERCILE 2	26489	4658	33.4	17.6	102	3290	31.3	12.4	96								
	TERCILE 3	26761	4633	33.2	17.3	101	3359	32.0	12.6	97								
TV-TOTAL	QUINTILE 1	16345	2810	20.2	17.2	100	2297	21.9	14.1	108								
	QUINTILE 2	16447	3170	22.7	19.3	112	2099	20.0	12.8	98								
	QUINTILE 3	15980	2557	18.3	16.0	93	2127	20.2	13.3	103								
	QUINTILE 4	15887	2746	19.7	17.3	100	2099	20.0	13.2	102								
	QUINTILE 5	16326	2658	19.1	16.3	95	1889	18.0	11.6	89								
MAGAZINES-NEWSPAPERS: DUAL		20721	4195	30.1	20.2	118	3277	31.2	15.8	122								
MAGAZINE IMPERATIVE		19186	3346	24.0	17.4	101	2511	23.9	13.1	101								
NEWSPAPER IMPERATIVE		21899	3677	26.4	16.8	98	2766	26.3	12.6	97								
MAGAZINES-OUTDOOR: DUAL		15451	2854	20.5	18.5	107	2206	21.0	14.3	110								
MAGAZINE IMPERATIVE		25953	4618	33.1	17.8	103	3617	34.4	13.9	107								
OUTDOOR IMPERATIVE		24400	4018	28.8	16.5	96	2878	27.4	11.8	91								
MAGAZINES-RADIO: DUAL		18049	3301	23.7	18.3	106	2523	24.0	14.0	108								
MAGAZINE IMPERATIVE		23571	4405	31.6	18.7	109	3406	32.4	14.4	111								
RADIO IMPERATIVE		23278	3610	25.9	15.5	90	2924	27.8	12.6	97								
MAGAZINES-TELEVISION: DUAL		15459	2988	21.4	19.3	112	2348	22.3	15.2	117								
MAGAZINE IMPERATIVE		25829	4617	33.1	17.9	104	3391	32.3	13.1	101								
TELEVISION IMPERATIVE		26039	4294	30.8	16.5	96	3056	29.1	11.7	90								
NEWSPAPERS-OUTDOOR: DUAL		16605	3274	23.5	19.7	115	2359	22.4	14.2	109								
NEWSPAPER IMPERATIVE		26834	4925	35.3	18.4	107	3788	36.0	14.1	109								
OUTDOOR IMPERATIVE		23346	3874	27.8	16.6	96	2832	26.9	12.1	93								
NEWSPAPERS-RADIO: DUAL		17133	3233	23.2	18.9	110	2565	24.4	15.0	115								
NEWSPAPER IMPERATIVE		25892	4681	33.6	18.1	105	3640	34.6	14.1	108								
RADIO IMPERATIVE		23167	3699	26.5	16.0	93	2813	26.8	12.1	94								
NEWSPAPERS-TELEVISION: DUAL		17159	3316	23.8	19.3	112	2443	23.2	14.2	110								
NEWSPAPER IMPERATIVE		26214	4654	33.4	17.8	103	3656	34.8	13.9	107								
TELEVISION IMPERATIVE		23412	3738	26.8	16.0	93	2796	26.6	11.9	92								
OUTDOOR-RADIO: DUAL		15303	2649	19.0	17.3	101	2117	20.1	13.8	107								
OUTDOOR IMPERATIVE		24901	4454	31.9	17.9	104	3148	29.9	12.6	97								
RADIO IMPERATIVE		26492	4674	33.5	17.6	102	3782	36.0	14.3	110								
OUTDOOR-TELEVISION: DUAL		14794	2739	19.6	18.5	108	1912	18.2	12.9	100								
OUTDOOR IMPERATIVE		25437	4482	32.1	17.6	102	3311	31.5	13.0	100								
TELEVISION IMPERATIVE		27877	4886	35.0	17.5	102	3811	36.3	13.7	105								
RADIO-TELEVISION: DUAL		15996	2888	20.7	18.1	105	2164	20.6	13.5	104								
RADIO IMPERATIVE		25478	4160	29.8	16.3	95	3346	31.8	13.1	101								
TELEVISION IMPERATIVE		26573	4691	33.6	17.7	103	3603	34.3	13.6	104								

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INSTANT ICED TEA MIX: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13941	100.0	17.2	100	10511	100.0	13.0	100								
ATLANTIC MONTHLY	415	*146	1.0	35.2	204	**53	0.5	12.8	98								
BARRON'S	453	**96	0.7	21.2	123	**88	0.8	19.4	150								
BETTER HOMES & GARDENS	16256	3007	21.6	18.5	107	2363	22.5	14.5	112								
BON APPETIT	2535	506	3.6	20.0	116	370	3.5	14.6	112								
BUSINESS WEEK	1278	*227	1.6	17.8	103	*175	1.7	13.7	106								
CAR AND DRIVER	378	**68	0.5	18.0	105	**52	0.5	13.8	106								
CBS MAGAZINE NETWORK (GROSS)	1498	*206	1.5	13.8	80	*142	1.4	9.5	73								
CHANGING TIMES	1505	260	1.9	17.3	100	*216	2.1	14.4	111								
COLONIAL HOMES	1231	*164	1.2	13.3	77	*165	1.6	13.4	103								
CONDE NAST MAG. PKG. (GROSS)	14146	2732	19.6	19.3	112	2162	20.6	15.3	118								
CONSUMERS DIGEST	1323	266	1.9	20.1	117	*171	1.6	12.9	100								
COSMOPOLITAN	7102	1262	9.1	17.8	103	1138	10.8	16.0	123								
COUNTRY LIVING	2481	381	2.7	15.4	89	402	3.8	16.2	125								
CUISINE	1472	316	2.3	21.5	125	*201	1.9	13.7	105								
CYCLE WORLD	425	**50	0.4	11.8	68	**63	0.6	14.8	114								
DCI:CREATIVE IDEAS FOR LIV	2510	457	3.3	18.2	106	356	3.4	14.2	109								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1039	7.5	15.5	90	660	6.3	9.9	76								
DISCOVER	894	**121	0.9	13.5	79	*116	1.1	13.0	100								
EBONY	3507	692	5.0	19.7	115	443	4.2	12.6	97								
ESQUIRE	1083	*251	1.8	23.2	135	*136	1.3	12.6	97								
ESSENCE	1830	383	2.7	20.9	122	308	2.9	16.8	130								
FAMILY CIRCLE	15930	2940	21.1	18.5	107	2451	23.3	15.4	119								
THE FAMILY HANDYMAN	1126	*283	2.0	25.1	146	*189	1.8	16.8	129								
FAMILY WEEKLY	11468	1867	13.4	16.3	95	1692	16.1	14.8	114								
FIELD & STREAM	2234	334	2.4	15.0	87	373	3.5	16.7	129								
FOOD & WINE	579	**105	0.8	18.1	105	**64	0.6	11.1	85								
FORBES	728	**119	0.9	16.3	95	**109	1.0	15.0	115								
FORTUNE	906	*146	1.0	16.1	94	**128	1.2	14.1	109								
GENTLEMEN'S QUARTERLY	791	*135	1.0	17.1	99	*173	1.6	21.9	169								
GLAMOUR	5265	1118	8.0	21.2	123	851	8.1	16.2	125								
GOLF DIGEST	636	*163	1.2	25.6	149	**94	0.9	14.8	114								
GOLF DIGEST/TENNIS (GROSS)	1186	*238	1.7	20.1	117	**138	1.3	11.6	90								
GOLF MAGAZINE	441	**99	0.7	22.4	130	**73	0.7	16.6	128								
GOLF MAGAZINE/SKI (GROSS)	922	*203	1.5	22.0	128	*152	1.4	16.5	127								
GOOD HOUSEKEEPING	16487	3087	22.1	18.7	109	2307	21.9	14.0	108								
HARPER'S BAZAAR	2423	565	4.1	23.3	135	351	3.3	14.5	112								
HEALTH	1994	490	3.5	24.6	143	*275	2.6	13.8	106								
HEARST MAG CORP. BUY (GROSS)	44101	8144	58.4	18.5	107	6340	60.3	14.4	111								
HEARST MAN POWER (GROSS)	1993	441	3.2	22.1	129	327	3.1	16.4	126								
HEARST WOMAN POWER (GROSS)	31274	5753	41.3	18.4	107	4480	42.6	14.3	110								
HOUSE BEAUTIFUL	3623	600	4.3	16.6	96	470	4.5	13.0	100								
INC.	283	**66	0.5	23.3	135	**81	0.8	28.6	221								
JET	2928	559	4.0	19.1	111	349	3.3	11.9	92								
LADIES' HOME JOURNAL	11918	2187	15.7	18.4	107	1634	15.5	13.7	106								
LHJ FAMILY GRP COMBO(GROSS)	16764	3183	22.8	19.0	110	2333	22.2	13.9	107								
LIFE	4254	873	6.3	20.5	119	802	7.6	18.9	145								
L.A. TIMES HOME MAGAZINE	1145	*242	1.7	21.1	123	**156	1.5	13.6	105								
MADEMOISELLE	2884	559	4.0	19.4	113	399	3.8	13.8	107								
MC CALL'S	13460	2525	18.1	18.8	109	1886	17.9	14.0	108								
MC CALL'S/WRK MOTHER (GROSS)	14606	2782	20.0	19.0	111	2069	19.7	14.2	109								
MECHANIX ILLUSTRATED	772	*161	1.2	20.9	121	**81	0.8	10.5	81								
METROPOLITAN HOME	967	*192	1.4	19.9	115	*140	1.3	14.5	112								
MONEY	1588	299	2.1	18.8	109	*220	2.1	13.9	107								
MOTHER EARTH NEWS	1002	*102	0.7	10.2	59	**101	1.0	10.1	78								
MS.	825	*207	1.5	25.1	146	*167	1.6	20.2	156								
NATIONAL ENQUIRER	10336	1949	14.0	18.9	110	1433	13.6	13.9	107								
NATIONAL GEOGRAPHIC	9597	1706	12.2	17.8	103	1461	13.9	15.2	117								
NATIONAL SUNDAY MAGAZINE PKG	49558	9003	64.6	18.2	106	6964	66.3	14.1	108								
NATURAL HISTORY	573	**88	0.6	15.4	89	*107	1.0	18.7	144								
NEW WOMAN	1699	263	1.9	15.5	90	215	2.0	12.7	98								
NEW YORK INCLUDING CUE	443	**118	0.8	26.6	155	**54	0.5	12.2	94								
THE NEW YORKER	1270	255	1.8	20.1	117	*202	1.9	15.9	123								
NEWSWEEK	6277	1225	8.8	19.5	113	1076	10.2	17.1	132								
THE N.Y. TIMES DAILY EDITION	1205	337	2.4	28.0	162	*190	1.8	15.8	121								
THE N.Y. TIMES MAGAZINE	2081	522	3.7	25.1	146	361	3.4	17.3	134								
OMNI	788	*129	0.9	16.4	95	**112	1.1	14.2	110								
ON CABLE	1158	*182	1.3	15.7	91	*175	1.7	15.1	116								
1001 HOME IDEAS	2852	506	3.6	17.7	103	425	4.0	14.9	115								
ORGANIC GARDENING	1658	*197	1.4	11.9	69	*177	1.7	10.7	82								
OUTDOOR LIFE	896	*121	0.9	13.5	78	*158	1.5	17.6	136								
PARADE MAGAZINE	24275	4556	32.7	18.8	109	3178	30.2	13.1	101								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT ICED TEA MIX: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13941	100.0	17.2	100	10511	100.0	13.0	100								
PARENTS	3845	629	4.5	16.4	95	586	5.6	15.2	117								
PENTHOUSE	831	*217	1.6	26.1	152	**143	1.4	17.2	133								
PEOPLE	11645	2370	17.0	20.4	118	1719	16.4	14.8	114								
PLAYBOY	2006	409	2.9	20.4	118	332	3.2	16.6	128								
POPULAR HOT RODDING	297	**41	0.3	13.8	80	**29	0.3	9.8	75								
POPULAR MECHANICS	1018	*242	1.7	23.8	138	*179	1.7	17.6	135								
POPULAR SCIENCE	878	*232	1.7	26.4	154	**125	1.2	14.2	110								
PREVENTION	3913	643	4.6	16.4	95	567	5.4	14.5	112								
PSYCHOLOGY TODAY	1710	347	2.5	20.3	118	*241	2.3	14.1	109								
READER'S DIGEST	22204	3838	27.5	17.3	100	3200	30.4	14.4	111								
REDBOOK	7684	1404	10.1	18.3	106	1035	9.8	13.5	104								
ROAD & TRACK	410	**63	0.5	15.4	89	**34	0.3	8.3	64								
ROLLING STONE	969	*256	1.8	26.4	153	*181	1.7	18.7	144								
RUNNER'S WORLD	298	**81	0.6	27.2	158	**41	0.4	13.8	106								
SATURDAY EVENING POST	1169	259	1.9	22.2	129	237	2.3	20.3	156								
SCIENCE 84	587	*141	1.0	24.0	140	*85	0.8	14.5	112								
SCIENCE DIGEST	482	**112	0.8	23.2	135	**61	0.6	12.7	98								
SCIENTIFIC AMERICAN	594	**77	0.6	13.0	75	**45	0.4	7.6	58								
SELF	2089	371	2.7	17.8	103	356	3.4	17.0	131								
SEVENTEEN	2411	371	2.7	15.4	89	416	4.0	17.3	133								
SKI	480	**104	0.7	21.7	126	**79	0.8	16.5	127								
SMITHSONIAN	2760	461	3.3	16.7	97	334	3.2	12.1	93								
SOAP OPERA DIGEST	3013	660	4.7	21.9	127	580	5.5	19.2	148								
SOUTHERN LIVING	4184	582	4.2	13.9	81	304	2.9	7.3	56								
SPORT	559	*139	1.0	24.9	144	**67	0.6	12.0	92								
THE SPORTING NEWS	436	**108	0.8	24.8	144	**103	1.0	23.6	182								
SPORTS AFIELD	493	**87	0.6	17.6	103	**88	0.8	17.8	138								
SPORTS ILLUSTRATED	2758	489	3.5	17.7	103	446	4.2	16.2	125								
STAR	7456	1534	11.0	20.6	120	1117	10.6	15.0	115								
SUNDAY	24936	4632	33.2	18.6	108	3845	36.6	15.4	119								
SUNSET	2124	357	2.6	16.8	98	*239	2.3	11.3	87								
TV GUIDE	21661	3933	28.2	18.2	105	3057	29.1	14.1	109								
TENNIS	550	**75	0.5	13.6	79	**44	0.4	8.0	62								
TIME	8880	1744	12.5	19.6	114	1529	14.5	17.2	133								
TOWN & COUNTRY	917	*203	1.5	22.1	129	*103	1.0	11.2	87								
TRAVEL & LEISURE	972	*239	1.7	24.6	143	*180	1.7	18.5	143								
TRUE STORY	3356	543	3.9	16.2	94	601	5.7	17.9	138								
U.S.NEWS & WORLD REPORT	3410	658	4.7	19.3	112	482	4.6	14.1	109								
USA TODAY	1759	414	3.0	23.5	137	242	2.3	13.8	106								
US	1873	375	2.7	20.0	116	281	2.7	15.0	116								
VOGUE	3909	685	4.9	17.5	102	556	5.3	14.2	110								
WALL STREET JOURNAL	1886	406	2.9	21.5	125	267	2.5	14.2	109								
WEIGHT WATCHERS	2120	604	4.3	28.5	166	469	4.5	22.1	170								
WOMAN'S DAY	14172	2591	18.6	18.3	106	2223	21.1	15.7	121								
WORKING MOTHER	1146	257	1.8	22.4	130	*183	1.7	16.0	123								
WORKING WOMAN	1322	271	1.9	20.5	119	241	2.3	18.2	140								
WORLD TENNIS	*163	**33	0.2	20.2	118	**11	0.1	6.7	52								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	429	3.1	16.9	98	317	3.0	12.5	96								
BLAIR INSERTS	43657	8182	58.7	18.7	109	6163	58.6	14.1	109								
DAILY NEWSPAPERS																	
READ ANY	51633	9367	67.2	18.1	105	7203	68.5	14.0	107								
READ ONE	43463	7704	55.3	17.7	103	5832	55.5	13.4	103								
READ TWO OR MORE	8170	1663	11.9	20.4	118	1371	13.0	16.8	129								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9551	68.5	18.1	105	7325	69.7	13.9	107								
READ ONE	46126	7969	57.2	17.3	100	6225	59.2	13.5	104								
READ TWO OR MORE	6552	1581	11.3	24.1	140	1100	10.5	16.8	129								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.82				28.35											
30 DAY REACH	71455	12525	89.8	17.5	102	9209	87.6	12.9	99								
50 SHWG - 30 DAY AV FREQ	14.56	15.23				14.85											
30 DAY REACH	67742	11884	85.2	17.5	102	8786	83.6	13.0	100								
25 SHWG - 30 DAY AV FREQ	7.94	8.17				8.04											
30 DAY REACH	62117	11030	79.1	17.8	103	8116	77.2	13.1	101								
CABLE TV: HOME WIRED	32077	5941	42.6	18.5	108	4542	43.2	14.2	109								
HOME NOT WIRED	48909	8000	57.4	16.4	95	5969	56.8	12.2	94								
HAVE PAY CABLE	15935	3517	25.2	22.1	128	2369	22.5	14.9	115								

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INSTANT ICED TEA MIX: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13941	100.0	17.2	100	10511	100.0	13.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7557	54.2	17.2	100	5945	56.6	13.5	104								
10:00 AM - 3:00 PM	30659	5259	37.7	17.2	100	4320	41.1	14.1	109								
3:00 PM - 7:00 PM	31045	5374	38.5	17.3	101	4330	41.2	13.9	107								
7:00 PM - MIDNIGHT	15767	2786	20.0	17.7	103	2061	19.6	13.1	101								
MIDNIGHT - 6:00 AM	9120	1602	11.5	17.6	102	1402	13.3	15.4	118								
6:00 AM - MIDNIGHT	58527	10096	72.4	17.3	100	8028	76.4	13.7	106								
ENTIRE DAY	59311	10282	73.8	17.3	101	8175	77.8	13.8	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2629	18.9	16.3	94	2410	22.9	14.9	115								
ALL NEWS	2256	521	3.7	23.1	134	297	2.8	13.2	101								
AOR/PROGRESSIVE	3874	733	5.3	18.9	110	575	5.5	14.8	114								
BEAUTIFUL MUSIC	5660	936	6.7	16.5	96	817	7.8	14.4	111								
BLACK	2204	405	2.9	18.4	107	273	2.6	12.4	95								
CLASSICAL	1418	*275	2.0	19.4	113	*178	1.7	12.6	97								
CHR/ROCK	9538	1694	12.2	17.8	103	1334	12.7	14.0	108								
COUNTRY	12648	2015	14.5	15.9	93	1630	15.5	12.9	99								
GOLDEN OLDIES	1191	*189	1.4	15.9	92	*146	1.4	12.3	94								
MOR/NOSTALGIA	4757	913	6.5	19.2	111	718	6.8	15.1	116								
NEWS/TALK	3863	646	4.6	16.7	97	395	3.8	10.2	79								
RELIGIOUS	3084	379	2.7	12.3	71	354	3.4	11.5	88								
SOFT ROCK	521	**65	0.5	12.5	72	**95	0.9	18.2	140								
URBAN CONTEMPORARY	1585	363	2.6	22.9	133	285	2.7	18.0	139								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	549	3.9	16.8	98	550	5.2	16.9	130								
ABC DIRECTION	2316	481	3.5	20.8	121	415	3.9	17.9	138								
ABC ENTERTAINMENT	4834	844	6.1	17.5	101	763	7.3	15.8	122								
ABC FM	2202	330	2.4	15.0	87	*187	1.8	8.5	65								
ABC INFORMATION	5425	1052	7.5	19.4	113	696	6.6	12.8	99								
ABC ROCK	1677	379	2.7	22.6	131	316	3.0	18.8	145								
CBS	4430	697	5.0	15.7	91	597	5.7	13.5	104								
MUTUAL	4992	893	6.4	17.9	104	726	6.9	14.5	112								
NBC	4679	873	6.3	18.7	108	642	6.1	13.7	106								
RADIORADIO	1994	299	2.1	15.0	87	274	2.6	13.7	106								
RKO ONE	2298	393	2.8	17.1	99	201	1.9	8.7	67								
RKO TWO	3311	543	3.9	16.4	95	469	4.5	14.2	109								
THE SOURCE	2114	365	2.6	17.3	100	*230	2.2	10.9	84								
NON-WIRED : BLAIR	8654	1376	9.9	15.9	92	1355	12.9	15.7	121								
INTERNET	12025	2023	14.5	16.8	98	1530	14.6	12.7	98								
KATZ RADIO GROUP	15359	2595	18.6	16.9	98	2180	20.7	14.2	109								
SUPERNET	10628	1974	14.2	18.6	108	1514	14.4	14.2	110								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1412	10.1	16.3	95	991	9.4	11.4	88								
WKDAY 9:00 AM - 1:00 PM	12163	1994	14.3	16.4	95	1609	15.3	13.2	102								
WKDAY 1:00 PM - 4:30 PM	16150	2796	20.1	17.3	101	2179	20.7	13.5	104								
WKDAY 4:30 PM - 7:30 PM	22463	3964	28.4	17.6	103	2882	27.4	12.8	99								
WKDAY 7:30 PM - 8:00 PM	31795	5638	40.4	17.7	103	4014	38.2	12.6	97								
WKDAY 11:00 PM - 11:30 PM	23977	4134	29.7	17.2	100	3445	32.8	14.4	111								
WKDAY 11:30 PM - 1:00 AM	7703	1433	10.3	18.6	108	1204	11.5	15.6	120								
M-SAT 8-11 PM+SUN 7-11 PM	33800	5976	42.9	17.7	103	4438	42.2	13.1	101								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1256	9.0	19.2	112	855	8.1	13.1	101								
ANOTHER WORLD N	4620	683	4.9	14.8	86	557	5.3	12.1	93								
AS THE WORLD TURNS C	5614	861	6.2	15.4	89	729	6.9	13.0	100								
CAPITOL C	3396	631	4.5	18.6	108	489	4.7	14.4	111								
CBS MORN. NEWS 1 C	1446	270	1.9	18.7	108	158	1.5	10.9	84								
CBS MORN. NEWS 2 C	1207	165	1.2	13.7	79	107	1.0	8.9	68								
DAYS OF OUR LIVES N	5877	1024	7.3	17.4	101	716	6.8	12.2	94								
FACTS OF LIFE - DAYTIME N	2290	326	2.3	14.2	83	247	2.3	10.8	83								
FAMILY FEUD A	3023	443	3.2	14.7	85	398	3.8	13.2	101								
GENERAL HOSPITAL A	6097	1144	8.2	18.8	109	989	9.4	16.2	125								
GOOD MORNING, AMERICA-730 A	3515	614	4.4	17.5	101	438	4.2	12.5	96								
GOOD MORNING, AMERICA-830 A	2818	493	3.5	17.5	102	386	3.7	13.7	106								
GUIDING LIGHT C	5339	933	6.7	17.5	102	736	7.0	13.8	106								
ONE LIFE TO LIVE A	4478	846	6.1	18.9	110	696	6.6	15.5	120								
PRESS YOUR LUCK C	2244	343	2.5	15.3	89	315	3.0	14.0	108								
PRICE IS RIGHT 1 C	4348	651	4.7	15.0	87	642	6.1	14.8	114								
PRICE IS RIGHT 2 C	5014	796	5.7	15.9	92	744	7.1	14.8	114								
RYAN'S HOPE A	3150	503	3.6	16.0	93	413	3.9	13.1	101								
SALE OF THE CENTURY N	2695	432	3.1	16.0	93	343	3.3	12.7	98								
SEARCH FOR TOMORROW N	2319	349	2.5	15.0	87	241	2.3	10.4	80								
TODAY SHOW 1 N	2693	372	2.7	13.8	80	303	2.9	11.3	87								
TODAY SHOW 2 N	2498	362	2.6	14.5	84	316	3.0	12.7	97								
$25,000 PYRAMID C	2753	501	3.6	18.2	106	392	3.7	14.2	110								
WHEEL OF FORTUNE N	4388	691	5.0	15.7	91	546	5.2	12.4	96								
YOUNG AND THE RESTLESS C	5695	931	6.7	16.4	95	777	7.4	13.6	105								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	331	2.4	18.8	109	192	1.8	10.9	84								
NBA PLAYOFF GAME -1 C	1136	139	1.0	12.2	71	*186	1.8	16.4	126								
NBC MAJOR LEAGUE PRE-GAME N	953	*221	1.6	23.2	135	**85	0.8	8.9	69								
SPORTSWORLD - SUN N	1233	225	1.6	18.2	106	*157	1.5	12.7	98								
SUNDAY MORNING C	1611	249	1.8	15.5	90	*132	1.3	8.2	63								

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(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LIPTON A '000	LIPTON B % DOWN	LIPTON C % ACROSS	LIPTON D INDX	NESTEA A '000	NESTEA B % DOWN	NESTEA C % ACROSS	NESTEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13941	100.0	17.2	100	10511	100.0	13.0	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4394	31.5	16.9	98	3361	32.0	12.9	99								
NETWORK AFFILIATES - LATE		20261	3433	24.6	16.9	98	2906	27.6	14.3	111								
INDEPENDENTS - LATE		2076	432	3.1	20.8	121	325	3.1	15.7	121								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1687	12.1	16.1	94	1213	11.5	11.6	89								
ABC MONDAY NIGHT MOVIE	A	6412	991	7.1	15.5	90	770	7.3	12.0	93								
ABC SUNDAY NIGHT MOVIE	A	12407	2129	15.3	17.2	100	1551	14.8	12.5	96								
ABC WORLD NEWS TONIGHT	A	6176	1122	8.0	18.2	106	698	6.6	11.3	87								
AFTERMASH	C	5863	1171	8.4	20.0	116	805	7.7	13.7	106								
ALICE	C	9594	1767	12.7	18.4	107	1387	13.2	14.5	111								
AMERICAN PARADE	C	6622	1104	7.9	16.7	97	999	9.5	15.1	116								
BENSON	A	10886	1791	12.8	16.5	96	1347	12.8	12.4	95								
BLUE THUNDER	A	5036	803	5.8	15.9	93	631	6.0	12.5	97								
CAGNEY & LACEY	C	9965	1667	12.0	16.7	97	1321	12.6	13.3	102								
CBS EVENING NEWS-DEAN	C	3491	643	4.6	18.4	107	513	4.9	14.7	113								
CBS EVENING NEWS-RATHER	C	7123	1298	9.3	18.2	106	1040	9.9	14.6	112								
CBS SAT. NEWS-SCHIEFFER	C	3621	595	4.3	16.4	95	409	3.9	11.3	87								
CBS SATURDAY NIGHT MOVIE	C	5436	975	7.0	17.9	104	743	7.1	13.7	105								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1048	7.5	17.2	100	855	8.1	14.0	108								
CHEERS	N	8889	1660	11.9	18.7	108	1251	11.9	14.1	108								
DALLAS	C	22109	4196	30.1	19.0	110	2885	27.4	13.0	101								
DIFF'RENT STROKES	N	6940	1111	8.0	16.0	93	775	7.4	11.2	86								
DOUBLE TROUBLE	N	7223	1265	9.1	17.5	102	895	8.5	12.4	95								
DUCK FACTORY	N	5595	1050	7.5	18.8	109	794	7.6	14.2	109								
DUKES OF HAZZARD	C	5768	994	7.1	17.2	100	796	7.6	13.8	106								
DYNASTY	A	20053	3406	24.4	17.0	99	2518	24.0	12.6	97								
FACTS OF LIFE	N	8087	1368	9.8	16.9	98	936	8.9	11.6	89								
FALCON CREST	C	20046	3697	26.5	18.4	107	2688	25.6	13.4	103								
FALL GUY	A	9084	1497	10.7	16.5	96	1200	11.4	13.2	102								
FAMILY TIES	N	7964	1313	9.4	16.5	96	948	9.0	11.9	92								
FANTASY ISLAND	A	7687	1416	10.2	18.4	107	952	9.1	12.4	95								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1630	11.7	18.4	107	1202	11.4	13.6	105								
FOUR SEASONS	C	5095	969	7.0	19.0	110	822	7.8	16.1	124								
GIMME A BREAK	N	8838	1555	11.2	17.6	102	1050	10.0	11.9	92								
HART TO HART	A	8978	1459	10.5	16.3	94	1182	11.2	13.2	101								
HILL STREET BLUES	N	8590	1449	10.4	16.9	98	1128	10.7	13.1	101								
HOTEL	A	14085	2569	18.4	18.2	106	1842	17.5	13.1	101								
JEFFERSONS	C	9360	1628	11.7	17.4	101	1400	13.3	15.0	115								
JENNIFER SLEPT HERE	N	5841	999	7.2	17.1	99	708	6.7	12.1	93								
KATE & ALLIE	C	9206	1698	12.2	18.4	107	1228	11.7	13.3	103								
KNIGHT RIDER	N	7076	1239	8.9	17.5	102	987	9.4	13.9	107								
LOVE BOAT	A	12219	1983	14.2	16.2	94	1504	14.3	12.3	95								
MAGNUM PI	C	11199	1969	14.1	17.6	102	1329	12.6	11.9	91								
MAMA'S FAMILY	N	6057	1033	7.4	17.1	99	690	6.6	11.4	88								
MASTER, THE	N	3598	634	4.5	17.6	102	530	5.0	14.7	113								
MATT HOUSTON	A	6344	1184	8.5	18.7	108	934	8.9	14.7	113								
NBC MONDAY NIGHT MOVIE	N	11994	2032	14.6	16.9	98	1564	14.9	13.0	100								
NBC NIGHTLY NEWS	N	5132	838	6.0	16.3	95	622	5.9	12.1	93								
NBC NIGHTLY NEWS-SAT	N	3375	486	3.5	14.4	84	411	3.9	12.2	94								
NBC NIGHTLY NEWS-SUN	N	3130	615	4.4	19.6	114	453	4.3	14.5	112								
NBC SUNDAY NIGHT MOVIE	N	8284	1249	9.0	15.1	88	1242	11.8	15.0	116								
NEWHART	C	9240	1617	11.6	17.5	102	1233	11.7	13.3	103								
ONE DAY AT A TIME	C	7288	1292	9.3	17.7	103	808	7.7	11.1	85								
PEOPLE ARE FUNNY	N	4855	802	5.8	16.5	96	564	5.4	11.6	90								
REAL PEOPLE	N	8869	1548	11.1	17.5	101	1049	10.0	11.8	91								
REMINGTON STEELE	N	7743	1350	9.7	17.4	101	1195	11.4	15.4	119								
RIPLEY'S BELIEVE IT - NOT	A	5345	874	6.3	16.4	95	685	6.5	12.8	99								
RIPTIDE	N	6988	1157	8.3	16.6	96	1022	9.7	14.6	113								
SCARECROW & MRS. KING	C	10002	1630	11.7	16.3	95	1170	11.1	11.7	90								
SIMON & SIMON	C	10638	1796	12.9	16.9	98	1287	12.2	12.1	93								
60 MINUTES	C	13293	2396	17.2	18.0	105	1879	17.9	14.1	109								
ST. ELSEWHERE	N	7017	1265	9.1	18.0	105	1012	9.6	14.4	111								
THREE'S COMPANY	A	10917	1954	14.0	17.9	104	1326	12.6	12.1	94								
T.J. HOOKER	A	9204	1482	10.6	16.1	94	1107	10.5	12.0	93								
TONIGHT SHOW	N	2372	489	3.5	20.6	120	402	3.8	16.9	131								
TRAPPER JOHN, M.D.	C	9846	1659	11.9	16.8	98	1436	13.7	14.6	112								
TV BLOOPERS & PRAC. JOKES	N	9105	1643	11.8	18.0	105	1144	10.9	12.6	97								
20/20	A	9387	1582	11.3	16.9	98	1310	12.5	14.0	108								
WEBSTER	A	11067	1789	12.8	16.2	94	1411	13.4	12.7	98								
WORLD NEWS - SUN	A	3062	512	3.7	16.7	97	337	3.2	11.0	85								
YELLOW ROSE	N	4978	821	5.9	16.5	96	585	5.6	11.8	91								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1964	14.1	22.1	129	1339	12.7	15.1	116								
BASKETBALL - COLLEGE GAMES		4080	778	5.6	19.1	111	560	5.3	13.7	106								
BASKETBALL - PRO GAMES		3607	810	5.8	22.5	130	595	5.7	16.5	127								
BOWLING		3883	824	5.9	21.2	123	714	6.8	18.4	142								
BOXING		3928	883	6.3	22.5	131	600	5.7	15.3	118								
FOOTBALL - COLLEGE GAMES		6366	1332	9.6	20.9	122	955	9.1	15.0	116								
FOOTBALL - PRO GAMES		11300	2280	16.4	20.2	117	1552	14.8	13.7	106								
GOLF		3378	919	6.6	27.2	158	*591	5.6	17.5	135								
POST-SEASON COLL. FOOTBALL		4906	1097	7.9	22.4	130	787	7.5	16.0	124								
POST-SEASON PRO FOOTBALL		6120	1409	10.1	23.0	134	781	7.4	12.8	98								
TENNIS		3033	593	4.3	19.6	114	565	5.4	18.6	144								
WRESTLING - PROFESSIONAL		3344	673	4.8	20.1	117	641	6.1	19.2	148								

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		'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	60194	74.3	6883
	NO	20792	25.7	2552

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
TEA BAGS	54754	67.6	50327	62.1	3904	4.8	523	.6	6248
LOOSE TEA	7888	9.7	3462	4.3	2114	2.6	2312	2.9	884
DO NOT KNOW	1979	2.4							259
2C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P/OUR OWN	1337	1.7	238	.3	820	1.0	279	.3	171
BIGELOW	1205	1.5	72	.1	667	.8	465	.6	139
CONSTANT COMMENT	2997	3.7	246	.3	1466	1.8	1286	1.6	360
OTHER BIGELOW TEAS	752	.9	42	.1	368	.5	342	.4	79
LIPTON AUTOMATIC TEA	1365	1.7	455	.6	839	1.0	71	.1	162
LIPTON	43860	54.2	26688	33.0	14579	18.0	2594	3.2	4948
LUZIANNE	3190	3.9	1117	1.4	1564	1.9	509	.6	333
NJB	1138	1.4	187	.2	512	.6	439	.5	124
RED ROSE	6551	8.1	1391	1.7	3575	4.4	1585	2.0	763
SALADA	5957	7.4	1153	1.4	3080	3.8	1724	2.1	721
TENDER LEAF	3781	4.7	692	.9	1809	2.2	1280	1.6	466
TETLEY AUTOMATIC TEA	480	.6	88	.1	227	.3	166	.2	52
TETLEY	7971	9.8	1652	2.0	3948	4.9	2371	2.9	911
TWINING	1978	2.4	304	.4	853	1.1	821	1.0	237
OTHER BRANDS	11103	13.7	4418	5.5	4352	5.4	2333	2.9	1198
DO NOT KNOW	247	.3							37

		'000	%	UNWEIGHTED
2D. IN THE LAST 30 DAYS ABOUT HOW MANY CUPS OR GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?				
10 OR MORE	H	9028	11.1	920
7 - 9	H	3586	4.4	352
4 - 6	M	9052	11.2	977
3	M	6343	7.8	762
2	M	9477	11.7	1095
1	L	9769	12.1	1215
LESS THAN 1	L	8443	10.4	1008
NONE	L	4498	5.6	554

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REGULAR TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0624
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60194	100.0	74.3	100	12614	100.0	15.6	100	24871	100.0	30.7	100	22710	100.0	28.0	100
18 - 24	9282	5872	9.8	63.3	85	1365	10.8	14.7	94	2730	11.0	29.4	96	1777	7.8	19.1	68
25 - 34	19072	14329	23.8	75.1	101	3044	24.1	16.0	102	5261	21.2	27.6	90	6025	26.5	31.6	113
35 - 44	14591	11352	18.9	77.8	105	2922	23.2	20.0	129	4214	16.9	28.9	94	4216	18.6	28.9	103
45 - 54	11345	8754	14.5	77.2	104	1868	14.8	16.5	106	3761	15.1	33.2	108	3125	13.8	27.5	98
55 - 64	11635	9206	15.3	79.1	106	1704	13.5	14.6	94	4159	16.7	35.7	116	3343	14.7	28.7	102
65 OR OLDER	15061	10681	17.7	70.9	95	1712	13.6	11.4	73	4747	19.1	31.5	103	4223	18.6	28.0	100
18 - 34	28354	20201	33.6	71.2	96	4408	34.9	15.5	100	7991	32.1	28.2	92	7802	34.4	27.5	98
18 - 49	48339	35651	59.2	73.8	99	8176	64.8	16.9	109	14128	56.8	29.2	95	13348	58.8	27.6	98
25 - 54	45008	34435	57.2	76.5	103	7833	62.1	17.4	112	13236	53.2	29.4	96	13366	58.9	29.7	106
35 - 49	19985	15450	25.7	77.3	104	3767	29.9	18.8	121	6137	24.7	30.7	100	5546	24.4	27.8	99
50 OR OLDER	32647	24543	40.8	75.2	101	4438	35.2	13.6	87	10743	43.2	32.9	107	9362	41.2	28.7	102
GRADUATED COLLEGE	11155	8609	14.3	77.2	104	911	7.2	8.2	52	3530	14.2	31.6	103	4169	18.4	37.4	133
ATTENDED COLLEGE	13682	10400	17.3	76.0	102	2247	17.8	16.4	105	3868	15.6	28.3	92	4286	18.9	31.3	112
GRADUATED HIGH SCHOOL	33880	25493	42.4	75.2	101	5611	44.5	16.6	106	10614	42.7	31.3	102	9268	40.8	27.4	98
DID NOT GRADUATE HIGH SCHOOL	22270	15692	26.1	70.5	95	3845	30.5	17.3	111	6860	27.6	30.8	100	4987	22.0	22.4	80
EMPLOYED	40306	30469	50.6	75.6	102	6275	49.7	15.6	100	12312	49.5	30.5	99	11883	52.3	29.5	105
EMPLOYED FULL-TIME	32850	24736	41.1	75.3	101	5217	41.4	15.9	102	10146	40.8	30.9	101	9373	41.3	28.5	102
EMPLOYED PART-TIME	7456	5734	9.5	76.9	103	1058	8.4	14.2	91	2165	8.7	29.0	95	2510	11.1	33.7	120
NOT EMPLOYED	40680	29725	49.4	73.1	98	6339	50.3	15.6	100	12560	50.5	30.9	101	10827	47.7	26.6	95
PROFESSIONAL/MANAGER	10392	8100	13.5	77.9	105	1384	11.0	13.3	86	2970	11.9	28.6	93	3746	16.5	36.0	129
TECH/CLERICAL/SALES	17574	13520	22.5	76.9	104	2568	20.4	14.6	94	5648	22.7	32.1	105	5304	23.4	30.2	108
PRECISION/CRAFT	985	713	1.2	72.4	97	**103	0.8	10.5	67	*363	1.5	36.9	120	*247	1.1	25.1	89
OTHER EMPLOYED	11354	8136	13.5	71.7	96	2219	17.6	19.5	125	3331	13.4	29.3	96	2586	11.4	22.8	81
SINGLE	9863	6426	10.7	65.2	88	1023	8.1	10.4	67	2802	11.3	28.4	93	2602	11.5	26.4	94
MARRIED	51375	39431	65.5	76.8	103	8853	70.2	17.2	111	16084	64.7	31.3	102	14493	63.8	28.2	101
DIVORCED/SEPARATED/WIDOWED	19748	14337	23.8	72.6	98	2738	21.7	13.9	89	5985	24.1	30.3	99	5615	24.7	28.4	101
PARENTS	32590	24377	40.5	74.8	101	6391	50.7	19.6	126	9322	37.5	28.6	93	8664	38.2	26.6	95
WHITE	70416	52834	87.8	75.0	101	10996	87.2	15.6	100	21312	85.7	30.3	99	20526	90.4	29.1	104
BLACK	8778	6030	10.0	68.7	92	1318	10.4	15.0	96	2926	11.8	33.3	109	1786	7.9	20.3	73
OTHER	1791	1330	2.2	74.3	100	**299	2.4	16.7	107	*633	2.5	35.3	115	**398	1.8	22.2	79
NORTHEAST-CENSUS	17786	14253	23.7	80.1	108	2595	20.6	14.6	94	6183	24.9	34.8	113	5475	24.1	30.8	110
NORTH CENTRAL	20741	14587	24.2	70.3	95	2670	21.2	12.9	83	5352	21.5	25.8	84	6565	28.9	31.7	113
SOUTH	27775	20896	34.7	75.2	101	6015	47.7	21.7	139	9395	37.8	33.8	110	5486	24.2	19.8	70
WEST	14683	10459	17.4	71.2	96	1334	10.6	9.1	58	3940	15.8	26.8	87	5184	22.8	35.3	126
NORTHEAST-MKTG.	17961	14135	23.5	78.7	106	2391	19.0	13.3	85	6042	24.3	33.6	110	5702	25.1	31.7	113
EAST CENTRAL	11885	8965	14.9	75.4	101	1888	15.0	15.9	102	3748	15.1	31.5	103	3329	14.7	28.0	100
WEST CENTRAL	14090	9798	16.3	69.5	94	1667	13.2	11.8	76	3421	13.8	24.3	79	4710	20.7	33.4	119
SOUTH	24081	18172	30.2	75.5	102	5557	44.1	23.1	148	8266	33.2	34.3	112	4348	19.1	18.1	64
PACIFIC	12969	9124	15.2	70.4	95	1110	8.8	8.6	55	3394	13.6	26.2	85	4620	20.3	35.6	127
COUNTY SIZE A	32439	23720	39.4	73.1	98	4263	33.8	13.1	84	9538	38.3	29.4	96	9919	43.7	30.6	109
COUNTY SIZE B	24915	18714	31.1	75.1	101	3975	31.5	16.0	102	7953	32.0	31.9	104	6786	29.9	27.2	97
COUNTY SIZE C	12930	9947	16.5	76.9	104	2448	19.4	18.9	122	3913	15.7	30.3	99	3586	15.8	27.7	99
COUNTY SIZE D	10703	7812	13.0	73.0	98	1928	15.3	18.0	116	3467	13.9	32.4	105	2418	10.6	22.6	81
METRO CENTRAL CITY	24518	17562	29.2	71.6	96	3470	27.5	14.2	91	7615	30.6	31.1	101	6477	28.5	26.4	94
METRO SUBURBAN	35919	27256	45.3	75.9	102	5370	42.6	15.0	96	10902	43.8	30.4	99	10984	48.4	30.6	109
NON METRO	20549	15375	25.5	74.8	101	3774	29.9	18.4	118	6353	25.5	30.9	101	5248	23.1	25.5	91
TOP 5 ADI'S	18341	13574	22.6	74.0	100	2076	16.5	11.3	73	5356	21.5	29.2	95	6142	27.0	33.5	119
TOP 10 ADI'S	25378	18524	30.8	73.0	98	2941	23.3	11.6	74	7648	30.8	30.1	98	7934	34.9	31.3	111
TOP 20 ADI'S	36488	26676	44.3	73.1	98	4521	35.8	12.4	80	11011	44.3	30.2	98	11144	49.1	30.5	109
HSHLD INC. $50,000 OR MORE	6612	5474	9.1	82.8	111	793	6.3	12.0	77	2054	8.3	31.1	101	2627	11.6	39.7	142
$40,000 OR MORE	12659	10252	17.0	81.0	109	1729	13.7	13.7	88	3967	16.0	31.3	102	4557	20.1	36.0	128
$30,000 OR MORE	24698	19446	32.3	78.7	106	3535	28.0	14.3	92	7969	32.0	32.3	105	7942	35.0	32.2	115
$25,000 OR MORE	32077	25195	41.9	78.5	106	4797	38.0	15.0	96	10174	40.9	31.7	103	10224	45.0	31.9	114
$20,000 - $24,999	9144	6754	11.2	73.9	99	1530	12.1	16.7	107	2799	11.3	30.6	100	2426	10.7	26.5	95
$15,000 - $19,999	8728	6279	10.4	71.9	97	1454	11.5	16.7	107	2569	10.3	29.4	96	2256	9.9	25.8	92
$10,000 - $14,999	12562	9645	16.0	76.8	103	2335	18.5	18.6	119	3817	15.3	30.4	99	3493	15.4	27.8	99
UNDER $10,000	18475	12322	20.5	66.7	90	2499	19.8	13.5	87	5513	22.2	29.8	97	4311	19.0	23.3	83
HOUSEHOLD OF 1 PERSON	11987	8226	13.7	68.6	92	971	7.7	8.1	52	3300	13.3	27.5	90	3955	17.4	33.0	118
2 PEOPLE	26577	19960	33.2	75.1	101	3289	26.1	12.4	79	8720	35.1	32.8	107	7951	35.0	29.9	107
3 OR 4 PEOPLE	30617	23143	38.4	75.6	102	5482	43.5	17.9	115	9527	38.3	31.1	101	8135	35.8	26.6	95
5 OR MORE PEOPLE	11804	8866	14.7	75.1	101	2872	22.8	24.3	156	3325	13.4	28.2	92	2669	11.8	22.6	81
NO CHILD IN HSHLD	46165	34108	56.7	73.9	99	5881	46.6	12.7	82	14657	58.9	31.7	103	13571	59.8	29.4	105
CHILD(REN) UNDER 2 YRS	5325	3713	6.2	69.7	94	847	6.7	15.9	102	1498	6.0	28.1	92	1369	6.0	25.7	92
2 - 5 YEARS	14221	10356	17.2	72.8	98	2705	21.4	19.0	122	3830	15.4	26.9	88	3821	16.8	26.9	96
6 - 11 YEARS	15117	11128	18.5	73.6	99	2766	21.9	18.3	117	4496	18.1	29.7	97	3865	17.0	25.6	91
12 - 17 YEARS	16611	12728	21.1	76.6	103	3664	29.0	22.1	142	4893	19.7	29.5	96	4171	18.4	25.1	90
RESIDENCE OWNED	55884	43092	71.6	77.1	104	8757	69.4	15.7	101	17775	71.5	31.8	104	16560	72.9	29.6	106
VALUE: $50,000 OR MORE	31744	24590	40.9	77.5	104	4097	32.5	12.9	83	10071	40.5	31.7	103	10422	45.9	32.8	117
VALUE: UNDER $50,000	24140	18501	30.7	76.6	103	4660	36.9	19.3	124	7703	31.0	31.9	104	6138	27.0	25.4	91

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0625
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	60194	100.0	74.3	100	12614	100.0	15.6	100	24871	100.0	30.7	100	22710	100.0	28.0	100
MAGAZINES	QUINTILE 1	15799	12565	20.9	79.5	107	2580	20.5	16.3	105	5286	21.3	33.5	109	4699	20.7	29.7	106
	QUINTILE 2	17259	13356	22.2	77.4	104	2786	22.1	16.1	104	5367	21.6	31.1	101	5203	22.9	30.1	108
	QUINTILE 3	13545	10340	17.2	76.3	103	2135	16.9	15.8	101	4375	17.6	32.3	105	3829	16.9	28.3	101
	QUINTILE 4	15133	10699	17.8	70.7	95	2257	17.9	14.9	96	4387	17.6	29.0	94	4056	17.9	26.8	96
	QUINTILE 5	19250	13235	22.0	68.8	93	2855	22.6	14.8	95	5457	21.9	28.3	92	4923	21.7	25.6	91
NEWSPAPERS	QUINTILE 1	12413	9922	16.5	79.9	108	1731	13.7	13.9	90	4517	18.2	36.4	118	3674	16.2	29.6	106
	QUINTILE 2	24116	18296	30.4	75.9	102	3619	28.7	15.0	96	7687	30.9	31.9	104	6990	30.8	29.0	103
	QUINTILE 3	11261	8453	14.0	75.1	101	1834	14.5	16.3	105	3272	13.2	29.1	95	3347	14.7	29.7	106
	QUINTILE 4	20255	14598	24.3	72.1	97	3062	24.3	15.1	97	5698	22.9	28.1	92	5838	25.7	28.8	103
	QUINTILE 5	12940	8925	14.8	69.0	93	2367	18.8	18.3	117	3698	14.9	28.6	93	2860	12.6	22.1	79
OUTDOOR	QUINTILE 1	14852	10662	17.7	71.8	97	1900	15.1	12.8	82	4193	16.9	28.2	92	4569	20.1	30.8	110
	QUINTILE 2	15725	11730	19.5	74.6	100	2612	20.7	16.6	107	4767	19.2	30.3	99	4351	19.2	27.7	99
	QUINTILE 3	16330	12314	20.5	75.4	101	2654	21.0	16.3	104	4962	20.0	30.4	99	4699	20.7	28.8	103
	QUINTILE 4	16744	12592	20.9	75.2	101	2676	21.2	16.0	103	5457	21.9	32.6	106	4459	19.6	26.6	95
	QUINTILE 5	17334	12896	21.4	74.4	100	2772	22.0	16.0	103	5492	22.1	31.7	103	4632	20.4	26.7	95
RADIO-DRIVE TIME	QUINTILE 1	15911	11888	19.7	74.7	101	2655	21.0	16.7	107	4790	19.3	30.1	98	4443	19.6	27.9	100
	QUINTILE 2	14837	11231	18.7	75.7	102	2497	19.8	16.8	108	4619	18.6	31.1	101	4114	18.1	27.7	99
	QUINTILE 3	15339	11602	19.3	75.6	102	2370	18.8	15.5	99	5032	20.2	32.8	107	4200	18.5	27.4	98
	QUINTILE 4	16723	12318	20.5	73.7	99	2510	19.9	15.0	96	4981	20.0	29.8	97	4828	21.3	28.9	103
	QUINTILE 5	18176	13155	21.9	72.4	97	2581	20.5	14.2	91	5449	21.9	30.0	98	5125	22.6	28.2	101
RADIO-MID-DAY	TERCILE 1	21020	15747	26.2	74.9	101	3434	27.2	16.3	105	6594	26.5	31.4	102	5719	25.2	27.2	97
	TERCILE 2	21610	16596	27.6	76.8	103	3296	26.1	15.3	98	6952	28.0	32.2	105	6348	28.0	29.4	105
	TERCILE 3	38355	27851	46.3	72.6	98	5883	46.6	15.3	98	11325	45.5	29.5	96	10643	46.9	27.7	99
RADIO-TOTAL	QUINTILE 1	15988	11906	19.8	74.5	100	2605	20.7	16.3	105	4890	19.7	30.6	100	4411	19.4	27.6	98
	QUINTILE 2	15626	11893	19.8	76.1	102	2805	22.2	18.0	115	4870	19.6	31.2	101	4218	18.6	27.0	96
	QUINTILE 3	16723	12455	20.7	74.5	100	2616	20.7	15.6	100	5173	20.8	30.9	101	4666	20.5	27.9	100
	QUINTILE 4	16342	12400	20.6	75.9	102	2253	17.9	13.8	89	5373	21.6	32.9	107	4773	21.0	29.2	104
	QUINTILE 5	16306	11541	19.2	70.8	95	2334	18.5	14.3	92	4566	18.4	28.0	91	4641	20.4	28.5	101
TV-PRIME TIME	QUINTILE 1	15953	11961	19.9	75.0	101	3009	23.9	18.9	121	4845	19.5	30.4	99	4107	18.1	25.7	92
	QUINTILE 2	16137	12269	20.4	76.0	102	2706	21.5	16.8	108	4944	19.9	30.6	100	4619	20.3	28.6	102
	QUINTILE 3	16420	12466	20.7	75.9	102	2330	18.5	14.2	91	5331	21.4	32.5	106	4805	21.2	29.3	104
	QUINTILE 4	16687	12127	20.1	72.7	98	2506	19.9	15.0	96	5121	20.6	30.7	100	4499	19.8	27.0	96
	QUINTILE 5	15789	11371	18.9	72.0	97	2063	16.4	13.1	84	4630	18.6	29.3	95	4679	20.6	29.6	106
TV-DAYTIME	TERCILE 1	27736	20211	33.6	72.9	98	4640	36.8	16.7	107	8670	34.9	31.3	102	6901	30.4	24.9	89
	TERCILE 2	26489	19810	32.9	74.8	101	4196	33.3	15.8	102	7769	31.2	29.3	96	7845	34.5	29.6	106
	TERCILE 3	26761	20173	33.5	75.4	101	3778	30.0	14.1	91	8432	33.9	31.5	103	7963	35.1	29.8	106
TV-TOTAL	QUINTILE 1	16345	11762	19.5	72.0	97	3099	24.6	19.0	122	4719	19.0	28.9	94	3944	17.4	24.1	86
	QUINTILE 2	16447	12729	21.1	77.4	104	2813	22.3	17.1	110	5460	22.0	33.2	108	4455	19.6	27.1	97
	QUINTILE 3	15980	12117	20.1	75.8	102	2135	16.9	13.4	86	5103	20.5	31.9	104	4879	21.5	30.5	109
	QUINTILE 4	15887	11615	19.3	73.1	98	2354	18.7	14.8	95	4438	17.8	27.9	91	4823	21.2	30.4	108
	QUINTILE 5	16326	11971	19.9	73.3	99	2212	17.5	13.5	87	5151	20.7	31.6	103	4608	20.3	28.2	101
MAGAZINES-NEWSPAPERS: DUAL		20721	16331	27.1	78.8	106	3035	24.1	14.6	94	7084	28.5	34.2	111	6212	27.4	30.0	107
MAGAZINE IMPERATIVE		19186	14674	24.4	76.5	103	3434	27.2	17.9	115	5691	22.9	29.7	97	5548	24.4	28.9	103
NEWSPAPER IMPERATIVE		21899	16155	26.8	73.8	99	3254	25.8	14.9	95	6732	27.1	30.7	100	6168	27.2	28.2	100
MAGAZINES-OUTDOOR: DUAL		15451	11983	19.9	77.6	104	2462	19.5	15.9	102	4750	19.1	30.7	100	4771	21.0	30.9	110
MAGAZINE IMPERATIVE		25953	20360	33.8	78.4	106	4237	33.6	16.3	105	8711	35.0	33.6	109	7412	32.6	28.6	102
OUTDOOR IMPERATIVE		24400	16995	28.2	69.7	94	3462	27.4	14.2	91	6836	27.5	28.0	91	6698	29.5	27.5	98
MAGAZINES-RADIO: DUAL		18049	14151	23.5	78.4	105	3233	25.6	17.9	115	5684	22.9	31.5	103	5234	23.0	29.0	103
MAGAZINE IMPERATIVE		23571	18245	30.3	77.4	104	3336	26.4	14.2	91	7863	31.6	33.4	109	7046	31.0	29.9	107
RADIO IMPERATIVE		23278	16620	27.6	71.4	96	3709	29.4	15.9	102	7046	28.3	30.3	99	5865	25.8	25.2	90
MAGAZINES-TELEVISION: DUAL		15459	12005	19.9	77.7	104	2785	22.1	18.0	116	5049	20.3	32.7	106	4171	18.4	27.0	96
MAGAZINE IMPERATIVE		25829	20130	33.4	77.9	105	3695	29.3	14.3	92	8160	32.8	31.6	103	8275	36.4	32.0	114
TELEVISION IMPERATIVE		26039	18659	31.0	71.7	96	4199	33.3	16.1	104	7744	31.1	29.7	97	6715	29.6	25.8	92
NEWSPAPERS-OUTDOOR: DUAL		16605	12552	20.9	75.6	102	2394	19.0	14.4	93	5168	20.8	31.1	101	4990	22.0	30.1	107
NEWSPAPER IMPERATIVE		26834	20979	34.9	78.2	105	4113	32.6	15.3	98	9127	36.7	34.0	111	7739	34.1	28.8	103
OUTDOOR IMPERATIVE		23346	16544	27.5	70.9	95	3780	30.0	16.2	104	6373	25.6	27.3	89	6391	28.1	27.4	98
NEWSPAPERS-RADIO: DUAL		17133	13140	21.8	76.7	103	2861	22.7	16.7	107	5505	22.1	32.1	105	4774	21.0	27.9	99
NEWSPAPER IMPERATIVE		25892	19889	33.0	76.8	103	3527	28.0	13.6	87	8423	33.9	32.5	106	7940	35.0	30.7	109
RADIO IMPERATIVE		23167	16824	27.9	72.6	98	4049	32.1	17.5	112	6569	26.4	28.4	92	6207	27.3	26.8	96
NEWSPAPERS-TELEVISION: DUAL		17159	13301	22.1	77.5	104	2827	22.4	16.5	106	5984	24.1	34.9	114	4490	19.8	26.2	93
NEWSPAPER IMPERATIVE		26214	20050	33.3	76.5	103	3421	27.1	13.1	84	8307	33.4	31.7	103	8322	36.6	31.7	113
TELEVISION IMPERATIVE		23412	16694	27.7	71.3	96	4089	32.4	17.5	112	6499	26.1	27.8	90	6107	26.9	26.1	93
OUTDOOR-RADIO: DUAL		15303	11618	19.3	75.9	102	2898	23.0	18.9	122	4452	17.9	29.1	95	4268	18.8	27.9	99
OUTDOOR IMPERATIVE		24901	17993	29.9	72.3	97	3243	25.7	13.0	84	7282	29.3	29.2	95	7468	32.9	30.0	107
RADIO IMPERATIVE		26492	20038	33.3	75.6	102	4370	34.6	16.5	106	8579	34.5	32.4	105	7090	31.2	26.8	95
OUTDOOR-TELEVISION: DUAL		14794	11000	18.3	74.4	100	2489	19.7	16.8	108	4382	17.6	29.6	96	4130	18.2	27.9	100
OUTDOOR IMPERATIVE		25437	18860	31.3	74.1	100	3459	27.4	13.6	87	7511	30.2	29.5	96	7889	34.7	31.0	111
TELEVISION IMPERATIVE		27877	21219	35.3	76.1	102	4868	38.6	17.5	112	9068	36.5	32.5	106	7284	32.1	26.1	93
RADIO-TELEVISION: DUAL		15996	12008	19.9	75.1	101	3147	24.9	19.7	126	4800	19.3	30.0	98	4061	17.9	25.4	91
RADIO IMPERATIVE		25478	18974	31.5	74.5	100	3552	28.2	13.9	90	8064	32.4	31.7	103	7358	32.4	28.9	103
TELEVISION IMPERATIVE		26573	19906	33.1	74.9	101	4051	32.1	15.2	98	8367	33.6	31.5	103	7488	33.0	28.2	100

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REGULAR TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60194	100.0	74.3	100	12614	100.0	15.6	100	24871	100.0	30.7	100	22710	100.0	28.0	100
ATLANTIC MONTHLY	415	346	0.6	83.4	112	**36	0.3	8.7	56	**100	0.4	24.1	78	*210	0.9	50.6	180
BARRON'S	453	403	0.7	89.0	120	**7	0.1	1.5	10	*165	0.7	36.4	119	*230	1.0	50.8	181
BETTER HOMES & GARDENS	16256	12946	21.5	79.6	107	2542	20.2	15.6	100	5576	22.4	34.3	112	4827	21.3	29.7	106
BON APPETIT	2535	2127	3.5	83.9	113	410	3.3	16.2	104	777	3.1	30.7	100	940	4.1	37.1	133
BUSINESS WEEK	1278	987	1.6	77.2	104	**97	0.8	7.6	49	477	1.9	37.3	122	414	1.8	32.4	116
CAR AND DRIVER	378	*273	0.5	72.2	97	**58	0.5	15.3	99	**81	0.3	21.4	70	**134	0.6	35.4	126
CBS MAGAZINE NETWORK (GROSS)	1498	1198	2.0	80.0	108	*223	1.8	14.9	96	533	2.1	35.6	116	441	1.9	29.4	106
CHANGING TIMES	1505	1210	2.0	80.4	108	*244	1.9	16.2	104	531	2.1	35.3	115	435	1.9	28.9	103
COLONIAL HOMES	1231	1000	1.7	81.2	109	*190	1.5	15.4	99	372	1.5	30.2	98	439	1.9	35.7	127
CONDE NAST MAG. PKG. (GROSS)	14146	10835	18.0	76.6	103	2216	17.6	15.7	101	4464	17.9	31.6	103	4155	18.3	29.4	105
CONSUMERS DIGEST	1323	1115	1.9	84.3	113	*247	2.0	18.7	120	508	2.0	38.4	125	360	1.6	27.2	97
COSMOPOLITAN	7102	5474	9.1	77.1	104	1045	8.3	14.7	94	2290	9.2	32.2	105	2140	9.4	30.1	107
COUNTRY LIVING	2481	2048	3.4	82.5	111	468	3.7	18.9	121	866	3.5	34.9	114	714	3.1	28.8	103
CUISINE	1472	1214	2.0	82.5	111	*152	1.2	10.3	66	537	2.2	36.5	119	524	2.3	35.6	127
CYCLE WORLD	425	374	0.6	88.0	118	**95	0.8	22.4	144	**120	0.5	28.2	92	**160	0.7	37.6	134
DCI:CREATIVE IDEAS FOR LIV	2510	1984	3.3	79.0	106	416	3.3	16.6	106	876	3.5	34.9	114	693	3.1	27.6	98
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5410	9.0	80.8	109	1276	10.1	19.1	122	2424	9.7	36.2	118	1710	7.5	25.5	91
DISCOVER	894	671	1.1	75.1	101	*174	1.4	19.5	125	275	1.1	30.8	100	222	1.0	24.8	89
EBONY	3507	2455	4.1	70.0	94	576	4.6	16.4	105	1193	4.8	34.0	111	686	3.0	19.6	70
ESQUIRE	1083	834	1.4	77.0	104	*175	1.4	16.2	104	290	1.2	26.8	87	368	1.6	34.0	122
ESSENCE	1830	1258	2.1	68.7	92	303	2.4	16.6	106	607	2.4	33.2	108	348	1.5	19.0	68
FAMILY CIRCLE	15930	12493	20.8	78.4	106	2678	21.2	16.8	108	5575	22.4	35.0	114	4240	18.7	26.6	95
THE FAMILY HANDYMAN	1126	857	1.4	76.1	102	*259	2.1	23.0	148	299	1.2	26.6	86	299	1.3	26.6	95
FAMILY WEEKLY	11468	8969	14.9	78.2	105	1896	15.0	16.5	106	3946	15.9	34.4	112	3127	13.8	27.3	98
FIELD & STREAM	2234	1629	2.7	72.9	98	451	3.6	20.2	130	695	2.8	31.1	101	484	2.1	21.7	77
FOOD & WINE	579	463	0.8	80.0	108	**72	0.6	12.4	80	*218	0.9	37.7	123	*172	0.8	29.7	106
FORBES	728	568	0.9	78.0	105	**60	0.5	8.2	53	*194	0.8	26.6	87	315	1.4	43.3	155
FORTUNE	906	736	1.2	81.2	109	**73	0.6	8.1	52	*269	1.1	29.7	97	394	1.7	43.5	155
GENTLEMEN'S QUARTERLY	791	594	1.0	75.1	101	**107	0.8	13.5	87	251	1.0	31.7	103	236	1.0	29.8	106
GLAMOUR	5265	4104	6.8	77.9	105	879	7.0	16.7	107	1645	6.6	31.2	102	1580	7.0	30.0	107
GOLF DIGEST	636	562	0.9	88.4	119	**82	0.7	12.9	83	*216	0.9	34.0	111	265	1.2	41.7	149
GOLF DIGEST/TENNIS (GROSS)	1186	955	1.6	80.5	108	*164	1.3	13.8	89	385	1.5	32.5	106	407	1.8	34.3	122
GOLF MAGAZINE	441	404	0.7	91.6	123	**87	0.7	19.7	127	**147	0.6	33.3	109	*170	0.7	38.5	138
GOLF MAGAZINE/SKI (GROSS)	922	749	1.2	81.2	109	**136	1.1	14.8	95	*262	1.1	28.4	93	350	1.5	38.0	136
GOOD HOUSEKEEPING	16487	12924	21.5	78.4	105	2649	21.0	16.1	103	5556	22.3	33.7	110	4719	20.8	28.6	102
HARPER'S BAZAAR	2423	1875	3.1	77.4	104	320	2.5	13.2	85	690	2.8	28.5	93	865	3.8	35.7	128
HEALTH	1994	1433	2.4	71.9	97	*284	2.3	14.2	91	617	2.5	30.9	101	533	2.3	26.7	96
HEARST MAG CORP. BUY (GROSS)	44101	34813	57.8	78.9	106	7241	57.4	16.4	105	14276	57.4	32.4	105	13295	58.5	30.1	108
HEARST MAN POWER (GROSS)	1993	1607	2.7	80.6	108	385	3.1	19.3	124	535	2.2	26.8	87	687	3.0	34.5	123
HEARST WOMAN POWER (GROSS)	31274	24444	40.6	78.2	105	5151	40.8	16.5	106	10200	41.0	32.6	106	9093	40.0	29.1	104
HOUSE BEAUTIFUL	3623	2913	4.8	80.4	108	589	4.7	16.3	104	1216	4.9	33.6	109	1108	4.9	30.6	109
INC.	283	*223	0.4	78.8	106	**28	0.2	9.9	64	**93	0.4	32.9	107	**103	0.5	36.4	130
JET	2928	2028	3.4	69.3	93	538	4.3	18.4	118	946	3.8	32.3	105	544	2.4	18.6	66
LADIES' HOME JOURNAL	11918	9466	15.7	79.4	107	1917	15.2	16.1	103	4044	16.3	33.9	110	3506	15.4	29.4	105
LHJ FAMILY GRP COMBO(GROSS)	16764	13140	21.8	78.4	105	2641	20.9	15.8	101	5641	22.7	33.6	110	4858	21.4	29.0	103
LIFE	4254	3212	5.3	75.5	102	603	4.8	14.2	91	1453	5.8	34.2	111	1155	5.1	27.2	97
L.A. TIMES HOME MAGAZINE	1145	778	1.3	67.9	91	**100	0.8	8.7	56	*202	0.8	17.6	57	477	2.1	41.7	149
MADEMOISELLE	2884	2158	3.6	74.8	101	479	3.8	16.6	107	958	3.9	33.2	108	721	3.2	25.0	89
MC CALL'S	13460	10578	17.6	78.6	106	2338	18.5	17.4	112	4356	17.5	32.4	105	3884	17.1	28.9	103
MC CALL'S/WRK MOTHER (GROSS)	14606	11495	19.1	78.7	106	2567	20.4	17.6	113	4702	18.9	32.2	105	4226	18.6	28.9	103
MECHANIX ILLUSTRATED	772	603	1.0	78.1	105	**139	1.1	18.0	116	*242	1.0	31.3	102	*222	1.0	28.8	102
METROPOLITAN HOME	967	765	1.3	79.1	106	*144	1.1	14.9	96	337	1.4	34.9	113	285	1.3	29.5	105
MONEY	1588	1278	2.1	80.5	108	*255	2.0	16.1	103	475	1.9	29.9	97	548	2.4	34.5	123
MOTHER EARTH NEWS	1002	832	1.4	83.0	112	*140	1.1	14.0	90	308	1.2	30.7	100	384	1.7	38.3	136
MS.	825	628	1.0	76.1	102	**114	0.9	13.8	89	*241	1.0	29.2	95	273	1.2	33.1	118
NATIONAL ENQUIRER	10336	7978	13.3	77.2	104	2182	17.3	21.1	136	3660	14.7	35.4	115	2136	9.4	20.7	74
NATIONAL GEOGRAPHIC	9597	7649	12.7	79.7	107	1140	9.0	11.9	76	3235	13.0	33.7	110	3275	14.4	34.1	122
NATIONAL SUNDAY MAGAZINE PKG	49558	37885	62.9	76.4	103	7398	58.6	14.9	96	15911	64.0	32.1	105	14576	64.2	29.4	105
NATURAL HISTORY	573	469	0.8	81.8	110	**28	0.2	4.9	31	*168	0.7	29.3	95	274	1.2	47.8	171
NEW WOMAN	1699	1374	2.3	80.9	109	310	2.5	18.2	117	614	2.5	36.1	118	450	2.0	26.5	95
NEW YORK INCLUDING CUE	443	366	0.6	82.6	111	**57	0.5	12.9	83	*139	0.6	31.4	102	169	0.7	38.1	136
THE NEW YORKER	1270	1026	1.7	80.8	109	*172	1.4	13.5	87	328	1.3	25.8	84	527	2.3	41.5	148
NEWSWEEK	6277	4824	8.0	76.9	103	786	6.2	12.5	80	1934	7.8	30.8	100	2104	9.3	33.5	120
THE N.Y. TIMES DAILY EDITION	1205	1041	1.7	86.4	116	*139	1.1	11.5	74	451	1.8	37.4	122	451	2.0	37.4	134
THE N.Y. TIMES MAGAZINE	2081	1748	2.9	84.0	113	*252	2.0	12.1	78	752	3.0	36.1	118	743	3.3	35.7	128
OMNI	788	610	1.0	77.4	104	**81	0.6	10.3	66	*202	0.8	25.6	83	327	1.4	41.5	148
ON CABLE	1158	845	1.4	73.0	98	**145	1.1	12.5	80	427	1.7	36.9	120	274	1.2	23.7	85
1001 HOME IDEAS	2852	2240	3.7	78.5	106	440	3.5	15.4	99	981	3.9	34.4	112	819	3.6	28.7	103
ORGANIC GARDENING	1658	1398	2.3	84.3	113	292	2.3	17.6	113	632	2.5	38.1	124	474	2.1	28.6	102
OUTDOOR LIFE	896	592	1.0	66.1	89	*138	1.1	15.4	99	*244	1.0	27.2	89	*210	0.9	23.4	84
PARADE MAGAZINE	24275	18838	31.3	77.6	104	3630	28.8	15.0	96	8129	32.7	33.5	109	7079	31.2	29.2	104

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0627
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60194	100.0	74.3	100	12614	100.0	15.6	100	24871	100.0	30.7	100	22710	100.0	28.0	100
PARENTS	3845	2939	4.9	76.4	103	687	5.4	17.9	115	1092	4.4	28.4	92	1160	5.1	30.2	108
PENTHOUSE	831	519	0.9	62.5	84	**136	1.1	16.4	105	*166	0.7	20.0	65	*217	1.0	26.1	93
PEOPLE	11645	8909	14.8	76.5	103	1739	13.8	14.9	96	3474	14.0	29.8	97	3696	16.3	31.7	113
PLAYBOY	2006	1448	2.4	72.2	97	*261	2.1	13.0	84	579	2.3	28.9	94	608	2.7	30.3	108
POPULAR HOT RODDING	297	*205	0.3	69.0	93	**76	0.6	25.6	164	**103	0.4	34.7	113	**26	0.1	8.8	31
POPULAR MECHANICS	1018	822	1.4	80.7	109	*186	1.5	18.3	117	*251	1.0	24.7	80	386	1.7	37.9	135
POPULAR SCIENCE	878	660	1.1	75.2	101	*149	1.2	17.0	109	*217	0.9	24.7	80	*295	1.3	33.6	120
PREVENTION	3913	2995	5.0	76.5	103	537	4.3	13.7	88	1357	5.5	34.7	113	1101	4.8	28.1	100
PSYCHOLOGY TODAY	1710	1362	2.3	79.6	107	*317	2.5	18.5	119	514	2.1	30.1	98	531	2.3	31.1	111
READER'S DIGEST	22204	17202	28.6	77.5	104	3553	28.2	16.0	103	7202	29.0	32.4	106	6448	28.4	29.0	104
REDBOOK	7684	6046	10.0	78.7	106	1457	11.6	19.0	122	2354	9.5	30.6	100	2234	9.8	29.1	104
ROAD & TRACK	410	316	0.5	77.1	104	**40	0.3	9.8	63	**124	0.5	30.2	98	**153	0.7	37.3	133
ROLLING STONE	969	767	1.3	79.2	106	*138	1.1	14.2	91	319	1.3	32.9	107	310	1.4	32.0	114
RUNNER'S WORLD	298	*199	0.3	66.8	90	**29	0.2	9.7	62	**110	0.4	36.9	120	**59	0.3	19.8	71
SATURDAY EVENING POST	1169	926	1.5	79.2	107	*134	1.1	11.5	74	428	1.7	36.6	119	364	1.6	31.1	111
SCIENCE 84	587	503	0.8	85.7	115	**75	0.6	12.8	82	*151	0.6	25.7	84	*277	1.2	47.2	168
SCIENCE DIGEST	482	406	0.7	84.2	113	**78	0.6	16.2	104	*156	0.6	32.4	105	*171	0.8	35.5	127
SCIENTIFIC AMERICAN	594	510	0.8	85.9	116	**40	0.3	6.7	43	*181	0.7	30.5	99	*288	1.3	48.5	173
SELF	2089	1531	2.5	73.3	99	313	2.5	15.0	96	706	2.8	33.8	110	512	2.3	24.5	87
SEVENTEEN	2411	1766	2.9	73.2	99	427	3.4	17.7	114	672	2.7	27.9	91	667	2.9	27.7	99
SKI	480	344	0.6	71.7	96	**49	0.4	10.2	66	**115	0.5	24.0	78	*180	0.8	37.5	134
SMITHSONIAN	2760	2217	3.7	80.3	108	297	2.4	10.8	69	812	3.3	29.4	96	1109	4.9	40.2	143
SOAP OPERA DIGEST	3013	2313	3.8	76.8	103	629	5.0	20.9	134	1050	4.2	34.8	113	634	2.8	21.0	75
SOUTHERN LIVING	4184	3426	5.7	81.9	110	860	6.8	20.6	132	1549	6.2	37.0	121	1017	4.5	24.3	87
SPORT	559	396	0.7	70.8	95	**118	0.9	21.1	136	*163	0.7	29.2	95	**115	0.5	20.6	73
THE SPORTING NEWS	436	*362	0.6	83.0	112	**83	0.7	19.0	122	**169	0.7	38.8	126	**111	0.5	25.5	91
SPORTS AFIELD	493	379	0.6	76.9	103	**121	1.0	24.5	158	*128	0.5	26.0	85	**130	0.6	26.4	94
SPORTS ILLUSTRATED	2758	2110	3.5	76.5	103	454	3.6	16.5	106	867	3.5	31.4	102	789	3.5	28.6	102
STAR	7456	5893	9.8	79.0	106	1605	12.7	21.5	138	2647	10.6	35.5	116	1641	7.2	22.0	78
SUNDAY	24936	18855	31.3	75.6	102	3525	27.9	14.1	91	7809	31.4	31.3	102	7521	33.1	30.2	108
SUNSET	2124	1591	2.6	74.9	101	*148	1.2	7.0	45	598	2.4	28.2	92	845	3.7	39.8	142
TV GUIDE	21661	16541	27.5	76.4	103	3587	28.4	16.6	106	6857	27.6	31.7	103	6096	26.8	28.1	100
TENNIS	550	393	0.7	71.5	96	**82	0.7	14.9	96	*169	0.7	30.7	100	**142	0.6	25.8	92
TIME	8880	6900	11.5	77.7	105	1170	9.3	13.2	85	2916	11.7	32.8	107	2815	12.4	31.7	113
TOWN & COUNTRY	917	804	1.3	87.7	118	**101	0.8	11.0	71	345	1.4	37.6	123	358	1.6	39.0	139
TRAVEL & LEISURE	972	838	1.4	86.2	116	**102	0.8	10.5	67	410	1.6	42.2	137	325	1.4	33.4	119
TRUE STORY	3356	2406	4.0	71.7	96	692	5.5	20.6	132	1016	4.1	30.3	99	698	3.1	20.8	74
U.S.NEWS & WORLD REPORT	3410	2681	4.5	78.6	106	391	3.1	11.5	74	1195	4.8	35.0	114	1095	4.8	32.1	115
USA TODAY	1759	1345	2.2	76.5	103	*244	1.9	13.9	89	567	2.3	32.2	105	534	2.4	30.4	108
US	1873	1441	2.4	76.9	104	377	3.0	20.1	129	570	2.3	30.4	99	494	2.2	26.4	94
VOGUE	3909	3042	5.1	77.8	105	545	4.3	13.9	90	1155	4.6	29.5	96	1343	5.9	34.4	123
WALL STREET JOURNAL	1886	1580	2.6	83.8	113	*182	1.4	9.7	62	687	2.8	36.4	119	710	3.1	37.6	134
WEIGHT WATCHERS	2120	1556	2.6	73.4	99	322	2.6	15.2	98	639	2.6	30.1	98	594	2.6	28.0	100
WOMAN'S DAY	14172	11259	18.7	79.4	107	2461	19.5	17.4	111	4779	19.2	33.7	110	4020	17.7	28.4	101
WORKING MOTHER	1146	917	1.5	80.0	108	*229	1.8	20.0	128	346	1.4	30.2	98	343	1.5	29.9	107
WORKING WOMAN	1322	1004	1.7	75.9	102	*184	1.5	13.9	89	358	1.4	27.1	88	462	2.0	34.9	125
WORLD TENNIS	*163	*118	0.2	72.4	97	**15	0.1	9.2	59	**64	0.3	39.3	128	**40	0.2	24.5	88
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1942	3.2	76.7	103	482	3.8	19.0	122	808	3.2	31.9	104	652	2.9	25.8	92
BLAIR INSERTS	43657	33402	55.5	76.5	103	6261	49.6	14.3	92	13906	55.9	31.9	104	13235	58.3	30.3	108
DAILY NEWSPAPERS	51633	39285	65.3	76.1	102	7917	62.8	15.3	98	16365	65.8	31.7	103	15003	66.1	29.1	104
READ ANY	43463	32738	54.4	75.3	101	6843	54.2	15.7	101	13363	53.7	30.7	100	12532	55.2	28.8	103
READ ONE	8170	6548	10.9	80.1	108	1074	8.5	13.1	84	3002	12.1	36.7	120	2471	10.9	30.2	108
READ TWO OR MORE																	
WEEKEND/SUNDAY NEWSPAPERS	52678	40235	66.8	76.4	103	7787	61.7	14.8	95	16964	68.2	32.2	105	15484	68.2	29.4	105
READ ANY	46126	35073	58.3	76.0	102	6931	54.9	15.0	96	14724	59.2	31.9	104	13417	59.1	29.1	104
READ ONE	6552	5162	8.6	78.8	106	856	6.8	13.1	84	2239	9.0	34.2	111	2067	9.1	31.5	113
READ TWO OR MORE																	
OUTDOOR	27.55	27.32				26.14				26.47				28.91			
100 SHWG - 30 DAY AV FREQ	71455	53014	88.1	74.2	100	11172	88.6	15.6	100	21762	87.5	30.5	99	20081	88.4	28.1	100
30 DAY REACH						13.86				13.96				15.33			
50 SHWG - 30 DAY AV FREQ	14.56	14.46				10547	83.6	15.6	100	20685	83.2	30.5	99	18971	83.5	28.0	100
30 DAY REACH	67742	50204	83.4	74.1	100	7.57				7.64				8.22			
25 SHWG - 30 DAY AV FREQ	7.94	7.85				9627	76.3	15.5	100	18906	76.0	30.4	99	17659	77.8	28.4	101
30 DAY REACH	62117	46191	76.7	74.4	100												
CABLE TV: HOME WIRED	32077	24718	41.1	77.1	104	5319	42.2	16.6	106	10035	40.3	31.3	102	9364	41.2	29.2	104
HOME NOT WIRED	48909	35476	58.9	72.5	98	7294	57.8	14.9	96	14836	59.7	30.3	99	13346	58.8	27.3	97
HAVE PAY CABLE	15935	12211	20.3	76.6	103	2859	22.7	17.9	115	4986	20.0	31.3	102	4366	19.2	27.4	98

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REGULAR TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0628
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60194	100.0	74.3	100	12614	100.0	15.6	100	24871	100.0	30.7	100	22710	100.0	28.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	33158	55.1	75.5	102	7044	55.8	16.0	103	13605	54.7	31.0	101	12510	55.1	28.5	102
10:00 AM - 3:00 PM	30659	23155	38.5	75.5	102	4938	39.1	16.1	103	9618	38.7	31.4	102	8600	37.9	28.1	100
3:00 PM - 7:00 PM	31045	23107	38.4	74.4	100	5105	40.5	16.4	106	9227	37.1	29.7	97	8775	38.6	28.3	101
7:00 PM - MIDNIGHT	15767	11482	19.1	72.8	98	2685	21.3	17.0	109	4589	18.5	29.1	95	4208	18.5	26.7	95
MIDNIGHT - 6:00 AM	9120	6718	11.2	73.7	99	1341	10.6	14.7	94	2890	11.6	31.7	103	2487	11.0	27.3	97
6:00 AM - MIDNIGHT	58527	44087	73.2	75.3	101	9398	74.5	16.1	103	18151	73.0	31.0	101	16538	72.8	28.3	101
ENTIRE DAY	59311	44602	74.1	75.2	101	9492	75.2	16.0	103	18409	74.0	31.0	101	16700	73.5	28.2	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12278	20.4	75.9	102	2187	17.3	13.5	87	4958	19.9	30.7	100	5133	22.6	31.7	113
ALL NEWS	2256	1800	3.0	79.8	107	350	2.8	15.5	100	680	2.7	30.1	98	770	3.4	34.1	122
AOR/PROGRESSIVE	3874	2979	4.9	76.9	103	592	4.7	15.3	98	1081	4.3	27.9	91	1306	5.8	33.7	120
BEAUTIFUL MUSIC	5660	4481	7.4	79.2	107	953	7.6	16.8	108	2017	8.1	35.6	116	1510	6.6	26.7	95
BLACK	2204	1573	2.6	71.4	96	415	3.3	18.8	121	672	2.7	30.5	99	485	2.1	22.0	78
CLASSICAL	1418	1121	1.9	79.1	106	*187	1.5	13.2	85	440	1.8	31.0	101	494	2.2	34.8	124
CHR/ROCK	9538	7205	12.0	75.5	102	1503	11.9	15.8	101	3047	12.3	31.9	104	2654	11.7	27.8	99
COUNTRY	12648	9558	15.9	75.6	102	2757	21.9	21.8	140	3771	15.2	29.8	97	3030	13.3	24.0	85
GOLDEN OLDIES	1191	878	1.5	73.7	99	*180	1.4	15.1	97	464	1.9	39.0	127	*234	1.0	19.6	70
MOR/NOSTALGIA	4757	3550	5.9	74.6	100	647	5.1	13.6	87	1373	5.5	28.9	94	1529	6.7	32.1	115
NEWS/TALK	3863	2892	4.8	74.9	101	481	3.8	12.5	80	978	3.9	25.3	82	1433	6.3	37.1	132
RELIGIOUS	3084	2116	3.5	68.6	92	438	3.5	14.2	91	1029	4.1	33.4	109	649	2.9	21.0	75
SOFT ROCK	521	267	0.4	51.2	69	**39	0.3	7.5	48	**100	0.4	19.2	62	*127	0.6	24.4	87
URBAN CONTEMPORARY	1585	1168	1.9	73.7	99	321	2.5	20.3	130	576	2.3	36.3	118	270	1.2	17.0	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2460	4.1	75.4	101	537	4.3	16.5	106	1027	4.1	31.5	103	896	3.9	27.5	98
ABC DIRECTION	2316	1823	3.0	78.7	106	439	3.5	19.0	122	701	2.8	30.3	99	683	3.0	29.5	105
ABC ENTERTAINMENT	4834	3965	6.6	82.0	110	958	7.6	19.8	127	1574	6.3	32.6	106	1433	6.3	29.6	106
ABC FM	2202	1643	2.7	74.6	100	450	3.6	20.4	131	729	2.9	33.1	108	463	2.0	21.0	75
ABC INFORMATION	5425	4167	6.9	76.8	103	818	6.5	15.1	97	1520	6.1	28.0	91	1829	8.1	33.7	120
ABC ROCK	1677	1196	2.0	71.3	96	*236	1.9	14.1	90	492	2.0	29.3	96	468	2.1	27.9	100
CBS	4430	3354	5.6	75.7	102	499	4.0	11.3	72	1396	5.6	31.5	103	1460	6.4	33.0	118
MUTUAL	4992	3845	6.4	77.0	104	880	7.0	17.6	113	1403	5.6	28.1	92	1562	6.9	31.3	112
NBC	4679	3551	5.9	75.9	102	571	4.5	12.2	78	1583	6.4	33.8	110	1397	6.2	29.9	106
RADIORADIO	1994	1558	2.6	78.1	105	*265	2.1	13.3	85	691	2.8	34.7	113	602	2.7	30.2	108
RKO ONE	2298	1665	2.8	72.5	97	329	2.6	14.3	92	775	3.1	33.7	110	562	2.5	24.5	87
RKO TWO	3311	2649	4.4	80.0	108	717	5.7	21.7	139	974	3.9	29.4	96	958	4.2	28.9	103
THE SOURCE	2114	1759	2.9	83.2	112	371	2.9	17.5	113	724	2.9	34.2	112	664	2.9	31.4	112
NON-WIRED : BLAIR	8654	6462	10.7	74.7	100	1385	11.0	16.0	103	2671	10.7	30.9	101	2407	10.6	27.8	99
INTERNET	12025	9105	15.1	75.7	102	1833	14.5	15.2	98	3665	14.7	30.5	99	3608	15.9	30.0	107
KATZ RADIO GROUP	15359	11815	19.6	76.9	103	2455	19.5	16.0	103	4541	18.3	29.6	96	4820	21.2	31.4	112
SUPERNET	10628	7811	13.0	73.5	99	1810	14.3	17.0	109	3267	13.1	30.7	100	2734	12.0	25.7	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6281	10.4	72.5	98	1486	11.8	17.2	110	2493	10.0	28.8	94	2302	10.1	26.6	95
WKDAY 9:00 AM - 1:00 PM	12163	8952	14.9	73.6	99	2059	16.3	16.9	109	3717	14.9	30.6	100	3175	14.0	26.1	93
WKDAY 1:00 PM - 4:30 PM	16150	11800	19.6	73.1	98	2808	22.3	17.4	112	5020	20.2	31.1	101	3972	17.5	24.6	88
WKDAY 4:30 PM - 7:30 PM	22463	16631	27.6	74.0	100	3629	28.8	16.2	104	6987	28.1	31.1	101	6015	26.5	26.8	95
WKDAY 7:30 PM - 8:00 PM	31795	23770	39.5	74.8	101	5269	41.8	16.6	106	9777	39.3	30.8	100	8724	38.4	27.4	98
WKDAY 11:00 PM - 11:30 PM	23977	17995	29.9	75.1	101	4098	32.5	17.1	110	7132	28.7	29.7	97	6766	29.8	28.2	101
WKDAY 11:30 PM - 1:00 AM	7703	5754	9.6	74.7	101	1393	11.0	18.1	116	2289	9.2	29.7	97	2072	9.1	26.9	96
M-SAT 8-11 PM+SUN 7-11 PM	33800	25329	42.1	74.9	101	5657	44.8	16.7	107	10403	41.8	30.8	100	9269	40.8	27.4	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4838	8.0	74.0	100	1104	8.8	16.9	108	2080	8.4	31.8	104	1654	7.3	25.3	90
ANOTHER WORLD N	4620	3421	5.7	74.0	100	932	7.4	20.2	130	1381	5.6	29.9	97	1109	4.9	24.0	86
AS THE WORLD TURNS C	5614	4051	6.7	72.2	97	837	6.6	14.9	96	1876	7.5	33.4	109	1339	5.9	23.9	85
CAPITOL C	3396	2463	4.1	72.5	98	490	3.9	14.4	93	1162	4.7	34.2	111	811	3.6	23.9	85
CBS MORN. NEWS 1 C	1446	1027	1.7	71.0	96	229	1.8	15.8	102	450	1.8	31.1	101	348	1.5	24.1	86
CBS MORN. NEWS 2 C	1207	844	1.4	69.9	94	178	1.4	14.7	95	402	1.6	33.3	108	264	1.2	21.9	78
DAYS OF OUR LIVES N	5877	4401	7.3	74.9	101	1039	8.2	17.7	114	1816	7.3	30.9	101	1546	6.8	26.3	94
FACTS OF LIFE - DAYTIME N	2290	1628	2.7	71.1	96	404	3.2	17.6	113	631	2.5	27.6	90	593	2.6	25.9	92
FAMILY FEUD A	3023	2186	3.6	72.3	97	470	3.7	15.5	100	930	3.7	30.8	100	787	3.5	26.0	93
GENERAL HOSPITAL A	6097	4446	7.4	72.9	98	1131	9.0	18.6	119	1833	7.4	30.1	98	1481	6.5	24.3	87
GOOD MORNING, AMERICA-730 A	3515	2694	4.5	76.6	103	552	4.4	15.7	101	1172	4.7	33.3	109	970	4.3	27.6	98
GOOD MORNING, AMERICA-830 A	2818	2282	3.8	81.0	109	424	3.4	15.0	97	1058	4.3	37.5	122	800	3.5	28.4	101
GUIDING LIGHT C	5339	4011	6.7	75.1	101	855	6.8	16.0	103	1825	7.3	34.2	111	1331	5.9	24.9	89
ONE LIFE TO LIVE A	4478	3122	5.2	69.7	94	768	6.1	17.2	110	1318	5.3	29.4	96	1036	4.6	23.1	83
PRESS YOUR LUCK C	2244	1690	2.8	75.3	101	410	3.3	18.3	117	713	2.9	31.8	103	567	2.5	25.3	90
PRICE IS RIGHT 1 C	4348	3060	5.1	70.4	95	713	5.7	16.4	105	1295	5.2	29.8	97	1052	4.6	24.2	86
PRICE IS RIGHT 2 C	5014	3522	5.9	70.2	95	854	6.8	17.0	109	1461	5.9	29.1	95	1207	5.3	24.1	86
RYAN'S HOPE A	3150	2268	3.8	72.0	97	579	4.6	18.4	118	983	4.0	31.2	102	706	3.1	22.4	80
SALE OF THE CENTURY N	2695	1896	3.1	70.4	95	458	3.6	17.0	109	678	2.7	25.2	82	760	3.3	28.2	101
SEARCH FOR TOMORROW N	2319	1731	2.9	74.6	100	396	3.1	17.1	110	772	3.1	33.3	108	563	2.5	24.3	87
TODAY SHOW 1 N	2693	1999	3.3	74.2	100	497	3.9	18.5	118	754	3.0	28.0	91	748	3.3	27.8	99
TODAY SHOW 2 N	2498	1840	3.1	73.7	99	396	3.1	15.9	102	701	2.8	28.1	91	743	3.3	29.7	106
$25,000 PYRAMID C	2753	2012	3.3	73.1	98	558	4.4	20.3	130	783	3.1	28.4	93	671	3.0	24.4	87
WHEEL OF FORTUNE N	4388	3186	5.3	72.6	98	823	6.5	18.8	120	1153	4.6	26.3	86	1210	5.3	27.6	98
YOUNG AND THE RESTLESS C	5695	4080	6.8	71.6	96	842	6.7	14.8	95	1824	7.3	32.0	104	1413	6.2	24.8	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1252	2.1	71.1	96	347	2.8	19.7	127	436	1.8	24.8	81	468	2.1	26.6	95
NBA PLAYOFF GAME -1 C	1136	841	1.4	74.0	100	188	1.5	16.5	106	366	1.5	32.2	105	287	1.3	25.3	90
NBC MAJOR LEAGUE PRE-GAME N	953	688	1.1	72.2	97	**165	1.3	17.3	111	307	1.2	32.2	105	*216	1.0	22.7	81
SPORTSWORLD - SUN N	1233	1012	1.7	82.1	110	301	2.4	24.4	157	347	1.4	28.1	92	364	1.6	29.5	105
SUNDAY MORNING C	1611	1274	2.1	79.1	106	303	2.4	18.8	121	517	2.1	32.1	104	453	2.0	28.1	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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REGULAR TEA (IN BAGS OR PACKAGES): USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0629
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SEVEN OR MORE A '000	HEAVY USERS SEVEN OR MORE B % DOWN	HEAVY USERS SEVEN OR MORE C % ACROSS	HEAVY USERS SEVEN OR MORE D INDX	MEDIUM USERS TWO - SIX A '000	MEDIUM USERS TWO - SIX B % DOWN	MEDIUM USERS TWO - SIX C % ACROSS	MEDIUM USERS TWO - SIX D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	60194	100.0	74.3	100	12614	100.0	15.6	100	24871	100.0	30.7	100	22710	100.0	28.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19508	32.4	74.8	101	4059	32.2	15.6	100	8281	33.3	31.8	103	7168	31.6	27.5	98
NETWORK AFFILIATES - LATE		20261	15281	25.4	75.4	101	3424	27.1	16.9	109	5992	24.1	29.6	96	5865	25.8	28.9	103
INDEPENDENTS - LATE		2076	1517	2.5	73.1	98	341	2.7	16.4	105	631	2.5	30.4	99	544	2.4	26.2	93
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8142	13.5	77.9	105	2162	17.1	20.7	133	3084	12.4	29.5	96	2896	12.8	27.7	99
ABC MONDAY NIGHT MOVIE	A	6412	4831	8.0	75.3	101	1058	8.4	16.5	106	2005	8.1	31.3	102	1768	7.8	27.6	98
ABC SUNDAY NIGHT MOVIE	A	12407	9344	15.5	75.3	101	1832	14.5	14.8	95	3782	15.2	30.5	99	3729	16.4	30.1	107
ABC WORLD NEWS TONIGHT	A	6176	4730	7.9	76.6	103	913	7.2	14.8	95	2222	8.9	36.0	117	1595	7.0	25.8	92
AFTERMASH	C	5863	4282	7.1	73.0	98	888	7.0	15.1	97	1780	7.2	30.4	99	1614	7.1	27.5	98
ALICE	C	9594	7050	11.7	73.5	99	1415	11.2	14.7	95	3113	12.5	32.4	106	2522	11.1	26.3	94
AMERICAN PARADE	C	6622	4865	8.1	73.5	99	990	7.8	15.0	96	2031	8.2	30.7	100	1844	8.1	27.8	99
BENSON	A	10886	8073	13.4	74.2	100	1568	12.4	14.4	92	3439	13.8	31.6	103	3065	13.5	28.2	100
BLUE THUNDER	A	5036	3855	6.4	76.5	103	866	6.9	17.2	110	1582	6.4	31.4	102	1407	6.2	27.9	100
CAGNEY & LACEY	C	9965	7411	12.3	74.4	100	1476	11.7	14.8	95	3272	13.2	32.8	107	2663	11.7	26.7	95
CBS EVENING NEWS-DEAN	C	3491	2616	4.3	74.9	101	447	3.5	12.8	82	1214	4.9	34.8	113	956	4.2	27.4	98
CBS EVENING NEWS-RATHER	C	7123	5298	8.8	74.4	100	959	7.6	13.5	86	2148	8.6	30.2	98	2191	9.6	30.8	110
CBS SAT. NEWS-SCHIEFFER	C	3621	2701	4.5	74.6	100	580	4.6	16.0	103	1019	4.1	28.1	92	1103	4.9	30.5	109
CBS SATURDAY NIGHT MOVIE	C	5436	4067	6.8	74.8	101	853	6.8	15.7	101	1783	7.2	32.8	107	1431	6.3	26.3	94
CBS WEDNESDAY NIGHT MOVIE	C	6100	4471	7.4	73.3	99	984	7.8	16.1	104	1914	7.7	31.4	102	1574	6.9	25.8	92
CHEERS	N	8889	6865	11.4	77.2	104	1446	11.5	16.3	104	2709	10.9	30.5	99	2711	11.9	30.5	109
DALLAS	C	22109	16773	27.9	75.9	102	3511	27.8	15.9	102	6585	26.5	29.8	97	6677	29.4	30.2	108
DIFF'RENT STROKES	N	6940	5230	8.7	75.4	101	1386	11.0	20.0	128	2165	8.7	31.2	102	1678	7.4	24.2	86
DOUBLE TROUBLE	N	7223	5552	9.2	76.9	103	1209	9.6	16.7	107	2305	9.3	31.9	104	2039	9.0	28.2	101
DUCK FACTORY	N	5595	4243	7.0	75.8	102	848	6.7	15.2	97	1665	6.7	29.8	97	1730	7.6	30.9	110
DUKES OF HAZZARD	C	5768	4292	7.1	74.4	100	1054	8.4	18.3	117	1793	7.2	31.1	101	1446	6.4	25.1	89
DYNASTY	A	20053	14943	24.8	74.5	100	3422	27.1	17.1	110	6165	24.8	30.7	100	5356	23.6	26.7	95
FACTS OF LIFE	N	8087	6038	10.0	74.7	100	1399	11.1	17.3	111	2397	9.6	29.6	97	2242	9.9	27.7	99
FALCON CREST	C	20046	15130	25.1	75.5	102	3204	25.4	16.0	103	5966	24.0	29.8	97	5960	26.2	29.7	106
FALL GUY	A	9084	6899	11.5	75.9	102	1607	12.7	17.7	114	2835	11.4	31.2	102	2457	10.8	27.0	96
FAMILY TIES	N	7964	6010	10.0	75.5	102	1393	11.0	17.5	112	2584	10.4	32.4	106	2033	9.0	25.5	91
FANTASY ISLAND	A	7687	5682	9.4	73.9	99	1290	10.2	16.8	108	2264	9.1	29.5	96	2128	9.4	27.7	99
FOULUPS,BLEEPS & BLUNDERS	A	8861	6764	11.2	76.3	103	1318	10.4	14.9	95	3083	12.4	34.8	113	2362	10.4	26.7	95
FOUR SEASONS	C	5095	3796	6.3	74.5	100	883	7.0	17.3	111	1507	6.1	29.6	96	1406	6.2	27.6	98
GIMME A BREAK	N	8838	6624	11.0	74.9	101	1469	11.6	16.6	107	2910	11.7	32.9	107	2246	9.9	25.4	91
HART TO HART	A	8978	6665	11.1	74.2	100	1612	12.8	18.0	115	2717	10.9	30.3	99	2336	10.3	26.0	93
HILL STREET BLUES	N	8590	6516	10.8	75.9	102	1382	11.0	16.1	103	2664	10.7	31.0	101	2469	10.9	28.7	102
HOTEL	A	14085	10552	17.5	74.9	101	2417	19.2	17.2	110	4463	17.9	31.7	103	3672	16.2	26.1	93
JEFFERSONS	C	9360	6752	11.2	72.1	97	1443	11.4	15.4	99	2851	11.5	30.5	99	2458	10.8	26.3	94
JENNIFER SLEPT HERE	N	5841	4408	7.3	75.5	102	1101	8.7	18.8	121	1769	7.1	30.3	99	1538	6.8	26.3	94
KATE & ALLIE	C	9206	6892	11.4	74.9	101	1255	9.9	13.6	88	2988	12.0	32.5	106	2649	11.7	28.8	103
KNIGHT RIDER	N	7076	5292	8.8	74.8	101	1365	10.8	19.3	124	2089	8.4	29.5	96	1838	8.1	26.0	93
LOVE BOAT	A	12219	9150	15.2	74.9	101	1979	15.7	16.2	104	3662	14.7	30.0	98	3509	15.5	28.7	102
MAGNUM PI	C	11199	8426	14.0	75.2	101	1888	15.0	16.9	108	3351	13.5	29.9	97	3188	14.0	28.5	102
MAMA'S FAMILY	N	6057	4494	7.5	74.2	100	1134	9.0	18.7	120	1920	7.7	31.7	103	1440	6.3	23.8	85
MASTER, THE	N	3598	2722	4.5	75.7	102	782	6.2	21.7	140	983	4.0	27.3	89	957	4.2	26.6	95
MATT HOUSTON	A	6344	4811	8.0	75.8	102	1065	8.4	16.8	108	1944	7.8	30.6	100	1801	7.9	28.4	101
NBC MONDAY NIGHT MOVIE	N	11994	9013	15.0	75.1	101	2145	17.0	17.9	115	3703	14.9	30.9	101	3164	13.9	26.4	94
NBC NIGHTLY NEWS	N	5132	3925	6.5	76.5	103	825	6.5	16.1	103	1722	6.9	33.6	109	1378	6.1	26.9	96
NBC NIGHTLY NEWS-SAT	N	3375	2569	4.3	76.1	102	549	4.4	16.3	104	1088	4.4	32.2	105	932	4.1	27.6	98
NBC NIGHTLY NEWS-SUN	N	3130	2351	3.9	75.1	101	452	3.6	14.4	93	958	3.9	30.6	100	940	4.1	30.0	107
NBC SUNDAY NIGHT MOVIE	N	8284	6213	10.3	75.0	101	1637	13.0	19.8	127	2388	9.6	28.8	94	2187	9.6	26.4	94
NEWHART	C	9240	6939	11.5	75.1	101	1193	9.5	12.9	83	3085	12.4	33.4	109	2660	11.7	28.8	103
ONE DAY AT A TIME	C	7288	5388	9.0	73.9	99	1153	9.1	15.8	102	2292	9.2	31.4	102	1943	8.6	26.7	95
PEOPLE ARE FUNNY	N	4855	3503	5.8	72.2	97	877	7.0	18.1	116	1549	6.2	31.9	104	1078	4.7	22.2	79
REAL PEOPLE	N	8869	6677	11.1	75.3	101	1551	12.3	17.5	112	2925	11.8	33.0	107	2202	9.7	24.8	89
REMINGTON STEELE	N	7743	5809	9.7	75.0	101	1235	9.8	15.9	102	2482	10.0	32.1	104	2092	9.2	27.0	96
RIPLEY'S BELIEVE IT - NOT	A	5345	4035	6.7	75.5	102	965	7.7	18.1	116	1683	6.8	31.5	103	1387	6.1	25.9	93
RIPTIDE	N	6988	5244	8.7	75.0	101	1197	9.5	17.1	110	2225	8.9	31.8	104	1823	8.0	26.1	93
SCARECROW & MRS. KING	C	10002	7427	12.3	74.3	100	1459	11.6	14.6	94	3048	12.3	30.5	99	2920	12.9	29.2	104
SIMON & SIMON	C	10638	8056	13.4	75.7	102	2130	16.9	20.0	129	3241	13.0	30.5	99	2686	11.8	25.2	90
60 MINUTES	C	13293	9868	16.4	74.2	100	1743	13.8	13.1	84	3991	16.0	30.0	98	4134	18.2	31.1	111
ST. ELSEWHERE	N	7017	5517	9.2	78.6	106	1274	10.1	18.2	117	2291	9.2	32.6	106	1952	8.6	27.8	99
THREE'S COMPANY	A	10917	8080	13.4	74.0	100	1934	15.3	17.7	114	3249	13.1	29.8	97	2898	12.8	26.5	95
T.J. HOOKER	A	9204	6814	11.3	74.0	100	1584	12.6	17.2	110	2726	11.0	29.6	96	2504	11.0	27.2	97
TONIGHT SHOW	N	2372	1779	3.0	75.0	101	335	2.7	14.1	91	761	3.1	32.1	104	683	3.0	28.8	103
TRAPPER JOHN, M.D.	C	9846	7155	11.9	72.7	98	1498	11.9	15.2	98	3147	12.7	32.0	104	2510	11.1	25.5	91
TV BLOOPERS & PRAC. JOKES	N	9105	6791	11.3	74.6	100	1516	12.0	16.7	107	2747	11.0	30.2	98	2528	11.1	27.8	99
20/20	A	9387	7060	11.7	75.2	101	1464	11.6	15.6	100	2939	11.8	31.3	102	2657	11.7	28.3	101
WEBSTER	A	11067	8176	13.6	73.9	99	1784	14.1	16.1	103	3418	13.7	30.9	101	2974	13.1	26.9	96
WORLD NEWS - SUN	A	3062	2272	3.8	74.2	100	467	3.7	15.3	98	927	3.7	30.3	99	879	3.9	28.7	102
YELLOW ROSE	N	4978	3656	6.1	73.4	99	958	7.6	19.2	124	1633	6.6	32.8	107	1065	4.7	21.4	76
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7092	11.8	79.9	107	1727	13.7	19.5	125	2791	11.2	31.4	102	2574	11.3	29.0	103
BASKETBALL - COLLEGE GAMES		4080	3348	5.6	82.1	110	694	5.5	17.0	109	1465	5.9	35.9	117	1190	5.2	29.2	104
BASKETBALL - PRO GAMES		3607	2834	4.7	78.6	106	702	5.6	19.5	125	1215	4.9	33.7	110	916	4.0	25.4	91
BOWLING		3883	3252	5.4	83.7	113	868	6.9	22.4	144	1115	4.5	28.7	94	1269	5.6	32.7	117
BOXING		3928	3205	5.3	81.6	110	954	7.6	24.3	156	1283	5.2	32.7	106	969	4.3	24.7	88
FOOTBALL - COLLEGE GAMES		6366	5100	8.5	80.1	108	1077	8.5	16.9	109	2176	8.7	34.2	111	1848	8.1	29.0	104
FOOTBALL - PRO GAMES		11300	8942	14.9	79.1	106	1985	15.7	17.6	113	3454	13.9	30.6	100	3504	15.4	31.0	111
GOLF		3378	2880	4.8	85.3	115	551	4.4	16.3	105	1247	5.0	36.9	120	1081	4.8	32.0	114
POST-SEASON COLL. FOOTBALL		4906	3861	6.4	78.7	106	796	6.3	16.2	104	1603	6.4	32.7	106	1462	6.4	29.8	106
POST-SEASON PRO FOOTBALL		6120	4677	7.8	76.4	103	1012	8.0	16.5	106	1892	7.6	30.9	101	1773	7.8	29.0	103
TENNIS		3033	2470	4.1	81.4	110	*456	3.6	15.0	97	1030	4.1	34.0	111	983	4.3	32.4	116
WRESTLING - PROFESSIONAL		3344	2734	4.5	81.8	110	1095	8.7	32.7	210	1016	4.1	30.4	99	623	2.7	18.6	66

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	TEA BAGS A '000	TEA BAGS B % DOWN	TEA BAGS C % ACROSS	TEA BAGS D INDX	LOOSE TEA A '000	LOOSE TEA B % DOWN	LOOSE TEA C % ACROSS	LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	54754	100.0	67.6	100	7888	100.0	9.7	100								
18 - 24	9282	5428	9.9	58.5	86	765	9.7	8.2	85								
25 - 34	19072	13154	24.0	69.0	102	2225	28.2	11.7	120								
35 - 44	14591	10636	19.4	72.9	108	1313	16.6	9.0	92								
45 - 54	11345	7928	14.5	69.9	103	1145	14.5	10.1	104								
55 - 64	11635	8263	15.1	71.0	105	1072	13.6	9.2	95								
65 OR OLDER	15061	9345	17.1	62.0	92	1369	17.4	9.1	93								
18 - 34	28354	18582	33.9	65.5	97	2990	37.9	10.5	108								
18 - 49	48339	33018	60.3	68.3	101	4776	60.5	9.9	101								
25 - 54	45008	31717	57.9	70.5	104	4683	59.4	10.4	107								
35 - 49	19985	14436	26.4	72.2	107	1786	22.6	8.9	92								
50 OR OLDER	32647	21735	39.7	66.6	98	3113	39.5	9.5	98								
GRADUATED COLLEGE	11155	7953	14.5	71.3	105	1480	18.8	13.3	136								
ATTENDED COLLEGE	13682	9555	17.5	69.8	103	1566	19.9	11.4	118								
GRADUATED HIGH SCHOOL	33880	23579	43.1	69.6	103	2903	36.8	8.6	88								
DID NOT GRADUATE HIGH SCHOOL	22270	13668	25.0	61.4	91	1939	24.6	8.7	89								
EMPLOYED	40306	28113	51.3	69.7	103	4147	52.6	10.3	106								
EMPLOYED FULL-TIME	32850	22781	41.6	69.3	103	3349	42.5	10.2	105								
EMPLOYED PART-TIME	7456	5332	9.7	71.5	106	798	10.1	10.7	110								
NOT EMPLOYED	40680	26641	48.7	65.5	97	3741	47.4	9.2	94								
PROFESSIONAL/MANAGER	10392	7584	13.9	73.0	108	1276	16.2	12.3	126								
TECH/CLERICAL/SALES	17574	12540	22.9	71.4	106	1789	22.7	10.2	105								
PRECISION/CRAFT	985	640	1.2	65.0	96	**103	1.3	10.5	107								
OTHER EMPLOYED	11354	7350	13.4	64.7	96	978	12.4	8.6	88								
SINGLE	9863	5838	10.7	59.2	88	949	12.0	9.6	99								
MARRIED	51375	36227	66.2	70.5	104	5184	65.7	10.1	104								
DIVORCED/SEPARATED/WIDOWED	19748	12689	23.2	64.3	95	1755	22.2	8.9	91								
PARENTS	32590	22593	41.3	69.3	103	3229	40.9	9.9	102								
WHITE	70416	48607	88.8	69.0	102	6388	81.0	9.1	93								
BLACK	8778	5091	9.3	58.0	86	989	12.5	11.3	116								
OTHER	1791	1056	1.9	59.0	87	**512	6.5	28.6	294								
NORTHEAST-CENSUS	17786	13273	24.2	74.6	110	1307	16.6	7.3	75								
NORTH CENTRAL	20741	13448	24.6	64.8	96	1967	24.9	9.5	97								
SOUTH	27775	18542	33.9	66.8	99	2620	33.2	9.4	97								
WEST	14683	9491	17.3	64.6	96	1994	25.3	13.6	139								
NORTHEAST-MKTG.	17961	13099	23.9	72.9	108	1515	19.2	8.4	87								
EAST CENTRAL	11885	8137	14.9	68.5	101	918	11.6	7.7	79								
WEST CENTRAL	14090	9099	16.6	64.6	96	1499	19.0	10.6	109								
SOUTH	24081	16176	29.5	67.2	99	2172	27.5	9.0	93								
PACIFIC	12969	8243	15.1	63.6	94	1784	22.6	13.8	141								
COUNTY SIZE A	32439	21369	39.0	65.9	97	3131	39.7	9.7	99								
COUNTY SIZE B	24915	17276	31.6	69.3	103	2343	29.7	9.4	97								
COUNTY SIZE C	12930	9153	16.7	70.8	105	1248	15.8	9.7	99								
COUNTY SIZE D	10703	6956	12.7	65.0	96	1166	14.8	10.9	112								
METRO CENTRAL CITY	24518	15691	28.7	64.0	95	2381	30.2	9.7	100								
METRO SUBURBAN	35919	25168	46.0	70.1	104	3281	41.6	9.1	94								
NON METRO	20549	13895	25.4	67.6	100	2226	28.2	10.8	111								
TOP 5 ADI'S	18341	12445	22.7	67.9	100	1583	20.1	8.6	89								
TOP 10 ADI'S	25378	16697	30.5	65.8	97	2529	32.1	10.0	102								
TOP 20 ADI'S	36488	24237	44.3	66.4	98	3535	44.8	9.7	99								
HSHLD INC. $50,000 OR MORE	6612	5005	9.1	75.7	112	690	8.7	10.4	107								
$40,000 OR MORE	12659	9408	17.2	74.3	110	1534	19.4	12.1	124								
$30,000 OR MORE	24698	17884	32.7	72.4	107	2808	35.6	11.4	117								
$25,000 OR MORE	32077	23261	42.5	72.5	107	3527	44.7	11.0	113								
$20,000 - $24,999	9144	6238	11.4	68.2	101	901	11.4	9.9	101								
$15,000 - $19,999	8728	5767	10.5	66.1	98	724	9.2	8.3	85								
$10,000 - $14,999	12562	8841	16.1	70.4	104	1192	15.1	9.5	97								
UNDER $10,000	18475	10646	19.4	57.6	85	1544	19.6	8.4	86								
HOUSEHOLD OF 1 PERSON	11987	7331	13.4	61.2	90	1010	12.8	8.4	87								
2 PEOPLE	26577	18069	33.0	68.0	101	2483	31.5	9.3	96								
3 OR 4 PEOPLE	30617	21357	39.0	69.8	103	3216	40.8	10.5	108								
5 OR MORE PEOPLE	11804	7996	14.6	67.7	100	1180	15.0	10.0	103								
NO CHILD IN HSHLD	46165	30595	55.9	66.3	98	4529	57.4	9.8	101								
CHILD(REN) UNDER 2 YRS	5325	3392	6.2	63.7	94	*462	5.9	8.7	89								
2 - 5 YEARS	14221	9478	17.3	66.6	99	1628	20.6	11.4	118								
6 - 11 YEARS	15117	10030	18.3	66.3	98	1681	21.3	11.1	114								
12 - 17 YEARS	16611	11690	21.4	70.4	104	1519	19.3	9.1	94								
RESIDENCE OWNED	55884	39384	71.9	70.5	104	5630	71.4	10.1	103								
VALUE: $50,000 OR MORE	31744	22588	41.3	71.2	105	3533	44.8	11.1	114								
VALUE: UNDER $50,000	24140	16796	30.7	69.6	103	2097	26.6	8.7	89								

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REGULAR TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	TEA BAGS A '000	TEA BAGS B % DOWN	TEA BAGS C % ACROSS	TEA BAGS D INDX	LOOSE TEA A '000	LOOSE TEA B % DOWN	LOOSE TEA C % ACROSS	LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	54754	100.0	67.6	100	7888	100.0	9.7	100								
MAGAZINES	QUINTILE 1	15799	11594	21.2	73.4	109	1703	21.6	10.8	111								
	QUINTILE 2	17259	12261	22.4	71.0	105	1706	21.6	9.9	101								
	QUINTILE 3	13545	9449	17.3	69.8	103	1418	18.0	10.5	107								
	QUINTILE 4	15133	9755	17.8	64.5	95	1397	17.7	9.2	95								
	QUINTILE 5	19250	11695	21.4	60.8	90	1663	21.1	8.6	89								
NEWSPAPERS	QUINTILE 1	12413	9115	16.6	73.4	109	1191	15.1	9.6	99								
	QUINTILE 2	24116	16748	30.6	69.4	103	2313	29.3	9.6	98								
	QUINTILE 3	11261	7792	14.2	69.2	102	920	11.7	8.2	84								
	QUINTILE 4	20255	13357	24.4	65.9	98	2085	26.4	10.3	106								
	QUINTILE 5	12940	7742	14.1	59.8	88	1380	17.5	10.7	109								
OUTDOOR	QUINTILE 1	14852	9752	17.8	65.7	97	1367	17.3	9.2	94								
	QUINTILE 2	15725	10804	19.7	68.7	102	1586	20.1	10.1	104								
	QUINTILE 3	16330	11366	20.8	69.6	103	1538	19.5	9.4	97								
	QUINTILE 4	16744	11431	20.9	68.3	101	1714	21.7	10.2	105								
	QUINTILE 5	17334	11401	20.8	65.8	97	1683	21.3	9.7	100								
RADIO-DRIVE TIME	QUINTILE 1	15911	10877	19.9	68.4	101	1612	20.4	10.1	104								
	QUINTILE 2	14837	10320	18.8	69.6	103	1451	18.4	9.8	100								
	QUINTILE 3	15339	10499	19.2	68.4	101	1605	20.3	10.5	107								
	QUINTILE 4	16723	11300	20.6	67.6	100	1567	19.9	9.4	96								
	QUINTILE 5	18176	11758	21.5	64.7	96	1654	21.0	9.1	93								
RADIO-MID-DAY	TERCILE 1	21020	14213	26.0	67.6	100	2106	26.7	10.0	103								
	TERCILE 2	21610	15181	27.7	70.2	104	2383	30.2	11.0	113								
	TERCILE 3	38355	25359	46.3	66.1	98	3400	43.1	8.9	91								
RADIO-TOTAL	QUINTILE 1	15988	10804	19.7	67.6	100	1645	20.9	10.3	106								
	QUINTILE 2	15626	10914	19.9	69.8	103	1585	20.1	10.1	104								
	QUINTILE 3	16723	11368	20.8	68.0	101	1673	21.2	10.0	103								
	QUINTILE 4	16342	11353	20.7	69.5	103	1676	21.2	10.3	105								
	QUINTILE 5	16306	10315	18.8	63.3	94	1309	16.6	8.0	82								
TV-PRIME TIME	QUINTILE 1	15953	10820	19.8	67.8	100	1346	17.1	8.4	87								
	QUINTILE 2	16137	11279	20.6	69.9	103	1512	19.2	9.4	96								
	QUINTILE 3	16420	11240	20.5	68.5	101	1854	23.5	11.3	116								
	QUINTILE 4	16687	11165	20.4	66.9	99	1563	19.8	9.4	96								
	QUINTILE 5	15789	10251	18.7	64.9	96	1614	20.5	10.2	105								
TV-DAYTIME	TERCILE 1	27736	18331	33.5	66.1	98	2494	31.6	9.0	92								
	TERCILE 2	26489	17984	32.8	67.9	100	2591	32.8	9.8	100								
	TERCILE 3	26761	18438	33.7	68.9	102	2803	35.5	10.5	108								
TV-TOTAL	QUINTILE 1	16345	10551	19.3	64.6	95	1428	18.1	8.7	90								
	QUINTILE 2	16447	11447	20.9	69.6	103	1685	21.4	10.2	105								
	QUINTILE 3	15980	11242	20.5	70.4	104	1426	18.1	8.9	92								
	QUINTILE 4	15887	10620	19.4	66.8	99	1710	21.7	10.8	111								
	QUINTILE 5	16326	10894	19.9	66.7	99	1639	20.8	10.0	103								
MAGAZINES-NEWSPAPERS: DUAL		20721	15078	27.5	72.8	108	2006	25.4	9.7	99								
MAGAZINE IMPERATIVE		19186	13390	24.5	69.8	103	2149	27.2	11.2	115								
NEWSPAPER IMPERATIVE		21899	14755	26.9	67.4	100	1877	23.8	8.6	88								
MAGAZINES-OUTDOOR: DUAL		15451	11129	20.3	72.0	107	1651	20.9	10.7	110								
MAGAZINE IMPERATIVE		25953	18469	33.7	71.2	105	2665	33.8	10.3	105								
OUTDOOR IMPERATIVE		24400	15484	28.3	63.5	94	2057	26.1	8.4	87								
MAGAZINES-RADIO: DUAL		18049	12805	23.4	70.9	105	1992	25.3	11.0	113								
MAGAZINE IMPERATIVE		23571	16972	31.0	72.0	106	2239	28.4	9.5	98								
RADIO IMPERATIVE		23278	15202	27.8	65.3	97	2160	27.4	9.3	95								
MAGAZINES-TELEVISION: DUAL		15459	10891	19.9	70.5	104	1632	20.7	10.6	108								
MAGAZINE IMPERATIVE		25829	18779	34.3	72.7	108	2691	34.1	10.4	107								
TELEVISION IMPERATIVE		26039	16755	30.6	64.3	95	2265	28.7	8.7	89								
NEWSPAPERS-OUTDOOR: DUAL		16605	11552	21.1	69.6	103	1576	20.0	9.5	97								
NEWSPAPER IMPERATIVE		26834	19218	35.1	71.6	106	2462	31.2	9.2	94								
OUTDOOR IMPERATIVE		23346	15192	27.7	65.1	96	2159	27.4	9.2	95								
NEWSPAPERS-RADIO: DUAL		17133	12135	22.2	70.8	105	1568	19.9	9.2	94								
NEWSPAPER IMPERATIVE		25892	18199	33.2	70.3	104	2430	30.8	9.4	96								
RADIO IMPERATIVE		23167	15307	28.0	66.1	98	2448	31.0	10.6	108								
NEWSPAPERS-TELEVISION: DUAL		17159	12081	22.1	70.4	104	1496	19.0	8.7	90								
NEWSPAPER IMPERATIVE		26214	18559	33.9	70.8	105	2640	33.5	10.1	103								
TELEVISION IMPERATIVE		23412	14978	27.4	64.0	95	2245	28.5	9.6	98								
OUTDOOR-RADIO: DUAL		15303	10749	19.6	70.2	104	1768	22.4	11.6	119								
OUTDOOR IMPERATIVE		24901	16440	30.0	66.0	98	2236	28.3	9.0	92								
RADIO IMPERATIVE		26492	18110	33.1	68.4	101	2525	32.0	9.5	98								
OUTDOOR-TELEVISION: DUAL		14794	10030	18.3	67.8	100	1246	15.8	8.4	86								
OUTDOOR IMPERATIVE		25437	17445	31.9	68.6	101	2659	33.7	10.5	107								
TELEVISION IMPERATIVE		27877	19066	34.8	68.4	101	2744	34.8	9.8	101								
RADIO-TELEVISION: DUAL		15996	10800	19.7	67.5	100	1765	22.4	11.0	113								
RADIO IMPERATIVE		25478	17449	31.9	68.5	101	2554	32.4	10.0	103								
TELEVISION IMPERATIVE		26573	18051	33.0	67.9	100	2316	29.4	8.7	89								

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(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	TEA BAGS A '000	TEA BAGS B % DOWN	TEA BAGS C % ACROSS	TEA BAGS D INDX	LOOSE TEA A '000	LOOSE TEA B % DOWN	LOOSE TEA C % ACROSS	LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	54754	100.0	67.6	100	7888	100.0	9.7	100								
ATLANTIC MONTHLY	415	250	0.5	60.2	89	**95	1.2	22.9	235								
BARRON'S	453	373	0.7	82.3	122	**86	1.1	19.0	195								
BETTER HOMES & GARDENS	16256	12002	21.9	73.8	109	1645	20.9	10.1	104								
BON APPETIT	2535	1888	3.4	74.5	110	516	6.5	20.4	209								
BUSINESS WEEK	1278	928	1.7	72.6	107	**150	1.9	11.7	121								
CAR AND DRIVER	378	*261	0.5	69.0	102	**41	0.5	10.8	111								
CBS MAGAZINE NETWORK (GROSS)	1498	1089	2.0	72.7	108	*173	2.2	11.5	119								
CHANGING TIMES	1505	1091	2.0	72.5	107	*159	2.0	10.6	108								
COLONIAL HOMES	1231	900	1.6	73.1	108	*137	1.7	11.1	114								
CONDE NAST MAG. PKG. (GROSS)	14146	9871	18.0	69.8	103	1631	20.7	11.5	118								
CONSUMERS DIGEST	1323	1010	1.8	76.3	113	*173	2.2	13.1	134								
COSMOPOLITAN	7102	5033	9.2	70.9	105	710	9.0	10.0	103								
COUNTRY LIVING	2481	1925	3.5	77.6	115	341	4.3	13.7	141								
CUISINE	1472	1077	2.0	73.2	108	309	3.9	21.0	216								
CYCLE WORLD	425	331	0.6	77.9	115	**49	0.6	11.5	118								
DCI:CREATIVE IDEAS FOR LIV	2510	1885	3.4	75.1	111	*141	1.8	5.6	58								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4990	9.1	74.5	110	503	6.4	7.5	77								
DISCOVER	894	621	1.1	69.5	103	**49	0.6	5.5	56								
EBONY	3507	2070	3.8	59.0	87	484	6.1	13.8	142								
ESQUIRE	1083	787	1.4	72.7	107	**85	1.1	7.8	81								
ESSENCE	1830	1062	1.9	58.0	86	*234	3.0	12.8	131								
FAMILY CIRCLE	15930	11665	21.3	73.2	108	1631	20.7	10.2	105								
THE FAMILY HANDYMAN	1126	806	1.5	71.6	106	*170	2.2	15.1	155								
FAMILY WEEKLY	11468	8280	15.1	72.2	107	983	12.5	8.6	88								
FIELD & STREAM	2234	1535	2.8	68.7	102	*196	2.5	8.8	90								
FOOD & WINE	579	401	0.7	69.3	102	**67	0.8	11.6	119								
FORBES	728	532	1.0	73.1	108	**119	1.5	16.3	168								
FORTUNE	906	678	1.2	74.8	111	**93	1.2	10.3	105								
GENTLEMEN'S QUARTERLY	791	537	1.0	67.9	100	**88	1.1	11.1	114								
GLAMOUR	5265	3837	7.0	72.9	108	558	7.1	10.6	109								
GOLF DIGEST	636	517	0.9	81.3	120	**79	1.0	12.4	128								
GOLF DIGEST/TENNIS (GROSS)	1186	897	1.6	75.6	112	*190	2.4	16.0	164								
GOLF MAGAZINE	441	391	0.7	88.7	131	**82	1.0	18.6	191								
GOLF MAGAZINE/SKI (GROSS)	922	718	1.3	77.9	115	**136	1.7	14.8	151								
GOOD HOUSEKEEPING	16487	11841	21.6	71.8	106	1643	20.8	10.0	102								
HARPER'S BAZAAR	2423	1684	3.1	69.5	103	358	4.5	14.8	152								
HEALTH	1994	1289	2.4	64.6	96	**176	2.2	8.8	91								
HEARST MAG CORP. BUY (GROSS)	44101	32134	58.7	72.9	108	4593	58.2	10.4	107								
HEARST MAN POWER (GROSS)	1993	1471	2.7	73.8	109	*279	3.5	14.0	144								
HEARST WOMAN POWER (GROSS)	31274	22652	41.4	72.4	107	2958	37.5	9.5	97								
HOUSE BEAUTIFUL	3623	2660	4.9	73.4	109	375	4.8	10.4	106								
INC.	283	*201	0.4	71.0	105	**54	0.7	19.1	196								
JET	2928	1747	3.2	59.7	88	376	4.8	12.8	132								
LADIES' HOME JOURNAL	11918	8871	16.2	74.4	110	1100	13.9	9.2	95								
LHJ FAMILY GRP COMBO(GROSS)	16764	12179	22.2	72.6	107	1613	20.4	9.6	99								
LIFE	4254	2888	5.3	67.9	100	421	5.3	9.9	102								
L.A. TIMES HOME MAGAZINE	1145	694	1.3	60.6	90	*238	3.0	20.8	213								
MADEMOISELLE	2884	1911	3.5	66.3	98	361	4.6	12.5	129								
MC CALL'S	13460	9841	18.0	73.1	108	1304	16.5	9.7	99								
MC CALL'S/WRK MOTHER (GROSS)	14606	10729	19.6	73.5	109	1467	18.6	10.0	103								
MECHANIX ILLUSTRATED	772	563	1.0	72.9	108	**143	1.8	18.5	190								
METROPOLITAN HOME	967	663	1.2	68.6	101	*134	1.7	13.9	142								
MONEY	1588	1110	2.0	69.9	103	*236	3.0	14.9	153								
MOTHER EARTH NEWS	1002	764	1.4	76.2	113	**137	1.7	13.7	140								
MS.	825	539	1.0	65.3	97	*152	1.9	18.4	189								
NATIONAL ENQUIRER	10336	7159	13.1	69.3	102	878	11.1	8.5	87								
NATIONAL GEOGRAPHIC	9597	7054	12.9	73.5	109	1272	16.1	13.3	136								
NATIONAL SUNDAY MAGAZINE PKG	49558	34845	63.6	70.3	104	4614	58.5	9.3	96								
NATURAL HISTORY	573	396	0.7	69.1	102	**89	1.1	15.5	159								
NEW WOMAN	1699	1250	2.3	73.6	109	*144	1.8	8.5	87								
NEW YORK INCLUDING CUE	443	297	0.5	67.0	99	*81	1.0	18.3	188								
THE NEW YORKER	1270	913	1.7	71.9	106	220	2.8	17.3	178								
NEWSWEEK	6277	4442	8.1	70.8	105	637	8.1	10.1	104								
THE N.Y. TIMES DAILY EDITION	1205	946	1.7	78.5	116	*172	2.2	14.3	147								
THE N.Y. TIMES MAGAZINE	2081	1634	3.0	78.5	116	333	4.2	16.0	164								
OMNI	788	507	0.9	64.3	95	**139	1.8	17.6	181								
ON CABLE	1158	693	1.3	59.8	89	**126	1.6	10.9	112								
1001 HOME IDEAS	2852	2019	3.7	70.8	105	337	4.3	11.8	121								
ORGANIC GARDENING	1658	1268	2.3	76.5	113	*169	2.1	10.2	105								
OUTDOOR LIFE	896	548	1.0	61.2	90	**98	1.2	10.9	112								
PARADE MAGAZINE	24275	17153	31.3	70.7	105	2337	29.6	9.6	99								

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REGULAR TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

0633
P-18

	TOTAL U.S. '000	TEA BAGS A '000	TEA BAGS B % DOWN	TEA BAGS C % ACROSS	TEA BAGS D INDX	LOOSE TEA A '000	LOOSE TEA B % DOWN	LOOSE TEA C % ACROSS	LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	54754	100.0	67.6	100	7888	100.0	9.7	100								
PARENTS	3845	2652	4.8	69.0	102	510	6.5	13.3	136								
PENTHOUSE	831	447	0.8	53.8	80	**131	1.7	15.8	162								
PEOPLE	11645	8176	14.9	70.2	104	1120	14.2	9.6	99								
PLAYBOY	2006	1311	2.4	65.4	97	*170	2.2	8.5	87								
POPULAR HOT RODDING	297	*202	0.4	68.0	101	**33	0.4	11.1	114								
POPULAR MECHANICS	1018	761	1.4	74.8	111	**157	2.0	15.4	158								
POPULAR SCIENCE	878	609	1.1	69.4	103	**88	1.1	10.0	103								
PREVENTION	3913	2707	4.9	69.2	102	355	4.5	9.1	93								
PSYCHOLOGY TODAY	1710	1260	2.3	73.7	109	*285	3.6	16.7	171								
READER'S DIGEST	22204	15673	28.6	70.6	104	2216	28.1	10.0	102								
REDBOOK	7684	5777	10.6	75.2	111	605	7.7	7.9	81								
ROAD & TRACK	410	310	0.6	75.6	112	**27	0.3	6.6	68								
ROLLING STONE	969	725	1.3	74.8	111	*108	1.4	11.1	114								
RUNNER'S WORLD	298	*185	0.3	62.1	92	**28	0.4	9.4	96								
SATURDAY EVENING POST	1169	811	1.5	69.4	103	*165	2.1	14.1	145								
SCIENCE 84	587	398	0.7	67.8	100	**130	1.6	22.1	227								
SCIENCE DIGEST	482	371	0.7	77.0	114	**47	0.6	9.8	100								
SCIENTIFIC AMERICAN	594	468	0.9	78.8	117	**130	1.6	21.9	225								
SELF	2089	1399	2.6	67.0	99	*220	2.8	10.5	108								
SEVENTEEN	2411	1596	2.9	66.2	98	*271	3.4	11.2	115								
SKI	480	327	0.6	68.1	101	**54	0.7	11.3	116								
SMITHSONIAN	2760	1986	3.6	72.0	106	462	5.9	16.7	172								
SOAP OPERA DIGEST	3013	2092	3.8	69.4	103	*257	3.3	8.5	88								
SOUTHERN LIVING	4184	3106	5.7	74.2	110	362	4.6	8.7	89								
SPORT	559	346	0.6	61.9	92	**19	0.2	3.4	35								
THE SPORTING NEWS	436	*340	0.6	78.0	115	**72	0.9	16.5	170								
SPORTS AFIELD	493	340	0.6	69.0	102	**75	1.0	15.2	156								
SPORTS ILLUSTRATED	2758	1956	3.6	70.9	105	*263	3.3	9.5	98								
STAR	7456	5277	9.6	70.8	105	716	9.1	9.6	99								
SUNDAY	24936	17387	31.8	69.7	103	2400	30.4	9.6	99								
SUNSET	2124	1444	2.6	68.0	101	427	5.4	20.1	206								
TV GUIDE	21661	15184	27.7	70.1	104	1832	23.2	8.5	87								
TENNIS	550	379	0.7	68.9	102	**111	1.4	20.2	207								
TIME	8880	6250	11.4	70.4	104	1052	13.3	11.8	122								
TOWN & COUNTRY	917	723	1.3	78.8	117	*129	1.6	14.1	144								
TRAVEL & LEISURE	972	757	1.4	77.9	115	*136	1.7	14.0	144								
TRUE STORY	3356	2212	4.0	65.9	97	323	4.1	9.6	99								
U.S.NEWS & WORLD REPORT	3410	2417	4.4	70.9	105	395	5.0	11.6	119								
USA TODAY	1759	1305	2.4	74.2	110	*127	1.6	7.2	74								
US	1873	1300	2.4	69.4	103	*173	2.2	9.2	95								
VOGUE	3909	2724	5.0	69.7	103	492	6.2	12.6	129								
WALL STREET JOURNAL	1886	1463	2.7	77.6	115	260	3.3	13.8	142								
WEIGHT WATCHERS	2120	1497	2.7	70.6	104	*208	2.6	9.8	101								
WOMAN'S DAY	14172	10388	19.0	73.3	108	1471	18.6	10.4	107								
WORKING MOTHER	1146	887	1.6	77.4	114	**163	2.1	14.2	146								
WORKING WOMAN	1322	921	1.7	69.7	103	**135	1.7	10.2	105								
WORLD TENNIS	*163	**105	0.2	64.4	95	**22	0.3	13.5	139								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1806	3.3	71.3	105	284	3.6	11.2	115								
BLAIR INSERTS	43657	30737	56.1	70.4	104	4267	54.1	9.8	100								
DAILY NEWSPAPERS																	
READ ANY	51633	35989	65.7	69.7	103	4797	60.8	9.3	95								
READ ONE	43463	30000	54.8	69.0	102	3999	50.7	9.2	94								
READ TWO OR MORE	8170	5989	10.9	73.3	108	798	10.1	9.8	100								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	36965	67.5	70.2	104	5091	64.5	9.7	99								
READ ONE	46126	32202	58.8	69.8	103	4415	56.0	9.6	98								
READ TWO OR MORE	6552	4763	8.7	72.7	108	676	8.6	10.3	106								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.51				26.51											
30 DAY REACH	71455	48462	88.5	67.8	100	6980	88.5	9.8	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.53				14.04											
30 DAY REACH	67742	45979	84.0	67.9	100	6605	83.7	9.8	100								
25 SHWG - 30 DAY AV FREQ	7.94	7.89				7.63											
30 DAY REACH	62117	42267	77.2	68.0	101	6102	77.4	9.8	101								
CABLE TV: HOME WIRED	32077	23030	42.1	71.8	106	2784	35.3	8.7	89								
HOME NOT WIRED	48909	31724	57.9	64.9	96	5104	64.7	10.4	107								
HAVE PAY CABLE	15935	11490	21.0	72.1	107	1550	19.7	9.7	100								

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REGULAR TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

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P-18

	TOTAL U.S. '000	TEA BAGS A '000	TEA BAGS B % DOWN	TEA BAGS C % ACROSS	TEA BAGS D INDX	LOOSE TEA A '000	LOOSE TEA B % DOWN	LOOSE TEA C % ACROSS	LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	54754	100.0	67.6	100	7888	100.0	9.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	30446	55.6	69.3	103	4393	55.7	10.0	103								
10:00 AM - 3:00 PM	30659	21088	38.5	68.8	102	3180	40.3	10.4	106								
3:00 PM - 7:00 PM	31045	21195	38.7	68.3	101	3218	40.8	10.4	106								
7:00 PM - MIDNIGHT	15767	10397	19.0	65.9	98	1703	21.6	10.8	111								
MIDNIGHT - 6:00 AM	9120	6247	11.4	68.5	101	801	10.2	8.8	90								
6:00 AM - MIDNIGHT	58527	40371	73.7	69.0	102	5855	74.2	10.0	103								
ENTIRE DAY	59311	40851	74.6	68.9	102	5930	75.2	10.0	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11443	20.9	70.8	105	1481	18.8	9.2	94								
ALL NEWS	2256	1593	2.9	70.6	104	*279	3.5	12.4	127								
AOR/PROGRESSIVE	3874	2770	5.1	71.5	106	473	6.0	12.2	125								
BEAUTIFUL MUSIC	5660	4153	7.6	73.4	109	560	7.1	9.9	102								
BLACK	2204	1370	2.5	62.2	92	206	2.6	9.3	96								
CLASSICAL	1418	992	1.8	70.0	103	*289	3.7	20.4	209								
CHR/ROCK	9538	6736	12.3	70.6	104	854	10.8	9.0	92								
COUNTRY	12648	8768	16.0	69.3	103	1076	13.6	8.5	87								
GOLDEN OLDIES	1191	800	1.5	67.2	99	*134	1.7	11.3	116								
MOR/NOSTALGIA	4757	3201	5.8	67.3	100	593	7.5	12.5	128								
NEWS/TALK	3863	2632	4.8	68.1	101	407	5.2	10.5	108								
RELIGIOUS	3084	1882	3.4	61.0	90	321	4.1	10.4	107								
SOFT ROCK	521	231	0.4	44.3	66	**28	0.4	5.4	55								
URBAN CONTEMPORARY	1585	1041	1.9	65.7	97	**165	2.1	10.4	107								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2289	4.2	70.2	104	*189	2.4	5.8	60								
ABC DIRECTION	2316	1670	3.1	72.1	107	*260	3.3	11.2	115								
ABC ENTERTAINMENT	4834	3699	6.8	76.5	113	340	4.3	7.0	72								
ABC FM	2202	1524	2.8	69.2	102	*222	2.8	10.1	104								
ABC INFORMATION	5425	3759	6.9	69.3	102	650	8.2	12.0	123								
ABC ROCK	1677	1118	2.0	66.7	99	*140	1.8	8.3	86								
CBS	4430	3043	5.6	68.7	102	538	6.8	12.1	125								
MUTUAL	4992	3541	6.5	70.9	105	477	6.0	9.6	98								
NBC	4679	3293	6.0	70.4	104	404	5.1	8.6	89								
RADIORADIO	1994	1464	2.7	73.4	109	*147	1.9	7.4	76								
RKO ONE	2298	1524	2.8	66.3	98	*250	3.2	10.9	112								
RKO TWO	3311	2389	4.4	72.2	107	320	4.1	9.7	99								
THE SOURCE	2114	1643	3.0	77.7	115	*189	2.4	8.9	92								
NON-WIRED : BLAIR	8654	5958	10.9	68.8	102	781	9.9	9.0	93								
INTERNET	12025	8385	15.3	69.7	103	1350	17.1	11.2	115								
KATZ RADIO GROUP	15359	10976	20.0	71.5	106	1576	20.0	10.3	105								
SUPERNET	10628	7194	13.1	67.7	100	930	11.8	8.8	90								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5658	10.3	65.3	97	747	9.5	8.6	89								
WKDAY 9:00 AM - 1:00 PM	12163	8060	14.7	66.3	98	1106	14.0	9.1	93								
WKDAY 1:00 PM - 4:30 PM	16150	10612	19.4	65.7	97	1449	18.4	9.0	92								
WKDAY 4:30 PM - 7:30 PM	22463	14976	27.4	66.7	99	2139	27.1	9.5	98								
WKDAY 7:30 PM - 8:00 PM	31795	21486	39.2	67.6	100	2954	37.4	9.3	95								
WKDAY 11:00 PM - 11:30 PM	23977	16352	29.9	68.2	101	2189	27.8	9.1	94								
WKDAY 11:30 PM - 1:00 AM	7703	5143	9.4	66.8	99	701	8.9	9.1	93								
M-SAT 8-11 PM+SUN 7-11 PM	33800	23055	42.1	68.2	101	3201	40.6	9.5	97								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4402	8.0	67.3	100	605	7.7	9.3	95								
ANOTHER WORLD N	4620	3050	5.6	66.0	98	388	4.9	8.4	86								
AS THE WORLD TURNS C	5614	3634	6.6	64.7	96	506	6.4	9.0	93								
CAPITOL C	3396	2177	4.0	64.1	95	385	4.9	11.3	116								
CBS MORN. NEWS 1 C	1446	911	1.7	63.0	93	124	1.6	8.6	88								
CBS MORN. NEWS 2 C	1207	755	1.4	62.6	93	96	1.2	8.0	82								
DAYS OF OUR LIVES N	5877	3984	7.3	67.8	100	499	6.3	8.5	87								
FACTS OF LIFE - DAYTIME N	2290	1438	2.6	62.8	93	228	2.9	10.0	102								
FAMILY FEUD A	3023	1914	3.5	63.3	94	268	3.4	8.9	91								
GENERAL HOSPITAL A	6097	3975	7.3	65.2	96	563	7.1	9.2	95								
GOOD MORNING, AMERICA-730 A	3515	2498	4.6	71.1	105	325	4.1	9.2	95								
GOOD MORNING, AMERICA-830 A	2818	2103	3.8	74.6	110	251	3.2	8.9	91								
GUIDING LIGHT C	5339	3611	6.6	67.6	100	570	7.2	10.7	110								
ONE LIFE TO LIVE A	4478	2822	5.2	63.0	93	435	5.5	9.7	100								
PRESS YOUR LUCK C	2244	1513	2.8	67.4	100	181	2.3	8.1	83								
PRICE IS RIGHT 1 C	4348	2761	5.0	63.5	94	361	4.6	8.3	85								
PRICE IS RIGHT 2 C	5014	3237	5.9	64.5	95	388	4.9	7.7	79								
RYAN'S HOPE A	3150	2111	3.9	67.0	99	180	2.3	5.7	59								
SALE OF THE CENTURY N	2695	1709	3.1	63.4	94	278	3.5	10.3	106								
SEARCH FOR TOMORROW N	2319	1570	2.9	67.7	100	171	2.2	7.4	76								
TODAY SHOW 1 N	2693	1750	3.2	65.0	96	315	4.0	11.7	120								
TODAY SHOW 2 N	2498	1544	2.8	61.8	91	292	3.7	11.7	120								
$25,000 PYRAMID C	2753	1813	3.3	65.9	97	229	2.9	8.3	85								
WHEEL OF FORTUNE N	4388	2875	5.3	65.5	97	367	4.7	8.4	86								
YOUNG AND THE RESTLESS C	5695	3710	6.8	65.1	96	471	6.0	8.3	85								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1154	2.1	65.6	97	143	1.8	8.1	83								
NBA PLAYOFF GAME -1 C	1136	711	1.3	62.6	93	*178	2.3	15.7	161								
NBC MAJOR LEAGUE PRE-GAME N	953	615	1.1	64.5	95	**54	0.7	5.7	58								
SPORTSWORLD - SUN N	1233	907	1.7	73.6	109	*165	2.1	13.4	137								
SUNDAY MORNING C	1611	1125	2.1	69.8	103	139	1.8	8.6	89								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES) - TYPES
(FEMALE HOMEMAKERS)

0635
P-18

		TOTAL U.S. '000	TEA BAGS A '000	TEA BAGS B % DOWN	TEA BAGS C % ACROSS	TEA BAGS D INDX	LOOSE TEA A '000	LOOSE TEA B % DOWN	LOOSE TEA C % ACROSS	LOOSE TEA D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	54754	100.0	67.6	100	7888	100.0	9.7	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17638	32.2	67.7	100	2296	29.1	8.8	90								
NETWORK AFFILIATES - LATE		20261	13915	25.4	68.7	102	1871	23.7	9.2	95								
INDEPENDENTS - LATE		2076	1401	2.6	67.5	100	218	2.8	10.5	108								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7320	13.4	70.0	104	965	12.2	9.2	95								
ABC MONDAY NIGHT MOVIE	A	6412	4364	8.0	68.1	101	701	8.9	10.9	112								
ABC SUNDAY NIGHT MOVIE	A	12407	8466	15.5	68.2	101	1245	15.8	10.0	103								
ABC WORLD NEWS TONIGHT	A	6176	4298	7.8	69.6	103	578	7.3	9.4	96								
AFTERMASH	C	5863	4031	7.4	68.8	102	397	5.0	6.8	70								
ALICE	C	9594	6519	11.9	67.9	101	748	9.5	7.8	80								
AMERICAN PARADE	C	6622	4357	8.0	65.8	97	642	8.1	9.7	100								
BENSON	A	10886	7261	13.3	66.7	99	1085	13.8	10.0	102								
BLUE THUNDER	A	5036	3420	6.2	67.9	100	528	6.7	10.5	108								
CAGNEY & LACEY	C	9965	6766	12.4	67.9	100	834	10.6	8.4	86								
CBS EVENING NEWS-DEAN	C	3491	2290	4.2	65.6	97	340	4.3	9.7	100								
CBS EVENING NEWS-RATHER	C	7123	4825	8.8	67.7	100	610	7.7	8.6	88								
CBS SAT. NEWS-SCHIEFFER	C	3621	2424	4.4	66.9	99	280	3.5	7.7	79								
CBS SATURDAY NIGHT MOVIE	C	5436	3679	6.7	67.7	100	553	7.0	10.2	104								
CBS WEDNESDAY NIGHT MOVIE	C	6100	4050	7.4	66.4	98	618	7.8	10.1	104								
CHEERS	N	8889	6306	11.5	70.9	105	906	11.5	10.2	105								
DALLAS	C	22109	15390	28.1	69.6	103	1842	23.4	8.3	86								
DIFF'RENT STROKES	N	6940	4702	8.6	67.8	100	650	8.2	9.4	96								
DOUBLE TROUBLE	N	7223	5129	9.4	71.0	105	712	9.0	9.9	101								
DUCK FACTORY	N	5595	3967	7.2	70.9	105	513	6.5	9.2	94								
DUKES OF HAZZARD	C	5768	3814	7.0	66.1	98	609	7.7	10.6	108								
DYNASTY	A	20053	13459	24.6	67.1	99	1846	23.4	9.2	95								
FACTS OF LIFE	N	8087	5496	10.0	68.0	101	787	10.0	9.7	100								
FALCON CREST	C	20046	13909	25.4	69.4	103	1775	22.5	8.9	91								
FALL GUY	A	9084	6185	11.3	68.1	101	973	12.3	10.7	110								
FAMILY TIES	N	7964	5438	9.9	68.3	101	851	10.8	10.7	110								
FANTASY ISLAND	A	7687	5162	9.4	67.2	99	637	8.1	8.3	85								
FOULUPS,BLEEPS & BLUNDERS	A	8861	6036	11.0	68.1	101	892	11.3	10.1	103								
FOUR SEASONS	C	5095	3529	6.4	69.3	102	434	5.5	8.5	87								
GIMME A BREAK	N	8838	5814	10.6	65.8	97	1019	12.9	11.5	118								
HART TO HART	A	8978	6034	11.0	67.2	99	818	10.4	9.1	94								
HILL STREET BLUES	N	8590	5917	10.8	68.9	102	915	11.6	10.7	109								
HOTEL	A	14085	9573	17.5	68.0	101	1212	15.4	8.6	88								
JEFFERSONS	C	9360	6202	11.3	66.3	98	757	9.6	8.1	83								
JENNIFER SLEPT HERE	N	5841	4059	7.4	69.5	103	409	5.2	7.0	72								
KATE & ALLIE	C	9206	6372	11.6	69.2	102	747	9.5	8.1	83								
KNIGHT RIDER	N	7076	4792	8.8	67.7	100	770	9.8	10.9	112								
LOVE BOAT	A	12219	8229	15.0	67.3	100	1063	13.5	8.7	89								
MAGNUM PI	C	11199	7658	14.0	68.4	101	1076	13.6	9.6	99								
MAMA'S FAMILY	N	6057	4123	7.5	68.1	101	524	6.6	8.7	89								
MASTER, THE	N	3598	2424	4.4	67.4	100	286	3.6	7.9	82								
MATT HOUSTON	A	6344	4323	7.9	68.1	101	573	7.3	9.0	93								
NBC MONDAY NIGHT MOVIE	N	11994	8154	14.9	68.0	101	1202	15.2	10.0	103								
NBC NIGHTLY NEWS	N	5132	3558	6.5	69.3	103	567	7.2	11.0	113								
NBC NIGHTLY NEWS-SAT	N	3375	2232	4.1	66.1	98	364	4.6	10.8	111								
NBC NIGHTLY NEWS-SUN	N	3130	2090	3.8	66.8	99	295	3.7	9.4	97								
NBC SUNDAY NIGHT MOVIE	N	8284	5701	10.4	68.8	102	826	10.5	10.0	102								
NEWHART	C	9240	6387	11.7	69.1	102	792	10.0	8.6	88								
ONE DAY AT A TIME	C	7288	4879	8.9	66.9	99	713	9.0	9.8	100								
PEOPLE ARE FUNNY	N	4855	3207	5.9	66.1	98	394	5.0	8.1	83								
REAL PEOPLE	N	8869	6089	11.1	68.7	102	676	8.6	7.6	78								
REMINGTON STEELE	N	7743	5291	9.7	68.3	101	755	9.6	9.8	100								
RIPLEY'S BELIEVE IT - NOT	A	5345	3707	6.8	69.4	103	550	7.0	10.3	106								
RIPTIDE	N	6988	4811	8.8	68.8	102	703	8.9	10.1	103								
SCARECROW & MRS. KING	C	10002	6721	12.3	67.2	99	1018	12.9	10.2	104								
SIMON & SIMON	C	10638	7390	13.5	69.5	103	969	12.3	9.1	94								
60 MINUTES	C	13293	8933	16.3	67.2	99	1278	16.2	9.6	99								
ST. ELSEWHERE	N	7017	4969	9.1	70.8	105	775	9.8	11.0	113								
THREE'S COMPANY	A	10917	7345	13.4	67.3	100	913	11.6	8.4	86								
T.J. HOOKER	A	9204	6043	11.0	65.7	97	870	11.0	9.5	97								
TONIGHT SHOW	N	2372	1542	2.8	65.0	96	223	2.8	9.4	97								
TRAPPER JOHN, M.D.	C	9846	6591	12.0	66.9	99	762	9.7	7.7	79								
TV BLOOPERS & PRAC. JOKES	N	9105	6269	11.4	68.9	102	813	10.3	8.9	92								
20/20	A	9387	6443	11.8	68.6	102	898	11.4	9.6	98								
WEBSTER	A	11067	7325	13.4	66.2	98	1103	14.0	10.0	102								
WORLD NEWS - SUN	A	3062	2060	3.8	67.3	100	305	3.9	10.0	102								
YELLOW ROSE	N	4978	3314	6.1	66.6	98	456	5.8	9.2	94								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6681	12.2	75.3	111	731	9.3	8.2	85								
BASKETBALL - COLLEGE GAMES		4080	3147	5.7	77.1	114	*377	4.8	9.2	95								
BASKETBALL - PRO GAMES		3607	2623	4.8	72.7	108	*365	4.6	10.1	104								
BOWLING		3883	2997	5.5	77.2	114	*336	4.3	8.7	89								
BOXING		3928	2927	5.3	74.5	110	*511	6.5	13.0	134								
FOOTBALL - COLLEGE GAMES		6366	4786	8.7	75.2	111	770	9.8	12.1	124								
FOOTBALL - PRO GAMES		11300	8448	15.4	74.8	111	962	12.2	8.5	87								
GOLF		3378	2712	5.0	80.3	119	*390	4.9	11.5	119								
POST-SEASON COLL. FOOTBALL		4906	3571	6.5	72.8	108	607	7.7	12.4	127								
POST-SEASON PRO FOOTBALL		6120	4453	8.1	72.8	108	*489	6.2	8.0	82								
TENNIS		3033	2389	4.4	78.8	117	*298	3.8	9.8	101								
WRESTLING - PROFESSIONAL		3344	2431	4.4	72.7	108	*429	5.4	12.8	132								

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CONSTANT COMMENT A '000	B % DOWN	C % ACROSS	D INDX	LIPTON A '000	B % DOWN	C % ACROSS	D INDX	RED ROSE A '000	B % DOWN	C % ACROSS	D INDX	SALADA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2997	100.0	3.7	100	43860	100.0	54.2	100	6551	100.0	8.1	100	5957	100.0	7.4	100
18 - 24	9282	**221	7.4	2.4	64	4630	10.6	49.9	92	*546	8.3	5.9	73	*427	7.2	4.6	62
25 - 34	19072	795	26.5	4.2	113	10671	24.3	56.0	103	1646	25.1	8.6	107	1329	22.3	7.0	95
35 - 44	14591	618	20.6	4.2	114	7909	18.0	54.2	100	1123	17.1	7.7	95	1294	21.7	8.9	121
45 - 54	11345	*470	15.7	4.1	112	6434	14.7	56.7	105	858	13.1	7.6	93	954	16.0	8.4	114
55 - 64	11635	*494	16.5	4.2	115	6623	15.1	56.9	105	1127	17.2	9.7	120	940	15.8	8.1	110
65 OR OLDER	15061	399	13.3	2.6	72	7595	17.3	50.4	93	1251	19.1	8.3	103	1013	17.0	6.7	91
18 - 34	28354	1016	33.9	3.6	97	15300	34.9	54.0	100	2192	33.5	7.7	96	1757	29.5	6.2	84
18 - 49	48339	1914	63.9	4.0	107	26290	59.9	54.4	100	3806	58.1	7.9	97	3500	58.8	7.2	98
25 - 54	45008	1883	62.8	4.2	113	25013	57.0	55.6	103	3627	55.4	8.1	100	3578	60.1	7.9	108
35 - 49	19985	898	30.0	4.5	121	10989	25.1	55.0	102	1614	24.6	8.1	100	1743	29.3	8.7	119
50 OR OLDER	32647	1084	36.2	3.3	90	17571	40.1	53.8	99	2745	41.9	8.4	104	2457	41.2	7.5	102
GRADUATED COLLEGE	11155	885	29.5	7.9	214	5968	13.6	53.5	99	1189	18.1	10.7	132	928	15.6	8.3	113
ATTENDED COLLEGE	13682	840	28.0	6.1	166	7746	17.7	56.6	105	1364	20.8	10.0	123	985	16.5	7.2	98
GRADUATED HIGH SCHOOL	33880	957	31.9	2.8	76	19356	44.1	57.1	105	2622	40.0	7.7	96	2463	41.3	7.3	99
DID NOT GRADUATE HIGH SCHOOL	22270	*315	10.5	1.4	38	10791	24.6	48.5	89	1376	21.0	6.2	76	1582	26.6	7.1	97
EMPLOYED	40306	1757	58.6	4.4	118	22280	50.8	55.3	102	3134	47.8	7.8	96	3087	51.8	7.7	104
EMPLOYED FULL-TIME	32850	1424	47.5	4.3	117	18015	41.1	54.8	101	2491	38.0	7.6	94	2477	41.6	7.5	102
EMPLOYED PART-TIME	7456	*333	11.1	4.5	121	4265	9.7	57.2	106	643	9.8	8.6	107	610	10.2	8.2	111
NOT EMPLOYED	40680	1240	41.4	3.0	82	21580	49.2	53.0	98	3417	52.2	8.4	104	2871	48.2	7.1	96
PROFESSIONAL/MANAGER	10392	724	24.2	7.0	188	5636	12.8	54.2	100	1065	16.3	10.2	127	853	14.3	8.2	111
TECH/CLERICAL/SALES	17574	759	25.3	4.3	117	10142	23.1	57.7	107	1349	20.6	7.7	95	1465	24.6	8.3	112
PRECISION/CRAFT	985	**67	2.2	6.8	184	*475	1.1	48.2	89	**56	0.9	5.7	70	**45	0.8	4.6	62
OTHER EMPLOYED	11354	**207	6.9	1.8	49	6028	13.7	53.1	98	664	10.1	5.8	72	723	12.1	6.4	86
SINGLE	9863	412	13.7	4.2	113	4808	11.0	48.7	90	679	10.4	6.9	85	576	9.7	5.8	78
MARRIED	51375	1905	63.6	3.7	100	28554	65.1	55.6	103	4505	68.8	8.8	108	3937	66.1	7.7	104
DIVORCED/SEPARATED/WIDOWED	19748	680	22.7	3.4	93	10499	23.9	53.2	98	1366	20.9	6.9	86	1444	24.2	7.3	98
PARENTS	32590	1114	37.2	3.4	92	17832	40.7	54.7	101	2616	39.9	8.0	99	2399	40.3	7.4	100
WHITE	70416	2734	91.2	3.9	105	38301	87.3	54.4	100	6029	92.0	8.6	106	5488	92.1	7.8	104
BLACK	8778	**122	4.1	1.4	38	4505	10.3	51.3	95	377	5.8	4.3	53	403	6.8	4.6	62
OTHER	1791	**141	4.7	7.9	213	1055	2.4	58.9	109	**146	2.2	8.2	101	**66	1.1	3.7	50
NORTHEAST-CENSUS	17786	595	19.9	3.3	90	8679	19.8	48.8	90	3534	53.9	19.9	246	4170	70.0	23.4	316
NORTH CENTRAL	20741	858	28.6	4.1	112	11585	26.4	55.9	103	1000	15.3	4.8	60	1338	22.5	6.5	87
SOUTH	27775	*311	10.4	1.1	30	15114	34.5	54.4	100	632	9.6	2.3	28	*296	5.0	1.1	15
WEST	14683	1233	41.1	8.4	227	8483	19.3	57.8	107	1386	21.2	9.4	117	**154	2.6	1.0	14
NORTHEAST-MKTG.	17961	629	21.0	3.5	95	8531	19.5	47.5	88	3484	53.2	19.4	240	3735	62.7	20.8	280
EAST CENTRAL	11885	*372	12.4	3.1	85	6214	14.2	52.3	97	1022	15.6	8.6	106	1460	24.5	12.3	166
WEST CENTRAL	14090	628	21.0	4.5	120	8379	19.1	59.5	110	*372	5.7	2.6	33	*468	7.9	3.3	45
SOUTH	24081	*277	9.2	1.2	31	13405	30.6	55.7	103	*322	4.9	1.3	17	**142	2.4	0.6	
PACIFIC	12969	1091	36.4	8.4	227	7332	16.7	56.5	104	1351	20.6	10.4	129	**152	2.6	1.2	16
COUNTY SIZE A	32439	1297	43.3	4.0	108	16681	38.0	51.4	95	3151	48.1	9.7	120	2241	37.6	6.9	93
COUNTY SIZE B	24915	953	31.8	3.8	103	13806	31.5	55.4	102	2019	30.8	8.1	100	2337	39.2	9.4	127
COUNTY SIZE C	12930	524	17.5	4.1	110	7386	16.8	57.1	105	1089	16.6	8.4	104	1112	18.7	8.6	116
COUNTY SIZE D	10703	*223	7.4	2.1	56	5987	13.7	55.9	103	**293	4.5	2.7	34	**267	4.5	2.5	34
METRO CENTRAL CITY	24518	1116	37.2	4.6	123	12657	28.9	51.6	95	2098	32.0	8.6	106	1624	27.3	6.6	90
METRO SUBURBAN	35919	1310	43.7	3.6	99	19875	45.3	55.3	102	3307	50.5	9.2	114	2995	50.3	8.3	113
NON METRO	20549	571	19.1	2.8	75	11328	25.8	55.1	102	1147	17.5	5.6	69	1338	22.5	6.5	88
TOP 5 ADI'S	18341	852	28.4	4.6	126	9554	21.8	52.1	96	2288	34.9	12.5	154	1561	26.2	8.5	115
TOP 10 ADI'S	25378	1061	35.4	4.2	113	12636	28.8	49.8	92	2992	45.7	11.8	146	2449	41.1	9.7	132
TOP 20 ADI'S	36488	1498	50.0	4.1	111	18595	42.4	51.0	94	3599	54.9	9.9	122	3038	51.0	8.3	112
HSHLD INC. $50,000 OR MORE	6612	*553	18.5	8.4	226	3919	8.9	59.3	109	872	13.3	13.2	163	676	11.3	10.2	138
$40,000 OR MORE	12659	1027	34.3	8.1	219	7305	16.7	57.7	107	1482	22.6	11.7	145	1165	19.6	9.2	124
$30,000 OR MORE	24698	1628	54.3	6.6	178	14292	32.6	57.9	107	2639	40.3	10.7	132	2153	36.1	8.7	118
$25,000 OR MORE	32077	2003	66.8	6.2	169	18626	42.5	58.1	107	3121	47.6	9.7	120	2577	43.3	8.0	108
$20,000 - $24,999	9144	*291	9.7	3.2	86	4875	11.1	53.3	98	864	13.2	9.4	117	797	13.4	8.7	118
$15,000 - $19,999	8728	**140	4.7	1.6	43	4635	10.6	53.1	98	601	9.2	6.9	85	683	11.5	7.8	106
$10,000 - $14,999	12562	*251	8.4	2.0	54	7050	16.1	56.1	104	993	15.2	7.9	98	1049	17.6	8.4	113
UNDER $10,000	18475	*312	10.4	1.7	46	8674	19.8	46.9	87	973	14.9	5.3	65	851	14.3	4.6	62
HOUSEHOLD OF 1 PERSON	11987	623	20.8	5.2	140	6028	13.7	50.3	93	895	13.7	7.5	92	757	12.7	6.3	85
2 PEOPLE	26577	1038	34.6	3.9	106	13955	31.8	52.5	97	2369	36.2	8.9	110	1956	32.8	7.4	100
3 OR 4 PEOPLE	30617	982	32.8	3.2	87	17281	39.4	56.4	104	2136	32.6	7.0	86	2290	38.4	7.5	101
5 OR MORE PEOPLE	11804	**355	11.8	3.0	81	6596	15.0	55.9	103	1151	17.6	9.8	121	954	16.0	8.1	109
NO CHILD IN HSHLD	46165	1801	60.1	3.9	105	24609	56.1	53.3	98	3776	57.6	8.2	101	3318	55.7	7.2	97
CHILD(REN) UNDER 2 YRS	5325	**135	4.5	2.5	69	2861	6.5	53.7	99	*402	6.1	7.5	93	**257	4.3	4.8	65
2 - 5 YEARS	14221	*519	17.3	3.6	99	7579	17.3	53.3	98	1190	18.2	8.4	103	935	15.7	6.6	89
6 - 11 YEARS	15117	*492	16.4	3.3	88	8144	18.6	53.9	99	1214	18.5	8.0	99	1288	21.6	8.5	115
12 - 17 YEARS	16611	*509	17.0	3.1	83	9171	20.9	55.2	102	1403	21.4	8.4	104	1390	23.3	8.4	113
RESIDENCE OWNED	55884	2425	80.9	4.3	117	31386	71.6	56.2	104	4846	74.0	8.7	107	4315	72.4	7.7	104
VALUE: $50,000 OR MORE	31744	1962	65.5	6.2	167	17742	40.5	55.9	103	3445	52.6	10.9	134	2509	42.1	7.9	107
VALUE: UNDER $50,000	24140	*463	15.4	1.9	52	13644	31.1	56.5	104	1401	21.4	5.8	72	1806	30.3	7.5	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	CONSTANT COMMENT A '000	B % DOWN	C % ACROSS	D INDX	LIPTON A '000	B % DOWN	C % ACROSS	D INDX	RED ROSE A '000	B % DOWN	C % ACROSS	D INDX	SALADA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2997	100.0	3.7	100	43860	100.0	54.2	100	6551	100.0	8.1	100	5957	100.0	7.4	100
MAGAZINES	QUINTILE 1	15799	837	27.9	5.3	143	9461	21.6	59.9	111	1445	22.1	9.1	113	1131	19.0	7.2	97
	QUINTILE 2	17259	701	23.4	4.1	110	9655	22.0	55.9	103	1734	26.5	10.0	124	1544	25.9	8.9	122
	QUINTILE 3	13545	632	21.1	4.7	126	7575	17.3	55.9	103	1079	16.5	8.0	98	1009	16.9	7.4	101
	QUINTILE 4	15133	*422	14.1	2.8	75	7862	17.9	52.0	96	962	14.7	6.4	79	1071	18.0	7.1	96
	QUINTILE 5	19250	*405	13.5	2.1	57	9307	21.2	48.3	89	1331	20.3	6.9	85	1203	20.2	6.2	85
NEWSPAPERS	QUINTILE 1	12413	600	20.0	4.8	131	7253	16.5	58.4	108	1432	21.9	11.5	143	1506	25.3	12.1	165
	QUINTILE 2	24116	955	31.9	4.0	107	13183	30.1	54.7	101	2103	32.1	8.7	108	1990	33.4	8.3	112
	QUINTILE 3	11261	*376	12.5	3.3	90	6139	14.0	54.5	101	888	13.6	7.9	97	762	12.8	6.8	92
	QUINTILE 4	20255	782	26.1	3.9	104	10893	24.8	53.8	99	1444	22.0	7.1	88	1015	17.0	5.0	68
	QUINTILE 5	12940	*284	9.5	2.2	59	6393	14.6	49.4	91	686	10.5	5.3	66	685	11.5	5.3	72
OUTDOOR	QUINTILE 1	14852	*567	18.9	3.8	103	7695	17.5	51.8	96	1305	19.9	8.8	109	1146	19.2	7.7	105
	QUINTILE 2	15725	604	20.2	3.8	104	8564	19.5	54.5	101	1443	22.0	9.2	113	1077	18.1	6.8	93
	QUINTILE 3	16330	582	19.4	3.6	96	9136	20.8	55.9	103	1217	18.6	7.5	92	1273	21.4	7.8	106
	QUINTILE 4	16744	705	23.5	4.2	114	9215	21.0	55.0	102	1284	19.6	7.7	95	1186	19.9	7.1	96
	QUINTILE 5	17334	539	18.0	3.1	84	9250	21.1	53.4	99	1303	19.9	7.5	93	1275	21.4	7.4	100
RADIO-DRIVE TIME	QUINTILE 1	15911	613	20.5	3.9	104	8664	19.8	54.5	101	1464	22.3	9.2	114	1421	23.9	8.9	121
	QUINTILE 2	14837	*516	17.2	3.5	94	8004	18.2	53.9	100	1053	16.1	7.1	88	1187	19.9	8.0	109
	QUINTILE 3	15339	715	23.9	4.7	126	8204	18.7	53.5	99	1211	18.5	7.9	98	1000	16.8	6.5	89
	QUINTILE 4	16723	464	15.5	2.8	75	9253	21.1	55.3	102	1521	23.2	9.1	112	1119	18.8	6.7	91
	QUINTILE 5	18176	689	23.0	3.8	102	9734	22.2	53.6	99	1303	19.9	7.2	89	1230	20.6	6.8	92
RADIO-MID-DAY	TERCILE 1	21020	716	23.9	3.4	92	11274	25.7	53.6	99	1723	26.3	8.2	101	1754	29.4	8.3	113
	TERCILE 2	21610	720	24.0	3.3	90	12211	27.8	56.5	104	2080	31.8	9.6	119	1644	27.6	7.6	103
	TERCILE 3	38355	1562	52.1	4.1	110	20376	46.5	53.1	98	2748	41.9	7.2	89	2560	43.0	6.7	91
RADIO-TOTAL	QUINTILE 1	15988	529	17.7	3.3	89	8688	19.8	54.3	100	1393	21.3	8.7	108	1202	20.2	7.5	102
	QUINTILE 2	15626	637	21.3	4.1	110	8551	19.5	54.7	101	1214	18.5	7.8	96	1484	24.9	9.5	129
	QUINTILE 3	16723	704	23.5	4.2	114	8863	20.2	53.0	98	1410	21.5	8.4	104	1195	20.1	7.1	97
	QUINTILE 4	16342	555	18.5	3.4	92	9257	21.1	56.6	105	1330	20.3	8.1	101	915	15.4	5.6	76
	QUINTILE 5	16306	573	19.1	3.5	95	8501	19.4	52.1	96	1206	18.4	7.4	91	1163	19.5	7.1	97
TV-PRIME TIME	QUINTILE 1	15953	*546	18.2	3.4	92	8606	19.6	53.9	100	1543	23.6	9.7	120	1347	22.6	8.4	115
	QUINTILE 2	16137	693	23.1	4.3	116	8893	20.3	55.1	102	1367	20.9	8.5	105	1311	22.0	8.1	110
	QUINTILE 3	16420	502	16.8	3.1	83	9058	20.7	55.2	102	1351	20.6	8.2	102	1323	22.2	8.1	110
	QUINTILE 4	16687	538	18.0	3.2	87	9095	20.7	54.5	101	1136	17.3	6.8	84	1157	19.4	6.9	94
	QUINTILE 5	15789	718	24.0	4.5	123	8209	18.7	52.0	96	1154	17.6	7.3	90	820	13.8	5.2	71
TV-DAYTIME	TERCILE 1	27736	843	28.1	3.0	82	14905	34.0	53.7	99	2025	30.9	7.3	90	1828	30.7	6.6	90
	TERCILE 2	26489	923	30.8	3.5	94	14455	33.0	54.6	101	2304	35.2	8.7	108	2199	36.9	8.3	113
	TERCILE 3	26761	1232	41.1	4.6	124	14500	33.1	54.2	100	2222	33.9	8.3	103	1931	32.4	7.2	98
TV-TOTAL	QUINTILE 1	16345	*538	18.0	3.3	89	8407	19.2	51.4	95	1577	24.1	9.6	119	1166	19.6	7.1	97
	QUINTILE 2	16447	521	17.4	3.2	86	9615	21.9	58.5	108	1077	16.4	6.5	81	1268	21.3	7.7	105
	QUINTILE 3	15980	*415	13.8	2.6	70	8817	20.1	55.2	102	1292	19.7	8.1	100	1245	20.9	7.8	106
	QUINTILE 4	15887	769	25.7	4.8	131	8359	19.1	52.6	97	1352	20.6	8.5	105	1234	20.7	7.8	106
	QUINTILE 5	16326	755	25.2	4.6	125	8662	19.7	53.1	98	1254	19.1	7.7	95	1044	17.5	6.4	87
MAGAZINES-NEWSPAPERS: DUAL		20721	1127	37.6	5.4	147	11884	27.1	57.4	106	2184	33.3	10.5	130	2129	35.7	10.3	140
MAGAZINE IMPERATIVE		19186	755	25.2	3.9	106	11014	25.1	57.4	106	1497	22.9	7.8	96	1010	17.0	5.3	72
NEWSPAPER IMPERATIVE		21899	579	19.3	2.6	71	11661	26.6	53.2	98	1752	26.7	8.0	99	1796	30.1	8.2	111
MAGAZINES-OUTDOOR: DUAL		15451	759	25.3	4.9	133	8734	19.9	56.5	104	1452	22.2	9.4	116	1235	20.7	8.0	109
MAGAZINE IMPERATIVE		25953	1095	36.5	4.2	114	15036	34.3	57.9	107	2262	34.5	8.7	108	2035	34.2	7.8	107
OUTDOOR IMPERATIVE		24400	675	22.5	2.8	75	12401	28.3	50.8	94	1879	28.7	7.7	95	1591	26.7	6.5	89
MAGAZINES-RADIO: DUAL		18049	884	29.5	4.9	132	10396	23.7	57.6	106	1631	24.9	9.0	112	1406	23.6	7.8	106
MAGAZINE IMPERATIVE		23571	1038	34.6	4.4	119	13459	30.7	57.1	105	2252	34.4	9.6	118	1745	29.3	7.4	101
RADIO IMPERATIVE		23278	668	22.3	2.9	78	11863	27.0	51.0	94	1632	24.9	7.0	87	1790	30.0	7.7	105
MAGAZINES-TELEVISION: DUAL		15459	608	20.3	3.9	106	8884	20.3	57.5	106	1481	22.6	9.6	118	1307	21.9	8.5	115
MAGAZINE IMPERATIVE		25829	1387	46.3	5.4	145	14716	33.6	57.0	105	2344	35.8	9.1	112	1966	33.0	7.6	103
TELEVISION IMPERATIVE		26039	623	20.8	2.4	65	13544	30.9	52.0	96	1719	26.2	6.6	82	1707	28.7	6.6	89
NEWSPAPERS-OUTDOOR: DUAL		16605	663	22.1	4.0	108	9338	21.3	56.2	104	1602	24.5	9.6	119	1581	26.5	9.5	129
NEWSPAPER IMPERATIVE		26834	1110	37.0	4.1	112	15048	34.3	56.1	104	2436	37.2	9.1	112	2440	41.0	9.1	124
OUTDOOR IMPERATIVE		23346	773	25.8	3.3	89	12004	27.4	51.4	95	1744	26.6	7.5	92	1170	19.6	5.0	68
NEWSPAPERS-RADIO: DUAL		17133	711	23.7	4.1	112	9376	21.4	54.7	101	1747	26.7	10.2	126	1802	30.3	10.5	143
NEWSPAPER IMPERATIVE		25892	1029	34.3	4.0	107	14578	33.2	56.3	104	2394	36.5	9.2	114	2064	34.6	8.0	108
RADIO IMPERATIVE		23167	803	26.8	3.5	94	12479	28.5	53.9	99	1495	22.8	6.5	80	1312	22.0	5.7	77
NEWSPAPERS-TELEVISION: DUAL		17159	530	17.7	3.1	83	9561	21.8	55.7	103	1823	27.8	10.6	131	1591	26.7	9.3	126
NEWSPAPER IMPERATIVE		26214	1270	42.4	4.8	131	14581	33.2	55.6	103	2270	34.7	8.7	107	2354	39.5	9.0	122
TELEVISION IMPERATIVE		23412	608	20.3	2.6	70	12446	28.4	53.2	98	1325	20.2	5.7	70	1255	21.1	5.4	73
OUTDOOR-RADIO: DUAL		15303	631	21.1	4.1	111	8331	19.0	54.4	101	1282	19.6	8.4	104	1113	18.7	7.3	99
OUTDOOR IMPERATIVE		24901	867	28.9	3.5	94	13348	30.4	53.6	99	2048	31.3	8.2	102	1726	29.0	6.9	94
RADIO IMPERATIVE		26492	1039	34.7	3.9	106	14589	33.3	55.1	102	2128	32.5	8.0	99	2176	36.5	8.2	112
OUTDOOR-TELEVISION: DUAL		14794	*381	12.7	2.6	70	8310	18.9	56.2	104	1338	20.4	9.0	112	1095	18.4	7.4	101
OUTDOOR IMPERATIVE		25437	1159	38.7	4.6	123	13675	31.2	53.8	99	2125	32.4	8.4	103	1889	31.7	7.4	101
TELEVISION IMPERATIVE		27877	901	30.1	3.2	87	15414	35.1	55.3	102	2197	33.5	7.9	97	2138	35.9	7.7	104
RADIO-TELEVISION: DUAL		15996	*469	15.6	2.9	79	8571	19.5	53.6	99	1411	21.5	8.8	109	1444	24.2	9.0	123
RADIO IMPERATIVE		25478	1048	35.0	4.1	111	13671	31.2	53.7	99	2117	32.3	8.3	103	2021	33.9	7.9	108
TELEVISION IMPERATIVE		26573	828	27.6	3.1	84	14863	33.9	55.9	103	2115	32.3	8.0	98	1723	28.9	6.5	88

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	TOTAL U.S. '000	CONSTANT COMMENT A '000	B % DOWN	C % ACROSS	D INDX	LIPTON A '000	B % DOWN	C % ACROSS	D INDX	RED ROSE A '000	B % DOWN	C % ACROSS	D INDX	SALADA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2997	100.0	3.7	100	43860	100.0	54.2	100	6551	100.0	8.1	100	5957	100.0	7.4	100
ATLANTIC MONTHLY	415	**23	0.8	5.5	150	*245	0.6	59.0	109	**53	0.8	12.8	158	**66	1.1	15.9	216
BARRON'S	453	**78	2.6	17.2	465	*312	0.7	68.9	127	**118	1.8	26.0	322	**65	1.1	14.3	195
BETTER HOMES & GARDENS	16256	774	25.8	4.8	129	9595	21.9	59.0	109	1715	26.2	10.5	130	1252	21.0	7.7	105
BON APPETIT	2535	*204	6.8	8.0	217	1433	3.3	56.5	104	429	6.5	16.9	209	*150	2.5	5.9	80
BUSINESS WEEK	1278	**168	5.6	13.1	355	649	1.5	50.8	94	*136	2.1	10.6	132	**103	1.7	8.1	110
CAR AND DRIVER	378	**28	0.9	7.4	200	*226	0.5	59.8	110	**20	0.3	5.3	65	**18	0.3	4.8	65
CBS MAGAZINE NETWORK (GROSS)	1498	**85	2.8	5.7	153	975	2.2	65.1	120	**129	2.0	8.6	106	**120	2.0	8.0	109
CHANGING TIMES	1505	**114	3.8	7.6	205	802	1.8	53.3	98	*184	2.8	12.2	151	**135	2.3	9.0	122
COLONIAL HOMES	1231	**66	2.2	5.4	145	723	1.6	58.7	108	*125	1.9	10.2	126	**92	1.5	7.5	102
CONDE NAST MAG. PKG. (GROSS)	14146	605	20.2	4.3	116	7992	18.2	56.5	104	1326	20.2	9.4	116	863	14.5	6.1	83
CONSUMERS DIGEST	1323	**21	0.7	1.6	43	827	1.9	62.5	115	*156	2.4	11.8	146	**97	1.6	7.3	100
COSMOPOLITAN	7102	*207	6.9	2.9	79	3913	8.9	55.1	102	724	11.1	10.2	126	634	10.6	8.9	121
COUNTRY LIVING	2481	*123	4.1	5.0	134	1344	3.1	54.2	100	*223	3.4	9.0	111	245	4.1	9.9	134
CUISINE	1472	**134	4.5	9.1	246	923	2.1	62.7	116	*157	2.4	10.7	132	**84	1.4	5.7	78
CYCLE WORLD	425	**14	0.5	3.3	89	*323	0.7	76.0	140	**61	0.9	14.4	177	**52	0.9	12.2	166
DCI:CREATIVE IDEAS FOR LIV	2510	**71	2.4	2.8	76	1464	3.3	58.3	108	*214	3.3	8.5	105	*160	2.7	6.4	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*168	5.6	2.5	68	4036	9.2	60.3	111	324	4.9	4.8	60	*201	3.4	3.0	41
DISCOVER	894	**46	1.5	5.1	139	408	0.9	45.6	84	*98	1.5	11.0	136	**77	1.3	8.6	117
EBONY	3507	**50	1.7	1.4	39	1860	4.2	53.0	98	*177	2.7	5.0	62	177	3.0	5.0	69
ESQUIRE	1083	**59	2.0	5.4	147	688	1.6	63.5	117	**76	1.2	7.0	87	**40	0.7	3.7	50
ESSENCE	1830	**10	0.3	0.5	15	958	2.2	52.3	97	*120	1.8	6.6	81	**30	0.5	1.6	22
FAMILY CIRCLE	15930	825	27.5	5.2	140	8958	20.4	56.2	104	1659	25.3	10.4	129	1519	25.5	9.5	130
THE FAMILY HANDYMAN	1126	**78	2.6	6.9	187	625	1.4	55.5	102	**132	2.0	11.7	145	**118	2.0	10.5	142
FAMILY WEEKLY	11468	469	15.6	4.1	111	6763	15.4	59.0	109	945	14.4	8.2	102	1063	17.8	9.3	126
FIELD & STREAM	2234	**43	1.4	1.9	52	1304	3.0	58.4	108	**130	2.0	5.8	72	**111	1.9	5.0	68
FOOD & WINE	579	**0	0.0	0.0	0	315	0.7	54.4	100	**36	0.5	6.2	77	**27	0.5	4.7	63
FORBES	728	**102	3.4	14.0	379	363	0.8	49.9	92	**90	1.4	12.4	153	**64	1.1	8.8	120
FORTUNE	906	**133	4.4	14.7	397	611	1.4	67.4	125	**133	2.0	14.7	181	**99	1.7	10.9	149
GENTLEMEN'S QUARTERLY	791	**42	1.4	5.3	143	424	1.0	53.6	99	**59	0.9	7.5	92	**20	0.3	2.5	34
GLAMOUR	5265	*304	10.1	5.8	156	3167	7.2	60.2	111	504	7.7	9.6	118	317	5.3	6.0	82
GOLF DIGEST	636	**44	1.5	6.9	187	472	1.1	74.2	137	**30	0.5	4.7	58	**82	1.4	12.9	175
GOLF DIGEST/TENNIS (GROSS)	1186	**102	3.4	8.6	232	747	1.7	63.0	116	**63	1.0	5.3	66	**127	2.1	10.7	146
GOLF MAGAZINE	441	**88	2.9	20.0	539	330	0.8	74.8	138	**25	0.4	5.7	70	**70	1.2	15.9	216
GOLF MAGAZINE/SKI (GROSS)	922	**94	3.1	10.2	275	619	1.4	67.1	124	**52	0.8	5.6	70	**114	1.9	12.4	168
GOOD HOUSEKEEPING	16487	796	26.6	4.8	130	9805	22.4	59.5	110	1731	26.4	10.5	130	1376	23.1	8.3	113
HARPER'S BAZAAR	2423	*146	4.9	6.0	163	1368	3.1	56.5	104	305	4.7	12.6	156	*156	2.6	6.4	88
HEALTH	1994	**108	3.6	5.4	146	1109	2.5	55.6	103	*216	3.3	10.8	134	**108	1.8	5.4	74
HEARST MAG CORP. BUY (GROSS)	44101	1859	62.0	4.2	114	25633	58.4	58.1	107	4430	67.6	10.0	124	3551	59.6	8.1	109
HEARST MAN POWER (GROSS)	1993	*105	3.5	5.3	142	1185	2.7	59.5	110	*162	2.5	8.1	100	*194	3.3	9.7	132
HEARST WOMAN POWER (GROSS)	31274	1227	40.9	3.9	106	18244	41.6	58.3	108	3184	48.6	10.2	126	2574	43.2	8.2	112
HOUSE BEAUTIFUL	3623	*154	5.1	4.3	115	2102	4.8	58.0	107	313	4.8	8.6	107	213	3.6	5.9	80
INC.	283	**61	2.0	21.6	582	*170	0.4	60.1	111	**42	0.6	14.8	183	**3	0.1	1.1	14
JET	2928	**27	0.9	0.9	25	1553	3.5	53.0	98	*150	2.3	5.1	63	*133	2.2	4.5	62
LADIES' HOME JOURNAL	11918	492	16.4	4.1	112	7144	16.3	59.9	111	1085	16.6	9.1	113	692	11.6	5.8	79
LHJ FAMILY GRP COMBO(GROSS)	16764	708	23.6	4.2	114	9916	22.6	59.2	109	1503	22.9	9.0	111	950	15.9	5.7	77
LIFE	4254	*201	6.7	4.7	128	2351	5.4	55.3	102	483	7.4	11.4	140	397	6.7	9.3	127
L.A. TIMES HOME MAGAZINE	1145	*188	6.3	16.4	444	616	1.4	53.8	99	**96	1.5	8.4	104	**8	0.1	0.7	9
MADEMOISELLE	2884	**110	3.7	3.8	103	1566	3.6	54.3	100	301	4.6	10.4	129	*142	2.4	4.9	67
MC CALL'S	13460	557	18.6	4.1	112	8236	18.8	61.2	113	1000	15.3	7.4	92	1007	16.9	7.5	102
MC CALL'S/WRK MOTHER (GROSS)	14606	591	19.7	4.0	109	9019	20.6	61.7	114	1103	16.8	7.6	93	1114	18.7	7.6	104
MECHANIX ILLUSTRATED	772	**54	1.8	7.0	189	453	1.0	58.7	108	**126	1.9	16.3	202	**122	2.0	15.8	215
METROPOLITAN HOME	967	**59	2.0	6.1	165	477	1.1	49.3	91	**75	1.1	7.8	96	**71	1.2	7.3	100
MONEY	1588	**135	4.5	8.5	230	948	2.2	59.7	110	*224	3.4	14.1	174	*105	1.8	6.6	90
MOTHER EARTH NEWS	1002	**48	1.6	4.8	129	584	1.3	58.3	108	**118	1.8	11.8	146	**104	1.7	10.4	141
MS.	825	**34	1.1	4.1	111	464	1.1	56.2	104	**103	1.6	12.5	154	**58	1.0	7.0	96
NATIONAL ENQUIRER	10336	*166	5.5	1.6	43	6277	14.3	60.7	112	674	10.3	6.5	81	589	9.9	5.7	77
NATIONAL GEOGRAPHIC	9597	751	25.1	7.8	211	5588	12.7	58.2	108	969	14.8	10.1	125	743	12.5	7.7	105
NATIONAL SUNDAY MAGAZINE PKG	49558	2073	69.2	4.2	113	27775	63.3	56.0	103	4493	68.6	9.1	112	4066	68.3	8.2	112
NATURAL HISTORY	573	**39	1.3	6.8	184	344	0.8	60.0	111	**123	1.9	21.5	265	**27	0.5	4.7	64
NEW WOMAN	1699	**51	1.7	3.0	81	1027	2.3	60.4	112	*115	1.8	6.8	84	*120	2.0	7.1	96
NEW YORK INCLUDING CUE	443	**35	1.2	7.9	213	228	0.5	51.5	95	**97	1.5	21.9	271	**56	0.9	12.6	172
THE NEW YORKER	1270	**68	2.3	5.4	145	685	1.6	53.9	100	*211	3.2	16.6	205	*129	2.2	10.2	138
NEWSWEEK	6277	336	11.2	5.4	145	3628	8.3	57.8	107	557	8.5	8.9	110	543	9.1	8.7	118
THE N.Y. TIMES DAILY EDITION	1205	**115	3.8	9.5	258	685	1.6	56.8	105	252	3.8	20.9	259	*274	4.6	22.7	309
THE N.Y. TIMES MAGAZINE	2081	*207	6.9	9.9	269	1088	2.5	52.3	97	547	8.3	26.3	325	439	7.4	21.1	287
OMNI	788	**32	1.1	4.1	110	446	1.0	56.6	105	**80	1.2	10.2	126	**121	2.0	15.4	209
ON CABLE	1158	**0	0.0	0.0	0	656	1.5	56.6	105	**95	1.5	8.2	101	**36	0.6	3.1	42
1001 HOME IDEAS	2852	**108	3.6	3.8	102	1663	3.8	58.3	108	*202	3.1	7.1	88	*150	2.5	5.3	72
ORGANIC GARDENING	1658	**107	3.6	6.5	174	1027	2.3	61.9	114	*284	4.3	17.1	212	*158	2.7	9.5	130
OUTDOOR LIFE	896	**18	0.6	2.0	54	450	1.0	50.2	93	**50	0.8	5.6	69	**58	1.0	6.5	88
PARADE MAGAZINE	24275	1024	34.2	4.2	114	13443	30.6	55.4	102	2564	39.1	10.6	131	2234	37.5	9.2	125

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

0639
P-18

	TOTAL U.S. '000	CONSTANT COMMENT A '000	B % DOWN	C % ACROSS	D INDX	LIPTON A '000	B % DOWN	C % ACROSS	D INDX	RED ROSE A '000	B % DOWN	C % ACROSS	D INDX	SALADA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2997	100.0	3.7	100	43860	100.0	54.2	100	6551	100.0	8.1	100	5957	100.0	7.4	100
PARENTS	3845	*173	5.8	4.5	122	2220	5.1	57.7	107	370	5.6	9.6	119	317	5.3	8.2	112
PENTHOUSE	831	**38	1.3	4.6	124	438	1.0	52.7	97	**15	0.2	1.8	22	**46	0.8	5.5	75
PEOPLE	11645	572	19.1	4.9	133	6716	15.3	57.7	106	1003	15.3	8.6	106	754	12.7	6.5	88
PLAYBOY	2006	**51	1.7	2.5	69	1006	2.3	50.1	93	*177	2.7	8.8	109	*176	3.0	8.8	119
POPULAR HOT RODDING	297	**7	0.2	2.4	64	*179	0.4	60.3	111	**27	0.4	9.1	112	**25	0.4	8.4	114
POPULAR MECHANICS	1018	**65	2.2	6.5	175	650	1.5	63.9	118	**86	1.3	8.4	104	**139	2.3	13.7	186
POPULAR SCIENCE	878	**53	1.8	6.0	163	463	1.1	52.7	97	**74	1.1	8.4	104	**40	0.7	4.6	62
PREVENTION	3913	*170	5.7	4.3	117	1989	4.5	50.8	94	414	6.3	10.6	131	362	6.1	9.3	126
PSYCHOLOGY TODAY	1710	**110	3.7	6.4	174	941	2.1	55.0	102	*230	3.5	13.5	166	*146	2.5	8.5	116
READER'S DIGEST	22204	967	32.3	4.4	118	12911	29.4	58.1	107	1893	28.9	8.5	105	1734	29.1	7.8	106
REDBOOK	7684	223	7.4	2.9	78	4526	10.3	58.9	109	730	11.1	9.5	117	564	9.5	7.3	100
ROAD & TRACK	410	**30	1.0	7.3	198	*253	0.6	61.7	114	**32	0.5	7.8	96	**33	0.6	8.0	109
ROLLING STONE	969	**32	1.1	3.3	89	528	1.2	54.5	101	**110	1.7	11.4	140	**96	1.6	9.9	135
RUNNER'S WORLD	298	**8	0.3	2.7	73	*162	0.4	54.4	100	**45	0.7	15.1	187	**17	0.3	5.7	78
SATURDAY EVENING POST	1169	**93	3.1	8.0	215	663	1.5	56.7	105	**97	1.5	8.3	103	**102	1.7	8.7	119
SCIENCE 84	587	**34	1.1	5.8	157	389	0.9	66.3	122	**64	1.0	10.9	135	**34	0.6	5.8	79
SCIENCE DIGEST	482	**23	0.8	4.8	129	248	0.6	51.5	95	**56	0.9	11.6	144	**35	0.6	7.3	99
SCIENTIFIC AMERICAN	594	**41	1.4	6.9	187	302	0.7	50.8	94	**72	1.1	12.1	150	**44	0.7	7.4	101
SELF	2089	**46	1.5	2.2	60	1218	2.8	58.3	108	*101	1.5	4.8	60	*117	2.0	5.6	76
SEVENTEEN	2411	**78	2.6	3.2	87	1291	2.9	53.5	99	*198	3.0	8.2	102	**110	1.8	4.6	62
SKI	480	**6	0.2	1.3	34	288	0.7	60.0	111	**27	0.4	5.6	70	**44	0.7	9.2	125
SMITHSONIAN	2760	*193	6.4	7.0	189	1502	3.4	54.4	100	378	5.8	13.7	169	225	3.8	8.2	111
SOAP OPERA DIGEST	3013	**36	1.2	1.2	32	1795	4.1	59.6	110	*184	2.8	6.1	75	*156	2.6	5.2	70
SOUTHERN LIVING	4184	*97	3.2	2.3	63	2572	5.9	61.5	114	*110	1.7	2.6	33	**41	0.7	1.0	13
SPORT	559	**0	0.0	0.0	0	288	0.7	51.5	95	**15	0.2	2.7	33	**33	0.6	5.9	80
THE SPORTING NEWS	436	**9	0.3	2.1	56	*300	0.7	68.8	127	**19	0.3	4.4	54	**6	0.1	1.4	19
SPORTS AFIELD	493	**16	0.5	3.2	88	288	0.7	58.4	108	**20	0.3	4.1	50	**20	0.3	4.1	55
SPORTS ILLUSTRATED	2758	**99	3.3	3.6	97	1703	3.9	61.7	114	*213	3.3	7.7	95	*193	3.2	7.0	95
STAR	7456	*134	4.5	1.8	49	4474	10.2	60.0	111	541	8.3	7.3	90	508	8.5	6.8	93
SUNDAY	24936	1025	34.2	4.1	111	13596	31.0	54.5	101	2536	38.7	10.2	126	2260	37.9	9.1	123
SUNSET	2124	307	10.2	14.5	391	1252	2.9	58.9	109	*262	4.0	12.3	152	**28	0.5	1.3	18
TV GUIDE	21661	637	21.3	2.9	79	12631	28.8	58.3	108	1794	27.4	8.3	102	1599	26.8	7.4	100
TENNIS	550	**59	2.0	10.7	290	*275	0.6	50.0	92	**33	0.5	6.0	74	**45	0.8	8.2	111
TIME	8880	572	19.1	6.4	174	4890	11.1	55.1	102	934	14.3	10.5	130	754	12.7	8.5	115
TOWN & COUNTRY	917	**35	1.2	3.8	103	566	1.3	61.7	114	**115	1.8	12.5	155	**61	1.0	6.7	90
TRAVEL & LEISURE	972	**49	1.6	5.0	136	572	1.3	58.8	109	**122	1.9	12.6	155	**106	1.8	10.9	148
TRUE STORY	3356	**77	2.6	2.3	62	1909	4.4	56.9	105	*158	2.4	4.7	58	*194	3.3	5.8	79
U.S.NEWS & WORLD REPORT	3410	*220	7.3	6.5	174	2143	4.9	62.8	116	309	4.7	9.1	112	238	4.0	7.0	95
USA TODAY	1759	**72	2.4	4.1	111	1014	2.3	57.6	106	*143	2.2	8.1	101	*161	2.7	9.2	124
US	1873	**42	1.4	2.2	61	1147	2.6	61.2	113	**115	1.8	6.1	76	*123	2.1	6.6	89
VOGUE	3909	*146	4.9	3.7	101	2042	4.7	52.2	96	421	6.4	10.8	133	287	4.8	7.3	100
WALL STREET JOURNAL	1886	**161	5.4	8.5	231	1203	2.7	63.8	118	*186	2.8	9.9	122	*169	2.8	9.0	122
WEIGHT WATCHERS	2120	*134	4.5	6.3	171	1215	2.8	57.3	106	*131	2.0	6.2	76	*104	1.7	4.9	67
WOMAN'S DAY	14172	771	25.7	5.4	147	8272	18.9	58.4	108	1590	24.3	11.2	139	1378	23.1	9.7	132
WORKING MOTHER	1146	**34	1.1	3.0	80	784	1.8	68.4	126	**103	1.6	9.0	111	**107	1.8	9.3	127
WORKING WOMAN	1322	**76	2.5	5.7	155	743	1.7	56.2	104	*181	2.8	13.7	169	**86	1.4	6.5	88
WORLD TENNIS	*163	**18	0.6	11.0	298	**88	0.2	54.0	100	**19	0.3	11.7	144	**9	0.2	5.5	75
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**84	2.8	3.3	90	1534	3.5	60.6	112	*187	2.9	7.4	91	*183	3.1	7.2	98
BLAIR INSERTS	43657	1921	64.1	4.4	119	24146	55.1	55.3	102	4128	63.0	9.5	117	3648	61.2	8.4	114
DAILY NEWSPAPERS																	
READ ANY	51633	2134	71.2	4.1	112	28474	64.9	55.1	102	4531	69.2	8.8	108	4404	73.9	8.5	116
READ ONE	43463	1702	56.8	3.9	106	23630	53.9	54.4	100	3664	55.9	8.4	104	3473	58.3	8.0	109
READ TWO OR MORE	8170	432	14.4	5.3	143	4843	11.0	59.3	109	866	13.2	10.6	131	931	15.6	11.4	155
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2123	70.8	4.0	109	29336	66.9	55.7	103	4831	73.7	9.2	113	4411	74.0	8.4	114
READ ONE	46126	1763	58.8	3.8	103	25570	58.3	55.4	102	4003	61.1	8.7	107	3547	59.5	7.7	105
READ TWO OR MORE	6552	359	12.0	5.5	148	3766	8.6	57.5	106	828	12.6	12.6	156	865	14.5	13.2	179
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	24.64				27.46				29.00				28.00			
30 DAY REACH	71455	2715	90.6	3.8	103	38718	88.3	54.2	100	5771	88.1	8.1	100	5325	89.4	7.5	101
50 SHWG - 30 DAY AV FREQ	14.56	12.81				14.50				15.30				14.99			
30 DAY REACH	67742	2612	87.2	3.9	104	36740	83.8	54.2	100	5481	83.7	8.1	100	4992	83.8	7.4	100
25 SHWG - 30 DAY AV FREQ	7.94	6.90				7.86				8.10				8.16			
30 DAY REACH	62117	2426	80.9	3.9	106	33829	77.1	54.5	101	5171	78.9	8.3	103	4568	76.7	7.4	100
CABLE TV: HOME WIRED	32077	1310	43.7	4.1	110	18504	42.2	57.7	107	2660	40.6	8.3	103	2791	46.9	8.7	118
HOME NOT WIRED	48909	1688	56.3	3.5	93	25356	57.8	51.8	96	3891	59.4	8.0	98	3166	53.1	6.5	88
HAVE PAY CABLE	15935	722	24.1	4.5	122	9361	21.3	58.7	108	1293	19.7	8.1	100	1270	21.3	8.0	108

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CONSTANT COMMENT A '000	B % DOWN	C % ACROSS	D INDX	LIPTON A '000	B % DOWN	C % ACROSS	D INDX	RED ROSE A '000	B % DOWN	C % ACROSS	D INDX	SALADA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2997	100.0	3.7	100	43860	100.0	54.2	100	6551	100.0	8.1	100	5957	100.0	7.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1722	57.5	3.9	106	23954	54.6	54.5	101	3771	57.6	8.6	106	3441	57.8	7.8	107
10:00 AM - 3:00 PM	30659	1039	34.7	3.4	92	16868	38.5	55.0	102	2674	40.8	8.7	108	2400	40.3	7.8	104
3:00 PM - 7:00 PM	31045	1229	41.0	4.0	107	16516	37.7	53.2	98	2462	37.6	7.9	98	2397	40.2	7.7	104
7:00 PM - MIDNIGHT	15767	651	21.7	4.1	112	8332	19.0	52.8	98	1316	20.1	8.3	103	1089	18.3	6.9	93
MIDNIGHT - 6:00 AM	9120	390	13.0	4.3	116	4964	11.3	54.4	101	715	10.9	7.8	97	685	11.5	7.5	102
6:00 AM - MIDNIGHT	58527	2230	74.4	3.8	103	31997	73.0	54.7	101	4888	74.6	8.4	103	4367	73.3	7.5	101
ENTIRE DAY	59311	2268	75.7	3.8	103	32388	73.8	54.6	101	4933	75.3	8.3	103	4444	74.6	7.5	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	673	22.5	4.2	112	8954	20.4	55.4	102	1346	20.5	8.3	103	1584	26.6	9.8	132
ALL NEWS	2256	*195	6.5	8.6	234	1244	2.8	55.1	102	402	6.1	17.8	220	252	4.2	11.2	151
AOR/PROGRESSIVE	3874	*186	6.2	4.8	130	2181	5.0	56.3	104	400	6.1	10.3	128	344	5.8	8.9	120
BEAUTIFUL MUSIC	5660	*259	8.6	4.6	124	3072	7.0	54.3	100	579	8.8	10.2	126	461	7.7	8.1	110
BLACK	2204	**35	1.2	1.6	43	1159	2.6	52.6	97	**72	1.1	3.3	40	*167	2.8	7.6	102
CLASSICAL	1418	**120	4.0	8.5	229	726	1.7	51.2	95	*165	2.5	11.6	144	*158	2.7	11.1	150
CHR/ROCK	9538	345	11.5	3.6	98	5333	12.2	55.9	103	784	12.0	8.2	102	801	13.4	8.4	113
COUNTRY	12648	437	14.6	3.5	93	7137	16.3	56.4	104	720	11.0	5.7	70	679	11.4	5.4	73
GOLDEN OLDIES	1191	**26	0.9	2.2	59	653	1.5	54.8	101	**73	1.1	6.1	76	**33	0.6	2.8	38
MOR/NOSTALGIA	4757	*200	6.7	4.2	114	2596	5.9	54.6	101	460	7.0	9.7	120	318	5.3	6.7	90
NEWS/TALK	3863	*222	7.4	5.7	155	2059	4.7	53.3	98	499	7.6	12.9	160	306	5.1	7.9	107
RELIGIOUS	3084	**151	5.0	4.9	132	1589	3.6	51.5	95	*203	3.1	6.6	81	*142	2.4	4.6	62
SOFT ROCK	521	**22	0.7	4.2	114	*176	0.4	33.8	62	**32	0.5	6.1	76	**25	0.4	4.8	65
URBAN CONTEMPORARY	1585	**29	1.0	1.8	49	804	1.8	50.7	94	*179	2.7	11.3	140	*108	1.8	6.8	92
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**68	2.3	2.1	56	1694	3.9	51.9	96	*282	4.3	8.6	107	*367	6.2	11.3	153
ABC DIRECTION	2316	**172	5.7	7.4	201	1299	3.0	56.1	104	303	4.6	13.1	162	*230	3.9	9.9	134
ABC ENTERTAINMENT	4834	*131	4.4	2.7	73	2722	6.2	56.3	104	442	6.7	9.1	113	348	5.8	7.2	98
ABC FM	2202	**70	2.3	3.2	86	1247	2.8	56.6	105	*122	1.9	5.5	68	**111	1.9	5.0	68
ABC INFORMATION	5425	303	10.1	5.6	151	3084	7.0	56.8	105	506	7.7	9.3	115	360	6.0	6.6	90
ABC ROCK	1677	**61	2.0	3.6	98	935	2.1	55.8	103	**136	2.1	8.1	100	*182	3.1	10.9	147
CBS	4430	275	9.2	6.2	168	2580	5.9	58.2	108	520	7.9	11.7	145	356	6.0	8.0	108
MUTUAL	4992	*279	9.3	5.6	151	2846	6.5	57.0	105	318	4.9	6.4	79	363	6.1	7.3	98
NBC	4679	*206	6.9	4.4	119	2559	5.8	54.7	101	542	8.3	11.6	143	582	9.8	12.4	168
RADIORADIO	1994	**43	1.4	2.2	58	1112	2.5	55.8	103	*213	3.3	10.7	132	*155	2.6	7.8	105
RKO ONE	2296	**87	2.9	3.8	102	1198	2.7	52.1	96	*111	1.7	4.8	60	*190	3.2	8.3	112
RKO TWO	3311	**77	2.6	2.3	63	1789	4.1	54.0	100	282	4.3	8.5	105	*226	3.8	6.8	92
THE SOURCE	2114	**70	2.3	3.3	89	1249	2.8	59.1	109	**141	2.2	6.7	82	**161	2.7	7.6	103
NON-WIRED : BLAIR	8654	343	11.4	4.0	107	4854	11.1	56.1	104	640	9.8	7.4	91	576	9.7	6.7	90
INTERNET	12025	515	17.2	4.3	116	6489	14.8	54.0	100	1045	16.0	8.7	107	870	14.6	7.2	98
KATZ RADIO GROUP	15359	749	25.0	4.9	132	8378	19.1	54.5	101	1533	23.4	10.0	123	1317	22.1	8.6	116
SUPERNET	10628	394	13.1	3.7	100	5724	13.1	53.9	99	999	15.2	9.4	116	804	13.5	7.6	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	334	11.1	3.9	104	4586	10.5	53.0	98	632	9.6	7.3	90	538	9.0	6.2	84
WKDAY 9:00 AM - 1:00 PM	12163	367	12.2	3.0	82	6675	15.2	54.9	101	901	13.8	7.4	92	800	13.4	6.6	89
WKDAY 1:00 PM - 4:30 PM	16150	412	13.7	2.6	69	8717	19.9	54.0	100	1177	18.0	7.3	90	1045	17.5	6.5	88
WKDAY 4:30 PM - 7:30 PM	22463	773	25.8	3.4	93	12006	27.4	53.4	99	1980	30.2	8.8	109	1727	29.0	7.7	104
WKDAY 7:30 PM - 8:00 PM	31795	1009	33.7	3.2	86	17267	39.4	54.3	100	2656	40.5	8.4	103	2510	42.1	7.9	106
WKDAY 11:00 PM - 11:30 PM	23977	851	28.4	3.5	96	13257	30.2	55.3	102	1936	29.6	8.1	100	1898	31.9	7.9	107
WKDAY 11:30 PM - 1:00 AM	7703	240	8.0	3.1	84	4240	9.7	55.0	102	544	8.3	7.1	87	524	8.8	6.8	92
M-SAT 8-11 PM+SUN 7-11 PM	33800	1220	40.7	3.6	98	18421	42.0	54.5	101	2929	44.7	8.7	107	2679	45.0	7.9	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	249	8.3	3.8	103	3697	8.4	56.5	104	661	10.1	10.1	125	374	6.3	5.7	77
ANOTHER WORLD N	4620	**76	2.5	1.6	44	2491	5.7	53.9	100	282	4.3	6.1	75	262	4.4	5.7	77
AS THE WORLD TURNS C	5614	157	5.2	2.8	76	3033	6.9	54.0	100	222	3.4	4.0	49	234	3.9	4.2	57
CAPITOL C	3396	**51	1.7	1.5	41	1873	4.3	55.2	102	150	2.3	4.4	55	166	2.8	4.9	66
CBS MORN. NEWS 1 C	1446	*46	1.5	3.2	86	726	1.7	50.2	93	*107	1.6	7.4	91	*73	1.2	5.0	68
CBS MORN. NEWS 2 C	1207	*35	1.2	2.9	78	569	1.3	47.1	87	104	1.6	8.6	107	*95	1.6	7.9	106
DAYS OF OUR LIVES N	5877	150	5.0	2.6	69	3378	7.7	57.5	106	473	7.2	8.0	99	432	7.3	7.4	100
FACTS OF LIFE - DAYTIME N	2290	**49	1.6	2.1	58	1081	2.5	47.2	87	142	2.2	6.2	77	90	1.5	3.9	53
FAMILY FEUD A	3023	*83	2.8	2.7	74	1714	3.9	56.7	105	186	2.8	6.2	76	115	1.9	3.8	51
GENERAL HOSPITAL A	6097	109	3.6	1.8	48	3349	7.6	54.9	101	559	8.5	9.2	113	442	7.4	7.2	98
GOOD MORNING, AMERICA-730 A	3515	123	4.1	3.5	95	2081	4.7	59.2	109	288	4.4	8.2	101	251	4.2	7.1	97
GOOD MORNING, AMERICA-830 A	2818	130	4.3	4.6	125	1739	4.0	61.7	114	269	4.1	9.5	118	218	3.7	7.7	104
GUIDING LIGHT C	5339	163	5.4	3.1	82	2986	6.8	55.9	103	267	4.1	5.0	62	316	5.3	5.9	80
ONE LIFE TO LIVE A	4478	*85	2.8	1.9	51	2482	5.7	55.4	102	347	5.3	7.7	96	261	4.4	5.8	79
PRESS YOUR LUCK C	2244	*77	2.6	3.4	93	1223	2.8	54.5	101	227	3.5	10.1	125	172	2.9	7.7	104
PRICE IS RIGHT 1 C	4348	*130	4.3	3.0	81	2292	5.2	52.7	97	293	4.5	6.7	83	288	4.8	6.6	89
PRICE IS RIGHT 2 C	5014	134	4.5	2.7	72	2700	6.2	53.8	99	353	5.4	7.0	87	364	6.1	7.3	98
RYAN'S HOPE A	3150	*124	4.1	3.9	106	1594	3.6	50.6	93	346	5.3	11.0	136	292	4.9	9.3	125
SALE OF THE CENTURY N	2695	*85	2.8	3.2	85	1368	3.1	50.8	94	165	2.5	6.1	76	163	2.7	6.0	82
SEARCH FOR TOMORROW N	2319	**34	1.1	1.5	40	1293	2.9	55.8	103	180	2.7	7.8	96	*120	2.0	5.2	70
TODAY SHOW 1 N	2693	154	5.1	5.7	155	1365	3.1	50.7	94	190	2.9	7.1	87	147	2.5	5.5	74
TODAY SHOW 2 N	2498	*123	4.1	4.9	133	1277	2.9	51.1	94	161	2.5	6.4	80	163	2.7	6.5	88
$25,000 PYRAMID C	2753	*69	2.3	2.5	68	1533	3.5	55.7	103	220	3.4	8.0	99	182	3.1	6.6	89
WHEEL OF FORTUNE N	4388	183	6.1	4.2	113	2392	5.5	54.5	101	278	4.2	6.3	78	260	4.4	5.9	80
YOUNG AND THE RESTLESS C	5695	*111	3.7	1.9	53	3219	7.3	56.5	104	224	3.4	3.9	49	293	4.9	5.1	69
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*71	2.4	4.0	109	893	2.0	50.7	94	*111	1.7	6.3	78	*98	1.6	5.6	75
NBA PLAYOFF GAME -1 C	1136	**43	1.4	3.8	102	619	1.4	54.5	101	**50	0.8	4.4	54	**93	1.6	8.2	110
NBC MAJOR LEAGUE PRE-GAME N	953	**12	0.4	1.3	34	468	1.1	49.1	91	**54	0.8	5.7	70	**38	0.6	4.0	54
SPORTSWORLD - SUN N	1233	**54	1.8	4.4	118	746	1.7	60.5	112	*72	1.1	5.8	72	*74	1.2	6.0	81
SUNDAY MORNING C	1611	*117	3.9	7.3	196	886	2.0	55.0	102	*155	2.4	9.6	119	*100	1.7	6.2	84

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

0641
P-18

		TOTAL U.S. '000	CONSTANT COMMENT A '000	B % DOWN	C % ACROSS	D INDX	LIPTON A '000	B % DOWN	C % ACROSS	D INDX	RED ROSE A '000	B % DOWN	C % ACROSS	D INDX	SALADA A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2997	100.0	3.7	100	43860	100.0	54.2	100	6551	100.0	8.1	100	5957	100.0	7.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	836	27.9	3.2	87	14164	32.3	54.3	100	2197	33.5	8.4	104	1904	32.0	7.3	99
NETWORK AFFILIATES - LATE		20261	717	23.9	3.5	96	11207	25.6	55.3	102	1669	25.5	8.2	102	1564	26.3	7.7	105
INDEPENDENTS - LATE		2076	127	4.2	6.1	165	1080	2.5	52.0	96	258	3.9	12.4	154	178	3.0	8.6	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	203	6.8	1.9	52	5819	13.3	55.7	103	837	12.8	8.0	99	906	15.2	8.7	118
ABC MONDAY NIGHT MOVIE	A	6412	212	7.1	3.3	89	3506	8.0	54.7	101	504	7.7	7.9	97	404	6.8	6.3	86
ABC SUNDAY NIGHT MOVIE	A	12407	512	17.1	4.1	112	6898	15.7	55.6	103	1213	18.5	9.8	121	897	15.1	7.2	98
ABC WORLD NEWS TONIGHT	A	6176	206	6.9	3.3	90	3458	7.9	56.0	103	529	8.1	8.6	106	475	8.0	7.7	105
AFTERMASH	C	5863	*284	9.5	4.8	131	3101	7.1	52.9	98	450	6.9	7.7	95	434	7.3	7.4	101
ALICE	C	9594	310	10.3	3.2	87	5292	12.1	55.2	102	780	11.9	8.1	101	784	13.2	8.2	111
AMERICAN PARADE	C	6622	297	9.9	4.5	121	3593	8.2	54.3	100	575	8.8	8.7	107	458	7.7	6.9	94
BENSON	A	10886	419	14.0	3.8	104	5867	13.4	53.9	100	1146	17.5	10.5	130	823	13.8	7.6	103
BLUE THUNDER	A	5036	*113	3.8	2.2	61	2863	6.5	56.9	105	393	6.0	7.8	96	331	5.6	6.6	89
CAGNEY & LACEY	C	9965	333	11.1	3.3	90	5540	12.6	55.6	103	908	13.9	9.1	113	799	13.4	8.0	109
CBS EVENING NEWS-DEAN	C	3491	*142	4.7	4.1	110	1830	4.2	52.4	97	395	6.0	11.3	140	394	6.6	11.3	153
CBS EVENING NEWS-RATHER	C	7123	295	9.8	4.1	112	3967	9.0	55.7	103	609	9.3	8.5	106	470	7.9	6.6	90
CBS SAT. NEWS-SCHIEFFER	C	3621	167	5.6	4.6	125	2092	4.8	57.8	107	271	4.1	7.5	93	247	4.1	6.8	93
CBS SATURDAY NIGHT MOVIE	C	5436	219	7.3	4.0	109	2934	6.7	54.0	100	494	7.5	9.1	112	503	8.4	9.3	126
CBS WEDNESDAY NIGHT MOVIE	C	6100	278	9.3	4.6	123	3247	7.4	53.2	98	508	7.8	8.3	103	379	6.4	6.2	84
CHEERS	N	8889	424	14.1	4.8	129	4817	11.0	54.2	100	929	14.2	10.5	129	818	13.7	9.2	125
DALLAS	C	22109	784	26.2	3.5	96	12330	28.1	55.8	103	1718	26.2	7.8	96	1556	26.1	7.0	96
DIFF'RENT STROKES	N	6940	**138	4.6	2.0	54	3880	8.8	55.9	103	509	7.8	7.3	91	465	7.8	6.7	91
DOUBLE TROUBLE	N	7223	*216	7.2	3.0	81	4000	9.1	55.4	102	516	7.9	7.1	88	577	9.7	8.0	109
DUCK FACTORY	N	5595	*212	7.1	3.8	102	3113	7.1	55.6	103	501	7.6	9.0	111	479	8.0	8.6	116
DUKES OF HAZZARD	C	5768	*110	3.7	1.9	52	3041	6.9	52.7	97	408	6.2	7.1	87	353	5.9	6.1	83
DYNASTY	A	20053	576	19.2	2.9	78	10714	24.4	53.4	99	1547	23.6	7.7	95	1162	19.5	5.8	79
FACTS OF LIFE	N	8087	*232	7.7	2.9	78	4419	10.1	54.6	101	549	8.4	6.8	84	595	10.0	7.4	100
FALCON CREST	C	20046	713	23.8	3.6	96	11231	25.6	56.0	103	1573	24.0	7.8	97	1369	23.0	6.8	93
FALL GUY	A	9084	243	8.1	2.7	72	5031	11.5	55.4	102	805	12.3	8.9	110	763	12.8	8.4	114
FAMILY TIES	N	7964	*282	9.4	3.5	96	4393	10.0	55.2	102	582	8.9	7.3	90	747	12.5	9.4	128
FANTASY ISLAND	A	7687	*204	6.8	2.7	72	4233	9.7	55.1	102	643	9.8	8.4	103	552	9.3	7.2	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	377	12.6	4.3	115	4920	11.2	55.5	103	804	12.3	9.1	112	718	12.1	8.1	110
FOUR SEASONS	C	5095	**258	8.6	5.1	137	2746	6.3	53.9	100	381	5.8	7.5	92	333	5.6	6.5	89
GIMME A BREAK	N	8838	*263	8.8	3.0	80	4900	11.2	55.4	102	637	9.7	7.2	89	760	12.8	8.6	117
HART TO HART	A	8978	225	7.5	2.5	68	4949	11.3	55.1	102	871	13.3	9.7	120	657	11.0	7.3	99
HILL STREET BLUES	N	8590	399	13.3	4.6	126	4779	10.9	55.6	103	715	10.9	8.3	103	714	12.0	8.3	113
HOTEL	A	14085	397	13.2	2.8	76	7735	17.6	54.9	101	1230	18.8	8.7	108	1020	17.1	7.2	98
JEFFERSONS	C	9360	341	11.4	3.6	98	4977	11.3	53.2	98	900	13.7	9.6	119	739	12.4	7.9	107
JENNIFER SLEPT HERE	N	5841	*176	5.9	3.0	81	3288	7.5	56.3	104	522	8.0	8.9	110	414	6.9	7.1	96
KATE & ALLIE	C	9206	433	14.4	4.7	127	5132	11.7	55.7	103	932	14.2	10.1	125	754	12.7	8.2	111
KNIGHT RIDER	N	7076	*225	7.5	3.2	86	3763	8.6	53.2	98	592	9.0	8.4	103	558	9.4	7.9	107
LOVE BOAT	A	12219	373	12.4	3.1	82	6778	15.5	55.5	102	1007	15.4	8.2	102	762	12.8	6.2	85
MAGNUM PI	C	11199	457	15.2	4.1	110	6093	13.9	54.4	100	952	14.5	8.5	105	833	14.0	7.4	101
MAMA'S FAMILY	N	6057	*184	6.1	3.0	82	3335	7.6	55.1	102	554	8.5	9.1	113	417	7.0	6.9	94
MASTER, THE	N	3598	**83	2.8	2.3	62	1973	4.5	54.8	101	306	4.7	8.5	105	282	4.7	7.8	107
MATT HOUSTON	A	6344	*125	4.2	2.0	53	3668	8.4	57.8	107	625	9.5	9.9	122	535	9.0	8.4	115
NBC MONDAY NIGHT MOVIE	N	11994	409	13.6	3.4	92	6436	14.7	53.7	99	917	14.0	7.6	95	970	16.3	8.1	110
NBC NIGHTLY NEWS	N	5132	156	5.2	3.0	82	2634	6.0	51.3	95	527	8.0	10.3	127	416	7.0	8.1	110
NBC NIGHTLY NEWS-SAT	N	3375	*125	4.2	3.7	100	1767	4.0	52.4	97	281	4.3	8.3	103	259	4.3	7.7	104
NBC NIGHTLY NEWS-SUN	N	3130	**86	2.9	2.7	74	1612	3.7	51.5	95	437	6.7	14.0	173	286	4.8	9.1	124
NBC SUNDAY NIGHT MOVIE	N	8284	*204	6.8	2.5	67	4345	9.9	52.5	97	590	9.0	7.1	88	645	10.8	7.8	106
NEWHART	C	9240	327	10.9	3.5	96	5200	11.9	56.3	104	890	13.6	9.6	119	835	14.0	9.0	123
ONE DAY AT A TIME	C	7288	*269	9.0	3.7	100	3762	8.6	51.6	95	574	8.8	7.9	97	356	6.0	4.9	66
PEOPLE ARE FUNNY	N	4855	**137	4.6	2.8	76	2632	6.0	54.2	100	409	6.2	8.4	104	297	5.0	6.1	83
REAL PEOPLE	N	8869	269	9.0	3.0	82	4859	11.1	54.8	101	659	10.1	7.4	92	621	10.4	7.0	95
REMINGTON STEELE	N	7743	300	10.0	3.9	105	4361	9.9	56.3	104	627	9.6	8.1	100	654	11.0	8.4	115
RIPLEY'S BELIEVE IT - NOT	A	5345	*179	6.0	3.3	90	2814	6.4	52.6	97	552	8.4	10.3	128	453	7.6	8.5	115
RIPTIDE	N	6988	*193	6.4	2.8	75	3764	8.6	53.9	99	637	9.7	9.1	113	703	11.8	10.1	137
SCARECROW & MRS. KING	C	10002	443	14.8	4.4	120	5547	12.6	55.5	102	791	12.1	7.9	98	667	11.2	6.7	91
SIMON & SIMON	C	10638	306	10.2	2.9	78	5948	13.6	55.9	103	737	11.3	6.9	86	739	12.4	6.9	94
60 MINUTES	C	13293	565	18.9	4.3	115	7201	16.4	54.2	100	1141	17.4	8.6	106	1024	17.2	7.7	105
ST. ELSEWHERE	N	7017	302	10.1	4.3	116	3995	9.1	56.9	105	479	7.3	6.8	84	607	10.2	8.7	118
THREE'S COMPANY	A	10917	373	12.4	3.4	92	5965	13.6	54.6	101	847	12.9	7.8	96	688	11.5	6.3	86
T.J. HOOKER	A	9204	264	8.8	2.9	78	5149	11.7	55.9	103	752	11.5	8.2	101	662	11.1	7.2	98
TONIGHT SHOW	N	2372	94	3.1	4.0	107	1290	2.9	54.4	100	167	2.5	7.0	87	182	3.1	7.7	104
TRAPPER JOHN, M.D.	C	9846	299	10.0	3.0	82	5213	11.9	52.9	98	872	13.3	8.9	109	853	14.3	8.7	118
TV BLOOPERS & PRAC. JOKES	N	9105	283	9.4	3.1	84	5147	11.7	56.5	104	831	12.7	9.1	113	746	12.5	8.2	111
20/20	A	9387	381	12.7	4.1	110	5183	11.8	55.2	102	854	13.0	9.1	112	641	10.8	6.8	93
WEBSTER	A	11067	381	12.7	3.4	93	5947	13.6	53.7	99	1061	16.2	9.6	119	848	14.2	7.7	104
WORLD NEWS - SUN	A	3062	**127	4.2	4.1	112	1718	3.9	56.1	104	278	4.2	9.1	112	240	4.0	7.8	107
YELLOW ROSE	N	4978	*164	5.5	3.3	89	2657	6.1	53.4	99	338	5.2	6.8	84	317	5.3	6.4	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*246	8.2	2.8	75	5547	12.6	62.5	115	751	11.5	8.5	105	567	9.5	6.4	87
BASKETBALL - COLLEGE GAMES		4080	**111	3.7	2.7	74	2645	6.0	64.8	120	*365	5.6	8.9	111	**246	4.1	6.0	82
BASKETBALL - PRO GAMES		3607	**77	2.6	2.1	58	2152	4.9	59.7	110	*290	4.4	8.0	99	**201	3.4	5.6	76
BOWLING		3883	**63	2.1	1.6	44	2429	5.5	62.6	116	**300	4.6	7.7	96	*359	6.0	9.2	126
BOXING		3928	**59	2.0	1.5	41	2355	5.4	60.0	111	*376	5.7	9.6	118	**281	4.7	7.2	97
FOOTBALL - COLLEGE GAMES		6366	**175	5.8	2.7	74	3735	8.5	58.7	108	*394	6.0	6.2	77	*381	6.4	6.0	81
FOOTBALL - PRO GAMES		11300	*357	11.9	3.2	85	6814	15.5	60.3	111	677	10.3	6.0	74	798	13.4	7.1	96
GOLF		3378	**110	3.7	3.3	88	2240	5.1	66.3	122	*227	3.5	6.7	83	*369	6.2	10.9	149
POST-SEASON COLL. FOOTBALL		4906	**112	3.7	2.3	62	2848	6.5	58.1	107	*396	6.0	8.1	100	*414	6.9	8.4	115
POST-SEASON PRO FOOTBALL		6120	*240	8.0	3.9	106	3687	8.4	60.2	111	*474	7.2	7.7	96	*472	7.9	7.7	105
TENNIS		3033	**170	5.7	5.6	151	1797	4.1	59.2	109	*308	4.7	10.2	126	**187	3.1	6.2	84
WRESTLING - PROFESSIONAL		3344	**56	1.9	1.7	45	1916	4.4	57.3	106	**134	2.0	4.0	50	**247	4.1	7.4	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	IN
TOTAL FEMALE HOMEMAKERS	80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
18 - 24	9282	**147	3.9	1.6	34	488	6.1	5.3	53	*444	13.9	4.8	121				
25 - 34	19072	698	18.5	3.7	78	1848	23.2	9.7	98	718	22.5	3.8	96				
35 - 44	14591	836	22.1	5.7	123	1645	20.6	11.3	115	673	21.1	4.6	117				
45 - 54	11345	*514	13.6	4.5	97	1257	15.8	11.1	113	*541	17.0	4.8	121				
55 - 64	11635	804	21.3	6.9	148	1412	17.7	12.1	123	*395	12.4	3.4	86				
65 OR OLDER	15061	782	20.7	5.2	111	1320	16.6	8.8	89	*420	13.2	2.8	71				
18 - 34	28354	845	22.3	3.0	64	2337	29.3	8.2	84	1162	36.4	4.1	104				
18 - 49	48339	1969	52.1	4.1	87	4562	57.2	9.4	96	2099	65.8	4.3	110				
25 - 54	45008	2048	54.2	4.6	97	4750	59.6	10.6	107	1932	60.6	4.3	109				
35 - 49	19985	1124	29.7	5.6	120	2226	27.9	11.1	113	937	29.4	4.7	119				
50 OR OLDER	32647	1812	47.9	5.6	119	3409	42.8	10.4	106	1091	34.2	3.3	85				
GRADUATED COLLEGE	11155	513	13.6	4.6	99	1256	15.8	11.3	114	*366	11.5	3.3	83				
ATTENDED COLLEGE	13682	596	15.8	4.4	93	1498	18.8	10.9	111	*373	11.7	2.7	69				
GRADUATED HIGH SCHOOL	33880	1618	42.8	4.8	102	3390	42.5	10.0	102	1505	47.2	4.4	113				
DID NOT GRADUATE HIGH SCHOOL	22270	1055	27.9	4.7	101	1827	22.9	8.2	83	947	29.7	4.3	108				
EMPLOYED	40306	1683	44.5	4.2	89	4357	54.7	10.8	110	1546	48.5	3.8	97				
EMPLOYED FULL-TIME	32850	1340	35.4	4.1	87	3525	44.2	10.7	109	1408	44.1	4.3	109				
EMPLOYED PART-TIME	7456	*343	9.1	4.6	99	832	10.4	11.2	113	**139	4.4	1.9	47				
NOT EMPLOYED	40680	2097	55.5	5.2	110	3614	45.3	8.9	90	1644	51.5	4.0	103				
PROFESSIONAL/MANAGER	10392	*446	11.8	4.3	92	1271	15.9	12.2	124	*350	11.0	3.4	86				
TECH/CLERICAL/SALES	17574	846	22.4	4.8	103	1955	24.5	11.1	113	613	19.2	3.5	89				
PRECISION/CRAFT	985	**15	0.4	1.5	33	**39	0.5	4.0	40	**39	1.2	4.0	101				
OTHER EMPLOYED	11354	*376	9.9	3.3	71	1092	13.7	9.6	98	*544	17.1	4.8	122				
SINGLE	9863	*341	9.0	3.5	74	719	9.0	7.3	74	*365	11.4	3.7	94				
MARRIED	51375	2489	65.8	4.8	104	5524	69.3	10.8	109	1989	62.4	3.9	98				
DIVORCED/SEPARATED/WIDOWED	19748	951	25.2	4.8	103	1729	21.7	8.8	89	836	26.2	4.2	107				
PARENTS	32590	1466	38.8	4.5	96	3291	41.3	10.1	103	1386	43.4	4.3	108				
WHITE	70416	3397	89.8	4.8	103	7122	89.3	10.1	103	2539	79.6	3.6	92				
BLACK	8778	*344	9.1	3.9	84	754	9.5	8.6	87	651	20.4	7.4	188				
OTHER	1791	**39	1.0	2.2	47	**95	1.2	5.3	54	**0	0.0	0.0	0				
NORTHEAST-CENSUS	17786	1372	36.3	7.7	165	3940	49.4	22.2	225	**105	3.3	0.6	15				
NORTH CENTRAL	20741	1142	30.2	5.5	118	716	9.0	3.5	35	**73	2.3	0.4	9				
SOUTH	27775	850	22.5	3.1	66	3158	39.6	11.4	116	2896	90.8	10.4	265				
WEST	14683	*417	11.0	2.8	61	**157	2.0	1.1	11	**117	3.7	0.8	20				
NORTHEAST-MKTG.	17961	1061	28.1	5.9	127	3878	48.7	21.6	219	*200	6.3	1.1	28				
EAST CENTRAL	11885	1250	33.1	10.5	225	1265	15.9	10.6	108	**104	3.3	0.9	22				
WEST CENTRAL	14090	*413	10.9	2.9	63	**142	1.8	1.0	10	**24	0.8	0.2	4				
SOUTH	24081	670	17.7	2.8	60	2534	31.8	10.5	107	2768	86.8	11.5	292				
PACIFIC	12969	**386	10.2	3.0	64	**152	1.9	1.2	12	**94	2.9	0.7	18				
COUNTY SIZE A	32439	1546	40.9	4.8	102	3582	44.9	11.0	112	*511	16.0	1.6	40				
COUNTY SIZE B	24915	1286	34.0	5.2	111	2482	31.1	10.0	101	1436	45.0	5.8	146				
COUNTY SIZE C	12930	645	17.1	5.0	107	1209	15.2	9.4	95	*573	18.0	4.4	113				
COUNTY SIZE D	10703	*303	8.0	2.8	61	698	8.8	6.5	66	670	21.0	6.3	159				
METRO CENTRAL CITY	24518	1090	28.8	4.4	95	2115	26.5	8.6	88	1053	33.0	4.3	109				
METRO SUBURBAN	35919	1877	49.6	5.2	112	4101	51.4	11.4	116	1091	34.2	3.0	77				
NON METRO	20549	814	21.5	4.0	85	1755	22.0	8.5	87	1046	32.8	5.1	129				
TOP 5 ADI'S	18341	848	22.4	4.6	99	2303	28.9	12.6	128	**99	3.1	0.5	14				
TOP 10 ADI'S	25378	1030	27.2	4.1	87	2840	35.6	11.2	114	*429	13.4	1.7	43				
TOP 20 ADI'S	36488	1795	47.5	4.9	105	4149	52.1	11.4	116	668	20.9	1.8	46				
HSHLD INC. $50,000 OR MORE	6612	**239	6.3	3.6	77	979	12.3	14.8	150	**77	2.4	1.2	30				
$40,000 OR MORE	12659	*527	13.9	4.2	89	1653	20.7	13.1	133	*335	10.5	2.6	67				
$30,000 OR MORE	24698	926	24.5	3.7	80	2866	36.0	11.6	118	796	25.0	3.2	82				
$25,000 OR MORE	32077	1336	35.3	4.2	89	3750	47.0	11.7	119	1111	34.8	3.5	88				
$20,000 - $24,999	9144	*434	11.5	4.7	102	836	10.5	9.1	93	*415	13.0	4.5	115				
$15,000 - $19,999	8728	*407	10.8	4.7	100	892	11.2	10.2	104	**224	7.0	2.6	65				
$10,000 - $14,999	12562	721	19.1	5.7	123	1025	12.9	8.2	83	659	20.7	5.2	133				
UNDER $10,000	18475	883	23.4	4.8	102	1469	18.4	8.0	81	782	24.5	4.2	107				
HOUSEHOLD OF 1 PERSON	11987	688	18.2	5.7	123	921	11.6	7.7	78	303	9.5	2.5	64				
2 PEOPLE	26577	1314	34.8	4.9	106	2805	35.2	10.6	107	1069	33.5	4.0	102				
3 OR 4 PEOPLE	30617	1170	30.9	3.8	82	3055	38.3	10.0	101	1229	38.5	4.0	102				
5 OR MORE PEOPLE	11804	*609	16.1	5.2	111	1190	14.9	10.1	102	*590	18.5	5.0	127				
NO CHILD IN HSHLD	46165	2218	58.7	4.8	103	4561	57.2	9.9	100	1698	53.2	3.7	93				
CHILD(REN) UNDER 2 YRS	5325	**180	4.8	3.4	72	*304	3.8	5.7	58	**312	9.8	5.9	149				
2 - 5 YEARS	14221	*542	14.3	3.8	82	1264	15.9	8.9	90	*709	22.2	5.0	127				
6 - 11 YEARS	15117	668	17.7	4.4	95	1450	18.2	9.6	97	709	22.2	4.7	119				
12 - 17 YEARS	16611	835	22.1	5.0	108	1786	22.4	10.8	109	628	19.7	3.8	96				
RESIDENCE OWNED	55884	2942	77.8	5.3	113	6178	77.5	11.1	112	2217	69.5	4.0	101				
VALUE: $50,000 OR MORE	31744	1525	40.3	4.8	103	3642	45.7	11.5	117	932	29.2	2.9	75				
VALUE: UNDER $50,000	24140	1416	37.5	5.9	126	2536	31.8	10.5	107	1285	40.3	5.3	135				

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

0643
P-18

		TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
MAGAZINES	QUINTILE 1	15799	775	20.5	4.9	105	1804	22.6	11.4	116	*685	21.5	4.3	110				
	QUINTILE 2	17259	1041	27.5	6.0	129	1818	22.8	10.5	107	641	20.1	3.7	94				
	QUINTILE 3	13545	546	14.4	4.0	86	1587	19.9	11.7	119	*537	16.8	4.0	101				
	QUINTILE 4	15133	657	17.4	4.3	93	1213	15.2	8.0	81	613	19.2	4.1	103				
	QUINTILE 5	19250	761	20.1	4.0	85	1550	19.4	8.1	82	714	22.4	3.7	94				
NEWSPAPERS	QUINTILE 1	12413	695	18.4	5.6	120	1730	21.7	13.9	142	**222	7.0	1.8	45				
	QUINTILE 2	24116	1298	34.3	5.4	115	2849	35.7	11.8	120	806	25.3	3.3	85				
	QUINTILE 3	11261	476	12.6	4.2	91	1057	13.3	9.4	95	*596	18.7	5.3	134				
	QUINTILE 4	20255	750	19.8	3.7	79	1446	18.1	7.1	73	809	25.4	4.0	101				
	QUINTILE 5	12940	561	14.8	4.3	93	889	11.2	6.9	70	758	23.8	5.9	149				
OUTDOOR	QUINTILE 1	14852	714	18.9	4.8	103	1618	20.3	10.9	111	*552	17.3	3.7	94				
	QUINTILE 2	15725	773	20.4	4.9	105	1568	19.7	10.0	101	*569	17.8	3.6	92				
	QUINTILE 3	16330	680	18.0	4.2	89	1731	21.7	10.6	108	568	17.8	3.5	88				
	QUINTILE 4	16744	934	24.7	5.6	119	1581	19.8	9.4	96	804	25.2	4.8	122				
	QUINTILE 5	17334	679	18.0	3.9	84	1473	18.5	8.5	86	697	21.8	4.0	102				
RADIO-DRIVE TIME	QUINTILE 1	15911	774	20.5	4.9	104	1938	24.3	12.2	124	*629	19.7	4.0	100				
	QUINTILE 2	14837	622	16.5	4.2	90	1371	17.2	9.2	94	*498	15.6	3.4	85				
	QUINTILE 3	15339	893	23.6	5.8	125	1572	19.7	10.2	104	803	25.2	5.2	133				
	QUINTILE 4	16723	734	19.4	4.4	94	1656	20.8	9.9	101	653	20.5	3.9	99				
	QUINTILE 5	18176	757	20.0	4.2	89	1434	18.0	7.9	80	608	19.1	3.3	85				
RADIO-MID-DAY	TERCILE 1	21020	1008	26.7	4.8	103	2333	29.3	11.1	113	925	29.0	4.4	112				
	TERCILE 2	21610	995	26.3	4.6	99	2230	28.0	10.3	105	838	26.3	3.9	98				
	TERCILE 3	38355	1777	47.0	4.6	99	3407	42.7	8.9	90	1427	44.7	3.7	94				
RADIO-TOTAL	QUINTILE 1	15988	702	18.6	4.4	94	1798	22.6	11.2	114	711	22.3	4.4	113				
	QUINTILE 2	15626	721	19.1	4.6	99	1671	21.0	10.7	109	*585	18.3	3.7	95				
	QUINTILE 3	16723	835	22.1	5.0	107	1581	19.8	9.5	96	*504	15.8	3.0	77				
	QUINTILE 4	16342	835	22.1	5.1	109	1553	19.5	9.5	97	837	26.2	5.1	130				
	QUINTILE 5	16306	688	18.2	4.2	90	1368	17.2	8.4	85	554	17.4	3.4	86				
TV-PRIME TIME	QUINTILE 1	15953	806	21.3	5.1	108	1804	22.6	11.3	115	787	24.7	4.9	125				
	QUINTILE 2	16137	729	19.3	4.5	97	1613	20.2	10.0	102	*568	17.8	3.5	89				
	QUINTILE 3	16420	800	21.2	4.9	104	1759	22.1	10.7	109	695	21.8	4.2	107				
	QUINTILE 4	16687	729	19.3	4.4	94	1504	18.9	9.0	92	626	19.6	3.8	95				
	QUINTILE 5	15789	716	18.9	4.5	97	1291	16.2	8.2	83	*514	16.1	3.3	83				
TV-DAYTIME	TERCILE 1	27736	1370	36.2	4.9	106	2889	36.2	10.4	106	1186	37.2	4.3	109				
	TERCILE 2	26489	1271	33.6	4.8	103	2311	29.0	8.7	89	1057	33.1	4.0	101				
	TERCILE 3	26761	1140	30.2	4.3	91	2771	34.8	10.4	105	947	29.7	3.5	90				
TV-TOTAL	QUINTILE 1	16345	961	25.4	5.9	126	1669	20.9	10.2	104	735	23.0	4.5	114				
	QUINTILE 2	16447	618	16.3	3.8	80	1777	22.3	10.8	110	636	19.9	3.9	98				
	QUINTILE 3	15980	759	20.1	4.7	102	1511	19.0	9.5	96	805	25.2	5.0	128				
	QUINTILE 4	15887	694	18.4	4.4	94	1538	19.3	9.7	98	*514	16.1	3.2	82				
	QUINTILE 5	16326	749	19.8	4.6	98	1476	18.5	9.0	92	*501	15.7	3.1	78				
MAGAZINES-NEWSPAPERS: DUAL		20721	1167	30.9	5.6	121	2833	35.5	13.7	139	606	19.0	2.9	74				
MAGAZINE IMPERATIVE		19186	901	23.8	4.7	101	1522	19.1	7.9	81	1072	33.6	5.6	142				
NEWSPAPER IMPERATIVE		21899	1026	27.1	4.7	100	2316	29.1	10.6	107	687	21.5	3.1	80				
MAGAZINES-OUTDOOR: DUAL		15451	707	18.7	4.6	98	1801	22.6	11.7	118	708	22.2	4.6	116				
MAGAZINE IMPERATIVE		25953	1396	36.9	5.4	115	2668	33.5	10.3	104	963	30.2	3.7	94				
OUTDOOR IMPERATIVE		24400	1085	28.7	4.4	95	2285	28.7	9.4	95	687	21.5	2.8	71				
MAGAZINES-RADIO: DUAL		18049	933	24.7	5.2	111	2023	25.4	11.2	114	815	25.5	4.5	115				
MAGAZINE IMPERATIVE		23571	1201	31.8	5.1	109	2517	31.6	10.7	108	845	26.5	3.6	91				
RADIO IMPERATIVE		23278	958	25.3	4.1	88	2277	28.6	9.8	99	804	25.2	3.5	88				
MAGAZINES-TELEVISION: DUAL		15459	850	22.5	5.5	118	1813	22.7	11.7	119	*608	19.1	3.9	100				
MAGAZINE IMPERATIVE		25829	1232	32.6	4.8	102	2754	34.6	10.7	108	963	30.2	3.7	95				
TELEVISION IMPERATIVE		26039	1085	28.7	4.2	89	2298	28.8	8.8	90	1153	36.1	4.4	112				
NEWSPAPERS-OUTDOOR: DUAL		16605	858	22.7	5.2	111	2041	25.6	12.3	125	*440	13.8	2.6	67				
NEWSPAPER IMPERATIVE		26834	1455	38.5	5.4	116	3188	40.0	11.9	121	899	28.2	3.4	85				
OUTDOOR IMPERATIVE		23346	978	25.9	4.2	90	1862	23.4	8.0	81	1068	33.5	4.6	116				
NEWSPAPERS-RADIO: DUAL		17133	855	22.6	5.0	107	2268	28.5	13.2	134	*503	15.8	2.9	75				
NEWSPAPER IMPERATIVE		25892	1357	35.9	5.2	112	2916	36.6	11.3	114	790	24.8	3.1	77				
RADIO IMPERATIVE		23167	970	25.7	4.2	90	1781	22.3	7.7	78	1071	33.6	4.6	117				
NEWSPAPERS-TELEVISION: DUAL		17159	1067	28.2	6.2	133	2205	27.7	12.9	131	627	19.7	3.7	93				
NEWSPAPER IMPERATIVE		26214	1260	33.3	4.8	103	2980	37.4	11.4	115	759	23.8	2.9	74				
TELEVISION IMPERATIVE		23412	855	22.6	3.7	78	1750	22.0	7.5	76	1213	38.0	5.2	132				
OUTDOOR-RADIO: DUAL		15303	661	17.5	4.3	93	1817	22.8	11.9	121	631	19.8	4.1	105				
OUTDOOR IMPERATIVE		24901	1259	33.3	5.1	108	2300	28.9	9.2	94	868	27.2	3.5	88				
RADIO IMPERATIVE		26492	1236	32.7	4.7	100	2660	33.4	10.0	102	999	31.3	3.8	96				
OUTDOOR-TELEVISION: DUAL		14794	828	21.9	5.6	120	1641	20.6	11.1	113	637	20.0	4.3	109				
OUTDOOR IMPERATIVE		25437	1067	28.2	4.2	90	2628	33.0	10.3	105	796	25.0	3.1	79				
TELEVISION IMPERATIVE		27877	1269	33.6	4.6	98	2776	34.8	10.0	101	1319	41.3	4.7	120				
RADIO-TELEVISION: DUAL		15996	731	19.3	4.6	98	1933	24.3	12.1	123	642	20.1	4.0	102				
RADIO IMPERATIVE		25478	1163	30.8	4.6	98	2533	31.8	9.9	101	924	29.0	3.6	92				
TELEVISION IMPERATIVE		26573	1284	34.0	4.8	103	2373	29.8	8.9	91	1159	36.3	4.4	111				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	D IND
TOTAL FEMALE HOMEMAKERS	80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
ATLANTIC MONTHLY	415	**12	0.3	2.9	62	**39	0.5	9.4	95	**6	0.2	1.4	37				
BARRON'S	453	**6	0.2	1.3	28	**52	0.7	11.5	117	**3	0.1	0.7	17				
BETTER HOMES & GARDENS	16256	825	21.8	5.1	109	2095	26.3	12.9	131	624	19.6	3.8	97				
BON APPETIT	2535	**129	3.4	5.1	109	347	4.4	13.7	139	**59	1.8	2.3	59				
BUSINESS WEEK	1278	**95	2.5	7.4	159	*139	1.7	10.9	111	**45	1.4	3.5	89				
CAR AND DRIVER	378	**10	0.3	2.6	57	**67	0.8	17.7	180	**0	0.0	0.0	0				
CBS MAGAZINE NETHORK (GROSS)	1498	**50	1.3	3.3	71	**144	1.8	9.6	98	**20	0.6	1.3	34				
CHANGING TIMES	1505	**122	3.2	8.1	174	*286	3.6	19.0	193	**85	2.7	5.6	143				
COLONIAL HOMES	1231	**62	1.6	5.0	108	*193	2.4	15.7	159	**61	1.9	5.0	126				
CONDE NAST MAG. PKG. (GROSS)	14146	449	11.9	3.2	68	1478	18.5	10.4	106	605	19.0	4.3	109				
CONSUMERS DIGEST	1323	**69	1.8	5.2	112	*245	3.1	18.5	188	**69	2.2	5.2	132				
COSMOPOLITAN	7102	326	8.6	4.6	98	791	9.9	11.1	113	*255	8.0	3.6	91				
COUNTRY LIVING	2481	*169	4.5	6.8	146	349	4.4	14.1	143	**94	2.9	3.8	96				
CUISINE	1472	**66	1.7	4.5	96	*192	2.4	13.0	133	**43	1.3	2.9	74				
CYCLE WORLD	425	**4	0.1	0.9	20	**23	0.3	5.4	55	**11	0.3	2.6	66				
DCI:CREATIVE IDEAS FOR LIV	2510	*116	3.1	4.6	99	*275	3.5	11.0	111	*167	5.2	6.7	169				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	230	6.1	3.4	74	907	11.4	13.5	138	551	17.3	8.2	209				
DISCOVER	894	**67	1.8	7.5	161	**104	1.3	11.6	118	**74	2.3	8.3	210				
EBONY	3507	*134	3.5	3.8	82	283	3.6	8.1	82	*241	7.6	6.9	174				
ESQUIRE	1083	**25	0.7	2.3	49	**67	0.8	6.2	63	**60	1.9	5.5	141				
ESSENCE	1830	**42	1.1	2.3	49	*127	1.6	6.9	71	*175	5.5	9.6	243				
FAMILY CIRCLE	15930	1012	26.8	6.4	136	2024	25.4	12.7	129	607	19.0	3.8	97				
THE FAMILY HANDYMAN	1126	**78	2.1	6.9	148	**102	1.3	9.1	92	**22	0.7	2.0	50				
FAMILY WEEKLY	11468	618	16.3	5.4	115	1136	14.3	9.9	101	497	15.6	4.3	110				
FIELD & STREAM	2234	**140	3.7	6.3	134	*238	3.0	10.7	108	**97	3.0	4.3	110				
FOOD & WINE	579	**27	0.7	4.7	100	**32	0.4	5.5	56	**33	1.0	5.7	145				
FORBES	728	**41	1.1	5.6	121	**79	1.0	10.9	110	**19	0.6	2.6	66				
FORTUNE	906	**32	0.8	3.5	76	**130	1.6	14.3	146	**19	0.6	2.1	53				
GENTLEMEN'S QUARTERLY	791	**52	1.4	6.6	141	**70	0.9	8.8	90	**51	1.6	6.4	164				
GLAMOUR	5265	*170	4.5	3.2	69	535	6.7	10.2	103	*189	5.9	3.6	91				
GOLF DIGEST	636	**20	0.5	3.1	67	**66	0.8	10.4	105	**13	0.4	2.0	52				
GOLF DIGEST/TENNIS (GROSS)	1186	**48	1.3	4.0	87	**143	1.8	12.1	123	**24	0.8	2.0	51				
GOLF MAGAZINE	441	**23	0.6	5.2	112	**58	0.7	13.2	134	**5	0.2	1.1	29				
GOLF MAGAZINE/SKI (GROSS)	922	**27	0.7	2.9	63	**68	0.9	7.4	75	**5	0.2	0.5	14				
GOOD HOUSEKEEPING	16487	876	23.2	5.3	114	1775	22.3	10.8	109	512	16.1	3.1	79				
HARPER'S BAZAAR	2423	**85	2.2	3.5	75	*198	2.5	8.2	83	**108	3.4	4.5	113				
HEALTH	1994	**120	3.2	6.0	129	*155	1.9	7.8	79	**106	3.3	5.3	135				
HEARST MAG CORP. BUY (GROSS)	44101	2214	58.6	5.0	108	4901	61.5	11.1	113	1707	53.5	3.9	98				
HEARST MAN POWER (GROSS)	1993	**137	3.6	6.9	147	*276	3.5	13.8	141	**118	3.7	5.9	150				
HEARST WOMAN POWER (GROSS)	31274	1542	40.8	4.9	106	3312	41.6	10.6	108	1130	35.4	3.6	92				
HOUSE BEAUTIFUL	3623	*169	4.5	4.7	100	456	5.7	12.6	128	**141	4.4	3.9	99				
INC.	283	**12	0.3	4.2	91	**15	0.2	5.3	54	**4	0.1	1.4	36				
JET	2928	*110	2.9	3.8	80	300	3.8	10.2	104	*267	8.4	9.1	232				
LADIES' HOME JOURNAL	11918	609	16.1	5.1	109	1262	15.8	10.6	108	507	15.9	4.3	108				
LHJ FAMILY GRP COMBO(GROSS)	16764	853	22.6	5.1	109	1698	21.3	10.1	103	707	22.2	4.2	107				
LIFE	4254	255	6.7	6.0	128	432	5.4	10.2	103	*185	5.8	4.3	110				
L.A. TIMES HOME MAGAZINE	1145	**18	0.5	1.6	34	**13	0.2	1.1	12	**0	0.0	0.0	0				
MADEMOISELLE	2884	**80	2.1	2.8	59	324	4.1	11.2	114	**154	4.8	5.3	136				
MC CALL'S	13460	673	17.8	5.0	107	1372	17.2	10.2	104	440	13.8	3.3	83				
MC CALL'S/WRK MOTHER (GROSS)	14606	726	19.2	5.0	106	1550	19.4	10.6	108	520	16.3	3.6	90				
MECHANIX ILLUSTRATED	772	**65	1.7	8.4	180	**149	1.9	19.3	196	**20	0.6	2.6	66				
METROPOLITAN HOME	967	**37	1.0	3.8	82	*149	1.9	15.4	157	**54	1.7	5.6	142				
MONEY	1588	**98	2.6	6.2	132	*218	2.7	13.7	139	**35	1.1	2.2	56				
MOTHER EARTH NEWS	1002	**67	1.8	6.7	143	**104	1.3	10.4	105	**0	0.0	0.0	0				
MS.	825	**31	0.8	3.8	80	**80	1.0	9.7	99	**51	1.6	6.2	157				
NATIONAL ENQUIRER	10336	439	11.6	4.2	91	887	11.1	8.6	87	584	18.3	5.7	143				
NATIONAL GEOGRAPHIC	9597	480	12.7	5.0	107	998	12.5	10.4	106	388	12.2	4.0	103				
NATIONAL SUNDAY MAGAZINE PKG	49558	2479	65.6	5.0	107	5484	68.8	11.1	112	1617	50.7	3.3	83				
NATURAL HISTORY	573	**20	0.5	3.5	75	**70	0.9	12.2	124	**9	0.3	1.6	40				
NEW WOMAN	1699	**82	2.2	4.8	103	*200	2.5	11.8	120	**105	3.3	6.2	157				
NEW YORK INCLUDING CUE	443	**6	0.2	1.4	29	*83	1.0	18.7	190	**1	0.0	0.2	6				
THE NEW YORKER	1270	**87	2.3	6.9	147	*212	2.7	16.7	170	**11	0.3	0.9	22				
NEWSWEEK	6277	264	7.0	4.2	90	718	9.0	11.4	116	*227	7.1	3.6	92				
THE N.Y. TIMES DAILY EDITION	1205	**30	0.8	2.5	53	375	4.7	31.1	316	**4	0.1	0.3	8				
THE N.Y. TIMES MAGAZINE	2081	**93	2.5	4.5	96	606	7.6	29.1	296	**5	0.2	0.2	6				
OMNI	788	**50	1.3	6.3	136	**74	0.9	9.4	95	**34	1.1	4.3	110				
ON CABLE	1158	**17	0.4	1.5	31	**65	0.8	5.6	57	**56	1.8	4.8	123				
1001 HOME IDEAS	2852	*124	3.3	4.3	93	281	3.5	9.9	100	**94	2.9	3.3	84				
ORGANIC GARDENING	1658	**126	3.3	7.6	163	*165	2.1	10.0	101	**104	3.3	6.3	159				
OUTDOOR LIFE	896	**53	1.4	5.9	127	**48	0.6	5.4	54	**21	0.7	2.3	60				
PARADE MAGAZINE	24275	1311	34.7	5.4	116	3138	39.4	12.9	131	875	27.4	3.6	92				

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(FEMALE HOMEMAKERS)

0645
P-18

	TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
PARENTS	3845	**106	2.8	2.8	59	464	5.8	12.1	123	*183	5.7	4.8	121				
PENTHOUSE	831	**28	0.7	3.4	72	**37	0.5	4.5	45	**66	2.1	7.9	202				
PEOPLE	11645	436	11.5	3.7	80	1018	12.8	8.7	89	432	13.5	3.7	94				
PLAYBOY	2006	**50	1.3	2.5	53	*144	1.8	7.2	73	**58	1.8	2.9	73				
POPULAR HOT RODDING	297	**14	0.4	4.7	101	**17	0.2	5.7	58	**37	1.2	12.5	316				
POPULAR MECHANICS	1018	**45	1.2	4.4	95	**130	1.6	12.8	130	**87	2.7	8.5	217				
POPULAR SCIENCE	878	**65	1.7	7.4	159	**128	1.6	14.6	148	**67	2.1	7.6	194				
PREVENTION	3913	280	7.4	7.2	153	462	5.8	11.8	120	**102	3.2	2.6	66				
PSYCHOLOGY TODAY	1710	**123	3.3	7.2	154	*302	3.8	17.7	179	**35	1.1	2.0	52				
READER'S DIGEST	22204	1147	30.3	5.2	111	2298	28.8	10.3	105	838	26.3	3.8	96				
REDBOOK	7684	340	9.0	4.4	95	746	9.4	9.7	99	363	11.4	4.7	120				
ROAD & TRACK	410	**13	0.3	3.2	68	**48	0.6	11.7	119	**9	0.3	2.2	56				
ROLLING STONE	969	**21	0.6	2.2	46	**74	0.9	7.6	78	**62	1.9	6.4	162				
RUNNER'S WORLD	298	**1	0.0	0.3	7	**56	0.7	18.8	191	**24	0.8	8.1	204				
SATURDAY EVENING POST	1169	**112	3.0	9.6	205	*153	1.9	13.1	133	**45	1.4	3.8	98				
SCIENCE 84	587	**17	0.4	2.9	62	**65	0.8	11.1	113	**34	1.1	5.8	147				
SCIENCE DIGEST	482	**60	1.6	12.4	267	**97	1.2	20.1	204	**20	0.6	4.1	105				
SCIENTIFIC AMERICAN	594	**29	0.8	4.9	105	**44	0.6	7.4	75	**18	0.6	3.0	77				
SELF	2089	**60	1.6	2.9	62	*173	2.2	8.3	84	**85	2.7	4.1	103				
SEVENTEEN	2411	**114	3.0	4.7	101	*233	2.9	9.7	98	**91	2.9	3.8	96				
SKI	480	**4	0.1	0.8	18	**10	0.1	2.1	21	**0	0.0	0.0	0				
SMITHSONIAN	2760	*179	4.7	6.5	139	393	4.9	14.2	145	**52	1.6	1.9	48				
SOAP OPERA DIGEST	3013	**133	3.5	4.4	95	*256	3.2	8.5	86	*208	6.5	6.9	175				
SOUTHERN LIVING	4184	*115	3.0	2.7	59	631	7.9	15.1	153	385	12.1	9.2	234				
SPORT	559	**35	0.9	6.3	134	**78	1.0	14.0	142	**7	0.2	1.3	32				
THE SPORTING NEWS	436	**48	1.3	11.0	236	**36	0.5	8.3	84	**16	0.5	3.7	93				
SPORTS AFIELD	493	**32	0.8	6.5	139	**49	0.6	9.9	101	**10	0.3	2.0	51				
SPORTS ILLUSTRATED	2758	*177	4.7	6.4	137	348	4.4	12.6	128	**66	2.1	2.4	61				
STAR	7456	404	10.7	5.4	116	802	10.1	10.8	109	369	11.6	4.9	126				
SUNDAY	24936	1414	37.4	5.7	121	2722	34.1	10.9	111	634	19.9	2.5	65				
SUNSET	2124	**93	2.5	4.4	94	**88	1.1	4.1	42	**29	0.9	1.4	35				
TV GUIDE	21661	1180	31.2	5.4	117	2167	27.2	10.0	102	1059	33.2	4.9	124				
TENNIS	550	**28	0.7	5.1	109	**78	1.0	14.2	144	**12	0.4	2.2	55				
TIME	8880	470	12.4	5.3	113	1023	12.8	11.5	117	*237	7.4	2.7	68				
TOWN & COUNTRY	917	**37	1.0	4.0	86	**110	1.4	12.0	122	**55	1.7	6.0	152				
TRAVEL & LEISURE	972	**22	0.6	2.3	48	**116	1.5	11.9	121	**32	1.0	3.3	84				
TRUE STORY	3356	**106	2.8	3.2	68	*209	2.6	6.2	63	**196	6.1	5.8	148				
U.S.NEWS & WORLD REPORT	3410	*208	5.5	6.1	131	446	5.6	13.1	133	**71	2.2	2.1	53				
USA TODAY	1759	**123	3.3	7.0	150	*246	3.1	14.0	142	**52	1.6	3.0	75				
US	1873	**103	2.7	5.5	118	*198	2.5	10.6	107	**86	2.7	4.6	117				
VOGUE	3909	*139	3.7	3.6	76	446	5.6	11.4	116	**177	5.5	4.5	115				
WALL STREET JOURNAL	1886	**66	1.7	3.5	75	*256	3.2	13.6	138	**21	0.7	1.1	28				
WEIGHT WATCHERS	2120	**146	3.9	6.9	148	*281	3.5	13.3	135	**106	3.3	5.0	127				
WOMAN'S DAY	14172	796	21.1	5.6	120	1737	21.8	12.3	125	499	15.6	3.5	89				
WORKING MOTHER	1146	**53	1.4	4.6	99	*178	2.2	15.5	158	**80	2.5	7.0	177				
WORKING WOMAN	1322	**72	1.9	5.4	117	*120	1.5	9.1	92	**67	2.1	5.1	129				
WORLD TENNIS	*163	**23	0.6	14.1	302	**7	0.1	4.3	44	**0	0.0	0.0	0				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**95	2.5	3.8	80	*276	3.5	10.9	111	**100	3.1	3.9	100				
BLAIR INSERTS	43657	2298	60.8	5.3	113	5154	64.7	11.8	120	1369	42.9	3.1	80				
DAILY NEWSPAPERS																	
READ ANY	51633	2588	68.4	5.0	107	5851	73.4	11.3	115	1809	56.7	3.5	89				
READ ONE	43463	2203	58.3	5.1	109	4785	60.0	11.0	112	1623	50.9	3.7	95				
READ TWO OR MORE	8170	385	10.2	4.7	101	1066	13.4	13.0	133	*186	5.8	2.3	58				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2681	70.9	5.1	109	5938	74.5	11.3	115	1758	55.1	3.3	85				
READ ONE	46126	2285	60.4	5.0	106	4939	62.0	10.7	109	1652	51.8	3.6	91				
READ TWO OR MORE	6552	396	10.5	6.0	129	999	12.5	15.2	155	**106	3.3	1.6	41				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.47				28.96				26.45							
30 DAY REACH	71455	3423	90.5	4.8	103	7105	89.1	9.9	101	2830	88.7	4.0	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.88				15.17				13.88							
30 DAY REACH	67742	3282	86.8	4.8	104	6798	85.3	10.0	102	2704	84.8	4.0	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.05				8.16				7.80							
30 DAY REACH	62117	3049	80.6	4.9	105	6329	79.4	10.2	104	2390	74.9	3.8	98				
CABLE TV: HOME WIRED	32077	1627	43.0	5.1	109	3279	41.1	10.2	104	1299	40.7	4.0	103				
HOME NOT WIRED	48909	2153	56.9	4.4	94	4692	58.9	9.6	97	1891	59.3	3.9	98				
HAVE PAY CABLE	15935	656	17.3	4.1	88	1712	21.5	10.7	109	741	23.2	4.7	118				

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	2138	56.5	4.9	104	4848	60.8	11.0	112	1783	55.9	4.1	103				
10:00 AM - 3:00 PM		30659	1382	36.6	4.5	97	3313	41.6	10.8	110	1255	39.3	4.1	104				
3:00 PM - 7:00 PM		31045	1397	36.9	4.5	96	3224	40.4	10.4	106	1258	39.4	4.1	103				
7:00 PM - MIDNIGHT		15767	659	17.4	4.2	90	1597	20.0	10.1	103	643	20.2	4.1	104				
MIDNIGHT - 6:00 AM		9120	509	13.5	5.6	120	925	11.6	10.1	103	252	7.9	2.8	70				
6:00 AM - MIDNIGHT		58527	2778	73.5	4.7	102	6192	77.7	10.6	107	2355	73.8	4.0	102				
ENTIRE DAY		59311	2800	74.1	4.7	101	6272	78.7	10.6	107	2360	74.0	4.0	101				
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	911	24.1	5.6	121	1613	20.2	10.0	101	492	15.4	3.0	77				
ALL NEWS		2256	**121	3.2	5.4	115	389	4.9	17.2	175	**24	0.8	1.1	27				
AOR/PROGRESSIVE		3874	*155	4.1	4.0	86	539	6.8	13.9	141	**79	2.5	2.0	52				
BEAUTIFUL MUSIC		5660	272	7.2	4.8	103	695	8.7	12.3	125	379	11.9	6.7	170				
BLACK		2204	**74	2.0	3.4	72	*200	2.5	9.1	92	*197	6.2	8.9	227				
CLASSICAL		1418	**65	1.7	4.6	98	*173	2.2	12.2	124	**15	0.5	1.1	27				
CHR/ROCK		9538	369	9.8	3.9	83	1089	13.7	11.4	116	343	10.8	3.6	91				
COUNTRY		12648	502	13.3	4.0	85	1208	15.2	9.6	97	740	23.2	5.9	149				
GOLDEN OLDIES		1191	**125	3.3	10.5	225	*163	2.0	13.7	139	**15	0.5	1.3	32				
MOR/NOSTALGIA		4757	287	7.6	6.0	129	620	7.8	13.0	132	**114	3.6	2.4	61				
NEWS/TALK		3863	*215	5.7	5.6	119	380	4.8	9.8	100	**34	1.1	0.9	22				
RELIGIOUS		3084	*140	3.7	4.5	97	*219	2.7	7.1	72	**133	4.2	4.3	109				
SOFT ROCK		521	**15	0.4	2.9	62	**26	0.3	5.0	51	**4	0.1	0.8	19				
URBAN CONTEMPORARY		1585	**88	2.3	5.6	119	232	2.9	14.6	149	**61	1.9	3.8	98				
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	*244	6.5	7.5	160	437	5.5	13.4	136	**71	2.2	2.2	55				
ABC DIRECTION		2316	*151	4.0	6.5	140	353	4.4	15.2	155	**81	2.5	3.5	89				
ABC ENTERTAINMENT		4834	281	7.4	5.8	125	772	9.7	16.0	162	*287	9.0	5.9	151				
ABC FM		2202	**93	2.5	4.2	90	*219	2.7	9.9	101	**155	4.9	7.0	179				
ABC INFORMATION		5425	279	7.4	5.1	110	562	7.1	10.4	105	*156	4.9	2.9	73				
ABC ROCK		1677	**63	1.7	3.8	80	*217	2.7	12.9	131	**27	0.8	1.6	41				
CBS		4430	*211	5.6	4.8	102	448	5.6	10.1	103	**113	3.5	2.6	65				
MUTUAL		4992	376	9.9	7.5	161	726	9.1	14.5	148	*221	6.9	4.4	112				
NBC		4679	356	9.4	7.6	163	617	7.7	13.2	134	**80	2.5	1.7	43				
RADIORADIO		1994	**88	2.3	4.4	95	*264	3.3	13.2	135	**50	1.6	2.5	64				
RKO ONE		2298	**73	1.9	3.2	68	*212	2.7	9.2	94	**70	2.2	3.0	77				
RKO TWO		3311	*156	4.1	4.7	101	374	4.7	11.3	115	*173	5.4	5.2	133				
THE SOURCE		2114	**99	2.6	4.7	100	370	4.6	17.5	178	**143	4.5	6.8	172				
NON-WIRED : BLAIR		8654	303	8.0	3.5	75	741	9.3	8.6	87	434	13.6	5.0	127				
INTERNET		12025	615	16.3	5.1	110	1326	16.6	11.0	112	442	13.9	3.7	93				
KATZ RADIO GROUP		15359	850	22.5	5.5	119	1836	23.0	12.0	121	517	16.2	3.4	85				
SUPERNET		10628	449	11.9	4.2	90	1100	13.8	10.4	105	388	12.2	3.7	93				
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		8659	372	9.8	4.3	92	736	9.2	8.5	86	441	13.8	5.1	129				
WKDAY 9:00 AM - 1:00 PM		12163	576	15.2	4.7	101	1161	14.6	9.5	97	532	16.7	4.4	111				
WKDAY 1:00 PM - 4:30 PM		16150	764	20.2	4.7	101	1611	20.2	10.0	101	724	22.7	4.5	114				
WKDAY 4:30 PM - 7:30 PM		22463	1185	31.3	5.3	113	2399	30.1	10.7	109	819	25.7	3.6	93				
WKDAY 7:30 PM - 8:00 PM		31795	1609	42.6	5.1	108	3394	42.6	10.7	108	1294	40.6	4.1	103				
WKDAY 11:00 PM - 11:30 PM		23977	1116	29.5	4.7	100	2261	28.4	9.4	96	987	30.9	4.1	105				
WKDAY 11:30 PM - 1:00 AM		7703	438	11.6	5.7	122	703	8.8	9.1	93	349	10.9	4.5	115				
M-SAT 8-11 PM+SUN 7-11 PM		33800	1618	42.8	4.8	103	3560	44.7	10.5	107	1393	43.7	4.1	105				
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	245	6.5	3.7	80	664	8.3	10.2	103	222	7.0	3.4	86				
ANOTHER WORLD	N	4620	177	4.7	3.8	82	566	7.1	12.3	124	256	8.0	5.5	141				
AS THE WORLD TURNS	C	5614	294	7.8	5.2	112	419	5.3	7.5	76	254	8.0	4.5	115				
CAPITOL	C	3396	180	4.8	5.3	114	238	3.0	7.0	71	149	4.7	4.4	111				
CBS MORN. NEWS 1	C	1446	*35	0.9	2.4	52	110	1.4	7.6	77	*115	3.6	8.0	202				
CBS MORN. NEWS 2	C	1207	**32	0.8	2.7	57	107	1.3	8.9	90	*81	2.5	6.7	170				
DAYS OF OUR LIVES	N	5877	258	6.8	4.4	94	773	9.7	13.2	134	291	9.1	5.0	126				
FACTS OF LIFE - DAYTIME	N	2290	136	3.6	5.9	127	207	2.6	9.0	92	*95	3.0	4.1	105				
FAMILY FEUD	A	3023	*99	2.6	3.3	70	152	1.9	5.0	51	*77	2.4	2.5	65				
GENERAL HOSPITAL	A	6097	321	8.5	5.3	113	612	7.7	10.0	102	273	8.6	4.5	114				
GOOD MORNING, AMERICA-730	A	3515	110	2.9	3.1	67	320	4.0	9.1	92	136	4.3	3.9	98				
GOOD MORNING, AMERICA-830	A	2818	145	3.8	5.1	110	282	3.5	10.0	102	*103	3.2	3.7	93				
GUIDING LIGHT	C	5339	298	7.9	5.6	120	550	6.9	10.3	105	246	7.7	4.6	117				
ONE LIFE TO LIVE	A	4478	159	4.2	3.6	76	377	4.7	8.4	86	203	6.4	4.5	115				
PRESS YOUR LUCK	C	2244	112	3.0	5.0	107	231	2.9	10.3	105	*92	2.9	4.1	104				
PRICE IS RIGHT 1	C	4348	188	5.0	4.3	93	373	4.7	8.6	87	185	5.8	4.3	108				
PRICE IS RIGHT 2	C	5014	229	6.1	4.6	98	435	5.5	8.7	88	199	6.2	4.0	101				
RYAN'S HOPE	A	3150	165	4.4	5.2	112	485	6.1	15.4	156	*94	2.9	3.0	76				
SALE OF THE CENTURY	N	2695	169	4.5	6.3	134	279	3.5	10.4	105	*76	2.4	2.8	72				
SEARCH FOR TOMORROW	N	2319	*94	2.5	4.1	87	356	4.5	15.4	156	*98	3.1	4.2	107				
TODAY SHOW 1	N	2693	120	3.2	4.5	95	230	2.9	8.5	87	*112	3.5	4.2	106				
TODAY SHOW 2	N	2498	135	3.6	5.4	116	227	2.8	9.1	92	*87	2.7	3.5	88				
$25,000 PYRAMID	C	2753	146	3.9	5.3	114	313	3.9	11.4	116	118	3.7	4.3	109				
WHEEL OF FORTUNE	N	4388	243	6.4	5.5	119	421	5.3	9.6	97	213	6.7	4.9	123				
YOUNG AND THE RESTLESS	C	5695	250	6.6	4.4	94	455	5.7	8.0	81	343	10.8	6.0	153				
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1760	*78	2.1	4.4	95	198	2.5	11.3	114	*87	2.7	4.9	125				
NBA PLAYOFF GAME -1	C	1136	**42	1.1	3.7	79	*122	1.5	10.7	109	*104	3.3	9.2	232				
NBC MAJOR LEAGUE PRE-GAME	N	953	**43	1.1	4.5	97	**74	0.9	7.8	79	**39	1.2	4.1	104				
SPORTSWORLD - SUN	N	1233	**50	1.3	4.1	87	*129	1.6	10.5	106	**44	1.4	3.6	91				
SUNDAY MORNING	C	1611	*117	3.1	7.3	156	*128	1.6	7.9	81	*151	4.7	9.4	238				

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

0645
P-18

	TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
PARENTS	3845	**106	2.8	2.8	59	464	5.8	12.1	123	*183	5.7	4.8	121				
PENTHOUSE	831	**28	0.7	3.4	72	**37	0.5	4.5	45	**66	2.1	7.9	202				
PEOPLE	11645	436	11.5	3.7	80	1018	12.8	8.7	89	432	13.5	3.7	94				
PLAYBOY	2006	**50	1.3	2.5	53	*144	1.8	7.2	73	**58	1.8	2.9	73				
POPULAR HOT RODDING	297	**14	0.4	4.7	101	**17	0.2	5.7	58	**37	1.2	12.5	316				
POPULAR MECHANICS	1018	**45	1.2	4.4	95	**130	1.6	12.8	130	**87	2.7	8.5	217				
POPULAR SCIENCE	878	**65	1.7	7.4	159	**128	1.6	14.6	148	**67	2.1	7.6	194				
PREVENTION	3913	280	7.4	7.2	153	462	5.8	11.8	120	**102	3.2	2.6	66				
PSYCHOLOGY TODAY	1710	**123	3.3	7.2	154	*302	3.8	17.7	179	**35	1.1	2.0	52				
READER'S DIGEST	22204	1147	30.3	5.2	111	2298	28.8	10.3	105	838	26.3	3.8	96				
REDBOOK	7684	340	9.0	4.4	95	746	9.4	9.7	99	363	11.4	4.7	120				
ROAD & TRACK	410	**13	0.3	3.2	68	**48	0.6	11.7	119	**9	0.3	2.2	56				
ROLLING STONE	969	**21	0.6	2.2	46	**74	0.9	7.6	78	**62	1.9	6.4	162				
RUNNER'S WORLD	298	**1	0.0	0.3	7	**56	0.7	18.8	191	**24	0.8	8.1	204				
SATURDAY EVENING POST	1169	**112	3.0	9.6	205	*153	1.9	13.1	133	**45	1.4	3.8	98				
SCIENCE 84	587	**17	0.4	2.9	62	**65	0.8	11.1	113	**34	1.1	5.8	147				
SCIENCE DIGEST	482	**60	1.6	12.4	267	**97	1.2	20.1	204	**20	0.6	4.1	105				
SCIENTIFIC AMERICAN	594	**29	0.8	4.9	105	**44	0.6	7.4	75	**18	0.6	3.0	77				
SELF	2089	**60	1.6	2.9	62	*173	2.2	8.3	84	**85	2.7	4.1	103				
SEVENTEEN	2411	**114	3.0	4.7	101	*233	2.9	9.7	98	**91	2.9	3.8	96				
SKI	480	**4	0.1	0.8	18	**10	0.1	2.1	21	**0	0.0	0.0	0				
SMITHSONIAN	2760	*179	4.7	6.5	139	393	4.9	14.2	145	**52	1.6	1.9	48				
SOAP OPERA DIGEST	3013	**133	3.5	4.4	95	*256	3.2	8.5	86	*208	6.5	6.9	175				
SOUTHERN LIVING	4184	*115	3.0	2.7	59	631	7.9	15.1	153	385	12.1	9.2	234				
SPORT	559	**35	0.9	6.3	134	**78	1.0	14.0	142	**7	0.2	1.3	32				
THE SPORTING NEWS	436	**48	1.3	11.0	236	**36	0.5	8.3	84	**16	0.5	3.7	93				
SPORTS AFIELD	493	**32	0.8	6.5	139	**49	0.6	9.9	101	**10	0.3	2.0	51				
SPORTS ILLUSTRATED	2758	*177	4.7	6.4	137	348	4.4	12.6	128	**66	2.1	2.4	61				
STAR	7456	404	10.7	5.4	116	802	10.1	10.8	109	369	11.6	4.9	126				
SUNDAY	24936	1414	37.4	5.7	121	2722	34.1	10.9	111	634	19.9	2.5	65				
SUNSET	2124	**93	2.5	4.4	94	**88	1.1	4.1	42	**29	0.9	1.4	35				
TV GUIDE	21661	1180	31.2	5.4	117	2167	27.2	10.0	102	1059	33.2	4.9	124				
TENNIS	550	**28	0.7	5.1	109	**78	1.0	14.2	144	**12	0.4	2.2	55				
TIME	8880	470	12.4	5.3	113	1023	12.8	11.5	117	*237	7.4	2.7	68				
TOWN & COUNTRY	917	**37	1.0	4.0	86	**110	1.4	12.0	122	**55	1.7	6.0	152				
TRAVEL & LEISURE	972	**22	0.6	2.3	48	**116	1.5	11.9	121	**32	1.0	3.3	84				
TRUE STORY	3356	**106	2.8	3.2	68	*209	2.6	6.2	63	**196	6.1	5.8	148				
U.S.NEWS & WORLD REPORT	3410	*208	5.5	6.1	131	446	5.6	13.1	133	**71	2.2	2.1	53				
USA TODAY	1759	**123	3.3	7.0	150	*246	3.1	14.0	142	**52	1.6	3.0	75				
US	1873	**103	2.7	5.5	118	*198	2.5	10.6	107	**86	2.7	4.6	117				
VOGUE	3909	*139	3.7	3.6	76	446	5.6	11.4	116	**177	5.5	4.5	115				
WALL STREET JOURNAL	1886	**66	1.7	3.5	75	*256	3.2	13.6	138	**21	0.7	1.1	28				
WEIGHT WATCHERS	2120	**146	3.9	6.9	148	*281	3.5	13.3	135	**106	3.3	5.0	127				
WOMAN'S DAY	14172	796	21.1	5.6	120	1737	21.8	12.3	125	499	15.6	3.5	89				
WORKING MOTHER	1146	**53	1.4	4.6	99	*178	2.2	15.5	158	**80	2.5	7.0	177				
WORKING WOMAN	1322	**72	1.9	5.4	117	*120	1.5	9.1	92	**67	2.1	5.1	129				
WORLD TENNIS	*163	**23	0.6	14.1	302	**7	0.1	4.3	44	**0	0.0	0.0	0				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**95	2.5	3.8	80	*276	3.5	10.9	111	**100	3.1	3.9	100				
BLAIR INSERTS	43657	2298	60.8	5.3	113	5154	64.7	11.8	120	1369	42.9	3.1	80				
DAILY NEWSPAPERS																	
READ ANY	51633	2588	68.4	5.0	107	5851	73.4	11.3	115	1809	56.7	3.5	89				
READ ONE	43463	2203	58.3	5.1	109	4785	60.0	11.0	112	1623	50.9	3.7	95				
READ TWO OR MORE	8170	385	10.2	4.7	101	1066	13.4	13.0	133	*186	5.8	2.3	58				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2681	70.9	5.1	109	5938	74.5	11.3	115	1758	55.1	3.3	85				
READ ONE	46126	2285	60.4	5.0	106	4939	62.0	10.7	109	1652	51.8	3.6	91				
READ TWO OR MORE	6552	396	10.5	6.0	129	999	12.5	15.2	155	**106	3.3	1.6	41				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.47				28.96				26.45							
30 DAY REACH	71455	3423	90.5	4.8	103	7105	89.1	9.9	101	2830	88.7	4.0	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.88				15.17				13.88							
30 DAY REACH	67742	3282	86.8	4.8	104	6798	85.3	10.0	102	2704	84.8	4.0	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.05				8.16				7.80							
30 DAY REACH	62117	3049	80.6	4.9	105	6329	79.4	10.2	104	2390	74.9	3.8	98				
CABLE TV: HOME WIRED	32077	1627	43.0	5.1	109	3279	41.1	10.2	104	1299	40.7	4.0	103				
HOME NOT WIRED	48909	2153	56.9	4.4	94	4692	58.9	9.6	97	1891	59.3	3.9	98				
HAVE PAY CABLE	15935	656	17.3	4.1	88	1712	21.5	10.7	109	741	23.2	4.7	118				

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	TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS %	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS %	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS %	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2138	56.5	4.9	104	4848	60.8	11.0	112	1783	55.9	4.1	103				
10:00 AM - 3:00 PM	30659	1382	36.6	4.5	97	3313	41.6	10.8	110	1255	39.3	4.1	104				
3:00 PM - 7:00 PM	31045	1397	36.9	4.5	96	3224	40.4	10.4	106	1258	39.4	4.1	103				
7:00 PM - MIDNIGHT	15767	659	17.4	4.2	90	1597	20.0	10.1	103	643	20.2	4.1	104				
MIDNIGHT - 6:00 AM	9120	509	13.5	5.6	120	925	11.6	10.1	103	252	7.9	2.8	70				
6:00 AM - MIDNIGHT	58527	2778	73.5	4.7	102	6192	77.7	10.6	107	2355	73.8	4.0	102				
ENTIRE DAY	59311	2800	74.1	4.7	101	6272	78.7	10.6	107	2360	74.0	4.0	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	911	24.1	5.6	121	1613	20.2	10.0	101	492	15.4	3.0	77				
ALL NEWS	2256	**121	3.2	5.4	115	389	4.9	17.2	175	**24	0.8	1.1	27				
AOR/PROGRESSIVE	3874	*155	4.1	4.0	86	539	6.8	13.9	141	**79	2.5	2.0	52				
BEAUTIFUL MUSIC	5660	272	7.2	4.8	103	695	8.7	12.3	125	379	11.9	6.7	170				
BLACK	2204	**74	2.0	3.4	72	*200	2.5	9.1	92	*197	6.2	8.9	227				
CLASSICAL	1418	**65	1.7	4.6	98	*173	2.2	12.2	124	**15	0.5	1.1	27				
CHR/ROCK	9538	369	9.8	3.9	83	1089	13.7	11.4	116	343	10.8	3.6	91				
COUNTRY	12648	502	13.3	4.0	85	1208	15.2	9.6	97	740	23.2	5.9	149				
GOLDEN OLDIES	1191	**125	3.3	10.5	225	*163	2.0	13.7	139	**15	0.5	1.3	32				
MOR/NOSTALGIA	4757	287	7.6	6.0	129	620	7.8	13.0	132	**114	3.6	2.4	61				
NEWS/TALK	3863	*215	5.7	5.6	119	380	4.8	9.8	100	**34	1.1	0.9	22				
RELIGIOUS	3084	*140	3.7	4.5	97	*219	2.7	7.1	72	**133	4.2	4.3	109				
SOFT ROCK	521	**15	0.4	2.9	62	**26	0.3	5.0	51	**4	0.1	0.8	19				
URBAN CONTEMPORARY	1585	**88	2.3	5.6	119	232	2.9	14.6	149	**61	1.9	3.8	98				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*244	6.5	7.5	160	437	5.5	13.4	136	**71	2.2	2.2	55				
ABC DIRECTION	2316	*151	4.0	6.5	140	353	4.4	15.2	155	**81	2.5	3.5	89				
ABC ENTERTAINMENT	4834	281	7.4	5.8	125	772	9.7	16.0	162	*287	9.0	5.9	151				
ABC FM	2202	**93	2.5	4.2	90	*219	2.7	9.9	101	**155	4.9	7.0	179				
ABC INFORMATION	5425	279	7.4	5.1	110	562	7.1	10.4	105	*156	4.9	2.9	73				
ABC ROCK	1677	**63	1.7	3.8	80	*217	2.7	12.9	131	**27	0.8	1.6	41				
CBS	4430	*211	5.6	4.8	102	448	5.6	10.1	103	**113	3.5	2.6	65				
MUTUAL	4992	376	9.9	7.5	161	726	9.1	14.5	148	*221	6.9	4.4	112				
NBC	4679	356	9.4	7.6	163	617	7.7	13.2	134	**80	2.5	1.7	43				
RADIORADIO	1994	**88	2.3	4.4	95	*264	3.3	13.2	135	**50	1.6	2.5	64				
RKO ONE	2298	**73	1.9	3.2	68	*212	2.7	9.2	94	**70	2.2	3.0	77				
RKO TWO	3311	*156	4.1	4.7	101	374	4.7	11.3	115	*173	5.4	5.2	133				
THE SOURCE	2114	**99	2.6	4.7	100	370	4.6	17.5	178	**143	4.5	6.8	172				
NON-WIRED : BLAIR	8654	303	8.0	3.5	75	741	9.3	8.6	87	434	13.6	5.0	127				
INTERNET	12025	615	16.3	5.1	110	1326	16.6	11.0	112	442	13.9	3.7	93				
KATZ RADIO GROUP	15359	850	22.5	5.5	119	1836	23.0	12.0	121	517	16.2	3.4	85				
SUPERNET	10628	449	11.9	4.2	90	1100	13.8	10.4	105	388	12.2	3.7	93				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	372	9.8	4.3	92	736	9.2	8.5	86	441	13.8	5.1	129				
WKDAY 9:00 AM - 1:00 PM	12163	576	15.2	4.7	101	1161	14.6	9.5	97	532	16.7	4.4	111				
WKDAY 1:00 PM - 4:30 PM	16150	764	20.2	4.7	101	1611	20.2	10.0	101	724	22.7	4.5	114				
WKDAY 4:30 PM - 7:30 PM	22463	1185	31.3	5.3	113	2399	30.1	10.7	109	819	25.7	3.6	93				
WKDAY 7:30 PM - 8:00 PM	31795	1609	42.6	5.1	108	3394	42.6	10.7	108	1294	40.6	4.1	103				
WKDAY 11:00 PM - 11:30 PM	23977	1116	29.5	4.7	100	2261	28.4	9.4	96	987	30.9	4.1	105				
WKDAY 11:30 PM - 1:00 AM	7703	438	11.6	5.7	122	703	8.8	9.1	93	349	10.9	4.5	115				
M-SAT 8-11 PM+SUN 7-11 PM	33800	1618	42.8	4.8	103	3560	44.7	10.5	107	1393	43.7	4.1	105				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	245	6.5	3.7	80	664	8.3	10.2	103	222	7.0	3.4	86				
ANOTHER WORLD N	4620	177	4.7	3.8	82	566	7.1	12.3	124	256	8.0	5.5	141				
AS THE WORLD TURNS C	5614	294	7.8	5.2	112	419	5.3	7.5	76	254	8.0	4.5	115				
CAPITOL C	3396	180	4.8	5.3	114	238	3.0	7.0	71	149	4.7	4.4	111				
CBS MORN. NEWS 1 C	1446	*35	0.9	2.4	52	110	1.4	7.6	77	*115	3.6	8.0	202				
CBS MORN. NEWS 2 C	1207	**32	0.8	2.7	57	107	1.3	8.9	90	*81	2.5	6.7	170				
DAYS OF OUR LIVES N	5877	258	6.8	4.4	94	773	9.7	13.2	134	291	9.1	5.0	126				
FACTS OF LIFE - DAYTIME N	2290	136	3.6	5.9	127	207	2.6	9.0	92	*95	3.0	4.1	105				
FAMILY FEUD A	3023	*99	2.6	3.3	70	152	1.9	5.0	51	*77	2.4	2.5	65				
GENERAL HOSPITAL A	6097	321	8.5	5.3	113	612	7.7	10.0	102	273	8.6	4.5	114				
GOOD MORNING, AMERICA-730 A	3515	110	2.9	3.1	67	320	4.0	9.1	92	136	4.3	3.9	98				
GOOD MORNING, AMERICA-830 A	2818	145	3.8	5.1	110	282	3.5	10.0	102	*103	3.2	3.7	93				
GUIDING LIGHT C	5339	298	7.9	5.6	120	550	6.9	10.3	105	246	7.7	4.6	117				
ONE LIFE TO LIVE A	4478	159	4.2	3.6	76	377	4.7	8.4	86	203	6.4	4.5	115				
PRESS YOUR LUCK C	2244	112	3.0	5.0	107	231	2.9	10.3	105	*92	2.9	4.1	104				
PRICE IS RIGHT 1 C	4348	188	5.0	4.3	93	373	4.7	8.6	87	185	5.8	4.3	108				
PRICE IS RIGHT 2 C	5014	229	6.1	4.6	98	435	5.5	8.7	88	199	6.2	4.0	101				
RYAN'S HOPE A	3150	165	4.4	5.2	112	485	6.1	15.4	156	*94	2.9	3.0	76				
SALE OF THE CENTURY N	2695	169	4.5	6.3	134	279	3.5	10.4	105	*76	2.4	2.8	72				
SEARCH FOR TOMORROW N	2319	*94	2.5	4.1	87	356	4.5	15.4	156	*98	3.1	4.2	107				
TODAY SHOW 1 N	2693	120	3.2	4.5	95	230	2.9	8.5	87	*112	3.5	4.2	106				
TODAY SHOW 2 N	2498	135	3.6	5.4	116	227	2.8	9.1	92	*87	2.7	3.5	88				
$25,000 PYRAMID C	2753	146	3.9	5.3	114	313	3.9	11.4	116	118	3.7	4.3	109				
WHEEL OF FORTUNE N	4388	243	6.4	5.5	119	421	5.3	9.6	97	213	6.7	4.9	123				
YOUNG AND THE RESTLESS C	5695	250	6.6	4.4	94	455	5.7	8.0	81	343	10.8	6.0	153				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*78	2.1	4.4	95	198	2.5	11.3	114	*87	2.7	4.9	125				
NBA PLAYOFF GAME -1 C	1136	**42	1.1	3.7	79	*122	1.5	10.7	109	*104	3.3	9.2	232				
NBC MAJOR LEAGUE PRE-GAME N	953	**43	1.1	4.5	97	**74	0.9	7.8	79	**39	1.2	4.1	104				
SPORTSWORLD - SUN N	1233	**50	1.3	4.1	87	*129	1.6	10.5	106	**44	1.4	3.6	91				
SUNDAY MORNING C	1611	*117	3.1	7.3	156	*128	1.6	7.9	81	*151	4.7	9.4	238				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR TEA (IN BAGS OR PACKAGES): BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	TENDER LEAF A '000	TENDER LEAF B % DOWN	TENDER LEAF C % ACROSS	TENDER LEAF D INDX	TETLEY A '000	TETLEY B % DOWN	TETLEY C % ACROSS	TETLEY D INDX	LUZIANNE A '000	LUZIANNE B % DOWN	LUZIANNE C % ACROSS	LUZIANNE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3781	100.0	4.7	100	7971	100.0	9.8	100	3190	100.0	3.9	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1428	37.8	5.5	117	2735	34.3	10.5	107	1058	33.2	4.1	103				
NETWORK AFFILIATES - LATE		20261	938	24.8	4.6	99	1826	22.9	9.0	92	822	25.8	4.1	103				
INDEPENDENTS - LATE		2076	103	2.7	5.0	106	331	4.2	15.9	162	*33	1.0	1.6	40				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	467	12.4	4.5	96	1254	15.7	12.0	122	613	19.2	5.9	149				
ABC MONDAY NIGHT MOVIE	A	6412	263	7.0	4.1	88	717	9.0	11.2	114	282	8.8	4.4	112				
ABC SUNDAY NIGHT MOVIE	A	12407	565	14.9	4.6	98	1251	15.7	10.1	102	538	16.9	4.3	110				
ABC WORLD NEWS TONIGHT	A	6176	356	9.4	5.8	123	631	7.9	10.2	104	216	6.8	3.5	89				
AFTERMASH	C	5863	401	10.6	6.8	146	677	8.5	11.5	117	*245	7.7	4.2	106				
ALICE	C	9594	467	12.4	4.9	104	942	11.8	9.8	100	418	13.1	4.4	111				
AMERICAN PARADE	C	6622	340	9.0	5.1	110	600	7.5	9.1	92	226	7.1	3.4	87				
BENSON	A	10886	604	16.0	5.5	119	1079	13.5	9.9	101	358	11.2	3.3	83				
BLUE THUNDER	A	5036	*164	4.3	3.3	70	490	6.1	9.7	99	*305	9.6	6.1	154				
CAGNEY & LACEY	C	9965	464	12.3	4.7	100	867	10.9	8.7	88	337	10.6	3.4	86				
CBS EVENING NEWS-DEAN	C	3491	*153	4.0	4.4	94	335	4.2	9.6	97	**99	3.1	2.8	72				
CBS EVENING NEWS-RATHER	C	7123	371	9.8	5.2	112	734	9.2	10.3	105	277	8.7	3.9	99				
CBS SAT. NEWS-SCHIEFFER	C	3621	153	4.0	4.2	91	246	3.1	6.8	69	173	5.4	4.8	121				
CBS SATURDAY NIGHT MOVIE	C	5436	299	7.9	5.5	118	589	7.4	10.8	110	261	8.2	4.8	122				
CBS WEDNESDAY NIGHT MOVIE	C	6100	293	7.7	4.8	103	550	6.9	9.0	92	240	7.5	3.9	100				
CHEERS	N	8889	478	12.6	5.4	115	1087	13.6	12.2	124	253	7.9	2.8	72				
DALLAS	C	22109	955	25.3	4.3	93	2406	30.2	10.9	111	943	29.6	4.3	108				
DIFF'RENT STROKES	N	6940	381	10.1	5.5	118	691	8.7	10.0	101	335	10.5	4.8	123				
DOUBLE TROUBLE	N	7223	423	11.2	5.9	125	698	8.8	9.7	98	339	10.6	4.7	119				
DUCK FACTORY	N	5595	284	7.5	5.1	109	639	8.0	11.4	116	*197	6.2	3.5	89				
DUKES OF HAZZARD	C	5768	208	5.5	3.6	77	584	7.3	10.1	103	*196	6.1	3.4	86				
DYNASTY	A	20053	817	21.6	4.1	87	1925	24.2	9.6	98	988	31.0	4.9	125				
FACTS OF LIFE	N	8087	451	11.9	5.6	119	749	9.4	9.3	94	345	10.8	4.3	108				
FALCON CREST	C	20046	933	24.7	4.7	100	2191	27.5	10.9	111	830	26.0	4.1	105				
FALL GUY	A	9084	369	9.8	4.1	87	916	11.5	10.1	102	542	17.0	6.0	151				
FAMILY TIES	N	7964	516	13.6	6.5	139	1011	12.7	12.7	129	370	11.6	4.6	118				
FANTASY ISLAND	A	7687	316	8.4	4.1	88	739	9.3	9.6	98	297	9.3	3.9	98				
FOULUPS,BLEEPS & BLUNDERS	A	8861	460	12.2	5.2	111	877	11.0	9.9	101	371	11.6	4.2	106				
FOUR SEASONS	C	5095	328	8.7	6.4	138	638	8.0	12.5	127	*205	6.4	4.0	102				
GIMME A BREAK	N	8838	520	13.8	5.9	126	1011	12.7	11.4	116	528	16.6	6.0	152				
HART TO HART	A	8978	338	8.9	3.8	81	750	9.4	8.4	85	396	12.4	4.4	112				
HILL STREET BLUES	N	8590	324	8.6	3.8	81	847	10.6	9.9	100	431	13.5	5.0	127				
HOTEL	A	14085	667	17.6	4.7	101	1336	16.8	9.5	96	683	21.4	4.8	123				
JEFFERSONS	C	9360	536	14.2	5.7	123	957	12.0	10.2	104	341	10.7	3.6	92				
JENNIFER SLEPT HERE	N	5841	257	6.8	4.4	94	571	7.2	9.8	99	*218	6.8	3.7	95				
KATE & ALLIE	C	9206	505	13.4	5.5	117	849	10.7	9.2	94	271	8.5	2.9	75				
KNIGHT RIDER	N	7076	330	8.7	4.7	100	731	9.2	10.3	105	340	10.7	4.8	122				
LOVE BOAT	A	12219	560	14.8	4.6	98	1061	13.3	8.7	88	454	14.2	3.7	94				
MAGNUM PI	C	11199	484	12.8	4.3	93	1017	12.8	9.1	92	558	17.5	5.0	126				
MAMA'S FAMILY	N	6057	274	7.2	4.5	97	643	8.1	10.6	108	288	9.0	4.8	121				
MASTER, THE	N	3598	*140	3.7	3.9	83	349	4.4	9.7	99	*216	6.8	6.0	152				
MATT HOUSTON	A	6344	199	5.3	3.1	67	597	7.5	9.4	96	*302	9.5	4.8	121				
NBC MONDAY NIGHT MOVIE	N	11994	561	14.8	4.7	100	1245	15.6	10.4	105	612	19.2	5.1	130				
NBC NIGHTLY NEWS	N	5132	249	6.6	4.9	104	566	7.1	11.0	112	263	8.2	5.1	130				
NBC NIGHTLY NEWS-SAT	N	3375	*216	5.7	6.4	137	298	3.7	8.8	90	**92	2.9	2.7	69				
NBC NIGHTLY NEWS-SUN	N	3130	*201	5.3	6.4	138	269	3.4	8.6	87	**82	2.6	2.6	67				
NBC SUNDAY NIGHT MOVIE	N	8284	502	13.3	6.1	130	1025	12.9	12.4	126	471	14.8	5.7	144				
NEWHART	C	9240	508	13.4	5.5	118	837	10.5	9.1	92	265	8.3	2.9	73				
ONE DAY AT A TIME	C	7288	350	9.3	4.8	103	642	8.1	8.8	90	328	10.3	4.5	114				
PEOPLE ARE FUNNY	N	4855	*228	6.0	4.7	101	552	6.9	11.4	116	*251	7.9	5.2	131				
REAL PEOPLE	N	8869	414	10.9	4.7	100	919	11.5	10.4	105	443	13.9	5.0	127				
REMINGTON STEELE	N	7743	305	8.1	3.9	84	813	10.2	10.5	107	*211	6.6	2.7	69				
RIPLEY'S BELIEVE IT - NOT	A	5345	337	8.9	6.3	135	632	7.9	11.8	120	283	8.9	5.3	134				
RIPTIDE	N	6988	290	7.7	4.1	89	740	9.3	10.6	108	*268	8.4	3.8	97				
SCARECROW & MRS. KING	C	10002	395	10.4	3.9	85	843	10.6	8.4	86	425	13.3	4.2	108				
SIMON & SIMON	C	10638	390	10.3	3.7	79	995	12.5	9.4	95	636	19.9	6.0	152				
60 MINUTES	C	13293	656	17.3	4.9	106	1243	15.6	9.4	95	440	13.8	3.3	84				
ST. ELSEWHERE	N	7017	344	9.1	4.9	105	816	10.2	11.6	118	252	7.9	3.6	91				
THREE'S COMPANY	A	10917	528	14.0	4.8	104	926	11.6	8.5	86	373	11.7	3.4	87				
T.J. HOOKER	A	9204	383	10.1	4.2	89	851	10.7	9.2	94	318	10.0	3.5	88				
TONIGHT SHOW	N	2372	162	4.3	6.8	146	234	2.9	9.9	100	84	2.6	3.5	90				
TRAPPER JOHN, M.D.	C	9846	453	12.0	4.6	99	981	12.3	10.0	101	335	10.5	3.4	86				
TV BLOOPERS & PRAC. JOKES	N	9105	340	9.0	3.7	80	892	11.2	9.8	100	390	12.2	4.3	109				
20/20	A	9387	464	12.3	4.9	106	966	12.1	10.3	105	377	11.8	4.0	102				
WEBSTER	A	11067	589	15.6	5.3	114	1090	13.7	9.8	100	385	12.1	3.5	88				
WORLD NEWS - SUN	A	3062	*117	3.1	3.8	82	324	4.1	10.6	108	**109	3.4	3.6	90				
YELLOW ROSE	N	4978	*170	4.5	3.4	73	495	6.2	9.9	101	*256	8.0	5.1	131				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*428	11.3	4.8	103	1003	12.6	11.3	115	*340	10.7	3.8	97				
BASKETBALL - COLLEGE GAMES		4080	*246	6.5	6.0	129	*480	6.0	11.8	120	**200	6.3	4.9	124				
BASKETBALL - PRO GAMES		3607	**193	5.1	5.4	115	*323	4.1	9.0	91	**224	7.0	6.2	158				
BOWLING		3883	**187	4.9	4.8	103	*360	4.5	9.3	94	**163	5.1	4.2	107				
BOXING		3928	**192	5.1	4.9	105	*617	7.7	15.7	160	**229	7.2	5.8	148				
FOOTBALL - COLLEGE GAMES		6366	*282	7.5	4.4	95	735	9.2	11.5	117	*271	8.5	4.3	108				
FOOTBALL - PRO GAMES		11300	*385	10.2	3.4	73	1110	13.9	9.8	100	*437	13.7	3.9	98				
GOLF		3378	**96	2.5	2.8	61	*389	4.9	11.5	117	**72	2.3	2.1	54				
POST-SEASON COLL. FOOTBALL		4906	**254	6.7	5.2	111	569	7.1	11.6	118	*292	9.2	6.0	151				
POST-SEASON PRO FOOTBALL		6120	*309	8.2	5.0	108	660	8.3	10.8	110	**255	8.0	4.2	106				
TENNIS		3033	**108	2.9	3.6	76	*409	5.1	13.5	137	**127	4.0	4.2	106				
WRESTLING - PROFESSIONAL		3344	**131	3.5	3.9	84	*500	6.3	15.0	152	*373	11.7	11.2	283				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	'000	%	UNWEIGHTED

1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?

YES	42803	52.9	4947
NO	38183	47.1	4488

IF YES

1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
CAMPBELLS V8	22694	28.0	10225	12.6	10369	12.8	2100	2.6	2612
OTHER CAMPBELLS	7040	8.7	1897	2.3	3894	4.8	1249	1.5	769
DEL MONTE	6851	8.5	1322	1.6	4244	5.2	1285	1.6	763
HUNTS	7541	9.3	1667	2.1	4369	5.4	1504	1.9	873
LIBBY'S	11594	14.3	3067	3.8	6309	7.8	2218	2.7	1287
MOTTS	1418	1.8	265	.3	636	.8	517	.6	178
OCEAN SPRAY	4209	5.2	546	.7	2697	3.3	965	1.2	515
SACRAMENTO PLUS	1117	1.4	305	.4	475	.6	337	.4	125
OTHER SACRAMENTO	2251	2.8	879	1.1	881	1.1	491	.6	253
STOKELYS	1831	2.3	133	.2	1018	1.3	680	.8	209
OTHER BRANDS	7571	9.3	3241	4.0	2923	3.6	1407	1.7	819
DO NOT KNOW	194	.2							28

		'000	%	UNWEIGHTED

1C. IN THE LAST 30 DAYS ABOUT HOW MANY GLASSES WERE USED BY YOUR ENTIRE HOUSEHOLD ON AN AVERAGE DAY?

10 OR MORE	H	1997	2.5	227
7 - 9	H	1001	1.2	129
4 - 6	H	3162	3.9	330
3	H	2918	3.6	312
2	M	5735	7.1	642
1	M	9164	11.3	1094
LESS THAN 1	L	10505	13.0	1267
NONE	L	8321	10.3	946

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TOMATO & VEGETABLE JUICES: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	42803	100.0	52.9	100	9078	100.0	11.2	100	14899	100.0	18.4	100	18826	100.0	23.2	100
18 - 24	9282	3633	8.5	39.1	74	869	9.6	9.4	84	1018	6.8	11.0	60	1746	9.3	18.8	81
25 - 34	19072	9482	22.2	49.7	94	1433	15.8	7.5	67	2807	18.8	14.7	80	5242	27.8	27.5	119
35 - 44	14591	8525	19.9	58.4	111	1730	19.1	11.9	106	2847	19.1	19.5	106	3948	21.0	27.1	117
45 - 54	11345	6912	16.1	60.9	115	1466	16.1	12.9	115	2671	17.9	23.5	128	2775	14.7	24.5	106
55 - 64	11635	6749	15.8	58.0	110	1564	17.2	13.4	120	2509	16.8	21.6	117	2677	14.2	23.0	99
65 OR OLDER	15061	7503	17.5	49.8	94	2017	22.2	13.4	119	3046	20.4	20.2	110	2439	13.0	16.2	70
18 - 34	28354	13114	30.6	46.3	88	2302	25.4	8.1	72	3825	25.7	13.5	73	6988	37.1	24.6	106
18 - 49	48339	25039	58.5	51.8	98	4656	51.3	9.6	86	8022	53.8	16.6	90	12361	65.7	25.6	110
25 - 54	45008	24919	58.2	55.4	105	4629	51.0	10.3	92	8325	55.9	18.5	101	11964	63.6	26.6	115
35 - 49	19985	11925	27.9	59.7	113	2354	25.9	11.8	105	4197	28.2	21.0	114	5373	28.5	26.9	116
50 OR OLDER	32647	17764	41.5	54.4	103	4422	48.7	13.5	121	6877	46.2	21.1	115	6465	34.3	19.8	85
GRADUATED COLLEGE	11155	6526	15.2	58.5	111	844	9.3	7.6	67	2018	13.5	18.1	98	3665	19.5	32.9	142
ATTENDED COLLEGE	13682	7608	17.8	55.6	105	1092	12.0	8.0	71	2458	16.5	18.0	98	4058	21.6	29.7	128
GRADUATED HIGH SCHOOL	33880	18313	42.8	54.1	102	3659	40.3	10.8	96	6601	44.3	19.5	106	8053	42.8	23.8	103
DID NOT GRADUATE HIGH SCHOOL	22270	10357	24.2	46.5	88	3484	38.4	15.6	140	3823	25.7	17.2	93	3050	16.2	13.7	59
EMPLOYED	40306	21915	51.2	54.4	103	3567	39.3	8.8	79	7225	48.5	17.9	97	11123	59.1	27.6	119
EMPLOYED FULL-TIME	32850	17757	41.5	54.1	102	2877	31.7	8.8	78	6046	40.6	18.4	100	8834	46.9	26.9	116
EMPLOYED PART-TIME	7456	4158	9.7	55.8	106	690	7.6	9.3	83	1179	7.9	15.8	86	2289	12.2	30.7	132
NOT EMPLOYED	40680	20889	48.8	51.3	97	5512	60.7	13.5	121	7674	51.5	18.9	103	7703	40.9	18.9	81
PROFESSIONAL/MANAGER	10392	5792	13.5	55.7	105	684	7.5	6.6	59	1564	10.5	15.1	82	3545	18.8	34.1	147
TECH/CLERICAL/SALES	17574	9887	23.1	56.3	106	1546	17.0	8.8	78	3389	22.7	19.3	105	4952	26.3	28.2	122
PRECISION/CRAFT	985	568	1.3	57.7	109	**76	0.8	7.7	69	**223	1.5	22.6	123	*269	1.4	27.3	118
OTHER EMPLOYED	11354	5667	13.2	49.9	94	1260	13.9	11.1	99	2050	13.8	18.1	98	2357	12.5	20.8	90
SINGLE	9863	4589	10.7	46.5	88	929	10.2	9.4	84	1680	11.3	17.0	93	1980	10.5	20.1	87
MARRIED	51375	28376	66.3	55.2	105	5913	65.1	11.5	103	9434	63.3	18.4	100	13029	69.2	25.4	109
DIVORCED/SEPARATED/WIDOWED	19748	9838	23.0	49.8	94	2236	24.6	11.3	101	3786	25.4	19.2	104	3817	20.3	19.3	83
PARENTS	32590	16748	39.1	51.4	97	3394	37.4	10.4	93	5452	36.6	16.7	91	7902	42.0	24.2	104
WHITE	70416	38677	90.4	54.9	104	7839	86.4	11.1	99	13299	89.3	18.9	103	17539	93.2	24.9	107
BLACK	8778	3385	7.9	38.6	73	1182	13.0	13.5	120	1329	8.9	15.1	82	874	4.6	10.0	43
OTHER	1791	*741	1.7	41.4	78	**57	0.6	3.2	28	**271	1.8	15.1	82	**413	2.2	23.1	99
NORTHEAST-CENSUS	17786	9036	21.1	50.8	96	2046	22.5	11.5	103	3513	23.6	19.8	107	3478	18.5	19.6	84
NORTH CENTRAL	20741	12777	29.9	61.6	117	2714	29.9	13.1	117	4360	29.3	21.0	114	5703	30.3	27.5	119
SOUTH	27775	12660	29.6	45.6	86	3112	34.3	11.2	100	4304	28.9	15.5	84	5244	27.9	18.9	81
WEST	14683	8330	19.5	56.7	107	1206	13.3	8.2	73	2723	18.3	18.5	101	4402	23.4	30.0	129
NORTHEAST-MKTG.	17961	8994	21.0	50.1	95	1911	21.1	10.6	95	3576	24.0	19.9	108	3507	18.6	19.5	84
EAST CENTRAL	11885	6825	15.9	57.4	109	1709	18.8	14.4	128	2280	15.3	19.2	104	2836	15.1	23.9	103
WEST CENTRAL	14090	8877	20.7	63.0	119	1770	19.5	12.6	112	2969	19.9	21.1	115	4137	22.0	29.4	126
SOUTH	24081	10877	25.4	45.2	85	2666	29.4	11.1	99	3670	24.6	15.2	83	4540	24.1	18.9	81
PACIFIC	12969	7231	16.9	55.8	105	1021	11.2	7.9	70	2404	16.1	18.5	101	3806	20.2	29.3	126
COUNTY SIZE A	32439	16884	39.4	52.0	98	3124	34.4	9.6	86	6499	43.6	20.0	109	7262	38.6	22.4	96
COUNTY SIZE B	24915	13099	30.6	52.6	99	2981	32.8	12.0	107	4185	28.1	16.8	91	5933	31.5	23.8	103
COUNTY SIZE C	12930	7042	16.5	54.5	103	1550	17.1	12.0	107	2087	14.0	16.1	88	3404	18.1	26.3	113
COUNTY SIZE D	10703	5779	13.5	54.0	102	1424	15.7	13.3	119	2129	14.3	19.9	108	2226	11.8	20.8	90
METRO CENTRAL CITY	24518	11783	27.5	48.1	91	2587	28.5	10.6	94	4417	29.6	18.0	98	4779	25.4	19.5	84
METRO SUBURBAN	35919	19875	46.4	55.3	105	3765	41.5	10.5	94	6618	44.4	18.4	100	9491	50.4	26.4	114
NON METRO	20549	11146	26.0	54.2	103	2726	30.0	13.3	118	3864	25.9	18.8	102	4555	24.2	22.2	96
TOP 5 ADI'S	18341	9636	22.5	52.5	99	1702	18.7	9.3	83	3909	26.2	21.3	116	4025	21.4	21.9	94
TOP 10 ADI'S	25378	12958	30.3	51.1	97	2365	26.1	9.3	83	5163	34.7	20.3	111	5430	28.8	21.4	92
TOP 20 ADI'S	36488	19195	44.8	52.6	100	3553	39.1	9.7	87	7218	48.4	19.8	108	8425	44.8	23.1	99
HSHLD INC. $50,000 OR MORE	6612	4541	10.6	68.7	130	*482	5.3	7.3	65	1610	10.8	24.3	132	2450	13.0	37.1	160
$40,000 OR MORE	12659	8179	19.1	64.6	122	1071	11.8	8.5	75	2803	18.8	22.1	120	4306	22.9	34.0	146
$30,000 OR MORE	24698	14951	34.9	60.5	115	2357	26.0	9.5	85	5023	33.7	20.3	111	7570	40.2	30.7	132
$25,000 OR MORE	32077	19153	44.7	59.7	113	3102	34.2	9.7	86	6293	42.2	19.6	107	9759	51.8	30.4	131
$20,000 - $24,999	9144	4941	11.5	54.0	102	964	10.6	10.5	94	1580	10.6	17.3	94	2398	12.7	26.2	113
$15,000 - $19,999	8728	4295	10.0	49.2	93	896	9.9	10.3	92	1626	10.9	18.6	101	1773	9.4	20.3	87
$10,000 - $14,999	12562	6032	14.1	48.0	91	1662	18.3	13.2	118	2028	13.6	16.1	88	2342	12.4	18.6	80
UNDER $10,000	18475	8383	19.6	45.4	86	2455	27.0	13.3	119	3373	22.6	18.3	99	2554	13.6	13.8	59
HOUSEHOLD OF 1 PERSON	11987	5803	13.6	48.4	92	1053	11.6	8.8	78	2112	14.2	17.6	96	2639	14.0	22.0	95
2 PEOPLE	26577	14522	33.9	54.6	103	3043	33.5	11.4	102	5270	35.4	19.8	108	6209	33.0	23.4	101
3 OR 4 PEOPLE	30617	15966	37.3	52.1	99	3293	36.3	10.8	96	5139	34.5	16.8	91	7534	40.0	24.6	106
5 OR MORE PEOPLE	11804	6512	15.2	55.2	104	1689	18.6	14.3	128	2378	16.0	20.1	110	2444	13.0	20.7	89
NO CHILD IN HSHLD	46165	24970	58.3	54.1	102	5425	59.8	11.8	105	8989	60.3	19.5	106	10556	56.1	22.9	98
CHILD(REN) UNDER 2 YRS	5325	2424	5.7	45.5	86	*546	6.0	10.3	91	*695	4.7	13.1	71	1183	6.3	22.2	96
2 - 5 YEARS	14221	6396	14.9	45.0	85	1364	15.0	9.6	86	1990	13.4	14.0	76	3042	16.2	21.4	92
6 - 11 YEARS	15117	7824	18.3	51.8	98	1732	19.1	11.5	102	2642	17.7	17.5	95	3450	18.3	22.8	98
12 - 17 YEARS	16611	9530	22.3	57.4	109	2160	23.8	13.0	116	3367	22.6	20.3	110	4002	21.3	24.1	104
RESIDENCE OWNED	55884	31505	73.6	56.4	107	6297	69.4	11.3	101	11055	74.2	19.8	108	14153	75.2	25.3	109
VALUE: $50,000 OR MORE	31744	18958	44.3	59.7	113	3100	34.1	9.8	87	6529	43.8	20.6	112	9329	49.6	29.4	126
VALUE: UNDER $50,000	24140	12547	29.3	52.0	98	3196	35.2	13.2	118	4526	30.4	18.7	102	4824	25.6	20.0	86

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TOMATO & VEGETABLE JUICES: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0651
P-18

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	42803	100.0	52.9	100	9078	100.0	11.2	100	14899	100.0	18.4	100	18826	100.0	23.2	100
MAGAZINES	QUINTILE 1	15799	9454	22.1	59.8	113	2122	23.4	13.4	120	3056	20.5	19.3	105	4276	22.7	27.1	116
	QUINTILE 2	17259	9976	23.3	57.8	109	1759	19.4	10.2	91	3695	24.8	21.4	116	4522	24.0	26.2	113
	QUINTILE 3	13545	7180	16.8	53.0	100	1374	15.1	10.1	90	2411	16.2	17.8	97	3395	18.0	25.1	108
	QUINTILE 4	15133	7702	18.0	50.9	96	1754	19.3	11.6	103	2647	17.8	17.5	95	3301	17.5	21.8	94
	QUINTILE 5	19250	8492	19.8	44.1	83	2070	22.8	10.8	96	3090	20.7	16.1	87	3332	17.7	17.3	74
NEWSPAPERS	QUINTILE 1	12413	7244	16.9	58.4	110	1442	15.9	11.6	104	2852	19.1	23.0	125	2951	15.7	23.8	102
	QUINTILE 2	24116	13919	32.5	57.7	109	2858	31.5	11.9	106	4948	33.2	20.5	112	6114	32.5	25.4	109
	QUINTILE 3	11261	5958	13.9	52.9	100	1389	15.3	12.3	110	1788	12.0	15.9	86	2780	14.8	24.7	106
	QUINTILE 4	20255	9881	23.1	48.8	92	1846	20.3	9.1	81	3361	22.6	16.6	90	4675	24.8	23.1	99
	QUINTILE 5	12940	5801	13.6	44.8	85	1544	17.0	11.9	106	1951	13.1	15.1	82	2307	12.3	17.8	77
OUTDOOR	QUINTILE 1	14852	7702	18.0	51.9	98	1358	15.0	9.1	82	2494	16.7	16.8	91	3850	20.5	25.9	112
	QUINTILE 2	15725	8816	20.6	56.1	106	1584	17.4	10.1	90	3193	21.4	20.3	110	4039	21.5	25.7	110
	QUINTILE 3	16330	8766	20.5	53.7	102	1934	21.3	11.8	106	2672	17.9	16.4	89	4161	22.1	25.5	110
	QUINTILE 4	16744	8667	20.2	51.8	98	2087	23.0	12.5	111	3067	20.6	18.3	100	3514	18.7	21.0	90
	QUINTILE 5	17334	8852	20.7	51.1	97	2115	23.3	12.2	109	3474	23.3	20.0	109	3263	17.3	18.8	81
RADIO-DRIVE TIME	QUINTILE 1	15911	9021	21.1	56.7	107	1952	21.5	12.3	109	3228	21.7	20.3	110	3840	20.4	24.1	104
	QUINTILE 2	14837	8248	19.3	55.6	105	1811	19.9	12.2	109	2842	19.1	19.2	104	3595	19.1	24.2	104
	QUINTILE 3	15339	7755	18.1	50.6	96	1517	16.7	9.9	88	2484	16.7	16.2	88	3754	19.9	24.5	105
	QUINTILE 4	16723	8584	20.1	51.3	97	1569	17.3	9.4	84	3156	21.2	18.9	103	3859	20.5	23.1	99
	QUINTILE 5	18176	9196	21.5	50.6	96	2228	24.5	12.3	109	3189	21.4	17.5	95	3778	20.1	20.8	89
RADIO-MID-DAY	TERCILE 1	21020	11913	27.8	56.7	107	2461	27.1	11.7	104	4325	29.0	20.6	112	5127	27.2	24.4	105
	TERCILE 2	21610	11663	27.2	54.0	102	2534	27.9	11.7	105	4054	27.2	18.8	102	5076	27.0	23.5	101
	TERCILE 3	38355	19227	44.9	50.1	95	4084	45.0	10.6	95	6520	43.8	17.0	92	8623	45.8	22.5	97
RADIO-TOTAL	QUINTILE 1	15988	9122	21.3	57.1	108	2037	22.4	12.7	114	3336	22.4	20.9	113	3748	19.9	23.4	101
	QUINTILE 2	15626	8516	19.9	54.5	103	1797	19.8	11.5	103	2788	18.7	17.8	97	3931	20.9	25.2	108
	QUINTILE 3	16723	8774	20.5	52.5	99	1684	18.6	10.1	90	2966	19.9	17.7	96	4125	21.9	24.7	106
	QUINTILE 4	16342	8508	19.9	52.1	99	1713	18.9	10.5	94	2920	19.6	17.9	97	3875	20.6	23.7	102
	QUINTILE 5	16306	7884	18.4	48.4	91	1848	20.4	11.3	101	2889	19.4	17.7	96	3147	16.7	19.3	83
TV-PRIME TIME	QUINTILE 1	15953	8987	21.0	56.3	107	2171	23.9	13.6	121	3445	23.1	21.6	117	3372	17.9	21.1	91
	QUINTILE 2	16137	8423	19.7	52.2	99	1897	20.9	11.8	105	2754	18.5	17.1	93	3772	20.0	23.4	101
	QUINTILE 3	16420	8751	20.4	53.3	101	1581	17.4	9.6	86	3120	20.9	19.0	103	4049	21.5	24.7	106
	QUINTILE 4	16687	8762	20.5	52.5	99	1903	21.0	11.4	102	2849	19.1	17.1	93	4009	21.3	24.0	103
	QUINTILE 5	15789	7881	18.4	49.9	94	1526	16.8	9.7	86	2731	18.3	17.3	94	3624	19.2	23.0	99
TV-DAYTIME	TERCILE 1	27736	13584	31.7	49.0	93	3637	40.1	13.1	117	4864	32.6	17.5	95	5083	27.0	18.3	79
	TERCILE 2	26489	14521	33.9	54.8	104	2893	31.9	10.9	97	4959	33.3	18.7	102	6670	35.4	25.2	108
	TERCILE 3	26761	14698	34.3	54.9	104	2548	28.1	9.5	85	5076	34.1	19.0	103	7074	37.6	26.4	114
TV-TOTAL	QUINTILE 1	16345	8229	19.2	50.3	95	2500	27.5	15.3	136	3056	20.5	18.7	102	2674	14.2	16.4	70
	QUINTILE 2	16447	8984	21.0	54.6	103	1891	20.8	11.5	103	3090	20.7	18.8	102	4003	21.3	24.3	105
	QUINTILE 3	15980	8897	20.8	55.7	105	1808	19.9	11.3	101	3114	20.9	19.5	106	3976	21.1	24.9	107
	QUINTILE 4	15887	8368	19.6	52.7	100	1530	16.9	9.6	86	2825	19.0	17.8	97	4012	21.3	25.3	109
	QUINTILE 5	16326	8326	19.5	51.0	96	1349	14.9	8.3	74	2815	18.9	17.2	94	4162	22.1	25.5	110
MAGAZINES-NEWSPAPERS: DUAL		20721	12904	30.1	62.3	118	2715	29.9	13.1	117	4600	30.9	22.2	121	5589	29.7	27.0	116
MAGAZINE IMPERATIVE		19186	10113	23.6	52.7	100	1966	21.7	10.2	91	3269	21.9	17.0	93	4878	25.9	25.4	109
NEWSPAPER IMPERATIVE		21899	11342	26.5	51.8	98	2397	26.4	10.9	98	4107	27.6	18.8	102	4838	25.7	22.1	95
MAGAZINES-OUTDOOR: DUAL		15451	9100	21.3	58.9	111	1716	18.9	11.1	99	2955	19.8	19.1	104	4429	23.5	28.7	123
MAGAZINE IMPERATIVE		25953	14670	34.3	56.5	107	3078	33.9	11.9	106	5333	35.8	20.5	112	6259	33.2	24.1	104
OUTDOOR IMPERATIVE		24400	11956	27.9	49.0	93	2327	25.6	9.5	85	4018	27.0	16.5	90	5612	29.8	23.0	99
MAGAZINES-RADIO: DUAL		18049	10730	25.1	59.4	112	2225	24.5	12.3	110	3558	23.9	19.7	107	4947	26.3	27.4	118
MAGAZINE IMPERATIVE		23571	13186	30.8	55.9	106	2491	27.4	10.6	94	4751	31.9	20.2	110	5944	31.6	25.2	108
RADIO IMPERATIVE		23278	11792	27.5	50.7	96	2602	28.7	11.2	100	4093	27.5	17.6	96	5098	27.1	21.9	94
MAGAZINES-TELEVISION: DUAL		15459	9031	21.1	58.4	111	2024	22.3	13.1	117	3211	21.6	20.8	113	3796	20.2	24.6	106
MAGAZINE IMPERATIVE		25829	14697	34.3	56.9	108	2609	28.7	10.1	90	4877	32.7	18.9	103	7211	38.3	27.9	120
TELEVISION IMPERATIVE		26039	12668	29.6	48.7	92	3215	35.4	12.3	110	4518	30.3	17.4	94	4935	26.2	19.0	82
NEWSPAPERS-OUTDOOR: DUAL		16605	9717	22.7	58.5	111	1827	20.1	11.0	98	3172	21.3	19.1	104	4718	25.1	28.4	122
NEWSPAPER IMPERATIVE		26834	15082	35.2	56.2	106	3392	37.4	12.6	113	5687	38.2	21.2	115	6003	31.9	22.4	96
OUTDOOR IMPERATIVE		23346	11470	26.8	49.1	93	2259	24.9	9.7	86	3827	25.7	16.4	89	5385	28.6	23.1	99
NEWSPAPERS-RADIO: DUAL		17133	10139	23.7	59.2	112	2122	23.4	12.4	110	3776	25.3	22.0	120	4241	22.5	24.8	106
NEWSPAPER IMPERATIVE		25892	14478	33.8	55.9	106	2959	32.6	11.4	102	5200	34.9	20.1	109	6319	33.6	24.4	105
RADIO IMPERATIVE		23167	11802	27.6	50.9	96	2613	28.8	11.3	101	3754	25.2	16.2	88	5435	28.9	23.5	101
NEWSPAPERS-TELEVISION: DUAL		17159	9802	22.9	57.1	108	2453	27.0	14.3	128	3523	23.6	20.5	112	3827	20.3	22.3	96
NEWSPAPER IMPERATIVE		26214	14811	34.6	56.5	107	2575	28.4	9.8	88	5223	35.1	19.9	108	7014	37.3	26.8	115
TELEVISION IMPERATIVE		23412	11405	26.6	48.7	92	2805	30.9	12.0	107	3886	26.1	16.6	90	4714	25.0	20.1	87
OUTDOOR-RADIO: DUAL		15303	8944	20.9	58.4	111	1650	18.2	10.8	96	3083	20.7	20.1	110	4211	22.4	27.5	118
OUTDOOR IMPERATIVE		24901	12778	29.9	51.3	97	2485	27.4	10.0	89	4297	28.8	17.3	94	5996	31.8	24.1	104
RADIO IMPERATIVE		26492	14187	33.1	53.6	101	3268	36.0	12.3	110	4943	33.2	18.7	101	5976	31.7	22.6	97
OUTDOOR-TELEVISION: DUAL		14794	7808	18.2	52.8	100	1642	18.1	11.1	99	2768	18.6	18.7	102	3398	18.0	23.0	99
OUTDOOR IMPERATIVE		25437	13962	32.6	54.9	104	2340	25.8	9.2	82	4582	30.8	18.0	98	7040	37.4	27.7	119
TELEVISION IMPERATIVE		27877	14889	34.8	53.4	101	3932	43.3	14.1	126	5424	36.4	19.5	106	5532	29.4	19.8	85
RADIO-TELEVISION: DUAL		15996	8786	20.5	54.9	104	2165	23.8	13.5	121	3110	20.9	19.4	106	3512	18.7	22.0	94
RADIO IMPERATIVE		25478	14045	32.8	55.1	104	2480	27.3	9.7	87	4755	31.9	18.7	101	6810	36.2	26.7	115
TELEVISION IMPERATIVE		26573	13577	31.7	51.1	97	3238	35.7	12.2	109	4871	32.7	18.3	100	5468	29.0	20.6	89

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TOMATO & VEGETABLE JUICES: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0652
P-18

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	42803	100.0	52.9	100	9078	100.0	11.2	100	14899	100.0	18.4	100	18826	100.0	23.2	100
ATLANTIC MONTHLY	415	247	0.6	59.5	113	**82	0.9	19.8	176	**57	0.4	13.7	75	*109	0.6	26.3	113
BARRON'S	453	342	0.8	75.5	143	**44	0.5	9.7	87	**129	0.9	28.5	155	**170	0.9	37.5	161
BETTER HOMES & GARDENS	16256	9536	22.3	58.7	111	1846	20.3	11.4	101	3438	23.1	21.1	115	4251	22.6	26.2	112
BON APPETIT	2535	1663	3.9	65.6	124	334	3.7	13.2	118	426	2.9	16.8	91	903	4.8	35.6	153
BUSINESS WEEK	1278	723	1.7	56.6	107	**126	1.4	9.9	88	*279	1.9	21.8	119	318	1.7	24.9	107
CAR AND DRIVER	378	*188	0.4	49.7	94	**35	0.4	9.3	83	**46	0.3	12.2	66	**108	0.6	28.6	123
CBS MAGAZINE NETWORK (GROSS)	1498	816	1.9	54.5	103	*165	1.8	11.0	98	299	2.0	20.0	108	351	1.9	23.4	101
CHANGING TIMES	1505	767	1.8	51.0	96	*151	1.7	10.0	90	242	1.6	16.1	87	374	2.0	24.9	107
COLONIAL HOMES	1231	725	1.7	58.9	111	*123	1.4	10.0	89	*199	1.3	16.2	88	403	2.1	32.7	141
CONDE NAST MAG. PKG. (GROSS)	14146	7818	18.3	55.3	105	1636	18.0	11.6	103	2304	15.5	16.3	89	3879	20.6	27.4	118
CONSUMERS DIGEST	1323	803	1.9	60.7	115	*150	1.7	11.3	101	*297	2.0	22.4	122	356	1.9	26.9	116
COSMOPOLITAN	7102	3724	8.7	52.4	99	750	8.3	10.6	94	1274	8.6	17.9	98	1700	9.0	23.9	103
COUNTRY LIVING	2481	1557	3.6	62.8	119	309	3.4	12.5	111	503	3.4	20.3	110	745	4.0	30.0	129
CUISINE	1472	979	2.3	66.5	126	*173	1.9	11.8	105	344	2.3	23.4	127	462	2.5	31.4	135
CYCLE WORLD	425	*274	0.6	64.5	122	**67	0.7	15.8	141	**111	0.7	26.1	142	**96	0.5	22.6	97
DCI:CREATIVE IDEAS FOR LIV	2510	1510	3.5	60.2	114	299	3.3	11.9	106	638	4.3	25.4	138	573	3.0	22.8	98
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3924	9.2	58.6	111	728	8.0	10.9	97	1507	10.1	22.5	122	1690	9.0	25.2	109
DISCOVER	894	501	1.2	56.0	106	**113	1.2	12.6	113	*206	1.4	23.0	125	*182	1.0	20.4	88
EBONY	3507	1489	3.5	42.5	80	562	6.2	16.0	143	606	4.1	17.3	94	321	1.7	9.2	39
ESQUIRE	1083	652	1.5	60.2	114	*188	2.1	17.4	155	*202	1.4	18.7	101	*262	1.4	24.2	104
ESSENCE	1830	765	1.8	41.8	79	308	3.4	16.8	150	272	1.8	14.9	81	185	1.0	10.1	43
FAMILY CIRCLE	15930	9099	21.3	57.1	108	1867	20.6	11.7	105	3119	20.9	19.6	106	4113	21.8	25.8	111
THE FAMILY HANDYMAN	1126	662	1.5	58.8	111	*162	1.8	14.4	128	*204	1.4	18.1	98	296	1.6	26.3	113
FAMILY WEEKLY	11468	6280	14.7	54.8	104	1280	14.1	11.2	100	2082	14.0	18.2	99	2918	15.5	25.4	109
FIELD & STREAM	2234	1317	3.1	59.0	112	*276	3.0	12.4	110	474	3.2	21.2	115	567	3.0	25.4	109
FOOD & WINE	579	374	0.9	64.6	122	**83	0.9	14.3	128	**123	0.8	21.2	115	*169	0.9	29.2	126
FORBES	728	498	1.2	68.4	129	**83	0.9	11.4	102	*156	1.0	21.4	116	*259	1.4	35.6	153
FORTUNE	906	549	1.3	60.6	115	**54	0.6	6.0	53	**160	1.1	17.7	96	335	1.8	37.0	159
GENTLEMEN'S QUARTERLY	791	355	0.8	44.9	85	**59	0.6	7.5	67	**121	0.8	15.3	83	*175	0.9	22.1	95
GLAMOUR	5265	3014	7.0	57.2	108	562	6.2	10.7	95	905	6.1	17.2	93	1547	8.2	29.4	126
GOLF DIGEST	636	506	1.2	79.6	151	**138	1.5	21.7	194	*166	1.1	26.1	142	*202	1.1	31.8	137
GOLF DIGEST/TENNIS (GROSS)	1186	784	1.8	66.1	125	*200	2.2	16.9	150	*216	1.4	18.2	99	368	2.0	31.0	133
GOLF MAGAZINE	441	*303	0.7	68.7	130	**75	0.8	17.0	152	**69	0.5	15.6	85	**159	0.8	36.1	155
GOLF MAGAZINE/SKI (GROSS)	922	573	1.3	62.1	118	**106	1.2	11.5	103	**154	1.0	16.7	91	312	1.7	33.8	146
GOOD HOUSEKEEPING	16487	9473	22.1	57.5	109	1816	20.0	11.0	98	3313	22.2	20.1	109	4344	23.1	26.3	113
HARPER'S BAZAAR	2423	1401	3.3	57.8	109	321	3.5	13.2	118	407	2.7	16.8	91	672	3.6	27.7	119
HEALTH	1994	1225	2.9	61.4	116	392	4.3	19.7	175	336	2.3	16.9	92	496	2.6	24.9	107
HEARST MAG CORP. BUY (GROSS)	44101	25492	59.6	57.8	109	5240	57.7	11.9	106	8698	58.4	19.7	107	11554	61.4	26.2	113
HEARST MAN POWER (GROSS)	1993	1313	3.1	65.9	125	380	4.2	19.1	170	466	3.1	23.4	127	467	2.5	23.4	101
HEARST WOMAN POWER (GROSS)	31274	17673	41.3	56.5	107	3562	39.2	11.4	102	6265	42.0	20.0	109	7846	41.7	25.1	108
HOUSE BEAUTIFUL	3623	2131	5.0	58.8	111	391	4.3	10.8	96	691	4.6	19.1	104	1049	5.6	29.0	125
INC.	283	*163	0.4	57.6	109	**23	0.3	8.1	73	**75	0.5	26.5	144	**65	0.3	23.0	99
JET	2928	1263	3.0	43.1	82	485	5.3	16.6	148	532	3.6	18.2	99	246	1.3	8.4	36
LADIES' HOME JOURNAL	11918	6649	15.5	55.8	106	1174	12.9	9.9	88	2310	15.5	19.4	105	3165	16.8	26.6	114
LHJ FAMILY GRP COMBO(GROSS)	16764	9602	22.4	57.3	108	1824	20.1	10.9	97	3254	21.8	19.4	106	4524	24.0	27.0	116
LIFE	4254	2368	5.5	55.7	105	440	4.8	10.3	92	764	5.1	18.0	98	1164	6.2	27.4	118
L.A. TIMES HOME MAGAZINE	1145	740	1.7	64.6	122	**58	0.6	5.1	45	*260	1.7	22.7	123	421	2.2	36.8	158
MADEMOISELLE	2884	1556	3.6	54.0	102	273	3.0	9.5	84	448	3.0	15.5	84	835	4.4	29.0	125
MC CALL'S	13460	7877	18.4	58.5	111	1561	17.2	11.6	103	2675	18.0	19.9	108	3640	19.3	27.0	116
MC CALL'S/WRK MOTHER (GROSS)	14606	8485	19.8	58.1	110	1664	18.3	11.4	102	2871	19.3	19.7	107	3950	21.0	27.0	116
MECHANIX ILLUSTRATED	772	500	1.2	64.8	123	**87	1.0	11.3	101	*209	1.4	27.1	147	*205	1.1	26.6	114
METROPOLITAN HOME	967	529	1.2	54.7	104	**94	1.0	9.7	87	*208	1.4	21.5	117	227	1.2	23.5	101
MONEY	1588	959	2.2	60.4	114	*179	2.0	11.3	101	296	2.0	18.6	101	484	2.6	30.5	131
MOTHER EARTH NEWS	1002	726	1.7	72.5	137	*137	1.5	13.7	122	*207	1.4	20.7	112	382	2.0	38.1	164
MS.	825	545	1.3	66.1	125	**105	1.2	12.7	114	*152	1.0	18.4	100	287	1.5	34.8	150
NATIONAL ENQUIRER	10336	5452	12.7	52.7	100	1509	16.6	14.6	130	1821	12.2	17.6	96	2122	11.3	20.5	88
NATIONAL GEOGRAPHIC	9597	5906	13.8	61.5	116	1005	11.1	10.5	93	2065	13.9	21.5	117	2836	15.1	29.6	127
NATIONAL SUNDAY MAGAZINE PKG	49558	27406	64.0	55.3	105	5666	62.4	11.4	102	9676	64.9	19.5	106	12064	64.1	24.3	105
NATURAL HISTORY	573	359	0.8	62.7	119	**20	0.2	3.5	31	*104	0.7	18.2	99	*235	1.2	41.0	176
NEW WOMAN	1699	833	1.9	49.0	93	*263	2.9	15.5	138	282	1.9	16.6	90	288	1.5	17.0	73
NEW YORK INCLUDING CUE	443	227	0.5	51.2	97	**41	0.5	9.3	83	**51	0.3	11.5	63	*135	0.7	30.5	131
THE NEW YORKER	1270	785	1.8	61.8	117	*115	1.3	9.1	81	248	1.7	19.5	106	423	2.2	33.3	143
NEWSWEEK	6277	3736	8.7	59.5	113	720	7.9	11.5	102	1194	8.0	19.0	103	1822	9.7	29.0	125
THE N.Y. TIMES DAILY EDITION	1205	604	1.4	50.1	95	**76	0.8	6.3	56	258	1.7	21.4	116	270	1.4	22.4	96
THE N.Y. TIMES MAGAZINE	2081	1193	2.8	57.3	108	**105	1.2	5.0	45	523	3.5	25.1	137	565	3.0	27.2	117
OMNI	788	438	1.0	55.6	105	**47	0.5	6.0	53	*158	1.1	20.1	109	233	1.2	29.6	127
ON CABLE	1158	758	1.8	65.5	124	*214	2.4	18.5	165	*248	1.7	21.4	116	297	1.6	25.6	110
1001 HOME IDEAS	2852	1729	4.0	60.6	115	258	2.8	9.0	81	607	4.1	21.3	116	863	4.6	30.3	130
ORGANIC GARDENING	1658	1112	2.6	67.1	127	298	3.3	18.0	160	*297	2.0	17.9	97	516	2.7	31.1	134
OUTDOOR LIFE	896	553	1.3	61.7	117	*172	1.9	19.2	171	*213	1.4	23.8	129	*169	0.9	18.9	81
PARADE MAGAZINE	24275	13444	31.4	55.4	105	2845	31.3	11.7	105	5025	33.7	20.7	113	5574	29.6	23.0	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOMATO & VEGETABLE JUICES: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	42803	100.0	52.9	100	9078	100.0	11.2	100	14899	100.0	18.4	100	18826	100.0	23.2	100
PARENTS	3845	2062	4.8	53.6	101	480	5.3	12.5	111	620	4.2	16.1	88	961	5.1	25.0	108
PENTHOUSE	831	452	1.1	54.4	103	**118	1.3	14.2	127	**123	0.8	14.8	80	*211	1.1	25.4	109
PEOPLE	11645	6546	15.3	56.2	106	1238	13.6	10.6	95	2151	14.4	18.5	100	3157	16.8	27.1	117
PLAYBOY	2006	1035	2.4	51.6	98	*230	2.5	11.5	102	295	2.0	14.7	80	511	2.7	25.5	110
POPULAR HOT RODDING	297	*145	0.3	48.8	92	**35	0.4	11.8	105	**56	0.4	18.9	102	**54	0.3	18.2	78
POPULAR MECHANICS	1018	751	1.8	73.8	140	*223	2.5	21.9	195	*306	2.1	30.1	163	*223	1.2	21.9	94
POPULAR SCIENCE	878	533	1.2	60.7	115	**96	1.1	10.9	98	*164	1.1	18.7	102	*272	1.4	31.0	133
PREVENTION	3913	2364	5.5	60.4	114	529	5.8	13.5	121	845	5.7	21.6	117	990	5.3	25.3	109
PSYCHOLOGY TODAY	1710	1021	2.4	59.7	113	*206	2.3	12.0	107	327	2.2	19.1	104	488	2.6	28.5	123
READER'S DIGEST	22204	13158	30.7	59.3	112	2628	28.9	11.8	106	4815	32.3	21.7	118	5715	30.4	25.7	111
REDBOOK	7684	4476	10.5	58.3	110	997	11.0	13.0	116	1678	11.3	21.8	119	1802	9.6	23.5	101
ROAD & TRACK	410	*227	0.5	55.4	105	**37	0.4	9.0	81	**69	0.5	16.8	91	**121	0.6	29.5	127
ROLLING STONE	969	535	1.2	55.2	104	**68	0.7	7.0	63	*180	1.2	18.6	101	287	1.5	29.6	127
RUNNER'S WORLD	298	*142	0.3	47.7	90	**29	0.3	9.7	87	**16	0.1	5.4	29	*97	0.5	32.6	140
SATURDAY EVENING POST	1169	746	1.7	63.8	121	*153	1.7	13.1	117	267	1.8	22.8	124	326	1.7	27.9	120
SCIENCE 84	587	357	0.8	60.8	115	**69	0.8	11.8	105	**119	0.8	20.3	110	*168	0.9	28.6	123
SCIENCE DIGEST	482	273	0.6	56.6	107	**66	0.7	13.7	122	**48	0.3	10.0	54	*160	0.8	33.2	143
SCIENTIFIC AMERICAN	594	308	0.7	51.9	98	**27	0.3	4.5	41	**103	0.7	17.3	94	*177	0.9	29.8	128
SELF	2089	1047	2.4	50.1	95	*269	3.0	12.9	115	267	1.8	12.8	69	511	2.7	24.5	105
SEVENTEEN	2411	1353	3.2	56.1	106	314	3.5	13.0	116	418	2.8	17.3	94	622	3.3	25.8	111
SKI	480	270	0.6	56.3	106	**31	0.3	6.5	58	**85	0.6	17.7	96	*154	0.8	32.1	138
SMITHSONIAN	2760	1798	4.2	65.1	123	285	3.1	10.3	92	620	4.2	22.5	122	893	4.7	32.4	139
SOAP OPERA DIGEST	3013	1584	3.7	52.6	99	456	5.0	15.1	135	588	3.9	19.5	106	541	2.9	18.0	77
SOUTHERN LIVING	4184	2414	5.6	57.7	109	429	4.7	10.3	91	869	5.8	20.8	113	1117	5.9	26.7	115
SPORT	559	260	0.6	46.5	88	**56	0.6	10.0	89	**53	0.4	9.5	52	**151	0.8	27.0	116
THE SPORTING NEWS	436	*265	0.6	60.8	115	**54	0.6	12.4	110	**95	0.6	21.8	118	**115	0.6	26.4	113
SPORTS AFIELD	493	289	0.7	58.6	111	**91	1.0	18.5	165	**113	0.8	22.9	125	**84	0.4	17.0	73
SPORTS ILLUSTRATED	2758	1479	3.5	53.6	101	*252	2.8	9.1	82	486	3.3	17.6	96	741	3.9	26.9	116
STAR	7456	4001	9.3	53.7	102	1214	13.4	16.3	145	1404	9.4	18.8	102	1384	7.4	18.6	80
SUNDAY	24936	14031	32.8	56.3	106	2866	31.6	11.5	103	5206	34.9	20.9	113	5960	31.7	23.9	103
SUNSET	2124	1347	3.1	63.4	120	*195	2.1	9.2	82	442	3.0	20.8	113	710	3.8	33.4	144
TV GUIDE	21661	11539	27.0	53.3	101	2546	28.0	11.8	105	4016	27.0	18.5	101	4976	26.4	23.0	99
TENNIS	550	277	0.6	50.4	95	**61	0.7	11.1	99	**50	0.3	9.1	49	*166	0.9	30.2	130
TIME	8880	5380	12.6	60.6	115	1035	11.4	11.7	104	1983	13.3	22.3	121	2362	12.5	26.6	114
TOWN & COUNTRY	917	581	1.4	63.4	120	*148	1.6	16.1	144	*123	0.8	13.4	73	311	1.7	33.9	146
TRAVEL & LEISURE	972	654	1.5	67.3	127	**96	1.1	9.9	88	228	1.5	23.5	128	330	1.8	34.0	146
TRUE STORY	3356	1784	4.2	53.2	101	530	5.8	15.8	141	699	4.7	20.8	113	555	2.9	16.5	71
U.S.NEWS & WORLD REPORT	3410	2164	5.1	63.5	120	446	4.9	13.1	117	641	4.3	18.8	102	1078	5.7	31.6	136
USA TODAY	1759	1220	2.9	69.4	131	*252	2.8	14.3	128	354	2.4	20.1	109	614	3.3	34.9	150
US	1873	930	2.2	49.7	94	*179	2.0	9.6	85	304	2.0	16.2	88	446	2.4	23.8	102
VOGUE	3909	2201	5.1	56.3	107	531	5.8	13.6	121	683	4.6	17.5	95	986	5.2	25.2	109
WALL STREET JOURNAL	1886	1218	2.8	64.6	122	*195	2.1	10.3	92	361	2.4	19.1	104	662	3.5	35.1	151
WEIGHT WATCHERS	2120	1226	2.9	57.8	109	255	2.8	12.0	107	349	2.3	16.5	89	621	3.3	29.3	126
WOMAN'S DAY	14172	8369	19.6	59.1	112	1694	18.7	12.0	107	3042	20.4	21.5	117	3633	19.3	25.6	110
WORKING MOTHER	1146	608	1.4	53.1	100	*103	1.1	9.0	80	*195	1.3	17.0	92	310	1.6	27.1	116
WORKING WOMAN	1322	797	1.9	60.3	114	*123	1.4	9.3	83	295	2.0	22.3	121	379	2.0	28.7	123
WORLD TENNIS	*163	*105	0.2	64.4	122	**23	0.3	14.1	126	**7	0.0	4.3	23	**75	0.4	46.0	198
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1432	3.3	56.6	107	306	3.4	12.1	108	508	3.4	20.1	109	618	3.3	24.4	105
BLAIR INSERTS	43657	24277	56.7	55.6	105	4920	54.2	11.3	101	8706	58.4	19.9	108	10652	56.6	24.4	105
DAILY NEWSPAPERS																	
READ ANY	51633	28793	67.3	55.8	106	6032	66.4	11.7	104	10342	69.4	20.0	109	12419	66.0	24.1	103
READ ONE	43463	23993	56.1	55.2	104	5141	56.6	11.8	106	8457	56.8	19.5	106	10395	55.2	23.9	103
READ TWO OR MORE	8170	4801	11.2	58.8	111	891	9.8	10.9	97	1885	12.7	23.1	125	2024	10.8	24.8	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29194	68.2	55.4	105	5891	64.9	11.2	100	10272	68.9	19.5	106	13031	69.2	24.7	106
READ ONE	46126	25091	58.6	54.4	103	5088	56.0	11.0	98	8724	58.6	18.9	103	11279	59.9	24.5	105
READ TWO OR MORE	6552	4103	9.6	62.6	118	803	8.8	12.3	109	1548	10.4	23.6	128	1752	9.3	26.7	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.37				23.64				26.97				29.42			
30 DAY REACH	71455	37816	88.3	52.9	100	7896	87.0	11.1	99	12938	86.8	18.1	98	16982	90.2	23.8	102
50 SHWG - 30 DAY AV FREQ	14.56	14.42				12.43				14.36				15.38			
30 DAY REACH	67742	35963	84.0	53.1	100	7516	82.8	11.1	99	12182	81.8	18.0	98	16266	86.4	24.0	103
25 SHWG - 30 DAY AV FREQ	7.94	7.80				6.88				7.80				8.21			
30 DAY REACH	62117	33218	77.6	53.5	101	6779	74.7	10.9	97	11202	75.2	18.0	98	15237	80.9	24.5	106
CABLE TV: HOME WIRED	32077	17929	41.9	55.9	106	3710	40.9	11.6	103	5958	40.0	18.6	101	8261	43.9	25.8	111
HOME NOT WIRED	48909	24874	58.1	50.9	96	5368	59.1	11.0	98	8941	60.0	18.3	99	10565	56.1	21.6	93
HAVE PAY CABLE	15935	9392	21.9	58.9	112	1759	19.4	11.0	98	3084	20.7	19.4	105	4549	24.2	28.5	123

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOMATO & VEGETABLE JUICES: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	42803	100.0	52.9	100	9078	100.0	11.2	100	14899	100.0	18.4	100	18826	100.0	23.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	24042	56.2	54.7	104	4757	52.4	10.8	97	8291	55.6	18.9	103	10994	58.4	25.0	108
10:00 AM - 3:00 PM	30659	17076	39.9	55.7	105	3548	39.1	11.6	103	6136	41.2	20.0	109	7392	39.3	24.1	104
3:00 PM - 7:00 PM	31045	17186	40.2	55.4	105	3155	34.8	10.2	91	5931	39.8	19.1	104	8100	43.0	26.1	113
7:00 PM - MIDNIGHT	15767	8818	20.6	55.9	106	1822	20.1	11.6	103	3120	20.9	19.8	108	3876	20.6	24.6	106
MIDNIGHT - 6:00 AM	9120	5129	12.0	56.2	106	1139	12.5	12.5	111	1701	11.4	18.7	101	2288	12.2	25.1	108
6:00 AM - MIDNIGHT	58527	31849	74.4	54.4	103	6479	71.4	11.1	99	10990	73.8	18.8	102	14380	76.4	24.6	106
ENTIRE DAY	59311	32325	75.5	54.5	103	6613	72.8	11.1	99	11153	74.9	18.8	102	14560	77.3	24.5	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9205	21.5	56.9	108	1759	19.4	10.9	97	3095	20.8	19.1	104	4350	23.1	26.9	116
ALL NEWS	2256	1323	3.1	58.6	111	*189	2.1	8.4	75	596	4.0	26.4	144	539	2.9	23.9	103
AOR/PROGRESSIVE	3874	2206	5.2	56.9	108	330	3.6	8.5	76	682	4.6	17.6	96	1194	6.3	30.8	133
BEAUTIFUL MUSIC	5660	3146	7.3	55.6	105	707	7.8	12.5	111	1169	7.8	20.7	112	1270	6.7	22.4	96
BLACK	2204	1029	2.4	46.7	88	282	3.1	12.8	114	361	2.4	16.4	89	387	2.1	17.6	76
CLASSICAL	1418	807	1.9	56.9	108	**146	1.6	10.3	92	*233	1.6	16.4	89	428	2.3	30.2	130
CHR/ROCK	9538	4620	10.8	48.4	92	735	8.1	7.7	69	1471	9.9	15.4	84	2414	12.8	25.3	109
COUNTRY	12648	6898	16.1	54.5	103	1634	18.0	12.9	115	2186	14.7	17.3	94	3078	16.3	24.3	105
GOLDEN OLDIES	1191	596	1.4	50.0	95	**164	1.8	13.8	123	*184	1.2	15.4	84	248	1.3	20.8	90
MOR/NOSTALGIA	4757	2892	6.8	60.8	115	605	6.7	12.7	113	1102	7.4	23.2	126	1185	6.3	24.9	107
NEWS/TALK	3863	2398	5.6	62.1	117	347	3.8	9.0	80	1026	6.9	26.6	144	1025	5.4	26.5	114
RELIGIOUS	3084	1616	3.8	52.4	99	376	4.1	12.2	109	561	3.8	18.2	99	679	3.6	22.0	95
SOFT ROCK	521	324	0.8	62.2	118	**66	0.7	12.7	113	**66	0.4	12.7	69	*192	1.0	36.9	159
URBAN CONTEMPORARY	1585	655	1.5	41.3	78	265	2.9	16.7	149	230	1.5	14.5	79	*160	0.8	10.1	43
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1638	3.8	50.2	95	433	4.8	13.3	118	561	3.8	17.2	94	644	3.4	19.7	85
ABC DIRECTION	2316	1352	3.2	58.4	110	197	2.2	8.5	76	500	3.4	21.6	117	655	3.5	28.3	122
ABC ENTERTAINMENT	4834	2640	6.2	54.6	103	460	5.1	9.5	85	841	5.6	17.4	95	1340	7.1	27.7	119
ABC FM	2202	1067	2.5	48.5	92	*178	2.0	8.1	72	334	2.2	15.2	82	555	2.9	25.2	109
ABC INFORMATION	5425	3247	7.6	59.9	113	603	6.6	11.1	99	1062	7.1	19.6	106	1582	8.4	29.2	126
ABC ROCK	1677	991	2.3	59.1	112	**136	1.5	8.1	72	388	2.6	23.1	126	468	2.5	27.9	121
CBS	4430	2682	6.3	60.5	115	446	4.9	10.1	90	989	6.6	22.3	121	1247	6.6	28.1	121
MUTUAL	4992	3057	7.1	61.2	116	791	8.7	15.8	141	1068	7.2	21.4	116	1198	6.4	24.0	103
NBC	4679	2882	6.7	61.6	117	595	6.6	12.7	113	1037	7.0	22.2	120	1250	6.6	26.7	115
RADIORADIO	1994	1018	2.4	51.1	97	*125	1.4	6.3	56	389	2.6	19.5	106	504	2.7	25.3	109
RKO ONE	2298	1037	2.4	45.1	85	*193	2.1	8.4	75	260	1.7	11.3	62	584	3.1	25.4	109
RKO TWO	3311	1668	3.9	50.4	95	355	3.9	10.7	96	661	4.4	20.0	109	651	3.5	19.7	85
THE SOURCE	2114	1105	2.6	52.3	99	*164	1.8	7.8	69	357	2.4	16.9	92	583	3.1	27.6	119
NON-WIRED : BLAIR	8654	4667	10.9	53.9	102	833	9.2	9.6	86	1496	10.0	17.3	94	2337	12.4	27.0	116
INTERNET	12025	6401	15.0	53.2	101	1227	13.5	10.2	91	2141	14.4	17.8	97	3032	16.1	25.2	109
KATZ RADIO GROUP	15359	8830	20.6	57.5	109	1617	17.8	10.5	94	3035	20.4	19.8	107	4178	22.2	27.2	117
SUPERNET	10628	5886	13.8	55.4	105	1341	14.8	12.6	113	1982	13.3	18.6	101	2563	13.6	24.1	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4416	10.3	51.0	96	1120	12.3	12.9	115	1562	10.5	18.0	98	1734	9.2	20.0	86
WKDAY 9:00 AM - 1:00 PM	12163	6080	14.2	50.0	95	1619	17.8	13.3	119	2233	15.0	18.4	100	2229	11.8	18.3	79
WKDAY 1:00 PM - 4:30 PM	16150	8029	18.8	49.7	94	2243	24.7	13.9	124	2778	18.6	17.2	94	3008	16.0	18.6	80
WKDAY 4:30 PM - 7:30 PM	22463	11799	27.6	52.5	99	2915	32.1	13.0	116	4262	28.6	19.0	103	4622	24.6	20.6	89
WKDAY 7:30 PM - 8:00 PM	31795	16861	39.4	53.0	100	4086	45.0	12.9	115	5996	40.2	18.9	103	6779	36.0	21.3	92
WKDAY 11:00 PM - 11:30 PM	23977	13320	31.1	55.6	105	2993	33.0	12.5	111	4781	32.1	19.9	108	5546	29.5	23.1	100
WKDAY 11:30 PM - 1:00 AM	7703	4253	9.9	55.2	104	1022	11.3	13.3	118	1491	10.0	19.4	105	1741	9.2	22.6	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	18257	42.7	54.0	102	4079	44.9	12.1	108	6497	43.6	19.2	104	7682	40.8	22.7	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3334	7.8	51.0	96	965	10.6	14.8	132	1082	7.3	16.5	90	1287	6.8	19.7	85
ANOTHER WORLD N	4620	2205	5.2	47.7	90	722	8.0	15.6	139	778	5.2	16.8	92	705	3.7	15.3	66
AS THE WORLD TURNS C	5614	2923	6.8	52.1	99	776	8.5	13.8	123	1127	7.6	20.1	109	1020	5.4	18.2	78
CAPITOL C	3396	1787	4.2	52.6	100	538	5.9	15.8	141	602	4.0	17.7	96	646	3.4	19.0	82
CBS MORN. NEWS 1 C	1446	686	1.6	47.4	90	183	2.0	12.7	113	273	1.8	18.9	103	230	1.2	15.9	69
CBS MORN. NEWS 2 C	1207	523	1.2	43.3	82	109	1.2	9.0	81	236	1.6	19.6	106	179	1.0	14.8	64
DAYS OF OUR LIVES N	5877	2895	6.8	49.3	93	749	8.3	12.7	114	1043	7.0	17.7	96	1102	5.9	18.8	81
FACTS OF LIFE - DAYTIME N	2290	1027	2.4	44.8	85	257	2.8	11.2	100	352	2.4	15.4	84	417	2.2	18.2	78
FAMILY FEUD A	3023	1451	3.4	48.0	91	454	5.0	15.0	134	468	3.1	15.5	84	528	2.8	17.5	75
GENERAL HOSPITAL A	6097	2906	6.8	47.7	90	826	9.1	13.5	121	1067	7.2	17.5	95	1013	5.4	16.6	72
GOOD MORNING, AMERICA-730 A	3515	1904	4.4	54.2	102	493	5.4	14.0	125	622	4.2	17.7	96	789	4.2	22.4	97
GOOD MORNING, AMERICA-830 A	2818	1581	3.7	56.1	106	383	4.2	13.6	121	.615	4.1	21.8	119	583	3.1	20.7	89
GUIDING LIGHT C	5339	2722	6.4	51.0	96	754	8.3	14.1	126	953	6.4	17.8	97	1015	5.4	19.0	82
ONE LIFE TO LIVE A	4478	2212	5.2	49.4	93	654	7.2	14.6	130	775	5.2	17.3	94	782	4.2	17.5	75
PRESS YOUR LUCK C	2244	1161	2.7	51.7	98	272	3.0	12.1	108	432	2.9	19.3	105	456	2.4	20.3	88
PRICE IS RIGHT 1 C	4348	2224	5.2	51.1	97	709	7.8	16.3	145	850	5.7	19.5	106	664	3.5	15.3	66
PRICE IS RIGHT 2 C	5014	2549	6.0	50.8	96	801	8.8	16.0	143	964	6.5	19.2	105	785	4.2	15.7	68
RYAN'S HOPE A	3150	1515	3.5	48.1	91	400	4.4	12.7	113	621	4.2	19.7	107	494	2.6	15.7	68
SALE OF THE CENTURY N	2695	1298	3.0	48.2	91	393	4.3	14.6	130	537	3.6	19.9	108	368	2.0	13.7	59
SEARCH FOR TOMORROW N	2319	1073	2.5	46.3	88	246	2.7	10.6	95	437	2.9	18.8	102	390	2.1	16.8	73
TODAY SHOW 1 N	2693	1401	3.3	52.0	98	351	3.9	13.0	116	470	3.2	17.5	95	580	3.1	21.5	93
TODAY SHOW 2 N	2498	1265	3.0	50.6	96	299	3.3	12.0	107	470	3.2	18.8	102	496	2.6	19.9	86
$25,000 PYRAMID C	2753	1466	3.4	53.3	101	424	4.7	15.4	137	552	3.7	20.1	109	489	2.6	17.8	77
WHEEL OF FORTUNE N	4388	2272	5.3	51.8	98	641	7.1	14.6	130	836	5.6	19.1	104	796	4.2	18.1	78
YOUNG AND THE RESTLESS C	5695	2752	6.4	48.3	91	805	8.9	14.1	126	917	6.2	16.1	88	1030	5.5	18.1	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	978	2.3	55.6	105	239	2.6	13.6	121	379	2.5	21.5	117	360	1.9	20.5	88
NBA PLAYOFF GAME -1 C	1136	697	1.6	61.4	116	265	2.9	23.3	208	238	1.6	21.0	114	194	1.0	17.1	74
NBC MAJOR LEAGUE PRE-GAME N	953	416	1.0	43.7	83	**91	1.0	9.5	85	*165	1.1	17.3	94	*160	0.8	16.8	72
SPORTSWORLD - SUN N	1233	609	1.4	49.4	93	*154	1.7	12.5	111	173	1.2	14.0	76	281	1.5	22.8	98
SUNDAY MORNING C	1611	789	1.8	49.0	93	182	2.0	11.3	101	291	2.0	18.1	98	317	1.7	19.7	85

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOMATO & VEGETABLE JUICES: USAGE ON AN AVERAGE DAY IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	42803	100.0	52.9	100	9078	100.0	11.2	100	14899	100.0	18.4	100	18826	100.0	23.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	13863	32.4	53.2	101	3360	37.0	12.9	115	4985	33.5	19.1	104	5518	29.3	21.2	91
NETWORK AFFILIATES - LATE		20261	11336	26.5	55.9	106	2525	27.8	12.5	111	4091	27.5	20.2	110	4720	25.1	23.3	100
INDEPENDENTS - LATE		2076	1147	2.7	55.3	105	219	2.4	10.5	94	458	3.1	22.1	120	471	2.5	22.7	98
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5547	13.0	53.1	100	1324	14.6	12.7	113	1949	13.1	18.6	101	2274	12.1	21.8	94
ABC MONDAY NIGHT MOVIE	A	6412	3298	7.7	51.4	97	664	7.3	10.4	92	1212	8.1	18.9	103	1422	7.6	22.2	95
ABC SUNDAY NIGHT MOVIE	A	12407	6417	15.0	51.7	98	1136	12.5	9.2	82	2278	15.3	18.4	100	3004	16.0	24.2	104
ABC WORLD NEWS TONIGHT	A	6176	3237	7.6	52.4	99	812	8.9	13.1	117	1150	7.7	18.6	101	1276	6.8	20.7	89
AFTERMASH	C	5863	3121	7.3	53.2	101	752	8.3	12.8	114	1154	7.7	19.7	107	1216	6.5	20.7	89
ALICE	C	9594	5054	11.8	52.7	100	1098	12.1	11.4	102	1833	12.3	19.1	104	2123	11.3	22.1	95
AMERICAN PARADE	C	6622	3505	8.2	52.9	100	842	9.3	12.7	113	1302	8.7	19.7	107	1361	7.2	20.6	88
BENSON	A	10886	5751	13.4	52.8	100	1396	15.4	12.8	114	2149	14.4	19.7	107	2206	11.7	20.3	87
BLUE THUNDER	A	5036	2701	6.3	53.6	101	592	6.5	11.8	105	1036	7.0	20.6	112	1073	5.7	21.3	92
CAGNEY & LACEY	C	9965	5463	12.8	54.8	104	1188	13.1	11.9	106	1916	12.9	19.2	105	2359	12.5	23.7	102
CBS EVENING NEWS-DEAN	C	3491	2059	4.8	59.0	112	548	6.0	15.7	140	754	5.1	21.6	117	757	4.0	21.7	93
CBS EVENING NEWS-RATHER	C	7123	4041	9.4	56.7	107	930	10.2	13.1	116	1482	9.9	20.8	113	1629	8.7	22.9	98
CBS SAT. NEWS-SCHIEFFER	C	3621	1834	4.3	50.6	96	383	4.2	10.6	94	634	4.3	17.5	95	817	4.3	22.6	97
CBS SATURDAY NIGHT MOVIE	C	5436	2929	6.8	53.9	102	596	6.6	11.0	98	1164	7.8	21.4	116	1169	6.2	21.5	93
CBS WEDNESDAY NIGHT MOVIE	C	6100	3367	7.9	55.2	104	844	9.3	13.8	123	1127	7.6	18.5	100	1396	7.4	22.9	98
CHEERS	N	8889	5123	12.0	57.6	109	1111	12.2	12.5	112	1664	11.2	18.7	102	2347	12.5	26.4	114
DALLAS	C	22109	11991	28.0	54.2	103	2680	29.5	12.1	108	4096	27.5	18.5	101	5215	27.7	23.6	101
DIFF'RENT STROKES	N	6940	3464	8.1	49.9	94	957	10.5	13.8	123	1165	7.8	16.8	91	1341	7.1	19.3	83
DOUBLE TROUBLE	N	7223	3800	8.9	52.6	100	776	8.5	10.7	96	1481	9.9	20.5	111	1543	8.2	21.4	92
DUCK FACTORY	N	5595	3151	7.4	56.3	107	600	6.6	10.7	96	1117	7.5	20.0	109	1435	7.6	25.6	110
DUKES OF HAZZARD	C	5768	3054	7.1	52.9	100	740	8.2	12.8	114	1186	8.0	20.6	112	1128	6.0	19.6	84
DYNASTY	A	20053	10666	24.9	53.2	101	2389	26.3	11.9	106	3589	24.1	17.9	97	4687	24.9	23.4	101
FACTS OF LIFE	N	8087	4350	10.2	53.8	102	1069	11.8	13.2	118	1722	11.6	21.3	116	1558	8.3	19.3	83
FALCON CREST	C	20046	10858	25.4	54.2	102	2230	24.6	11.1	99	3795	25.5	18.9	103	4833	25.7	24.1	104
FALL GUY	A	9084	4786	11.2	52.7	100	1159	12.8	12.8	114	1739	11.7	19.1	104	1887	10.0	20.8	89
FAMILY TIES	N	7964	4277	10.0	53.7	102	1078	11.9	13.5	121	1509	10.1	18.9	103	1690	9.0	21.2	91
FANTASY ISLAND	A	7687	4014	9.4	52.2	99	924	10.2	12.0	107	1395	9.4	18.1	99	1696	9.0	22.1	95
FOULUPS,BLEEPS & BLUNDERS	A	8861	4736	11.1	53.4	101	1113	12.3	12.6	112	1648	11.1	18.6	101	1974	10.5	22.3	96
FOUR SEASONS	C	5095	2767	6.5	54.3	103	613	6.8	12.0	107	1182	7.9	23.2	126	972	5.2	19.1	82
GIMME A BREAK.	N	8838	4424	10.3	50.1	95	1244	13.7	14.1	126	1657	11.1	18.7	102	1523	8.1	17.2	74
HART TO HART	A	8978	4836	11.3	53.9	102	1075	11.8	12.0	107	1647	11.1	18.3	100	2113	11.2	23.5	101
HILL STREET BLUES	N	8590	4937	11.5	57.5	109	1021	11.2	11.9	106	1683	11.3	19.6	106	2232	11.9	26.0	112
HOTEL	A	14085	7645	17.9	54.3	103	1721	19.0	12.2	109	2860	19.2	20.3	110	3064	16.3	21.8	94
JEFFERSONS	C	9360	4924	11.5	52.6	100	1056	11.6	11.3	101	1909	12.8	20.4	111	1959	10.4	20.9	90
JENNIFER SLEPT HERE	N	5841	2988	7.0	51.2	97	733	8.1	12.5	112	983	6.6	16.8	91	1272	6.8	21.8	94
KATE & ALLIE	C	9206	5068	11.8	55.1	104	1056	11.6	11.5	102	1971	13.2	21.4	116	2041	10.8	22.2	95
KNIGHT RIDER	N	7076	3807	8.9	53.8	102	1014	11.2	14.3	128	1323	8.9	18.7	102	1470	7.8	20.8	89
LOVE BOAT	A	12219	6488	15.2	53.1	100	1404	15.5	11.5	103	2353	15.8	19.3	105	2731	14.5	22.4	96
MAGNUM PI	C	11199	6230	14.6	55.6	105	1301	14.3	11.6	104	2280	15.3	20.4	111	2649	14.1	23.7	102
MAMA'S FAMILY	N	6057	3272	7.6	54.0	102	891	9.8	14.7	131	1161	7.8	19.2	104	1219	6.5	20.1	87
MASTER, THE	N	3598	1856	4.3	51.6	98	423	4.7	11.8	105	688	4.6	19.1	104	746	4.0	20.7	89
MATT HOUSTON	A	6344	3620	8.5	57.1	108	905	10.0	14.3	127	1290	8.7	20.3	111	1425	7.6	22.5	97
NBC MONDAY NIGHT MOVIE	N	11994	6355	14.8	53.0	100	1460	16.1	12.2	109	2173	14.6	18.1	98	2722	14.5	22.7	98
NBC NIGHTLY NEWS	N	5132	2813	6.6	54.8	104	753	8.3	14.7	131	1004	6.7	19.6	106	1057	5.6	20.6	89
NBC NIGHTLY NEWS-SAT	N	3375	1780	4.2	52.7	100	427	4.7	12.7	113	618	4.1	18.3	100	736	3.9	21.8	94
NBC NIGHTLY NEWS-SUN	N	3130	1616	3.8	51.6	98	412	4.5	13.2	117	599	4.0	19.1	104	605	3.2	19.3	83
NBC SUNDAY NIGHT MOVIE	N	8284	4343	10.1	52.4	99	1255	13.8	15.1	135	1332	8.9	16.1	87	1757	9.3	21.2	91
NEWHART	C	9240	5013	11.7	54.3	103	1032	11.4	11.2	100	1826	12.3	19.8	107	2156	11.5	23.3	100
ONE DAY AT A TIME	C	7288	3726	8.7	51.1	97	901	9.9	12.4	110	1147	7.7	15.7	86	1678	8.9	23.0	99
PEOPLE ARE FUNNY	N	4855	2727	6.4	56.2	106	732	8.1	15.1	135	942	6.3	19.4	105	1052	5.6	21.7	93
REAL PEOPLE	N	8869	4744	11.1	53.5	101	1126	12.4	12.7	113	1695	11.4	19.1	104	1923	10.2	21.7	93
REMINGTON STEELE	N	7743	4035	9.4	52.1	99	861	9.5	11.1	99	1491	10.0	19.3	105	1683	8.9	21.7	94
RIPLEY'S BELIEVE IT - NOT	A	5345	2971	6.9	55.6	105	536	5.9	10.0	89	928	6.2	17.4	94	1507	8.0	28.2	121
RIPTIDE	N	6988	3791	8.9	54.3	103	894	9.8	12.8	114	1382	9.3	19.8	107	1515	8.0	21.7	93
SCARECROW & MRS. KING	C	10002	5381	12.6	53.8	102	1162	12.8	11.6	104	1865	12.5	18.6	101	2355	12.5	23.5	101
SIMON & SIMON	C	10638	5871	13.7	55.2	104	1535	16.9	14.4	129	2108	14.1	19.8	108	2228	11.8	20.9	90
60 MINUTES	C	13293	7208	16.8	54.2	103	1731	19.1	13.0	116	2677	18.0	20.1	109	2801	14.9	21.1	91
ST. ELSEWHERE	N	7017	3943	9.2	56.2	106	741	8.2	10.6	94	1469	9.9	20.9	114	1732	9.2	24.7	106
THREE'S COMPANY	A	10917	5918	13.8	54.2	103	1348	14.8	12.3	110	2075	13.9	19.0	103	2495	13.3	22.9	98
T.J. HOOKER	A	9204	4833	11.3	52.5	99	1086	12.0	11.8	105	1803	12.1	19.6	106	1944	10.3	21.1	91
TONIGHT SHOW	N	2372	1394	3.3	58.8	111	334	3.7	14.1	126	459	3.1	19.4	105	601	3.2	25.3	109
TRAPPER JOHN, M.D.	C	9846	5290	12.4	53.7	102	1261	13.9	12.8	114	1940	13.0	19.7	107	2090	11.1	21.2	91
TV BLOOPERS & PRAC. JOKES	N	9105	4796	11.2	52.7	100	977	10.8	10.7	96	1745	11.7	19.2	104	2075	11.0	22.8	98
20/20	A	9387	5336	12.5	56.8	108	1204	13.3	12.8	114	1892	12.7	20.2	110	2239	11.9	23.9	103
WEBSTER	A	11067	5845	13.7	52.8	100	1354	14.9	12.2	109	2158	14.5	19.5	106	2334	12.4	21.1	91
WORLD NEWS - SUN	A	3062	1593	3.7	52.0	98	276	3.0	9.0	80	618	4.1	20.2	110	699	3.7	22.8	98
YELLOW ROSE	N	4978	2783	6.5	55.9	106	732	8.1	14.7	131	939	6.3	18.9	103	1112	5.9	22.3	96
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5059	11.8	57.0	108	1142	12.6	12.9	115	1624	10.9	18.3	99	2294	12.2	25.8	111
BASKETBALL - COLLEGE GAMES		4080	2470	5.8	60.5	115	511	5.6	12.5	112	757	5.1	18.6	101	1202	6.4	29.5	127
BASKETBALL - PRO GAMES		3607	2266	5.3	62.8	119	*531	5.8	14.7	131	800	5.4	22.2	121	935	5.0	25.9	112
BOWLING		3883	2431	5.7	62.6	118	609	6.7	15.7	140	928	6.2	23.9	130	894	4.7	23.0	99
BOXING		3928	2132	5.0	54.3	103	707	7.8	18.0	161	661	4.4	16.8	91	765	4.1	19.5	84
FOOTBALL - COLLEGE GAMES		6366	4009	9.4	63.0	119	860	9.5	13.5	121	1356	9.1	21.3	116	1792	9.5	28.1	121
FOOTBALL - PRO GAMES		11300	6533	15.3	57.8	109	1151	12.7	10.2	91	2184	14.7	19.3	105	3199	17.0	28.3	122
GOLF		3378	2122	5.0	62.8	119	*422	4.6	12.5	111	806	5.4	23.9	130	894	4.7	26.5	114
POST-SEASON COLL. FOOTBALL		4906	2951	6.9	60.2	114	675	7.4	13.8	123	1019	6.8	20.8	113	1257	6.7	25.6	110
POST-SEASON PRO FOOTBALL		6120	3606	8.4	58.9	111	574	6.3	9.4	84	1217	8.2	19.9	108	1815	9.6	29.7	128
TENNIS		3033	1591	3.7	52.5	99	*230	2.5	7.6	68	748	5.0	24.7	134	612	3.3	20.2	87
WRESTLING - PROFESSIONAL		3344	1907	4.5	57.0	108	833	9.2	24.9	222	635	4.3	19.0	103	*439	2.3	13.1	56

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	CAMPBELLS V-8 A '000	B % DOWN	C % ACROSS	D INDX	OTHER CAMPBELLS A '000	B % DOWN	C % ACROSS	D INDX	DEL MONTE A '000	B % DOWN	C % ACROSS	D INDX	HUNTS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	22694	100.0	28.0	100	7040	100.0	8.7	100	6851	100.0	8.5	100	7541	100.0	9.3	100
18 - 24	9282	2176	9.6	23.4	84	*495	7.0	5.3	61	*515	7.5	5.5	66	*537	7.1	5.8	62
25 - 34	19072	5296	23.3	27.8	99	1533	21.8	8.0	92	1245	18.2	6.5	77	1467	19.5	7.7	83
35 - 44	14591	4406	19.4	30.2	108	1371	19.5	9.4	108	1376	20.1	9.4	111	1391	18.4	9.5	102
45 - 54	11345	3619	15.9	31.9	114	1310	18.6	11.5	133	1007	14.7	8.9	105	1061	14.1	9.4	100
55 - 64	11635	3506	15.4	30.1	108	1342	19.1	11.5	133	1355	19.8	11.6	138	1571	20.8	13.5	145
65 OR OLDER	15061	3691	16.3	24.5	87	989	14.0	6.6	76	1353	19.7	9.0	106	1514	20.1	10.1	108
18 - 34	28354	7472	32.9	26.4	94	2029	28.8	7.2	82	1760	25.7	6.2	73	2004	26.6	7.1	76
18 - 49	48339	13693	60.3	28.3	101	4117	58.5	8.5	98	3680	53.7	7.6	90	3965	52.6	8.2	88
25 - 54	45008	13321	58.7	29.6	106	4214	59.9	9.4	108	3628	53.0	8.1	95	3919	52.0	8.7	94
35 - 49	19985	6221	27.4	31.1	111	2088	29.7	10.4	120	1920	28.0	9.6	114	1960	26.0	9.8	105
50 OR OLDER	32647	9001	39.7	27.6	98	2924	41.5	9.0	103	3170	46.3	9.7	115	3576	47.4	11.0	118
GRADUATED COLLEGE	11155	3599	15.9	32.3	115	901	12.8	8.1	93	920	13.4	8.2	97	975	12.9	8.7	94
ATTENDED COLLEGE	13682	4446	19.6	32.5	116	1480	21.0	10.8	124	1059	15.5	7.7	91	1124	14.9	8.2	88
GRADUATED HIGH SCHOOL	33880	9450	41.6	27.9	100	2727	38.7	8.0	93	2884	42.1	8.5	101	3079	40.8	9.1	98
DID NOT GRADUATE HIGH SCHOOL	22270	5200	22.9	23.3	83	1933	27.5	8.7	100	1987	29.0	8.9	105	2363	31.3	10.6	114
EMPLOYED	40306	12496	55.1	31.0	111	3481	49.4	8.6	99	2998	43.8	7.4	88	3514	46.6	8.7	94
EMPLOYED FULL-TIME	32850	10167	44.8	30.9	110	2842	40.4	8.7	100	2311	33.7	7.0	83	2905	38.5	8.8	95
EMPLOYED PART-TIME	7456	2329	10.3	31.2	111	*639	9.1	8.6	99	687	10.0	9.2	109	608	8.1	8.2	88
NOT EMPLOYED	40680	10198	44.9	25.1	89	3559	50.6	8.7	101	3853	56.2	9.5	112	4027	53.4	9.9	106
PROFESSIONAL/MANAGER	10392	3275	14.4	31.5	112	874	12.4	8.4	97	866	12.6	8.3	99	836	11.1	8.0	86
TECH/CLERICAL/SALES	17574	5758	25.4	32.8	117	1429	20.3	8.1	94	1000	14.6	5.7	67	1466	19.4	8.3	90
PRECISION/CRAFT	985	**198	0.9	20.1	72	**118	1.7	12.0	138	**57	0.8	5.8	68	**136	1.8	13.8	148
OTHER EMPLOYED	11354	3266	14.4	28.8	103	1060	15.1	9.3	107	1075	15.7	9.5	112	1076	14.3	9.5	102
SINGLE	9863	2700	11.9	27.4	98	581	8.3	5.9	68	587	8.6	6.0	70	538	7.1	5.5	59
MARRIED	51375	14662	64.6	28.5	102	4830	68.6	9.4	108	4649	67.9	9.0	107	5059	67.1	9.8	106
DIVORCED/SEPARATED/WIDOWED	19748	5333	23.5	27.0	96	1628	23.1	8.2	95	1615	23.6	8.2	97	1944	25.8	9.8	106
PARENTS	32590	8787	38.7	27.0	96	3110	44.2	9.5	110	2466	36.0	7.6	89	2872	38.1	8.8	95
WHITE	70416	20312	89.5	28.8	103	6220	88.4	8.8	102	6150	89.8	8.7	103	6770	89.8	9.6	103
BLACK	8778	1994	8.8	22.7	81	624	8.9	7.1	82	617	9.0	7.0	83	665	8.8	7.6	81
OTHER	1791	**388	1.7	21.7	77	**196	2.8	10.9	126	**84	1.2	4.7	55	**106	1.4	5.9	64
NORTHEAST-CENSUS	17786	4592	20.2	25.8	92	1576	22.4	8.9	102	919	13.4	5.2	61	661	8.8	3.7	40
NORTH CENTRAL	20741	5967	26.3	28.8	103	2285	32.5	11.0	127	2389	34.9	11.5	136	2071	27.5	10.0	107
SOUTH	27775	7060	31.1	25.4	91	1972	28.0	7.1	82	2131	31.1	7.7	91	3100	41.1	11.2	120
WEST	14683	5076	22.4	34.6	123	1207	17.1	8.2	95	1413	20.6	9.6	114	1710	22.7	11.6	125
NORTHEAST-MKTG.	17961	4355	19.2	24.2	87	1474	20.9	8.2	94	993	14.5	5.5	65	689	9.1	3.8	41
EAST CENTRAL	11885	3409	15.0	28.7	102	1422	20.2	12.0	138	998	14.6	8.4	99	1006	13.3	8.5	91
WEST CENTRAL	14090	4104	18.1	29.1	104	1428	20.3	10.1	117	1826	26.7	13.0	153	1655	21.9	11.7	126
SOUTH	24081	6394	28.2	26.6	95	1717	24.4	7.1	82	1887	27.5	7.8	93	2853	37.8	11.8	127
PACIFIC	12969	4432	19.5	34.2	122	999	14.2	7.7	89	1147	16.7	8.8	105	1339	17.8	10.3	111
COUNTY SIZE A	32439	9114	40.2	28.1	100	2573	36.5	7.9	91	2194	32.0	6.8	80	2110	28.0	6.5	70
COUNTY SIZE B	24915	7282	32.1	29.2	104	2184	31.0	8.8	101	2012	29.4	8.1	95	2304	30.6	9.2	99
COUNTY SIZE C	12930	3794	16.7	29.3	105	1422	20.2	11.0	127	1341	19.6	10.4	123	1488	19.7	11.5	124
COUNTY SIZE D	10703	2505	11.0	23.4	84	861	12.2	8.0	93	1304	19.0	12.2	144	1639	21.7	15.3	164
METRO CENTRAL CITY	24518	6816	30.0	27.8	99	1728	24.5	7.0	81	1882	27.5	7.7	91	1901	25.2	7.8	83
METRO SUBURBAN	35919	10702	47.2	29.8	106	3447	49.0	9.6	110	2601	38.0	7.2	86	2907	38.5	8.1	87
NON METRO	20549	5177	22.8	25.2	90	1865	26.5	9.1	104	2368	34.6	11.5	136	2733	36.2	13.3	143
TOP 5 ADI'S	18341	4914	21.7	26.8	96	1559	22.1	8.5	98	1260	18.4	6.9	81	981	13.0	5.3	57
TOP 10 ADI'S	25378	6662	29.4	26.3	94	2018	28.7	8.0	91	1629	23.8	6.4	76	1478	19.6	5.8	63
TOP 20 ADI'S	36488	10155	44.7	27.8	99	2840	40.3	7.8	90	2442	35.6	6.7	79	2470	32.8	6.8	73
HSHLD INC. $50,000 OR MORE	6612	2373	10.5	35.9	128	858	12.2	13.0	149	*605	8.8	9.2	108	*559	7.4	8.5	91
$40,000 OR MORE	12659	4365	19.2	34.5	123	1370	19.5	10.8	124	974	14.2	7.7	91	1083	14.4	8.6	92
$30,000 OR MORE	24698	8338	36.7	33.8	120	2503	35.6	10.1	117	2000	29.2	8.1	96	2039	27.0	8.3	89
$25,000 OR MORE	32077	10584	46.6	33.0	118	3234	45.9	10.1	116	2591	37.8	8.1	95	2661	35.3	8.3	89
$20,000 - $24,999	9144	2404	10.6	26.3	94	718	10.2	7.9	90	1019	14.9	11.1	132	977	13.0	10.7	115
$15,000 - $19,999	8728	2157	9.5	24.7	88	579	8.2	6.6	76	639	9.3	7.3	87	768	10.2	8.8	94
$10,000 - $14,999	12562	3217	14.2	25.6	91	1064	15.1	8.5	97	1054	15.4	8.4	99	1405	18.6	11.2	120
UNDER $10,000	18475	4333	19.1	23.5	84	1445	20.5	7.8	90	1548	22.6	8.4	99	1730	22.9	9.4	101
HOUSEHOLD OF 1 PERSON	11987	3144	13.9	26.2	94	651	9.2	5.4	62	866	12.6	7.2	85	1106	14.7	9.2	99
2 PEOPLE	26577	7658	33.7	28.8	103	2239	31.8	8.4	97	2544	37.1	9.6	113	2637	35.0	9.9	107
3 OR 4 PEOPLE	30617	8785	38.7	28.7	102	2948	41.9	9.6	111	2261	33.0	7.4	87	2611	34.6	8.5	92
5 OR MORE PEOPLE	11804	3108	13.7	26.3	94	1202	17.1	10.2	117	1180	17.2	10.0	118	1187	15.7	10.1	108
NO CHILD IN HSHLD	46165	13264	58.4	28.7	103	3730	53.0	8.1	93	4267	62.3	9.2	109	4538	60.2	9.8	106
CHILD(REN) UNDER 2 YRS	5325	1216	5.4	22.8	81	*408	5.8	7.7	88	*403	5.9	7.6	89	*413	5.5	7.8	83
2 - 5 YEARS	14221	3464	15.3	24.4	87	1164	16.5	8.2	94	1051	15.3	7.4	87	1133	15.0	8.0	86
6 - 11 YEARS	15117	4079	18.0	27.0	96	1554	22.1	10.3	118	1180	17.2	7.8	92	1267	16.8	8.4	90
12 - 17 YEARS	16611	4771	21.0	28.7	102	1758	25.0	10.6	122	1365	19.9	8.2	97	1585	21.0	9.5	102
RESIDENCE OWNED	55884	16441	72.4	29.4	105	5206	73.9	9.3	107	5107	74.5	9.1	108	5767	76.5	10.3	111
VALUE: $50,000 OR MORE	31744	9867	43.5	31.1	111	3244	46.1	10.2	118	2810	41.0	8.9	105	3123	41.4	9.8	106
VALUE: UNDER $50,000	24140	6575	29.0	27.2	97	1962	27.9	8.1	93	2297	33.5	9.5	112	2644	35.1	11.0	118

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

0657
P-18

		TOTAL U.S. '000	CAMPBELLS V-8 A '000	B % DOWN	C % ACROSS	D INDX	OTHER CAMPBELLS A '000	B % DOWN	C % ACROSS	D INDX	DEL MONTE A '000	B % DOWN	C % ACROSS	D INDX	HUNTS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	22694	100.0	28.0	100	7040	100.0	8.7	100	6851	100.0	8.5	100	7541	100.0	9.3	100
MAGAZINES	QUINTILE 1	15799	5608	24.7	35.5	127	1526	21.7	9.7	111	1616	23.6	10.2	121	1571	20.8	9.9	107
	QUINTILE 2	17259	5424	23.9	31.4	112	1744	24.8	10.1	116	1417	20.7	8.2	97	1620	21.5	9.4	101
	QUINTILE 3	13545	3631	16.0	26.8	96	1299	18.5	9.6	110	1122	16.4	8.3	98	1290	17.1	9.5	102
	QUINTILE 4	15133	3974	17.5	26.3	94	1118	15.9	7.4	85	1199	17.5	7.9	94	1415	18.8	9.4	100
	QUINTILE 5	19250	4058	17.9	21.1	75	1353	19.2	7.0	81	1497	21.9	7.8	92	1644	21.8	8.5	92
NEWSPAPERS	QUINTILE 1	12413	3936	17.3	31.7	113	989	14.0	8.0	92	919	13.4	7.4	88	992	13.2	8.0	86
	QUINTILE 2	24116	7220	31.8	29.9	107	2392	34.0	9.9	114	2373	34.6	9.8	116	2344	31.1	9.7	104
	QUINTILE 3	11261	3586	15.8	31.8	114	1095	15.6	9.7	112	948	13.8	8.4	100	1034	13.7	9.2	99
	QUINTILE 4	20255	5198	22.9	25.7	92	1639	23.3	8.1	93	1496	21.8	7.4	87	1775	23.5	8.8	94
	QUINTILE 5	12940	2756	12.1	21.3	76	925	13.1	7.1	82	1115	16.3	8.6	102	1395	18.5	10.8	116
OUTDOOR	QUINTILE 1	14852	4031	17.8	27.1	97	1297	18.4	8.7	100	1038	15.2	7.0	83	1086	14.4	7.3	79
	QUINTILE 2	15725	4713	20.8	30.0	107	1658	23.6	10.5	121	1497	21.9	9.5	113	1635	21.7	10.4	112
	QUINTILE 3	16330	4716	20.8	28.9	103	1368	19.4	8.4	96	1383	20.2	8.5	100	1486	19.7	9.1	98
	QUINTILE 4	16744	4842	21.3	28.9	103	1285	18.3	7.7	88	1474	21.5	8.8	104	1630	21.6	9.7	105
	QUINTILE 5	17334	4392	19.4	25.3	90	1432	20.3	8.3	95	1459	21.3	8.4	99	1704	22.6	9.8	106
RADIO-DRIVE TIME	QUINTILE 1	15911	5077	22.4	31.9	114	1547	22.0	9.7	112	1456	21.3	9.2	108	1527	20.2	9.6	103
	QUINTILE 2	14837	4112	18.1	27.7	99	1379	19.6	9.3	107	1308	19.1	8.8	104	1669	22.1	11.2	121
	QUINTILE 3	15339	4288	18.9	28.0	100	1274	18.1	8.3	96	1122	16.4	7.3	86	1297	17.2	8.5	91
	QUINTILE 4	16723	4725	20.8	28.3	101	1358	19.3	8.1	93	1519	22.2	9.1	107	1363	18.1	8.2	88
	QUINTILE 5	18176	4492	19.8	24.7	88	1482	21.1	8.2	94	1445	21.1	8.0	94	1685	22.3	9.3	100
RADIO-MID-DAY	TERCILE 1	21020	6627	29.2	31.5	113	2193	31.2	10.4	120	1764	25.7	8.4	99	2098	27.8	10.0	107
	TERCILE 2	21610	6202	27.3	28.7	102	1927	27.4	8.9	103	2148	31.4	9.9	117	2043	27.1	9.5	102
	TERCILE 3	38355	9866	43.5	25.7	92	2920	41.5	7.6	88	2939	42.9	7.7	91	3399	45.1	8.9	95
RADIO-TOTAL	QUINTILE 1	15988	5117	22.5	32.0	114	1499	21.3	9.4	108	1522	22.2	9.5	113	1474	19.5	9.2	99
	QUINTILE 2	15626	4616	20.3	29.5	105	1516	21.5	9.7	112	1176	17.2	7.5	89	1663	22.1	10.6	114
	QUINTILE 3	16723	4569	20.1	27.3	98	1506	21.4	9.0	104	1342	19.6	8.0	95	1561	20.7	9.3	100
	QUINTILE 4	16342	4667	20.6	28.6	102	1278	18.2	7.8	90	1477	21.6	9.0	107	1287	17.1	7.9	85
	QUINTILE 5	16306	3726	16.4	22.9	82	1242	17.6	7.6	88	1333	19.5	8.2	97	1557	20.6	9.5	103
TV-PRIME TIME	QUINTILE 1	15953	4773	21.0	29.9	107	1417	20.1	8.9	102	1386	20.2	8.7	103	1642	21.8	10.3	111
	QUINTILE 2	16137	4454	19.6	27.6	98	1376	19.5	8.5	98	1402	20.5	8.7	103	1354	18.0	8.4	90
	QUINTILE 3	16420	4632	20.4	28.2	101	1588	22.6	9.7	111	1464	21.4	8.9	105	1791	23.8	10.9	117
	QUINTILE 4	16687	4710	20.8	28.2	101	1335	19.0	8.0	92	1330	19.4	8.0	94	1373	18.2	8.2	88
	QUINTILE 5	15789	4125	18.2	26.1	93	1324	18.8	8.4	96	1268	18.5	8.0	95	1380	18.3	8.7	94
TV-DAYTIME	TERCILE 1	27736	6961	30.7	25.1	90	2374	33.7	8.6	98	2479	36.2	8.9	106	2607	34.6	9.4	101
	TERCILE 2	26489	7919	34.9	29.9	107	2282	32.4	8.6	99	2325	33.9	8.8	104	2572	34.1	9.7	104
	TERCILE 3	26761	7814	34.4	29.2	104	2384	33.9	8.9	102	2046	29.9	7.6	90	2362	31.3	8.8	95
TV-TOTAL	QUINTILE 1	16345	4406	19.4	27.0	96	1345	19.1	8.2	95	1416	20.7	8.7	102	1755	23.3	10.7	115
	QUINTILE 2	16447	4742	20.9	28.8	103	1565	22.2	9.5	109	1513	22.1	9.2	109	1503	19.9	9.1	98
	QUINTILE 3	15980	4589	20.2	28.7	102	1260	17.9	7.9	91	1593	23.3	10.0	118	1582	21.0	9.9	106
	QUINTILE 4	15887	4440	19.6	27.9	100	1511	21.5	9.5	109	1100	16.1	6.9	82	1204	16.0	7.6	81
	QUINTILE 5	16326	4518	19.9	27.7	99	1360	19.3	8.3	96	1228	17.9	7.5	89	1497	19.9	9.2	98
MAGAZINES-NEWSPAPERS: DUAL		20721	7071	31.2	34.1	122	2197	31.2	10.6	122	2016	29.4	9.7	115	1960	26.0	9.5	102
MAGAZINE IMPERATIVE		19186	5781	25.5	30.1	108	1769	25.1	9.2	106	1591	23.2	8.3	98	1917	25.4	10.0	107
NEWSPAPER IMPERATIVE		21899	5813	25.6	26.5	95	1765	25.1	8.1	93	1801	26.3	8.2	97	2000	26.5	9.1	98
MAGAZINES-OUTDOOR: DUAL		15451	5069	22.3	32.8	117	1409	20.0	9.1	105	1424	20.8	9.2	109	1369	18.2	8.9	95
MAGAZINE IMPERATIVE		25953	8206	36.2	31.6	113	2612	37.1	10.1	116	2402	35.1	9.3	109	2536	33.6	9.8	105
OUTDOOR IMPERATIVE		24400	6031	26.6	24.7	88	2151	30.6	8.8	101	1871	27.3	7.7	91	2106	27.9	8.6	93
MAGAZINES-RADIO: DUAL		18049	6157	27.1	34.1	122	1688	24.0	9.4	108	1673	24.4	9.3	110	1919	25.4	10.6	114
MAGAZINE IMPERATIVE		23571	7127	31.4	30.2	108	2326	33.0	9.9	114	2095	30.6	8.9	105	2065	27.4	8.8	94
RADIO IMPERATIVE		23278	5862	25.8	25.2	90	2061	29.3	8.9	102	1850	27.0	7.9	94	2137	28.3	9.2	99
MAGAZINES-TELEVISION: DUAL		15459	5270	23.2	34.1	122	1659	23.6	10.7	123	1515	22.1	9.8	116	1396	18.5	9.0	97
MAGAZINE IMPERATIVE		25829	8038	35.4	31.1	111	2449	34.8	9.5	109	2158	31.5	8.4	99	2460	32.6	9.5	102
TELEVISION IMPERATIVE		26039	5916	26.1	22.7	81	1945	27.6	7.5	86	2294	33.5	8.8	104	2685	35.6	10.3	111
NEWSPAPERS-OUTDOOR: DUAL		16605	5188	22.9	31.2	111	1568	22.3	9.4	109	1495	21.8	9.0	106	1503	19.9	9.1	97
NEWSPAPER IMPERATIVE		26834	8092	35.7	30.2	108	2444	34.7	9.1	105	2338	34.1	8.7	103	2485	33.0	9.3	99
OUTDOOR IMPERATIVE		23346	6121	27.0	26.2	94	2020	28.7	8.7	100	1859	27.1	8.0	94	2115	28.0	9.1	97
NEWSPAPERS-RADIO: DUAL		17133	5633	24.8	32.9	117	1611	22.9	9.4	108	1612	23.5	9.4	111	1729	22.9	10.1	108
NEWSPAPER IMPERATIVE		25892	7572	33.4	29.2	104	2407	34.2	9.3	107	2226	32.5	8.6	102	2180	28.9	8.4	90
RADIO IMPERATIVE		23167	6290	27.7	27.2	97	2111	30.0	9.1	105	1818	26.5	7.8	93	2314	30.7	10.0	107
NEWSPAPERS-TELEVISION: DUAL		17159	5243	23.1	30.6	109	1560	22.2	9.1	105	1649	24.1	9.6	114	1484	19.7	8.6	93
NEWSPAPER IMPERATIVE		26214	7874	34.7	30.0	107	2346	33.3	8.9	103	2104	30.7	8.0	95	2334	31.0	8.9	96
TELEVISION IMPERATIVE		23412	5888	25.9	25.1	90	1908	27.1	8.1	94	2003	29.2	8.6	101	2499	33.1	10.7	115
OUTDOOR-RADIO: DUAL		15303	4915	21.7	32.1	115	1655	23.5	10.8	124	1333	19.5	8.7	103	1517	20.1	9.9	106
OUTDOOR IMPERATIVE		24901	6473	28.5	26.0	93	2064	29.3	8.3	95	2109	30.8	8.5	100	2133	28.3	8.6	92
RADIO IMPERATIVE		26492	7788	34.3	29.4	105	2292	32.6	8.7	100	2215	32.3	8.4	99	2566	34.0	9.7	104
OUTDOOR-TELEVISION: DUAL		14794	4086	18.0	27.6	99	1480	21.0	10.0	115	1162	17.0	7.9	93	1300	17.2	8.8	94
OUTDOOR IMPERATIVE		25437	7461	32.9	29.3	105	2359	33.5	9.3	107	2115	30.9	8.3	98	2269	30.1	8.9	96
TELEVISION IMPERATIVE		27877	7865	34.7	28.2	101	2214	31.4	7.9	91	2633	38.4	9.4	112	2905	38.5	10.4	112
RADIO-TELEVISION: DUAL		15996	4672	20.6	29.2	104	1647	23.4	10.3	118	1486	21.7	9.3	110	1677	22.2	10.5	113
RADIO IMPERATIVE		25478	7689	33.9	30.2	108	2379	33.8	9.3	107	2093	30.6	8.2	97	2334	31.0	9.2	98
TELEVISION IMPERATIVE		26573	7088	31.2	26.7	95	2012	28.6	7.6	87	2327	34.0	8.8	104	2460	32.6	9.3	99

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S.	CAMPBELLS V-8				OTHER CAMPBELLS				DEL MONTE				HUNTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	22694	100.0	28.0	100	7040	100.0	8.7	100	6851	100.0	8.5	100	7541	100.0	9.3	100
ATLANTIC MONTHLY	415	*123	0.5	29.6	106	**57	0.8	13.7	158	**52	0.8	12.5	148	**32	0.4	7.7	83
BARRON'S	453	*222	1.0	49.0	175	**90	1.3	19.9	229	**48	0.7	10.6	125	**51	0.7	11.3	121
BETTER HOMES & GARDENS	16256	5062	22.3	31.1	111	1631	23.2	10.0	115	1427	20.8	8.8	104	1700	22.5	10.5	113
BON APPETIT	2535	979	4.3	38.6	138	*171	2.4	6.7	78	326	4.8	12.9	152	*242	3.2	9.5	103
BUSINESS WEEK	1278	386	1.7	30.2	108	**104	1.5	8.1	94	**85	1.2	6.7	79	**57	0.8	4.5	48
CAR AND DRIVER	378	**133	0.6	35.2	126	**17	0.2	4.5	52	**8	0.1	2.1	25	**15	0.2	4.0	43
CBS MAGAZINE NETWORK (GROSS)	1498	536	2.4	35.8	128	**120	1.7	8.0	92	**93	1.4	6.2	73	*139	1.8	9.3	100
CHANGING TIMES	1505	530	2.3	35.2	126	*166	2.4	11.0	127	*167	2.4	11.1	131	*136	1.8	9.0	97
COLONIAL HOMES	1231	451	2.0	36.6	131	*103	1.5	8.4	96	**103	1.5	8.4	99	*119	1.6	9.7	104
CONDE NAST MAG. PKG. (GROSS)	14146	4661	20.5	32.9	118	1093	15.5	7.7	89	961	14.0	6.8	80	1075	14.3	7.6	82
CONSUMERS DIGEST	1323	525	2.3	39.9	142	*131	1.9	9.9	114	*118	1.7	8.9	105	**94	1.2	7.1	77
COSMOPOLITAN	7102	2104	9.3	29.6	106	442	6.3	6.2	72	603	8.8	8.5	100	550	7.3	7.7	83
COUNTRY LIVING	2481	839	3.7	33.8	121	393	5.6	15.8	182	*203	3.0	8.2	97	*240	3.2	9.7	104
CUISINE	1472	611	2.7	41.5	148	*159	2.3	10.8	124	**115	1.7	7.8	92	**184	2.4	12.5	135
CYCLE WORLD	425	**183	0.8	43.1	154	**32	0.5	7.5	87	**64	0.9	15.1	178	**79	1.0	18.6	201
DCI:CREATIVE IDEAS FOR LIV	2510	881	3.9	35.1	125	340	4.8	13.5	156	*263	3.8	10.5	124	*254	3.4	10.1	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2335	10.3	34.9	124	767	10.9	11.5	132	648	9.5	9.7	114	777	10.3	11.6	125
DISCOVER	894	267	1.2	29.9	107	**98	1.4	11.0	126	**89	1.3	10.0	118	**44	0.6	4.9	53
EBONY	3507	912	4.0	26.0	93	333	4.7	9.5	109	272	4.0	7.8	92	267	3.5	7.6	82
ESQUIRE	1083	351	1.5	32.4	116	**149	2.1	13.8	158	**80	1.2	7.4	87	**108	1.4	10.0	108
ESSENCE	1830	523	2.3	28.6	102	*109	1.5	6.0	69	*158	2.3	8.6	102	*110	1.5	6.0	65
FAMILY CIRCLE	15930	4921	21.7	30.9	110	1435	20.4	9.0	104	1584	23.1	9.9	118	1443	19.1	9.1	98
THE FAMILY HANDYMAN	1126	345	1.5	30.6	109	**76	1.1	6.7	78	**145	2.1	12.9	152	**75	1.0	6.7	72
FAMILY WEEKLY	11468	3296	14.5	28.7	103	1092	15.5	9.5	110	1061	15.5	9.3	109	1388	18.4	12.1	130
FIELD & STREAM	2234	725	3.2	32.5	116	*198	2.8	8.9	102	*242	3.5	10.8	128	*251	3.3	11.2	121
FOOD & WINE	579	244	1.1	42.1	150	**41	0.6	7.1	81	**47	0.7	8.1	96	**55	0.7	9.5	102
FORBES	728	*190	0.8	26.1	93	**58	0.8	8.0	92	**63	0.9	8.7	102	**50	0.7	6.9	74
FORTUNE	906	263	1.2	29.0	104	**83	1.2	9.2	105	**89	1.3	9.8	116	**76	1.0	8.4	90
GENTLEMEN'S QUARTERLY	791	273	1.2	34.5	123	**59	0.8	7.5	86	**24	0.4	3.0	36	**43	0.6	5.4	58
GLAMOUR	5265	1855	8.2	35.2	126	442	6.3	8.4	97	415	6.1	7.9	93	405	5.4	7.7	82
GOLF DIGEST	636	*248	1.1	39.0	139	**93	1.3	14.6	168	**67	1.0	10.5	125	**120	1.6	18.9	201
GOLF DIGEST/TENNIS (GROSS)	1186	427	1.9	36.0	128	**118	1.7	9.9	114	**92	1.3	7.8	92	*150	2.0	12.6	135
GOLF MAGAZINE	441	*199	0.9	45.1	161	**61	0.9	13.8	159	**35	0.5	7.9	94	**64	0.8	14.5	155
GOLF MAGAZINE/SKI (GROSS)	922	347	1.5	37.6	134	**88	1.3	9.5	110	**54	0.8	5.9	69	**81	1.1	8.8	94
GOOD HOUSEKEEPING	16487	5068	22.3	30.7	110	1733	24.6	10.5	121	1550	22.6	9.4	111	1746	23.2	10.6	113
HARPER'S BAZAAR	2423	869	3.8	35.9	128	*166	2.4	6.9	79	*172	2.5	7.1	84	*192	2.5	7.9	85
HEALTH	1994	738	3.3	37.0	132	*252	3.6	12.6	145	*215	3.1	10.8	127	*146	1.9	7.3	78
HEARST MAG CORP. BUY (GROSS)	44101	13995	61.7	31.7	113	4284	60.9	9.7	112	3864	56.4	8.8	104	4167	55.3	9.4	101
HEARST MAN POWER (GROSS)	1993	738	3.3	37.0	132	*188	2.7	9.4	109	*207	3.0	10.4	123	*105	1.4	5.3	57
HEARST WOMAN POWER (GROSS)	31274	9565	42.1	30.6	109	2926	41.6	9.4	108	2842	41.5	9.1	107	3026	40.1	9.7	104
HOUSE BEAUTIFUL	3623	1124	5.0	31.0	111	386	5.5	10.7	123	261	3.8	7.2	85	425	5.6	11.7	126
INC.	283	**101	0.4	35.7	127	**26	0.4	9.2	106	**23	0.3	8.1	96	**8	0.1	2.8	30
JET	2928	799	3.5	27.3	97	*240	3.4	8.2	94	267	3.9	9.1	108	257	3.4	8.8	94
LADIES' HOME JOURNAL	11918	3470	15.3	29.1	104	1149	16.3	9.6	111	1085	15.8	9.1	108	1056	14.0	8.9	95
LHJ FAMILY GRP COMBO(GROSS)	16764	5258	23.2	31.4	112	1715	24.4	10.2	118	1481	21.6	8.8	104	1455	19.3	8.7	92
LIFE	4254	1422	6.3	33.4	119	341	4.8	8.0	92	421	6.1	9.9	117	364	4.8	8.6	91
L.A. TIMES HOME MAGAZINE	1145	428	1.9	37.4	133	**118	1.7	10.3	119	**95	1.4	8.3	98	**117	1.6	10.2	109
MADEMOISELLE	2884	927	4.1	32.1	115	*189	2.7	6.6	75	*152	2.2	5.3	62	*216	2.9	7.5	80
MC CALL'S	13460	4118	18.1	30.6	109	1332	18.9	9.9	114	1446	21.1	10.7	127	1482	19.7	11.0	117
MC CALL'S/WRK MOTHER (GROSS)	14606	4489	19.8	30.7	110	1469	20.9	10.1	116	1553	22.7	10.6	126	1575	20.9	10.8	115
MECHANIX ILLUSTRATED	772	*258	1.1	33.4	119	**93	1.3	12.0	139	**81	1.2	10.5	124	**91	1.2	11.8	126
METROPOLITAN HOME	967	376	1.7	38.9	139	**114	1.6	11.8	136	**71	1.0	7.3	87	**79	1.0	8.2	88
MONEY	1588	673	3.0	42.4	151	**94	1.3	5.9	68	*139	2.0	8.8	103	*110	1.5	6.9	74
MOTHER EARTH NEWS	1002	363	1.6	36.2	129	**126	1.8	12.6	145	**138	2.0	13.8	163	**125	1.7	12.5	133
MS.	825	327	1.4	39.6	141	**78	1.1	9.5	109	**78	1.1	9.5	112	**41	0.5	5.0	53
NATIONAL ENQUIRER	10336	3125	13.8	30.2	108	783	11.1	7.6	87	958	14.0	9.3	110	1190	15.8	11.5	123
NATIONAL GEOGRAPHIC	9597	3346	14.7	34.9	124	928	13.2	9.7	111	888	13.0	9.3	109	967	12.8	10.1	108
NATIONAL SUNDAY MAGAZINE PKG	49558	14933	65.8	30.1	108	4381	62.2	8.8	102	4109	60.0	8.3	98	4476	59.4	9.0	96
NATURAL HISTORY	573	*186	0.8	32.5	116	**32	0.5	5.6	64	**57	0.8	9.9	118	**69	0.9	12.0	129
NEW WOMAN	1699	453	2.0	26.7	95	*150	2.1	8.8	102	*113	1.6	6.7	79	*133	1.8	7.8	84
NEW YORK INCLUDING CUE	443	*96	0.4	21.7	77	**17	0.2	3.8	44	**47	0.7	10.6	125	**50	0.7	11.3	121
THE NEW YORKER	1270	440	1.9	34.6	124	*133	1.9	10.5	120	**97	1.4	7.6	90	*80	1.1	6.3	67
NEWSWEEK	6277	2235	9.8	35.6	127	597	8.5	9.5	109	524	7.6	8.3	99	557	7.4	8.9	95
THE N.Y. TIMES DAILY EDITION	1205	247	1.1	20.5	73	**54	0.8	4.5	52	**41	0.6	3.4	40	**18	0.2	1.5	16
THE N.Y. TIMES MAGAZINE	2081	589	2.6	28.3	101	**129	1.8	6.2	71	**106	1.5	5.1	60	**74	1.0	3.6	38
OMNI	788	*174	0.8	22.1	79	**107	1.5	13.6	156	**68	1.0	8.6	102	**55	0.7	7.0	75
ON CABLE	1158	439	1.9	37.9	135	*204	2.9	17.6	203	**135	2.0	11.7	138	**76	1.0	6.6	70
1001 HOME IDEAS	2852	1049	4.6	36.8	131	314	4.5	11.0	127	*181	2.6	6.3	75	*253	3.4	8.9	95
ORGANIC GARDENING	1658	584	2.6	35.2	126	*254	3.6	15.3	176	*132	1.9	8.0	94	*246	3.3	14.8	158
OUTDOOR LIFE	896	*260	1.1	29.0	104	**85	1.2	9.5	109	**85	1.2	9.5	112	**118	1.6	13.2	141
PARADE MAGAZINE	24275	7570	33.4	31.2	111	2106	29.9	8.7	100	1792	26.2	7.4	87	2082	27.6	8.6	92

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

0659
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	TOTAL U.S. '000	CAMPBELLS V-8 A '000	B % DOWN	C % ACROSS	D INDX	OTHER CAMPBELLS A '000	B % DOWN	C % ACROSS	D INDX	DEL MONTE A '000	B % DOWN	C % ACROSS	D INDX	HUNTS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	22694	100.0	28.0	100	7040	100.0	8.7	100	6851	100.0	8.5	100	7541	100.0	9.3	100
PARENTS	3845	1269	5.6	33.0	118	322	4.6	8.4	96	299	4.4	7.8	92	356	4.7	9.3	99
PENTHOUSE	831	*300	1.3	36.1	129	**8	0.1	1.0	11	**85	1.2	10.2	121	**27	0.4	3.2	35
PEOPLE	11645	3741	16.5	32.1	115	869	12.3	7.5	86	902	13.2	7.7	92	891	11.8	7.7	82
PLAYBOY	2006	539	2.4	26.9	96	*184	2.6	9.2	106	*153	2.2	7.6	90	*106	1.4	5.3	57
POPULAR HOT RODDING	297	**96	0.4	32.3	115	**22	0.3	7.4	85	**25	0.4	8.4	100	**21	0.3	7.1	76
POPULAR MECHANICS	1018	456	2.0	44.8	160	**94	1.3	9.2	106	**107	1.6	10.5	124	**45	0.6	4.4	47
POPULAR SCIENCE	878	302	1.3	34.4	123	**73	1.0	8.3	96	**92	1.3	10.5	124	**71	0.9	8.1	87
PREVENTION	3913	1456	6.4	37.2	133	332	4.7	8.5	98	373	5.4	9.5	113	372	4.9	9.5	102
PSYCHOLOGY TODAY	1710	621	2.7	36.3	130	*222	3.2	13.0	149	**77	1.1	4.5	53	*132	1.8	7.7	83
READER'S DIGEST	22204	7016	30.9	31.6	113	2394	34.0	10.8	124	2031	29.6	9.1	108	2339	31.0	10.5	113
REDBOOK	7684	2393	10.5	31.1	111	750	10.7	9.8	112	690	10.1	9.0	106	730	9.7	9.5	102
ROAD & TRACK	410	*166	0.7	40.5	144	**27	0.4	6.6	76	**20	0.3	4.9	58	**22	0.3	5.4	58
ROLLING STONE	969	336	1.5	34.7	124	**67	1.0	6.9	80	**59	0.9	6.1	72	**63	0.8	6.5	70
RUNNER'S WORLD	298	**107	0.5	35.9	128	**11	0.2	3.7	42	**7	0.1	2.3	28	**18	0.2	6.0	65
SATURDAY EVENING POST	1169	440	1.9	37.6	134	*117	1.7	10.0	115	*143	2.1	12.2	145	*116	1.5	9.9	107
SCIENCE 84	587	*218	1.0	37.1	133	**22	0.3	3.7	43	**11	0.2	1.9	22	**14	0.2	2.4	26
SCIENCE DIGEST	482	*108	0.5	22.4	80	**50	0.7	10.4	119	**29	0.4	6.0	71	**34	0.5	7.1	76
SCIENTIFIC AMERICAN	594	*163	0.7	27.4	98	**27	0.4	4.5	52	**16	0.2	2.7	32	**13	0.2	2.2	24
SELF	2089	564	2.5	27.0	96	*136	1.9	6.5	75	*127	1.9	6.1	72	*150	2.0	7.2	77
SEVENTEEN	2411	772	3.4	32.0	114	*139	2.0	5.8	66	*194	2.8	8.0	95	*163	2.2	6.8	73
SKI	480	*149	0.7	31.0	111	**27	0.4	5.6	65	**19	0.3	4.0	47	**17	0.2	3.5	38
SMITHSONIAN	2760	1003	4.4	36.3	130	228	3.2	8.3	95	254	3.7	9.2	109	291	3.9	10.5	113
SOAP OPERA DIGEST	3013	948	4.2	31.5	112	*208	3.0	6.9	79	275	4.0	9.1	108	234	3.1	7.8	83
SOUTHERN LIVING	4184	1453	6.4	34.7	124	427	6.1	10.2	117	385	5.6	9.2	109	523	6.9	12.5	134
SPORT	559	*180	0.8	32.2	115	**39	0.6	7.0	80	**22	0.3	3.9	47	**80	1.1	14.3	154
THE SPORTING NEWS	436	**163	0.7	37.4	133	**25	0.4	5.7	66	**15	0.2	3.4	41	**25	0.3	5.7	62
SPORTS AFIELD	493	*174	0.8	35.3	126	**44	0.6	8.9	103	**71	1.0	14.4	170	**26	0.3	5.3	57
SPORTS ILLUSTRATED	2758	859	3.8	31.1	111	*156	2.2	5.7	65	*148	2.2	5.4	63	245	3.2	8.9	95
STAR	7456	2383	10.5	32.0	114	611	8.7	8.2	94	670	9.8	9.0	106	756	10.0	10.1	109
SUNDAY	24936	7410	32.7	29.7	106	2265	32.2	9.1	104	2149	31.4	8.6	102	1965	26.1	7.9	85
SUNSET	2124	716	3.2	33.7	120	*179	2.5	8.4	97	*299	4.4	14.1	166	*282	3.7	13.3	143
TV GUIDE	21661	6449	28.4	29.8	106	1846	26.2	8.5	98	1842	26.9	8.5	101	2139	28.4	9.9	106
TENNIS	550	*179	0.8	32.5	116	**25	0.4	4.5	52	**25	0.4	4.5	54	**30	0.4	5.5	59
TIME	8880	3372	14.9	38.0	136	724	10.3	8.2	94	663	9.7	7.5	88	524	6.9	5.9	63
TOWN & COUNTRY	917	379	1.7	41.3	147	**122	1.7	13.3	153	**76	1.1	8.3	98	**48	0.6	5.2	56
TRAVEL & LEISURE	972	360	1.6	37.0	132	**51	0.7	5.2	60	*120	1.8	12.3	146	**84	1.1	8.6	93
TRUE STORY	3356	901	4.0	26.8	96	274	3.9	8.2	94	402	5.9	12.0	142	378	5.0	11.3	121
U.S.NEWS & WORLD REPORT	3410	1271	5.6	37.3	133	406	5.8	11.9	137	352	5.1	10.3	122	318	4.2	9.3	100
USA TODAY	1759	632	2.8	35.9	128	*235	3.3	13.4	154	**107	1.6	6.1	72	*98	1.3	5.6	60
US	1873	546	2.4	29.2	104	*160	2.3	8.5	98	**107	1.6	5.7	68	*123	1.6	6.6	71
VOGUE	3909	1315	5.8	33.6	120	326	4.6	8.3	96	268	3.9	6.9	81	304	4.0	7.8	84
WALL STREET JOURNAL	1886	676	3.0	35.8	128	*204	2.9	10.8	124	*145	2.1	7.7	91	*139	1.8	7.4	79
WEIGHT WATCHERS	2120	601	2.6	28.3	101	285	4.0	13.4	155	*169	2.5	8.0	94	*182	2.4	8.6	92
WOMAN'S DAY	14172	4634	20.4	32.7	117	1518	21.6	10.7	123	1422	20.8	10.0	119	1230	16.3	8.7	93
WORKING MOTHER	1146	371	1.6	32.4	116	*137	1.9	12.0	138	**107	1.6	9.3	110	**93	1.2	8.1	87
WORKING WOMAN	1322	455	2.0	34.4	123	*130	1.8	9.8	113	**65	0.9	4.9	58	*116	1.5	8.8	94
WORLD TENNIS	*163	**62	0.3	38.0	136	**6	0.1	3.7	42	**8	0.1	4.9	58	**19	0.3	11.7	125
ZIFF-DAVIS MAG NETWK (GROSS)	2532	880	3.9	34.8	124	*187	2.7	7.4	85	*192	2.8	7.6	90	*142	1.9	5.6	60
BLAIR INSERTS	43657	13162	58.0	30.1	108	3838	54.5	8.8	101	3483	50.8	8.0	94	3692	49.0	8.5	91
DAILY NEWSPAPERS																	
READ ANY	51633	15514	68.4	30.0	107	4776	67.8	9.2	106	4476	65.3	8.7	102	4696	62.3	9.1	98
READ ONE	43463	13038	57.5	30.0	107	4086	58.0	9.4	108	3778	55.1	8.7	103	3963	52.6	9.1	98
READ TWO OR MORE	8170	2475	10.9	30.3	108	689	9.8	8.4	97	697	10.2	8.5	101	733	9.7	9.0	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15752	69.4	29.9	107	4743	67.4	9.0	104	4382	64.0	8.3	98	4767	63.2	9.0	97
READ ONE	46126	13441	59.2	29.1	104	4224	60.0	9.2	105	3848	56.2	8.3	99	4246	56.3	9.2	99
READ TWO OR MORE	6552	2311	10.2	35.3	126	519	7.4	7.9	91	534	7.8	8.2	96	521	6.9	8.0	85
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.05				27.74				25.05				25.16			
30 DAY REACH	71455	20244	89.2	28.3	101	6212	88.2	8.7	100	6033	88.1	8.4	100	6587	87.3	9.2	99
50 SHWG - 30 DAY AV FREQ	14.56	14.20				14.55				13.19				13.19			
30 DAY REACH	67742	19320	85.1	28.5	102	5937	84.3	8.8	101	5755	84.0	8.5	100	6314	83.7	9.3	100
25 SHWG - 30 DAY AV FREQ	7.94	7.65				7.84				7.17				7.28			
30 DAY REACH	62117	17928	79.0	28.9	103	5507	78.2	8.9	102	5292	77.2	8.5	101	5674	75.2	9.1	98
CABLE TV: HOME WIRED	32077	10129	44.6	31.6	113	3162	44.9	9.9	113	2953	43.1	9.2	109	2816	37.3	8.8	94
HOME NOT WIRED	48909	12566	55.4	25.7	92	3878	55.1	7.9	91	3898	56.9	8.0	94	4725	62.7	9.7	104
HAVE PAY CABLE	15935	5606	24.7	35.2	126	1807	25.7	11.3	130	1554	22.7	9.8	115	1365	18.1	8.6	92

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CAMPBELLS V-8 A '000	B % DOWN	C % ACROSS	D INDX	OTHER CAMPBELLS A '000	B % DOWN	C % ACROSS	D INDX	DEL MONTE A '000	B % DOWN	C % ACROSS	D INDX	HUNTS A '000	B % DOWN	C % ACROSS	D IND
TOTAL FEMALE HOMEMAKERS	80986	22694	100.0	28.0	100	7040	100.0	8.7	100	6851	100.0	8.5	100	7541	100.0	9.3	10
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13061	57.6	29.7	106	4007	56.9	9.1	105	3712	54.2	8.5	100	4180	55.4	9.5	10
10:00 AM - 3:00 PM	30659	9207	40.6	30.0	107	3021	42.9	9.9	113	2759	40.3	9.0	106	2937	38.9	9.6	10
3:00 PM - 7:00 PM	31045	9472	41.7	30.5	109	2822	40.1	9.1	105	2621	38.3	8.4	100	2784	36.9	9.0	9
7:00 PM - MIDNIGHT	15767	5054	22.3	32.1	114	1427	20.3	9.1	104	1367	20.0	8.7	102	1548	20.5	9.8	10
MIDNIGHT - 6:00 AM	9120	2826	12.5	31.0	111	853	12.1	9.4	108	802	11.7	8.8	104	834	11.1	9.1	9
6:00 AM - MIDNIGHT	58527	17272	76.1	29.5	105	5362	76.2	9.2	105	5025	73.3	8.6	101	5422	71.9	9.3	9
ENTIRE DAY	59311	17544	77.3	29.6	106	5441	77.3	9.2	106	5117	74.7	8.6	102	5483	72.7	9.2	9
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4941	21.8	30.6	109	1507	21.4	9.3	107	1604	23.4	9.9	117	1555	20.6	9.6	10
ALL NEWS	2256	714	3.1	31.6	113	*222	3.2	9.8	113	*172	2.5	7.6	90	*233	3.1	10.3	11
AOR/PROGRESSIVE	3874	1407	6.2	36.3	130	293	4.2	7.6	87	278	4.1	7.2	85	292	3.9	7.5	8
BEAUTIFUL MUSIC	5660	1820	8.0	32.2	115	506	7.2	8.9	103	450	6.6	8.0	94	480	6.4	8.5	9
BLACK	2204	608	2.7	27.6	98	*205	2.9	9.3	107	*178	2.6	8.1	95	224	3.0	10.2	10
CLASSICAL	1418	517	2.3	36.5	130	*103	1.5	7.3	84	*171	2.5	12.1	143	**126	1.7	8.9	9
CHR/ROCK	9538	2497	11.0	26.2	93	689	9.8	7.2	83	589	8.6	6.2	73	644	8.5	6.8	7
COUNTRY	12648	3676	16.2	29.1	104	1168	16.6	9.2	106	1026	15.0	8.1	96	1489	19.7	11.8	12
GOLDEN OLDIES	1191	318	1.4	26.7	95	**135	1.9	11.3	130	**96	1.4	8.1	95	**82	1.1	6.9	7
MOR/NOSTALGIA	4757	1487	6.6	31.3	112	432	6.1	9.1	104	402	5.9	8.5	100	435	5.8	9.1	9
NEWS/TALK	3863	1192	5.3	30.9	110	340	4.8	8.8	101	376	5.5	9.7	115	287	3.8	7.4	8
RELIGIOUS	8054	929	4.1	30.1	107	*342	4.9	11.1	128	*212	3.1	6.9	81	299	4.0	9.7	10
SOFT ROCK	521	*186	0.8	35.7	127	**120	1.7	23.0	265	**91	1.3	17.5	206	**32	0.4	6.1	6
URBAN CONTEMPORARY	1585	382	1.7	24.1	86	*140	2.0	8.8	102	*125	1.8	7.9	93	*94	1.2	5.9	6
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	831	3.7	25.5	91	448	6.4	13.7	158	*317	4.6	9.7	115	256	3.4	7.9	8
ABC DIRECTION	2316	666	2.9	28.8	103	*225	3.2	9.7	112	*162	2.4	7.0	83	*225	3.0	9.7	10
ABC ENTERTAINMENT	4834	1456	6.4	30.1	107	411	5.8	8.5	98	*214	3.1	4.4	52	376	5.0	7.8	8
ABC FM	2202	622	2.7	28.2	101	*172	2.4	7.8	90	*137	2.0	6.2	74	*195	2.6	8.9	9
ABC INFORMATION	5425	1617	7.1	29.8	106	480	6.8	8.8	102	571	8.3	10.5	124	713	9.5	13.1	14
ABC ROCK	1677	603	2.7	36.0	128	**157	2.2	9.4	108	**118	1.7	7.0	83	**119	1.6	7.1	7
CBS	4430	1464	6.5	33.0	118	489	6.9	11.0	127	456	6.7	10.3	122	509	6.7	11.5	12
MUTUAL	4992	1601	7.1	32.1	114	556	7.9	11.1	128	457	6.7	9.2	108	639	8.5	12.8	13
NBC	4679	1369	6.0	29.3	104	456	6.5	9.7	112	668	9.8	14.3	169	474	6.3	10.1	10
RADIORADIO	1994	584	2.6	29.3	105	*170	2.4	8.5	98	**129	1.9	6.5	76	*149	2.0	7.5	8
RKO ONE	2298	605	2.7	26.3	94	*152	2.2	6.6	76	*146	2.1	6.4	75	*124	1.6	5.4	5
RKO TWO	3311	848	3.7	25.6	91	*220	3.1	6.6	76	*238	3.5	7.2	85	227	3.0	6.9	7
THE SOURCE	2114	708	3.1	33.5	120	*140	2.0	6.6	76	*147	2.1	7.0	82	*162	2.1	7.7	8
NON-WIRED : BLAIR	8654	2412	10.6	27.9	99	740	10.5	8.6	98	680	9.9	7.9	93	808	10.7	9.3	10
INTERNET	12025	3447	15.2	28.7	102	1142	16.2	9.5	109	1090	15.9	9.1	107	1019	13.5	8.5	9
KATZ RADIO GROUP	15359	4881	21.5	31.8	113	1395	19.8	9.1	104	1396	20.4	9.1	107	1248	16.5	8.1	8
SUPERNET	10628	3366	14.8	31.7	113	837	11.9	7.9	91	906	13.2	8.5	101	1092	14.5	10.3	11
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2392	10.5	27.6	99	731	10.4	8.4	97	688	10.0	7.9	94	881	11.7	10.2	10
WKDAY 9:00 AM - 1:00 PM	12163	3246	14.3	26.7	95	1091	15.5	9.0	103	1107	16.2	9.1	108	1197	15.9	9.8	10
WKDAY 1:00 PM - 4:30 PM	16150	4155	18.3	25.7	92	1426	20.3	8.8	102	1447	21.1	9.0	106	1524	20.2	9.4	10
WKDAY 4:30 PM - 7:30 PM	22463	6284	27.7	28.0	100	1909	27.1	8.5	98	1942	28.3	8.6	102	2047	27.1	9.1	9
WKDAY 7:30 PM - 8:00 PM	31795	8854	39.0	27.8	99	2671	37.9	8.4	97	2785	40.7	8.8	104	2995	39.7	9.4	10
WKDAY 11:00 PM - 11:30 PM	23977	7019	30.9	29.3	104	2140	30.4	8.9	103	2218	32.4	9.3	109	2444	32.4	10.2	10
WKDAY 11:30 PM - 1:00 AM	7703	2215	9.8	28.8	103	726	10.3	9.4	108	729	10.6	9.5	112	844	11.2	11.0	11
M-SAT 8-11 PM+SUN 7-11 PM	33800	9713	42.8	28.7	103	2966	42.1	8.8	101	2935	42.8	8.7	103	3258	43.2	9.6	10
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1799	7.9	27.5	98	485	6.9	7.4	85	611	8.9	9.3	110	533	7.1	8.2	8
ANOTHER WORLD N	4620	1137	5.0	24.6	88	375	5.3	8.1	93	337	4.9	7.3	86	447	5.9	9.7	10
AS THE WORLD TURNS C	5614	1493	6.6	26.6	95	585	8.3	10.4	120	558	8.1	9.9	117	581	7.7	10.3	11
CAPITOL C	3396	933	4.1	27.5	98	401	5.7	11.8	136	375	5.5	11.0	131	352	4.7	10.4	11
CBS MORN. NEWS 1 C	1446	427	1.9	29.5	105	124	1.8	8.6	99	123	1.8	8.5	101	180	2.4	12.4	13
CBS MORN. NEWS 2 C	1207	328	1.4	27.2	97	120	1.7	9.9	114	*60	0.9	5.0	59	108	1.4	8.9	9
DAYS OF OUR LIVES N	5877	1538	6.8	26.2	93	547	7.8	9.3	107	477	7.0	8.1	96	521	6.9	8.9	9
FACTS OF LIFE - DAYTIME N	2290	469	2.1	20.5	73	174	2.5	7.6	87	196	2.9	8.6	101	241	3.2	10.5	11
FAMILY FEUD A	3023	786	3.5	26.0	93	342	4.9	11.3	130	247	3.6	8.2	97	315	4.2	10.4	11
GENERAL HOSPITAL A	6097	1496	6.6	24.5	88	442	6.3	7.2	83	564	8.2	9.3	109	582	7.7	9.5	10
GOOD MORNING, AMERICA-730 A	3515	1090	4.8	31.0	111	274	3.9	7.8	90	371	5.4	10.6	125	392	5.2	11.2	12
GOOD MORNING, AMERICA-830 A	2818	821	3.6	29.1	104	207	2.9	7.3	85	284	4.1	10.1	119	329	4.4	11.7	12
GUIDING LIGHT C	5339	1420	6.3	26.6	95	684	9.7	12.8	147	496	7.2	9.3	110	537	7.1	10.1	10
ONE LIFE TO LIVE A	4478	1175	5.2	26.2	94	327	4.6	7.3	84	481	7.0	10.7	127	428	5.7	9.6	10
PRESS YOUR LUCK C	2244	576	2.5	25.7	92	237	3.4	10.6	121	181	2.6	8.1	95	237	3.1	10.6	11
PRICE IS RIGHT 1 C	4348	1174	5.2	27.0	96	417	5.9	9.6	110	474	6.9	10.9	129	349	4.6	8.0	8
PRICE IS RIGHT 2 C	5014	1347	5.9	26.9	96	535	7.6	10.7	123	549	8.0	10.9	129	433	5.7	8.6	9
RYAN'S HOPE A	3150	792	3.5	25.1	90	255	3.6	8.1	93	196	2.9	6.2	74	208	2.8	6.6	7
SALE OF THE CENTURY N	2695	688	3.0	25.5	91	275	3.9	10.2	117	223	3.3	8.3	98	239	3.2	8.9	9
SEARCH FOR TOMORROW N	2319	565	2.5	24.4	87	193	2.7	8.3	96	*146	2.1	6.3	74	173	2.3	7.5	8
TODAY SHOW 1 N	2693	682	3.0	25.3	90	186	2.6	6.9	79	212	3.1	7.9	93	223	3.0	8.3	8
TODAY SHOW 2 N	2498	580	2.6	23.2	83	196	2.8	7.8	90	223	3.3	8.9	106	245	3.2	9.8	10
$25,000 PYRAMID C	2753	783	3.5	28.4	101	274	3.9	10.0	114	237	3.5	8.6	102	307	4.1	11.2	12
WHEEL OF FORTUNE N	4388	1243	5.5	28.3	101	456	6.5	10.4	120	431	6.3	9.8	116	550	7.3	12.5	13
YOUNG AND THE RESTLESS C	5695	1428	6.3	25.1	89	545	7.7	9.6	110	564	8.2	9.9	117	543	7.2	9.5	10
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	479	2.1	27.2	97	177	2.5	10.1	116	179	2.6	10.2	120	253	3.4	14.4	15
NBA PLAYOFF GAME -1 C	1136	376	1.7	33.1	118	*174	2.5	15.3	176	*103	1.5	9.1	107	*150	2.0	13.2	14
NBC MAJOR LEAGUE PRE-GAME N	953	*180	0.8	18.9	67	**41	0.6	4.3	49	**66	1.0	6.9	82	**90	1.2	9.4	10
SPORTSWORLD - SUN N	1233	329	1.4	26.7	95	*111	1.6	9.0	104	*101	1.5	8.2	97	*151	2.0	12.2	13
SUNDAY MORNING C	1611	429	1.9	26.6	95	*114	1.6	7.1	81	*77	1.1	4.8	57	*158	2.1	9.8	10

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	CAMPBELLS V-8 A '000	B % DOWN	C % ACROSS	D INDX	OTHER CAMPBELLS A '000	B % DOWN	C % ACROSS	D INDX	DEL MONTE A '000	B % DOWN	C % ACROSS	D INDX	HUNTS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	22694	100.0	28.0	100	7040	100.0	8.7	100	6851	100.0	8.5	100	7541	100.0	9.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7202	31.7	27.6	99	2110	30.0	8.1	93	2462	35.9	9.4	112	2620	34.7	10.1	108
NETWORK AFFILIATES - LATE		20261	5996	26.4	29.6	106	1764	25.1	8.7	100	1821	26.6	9.0	106	2097	27.8	10.3	111
INDEPENDENTS - LATE		2076	622	2.7	30.0	107	167	2.4	8.0	93	173	2.5	8.3	99	146	1.9	7.0	76
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3118	13.7	29.8	106	1185	16.8	11.3	130	782	11.4	7.5	88	1173	15.6	11.2	121
ABC MONDAY NIGHT MOVIE	A	6412	1708	7.5	26.6	95	581	8.3	9.1	104	634	9.3	9.9	117	616	8.2	9.6	103
ABC SUNDAY NIGHT MOVIE	A	12407	3417	15.1	27.5	98	954	13.6	7.7	88	944	13.8	7.6	90	1065	14.1	8.6	92
ABC WORLD NEWS TONIGHT	A	6176	1741	7.7	28.2	101	504	7.2	8.2	94	536	7.8	8.7	103	514	6.8	8.3	89
AFTERMASH	C	5863	1590	7.0	27.1	97	568	8.1	9.7	111	646	9.4	11.0	130	701	9.3	12.0	128
ALICE	C	9594	2848	12.5	29.7	106	791	11.2	8.2	95	917	13.4	9.6	113	1037	13.8	10.8	116
AMERICAN PARADE	C	6622	1870	8.2	28.2	101	501	7.1	7.6	87	588	8.6	8.9	105	726	9.6	11.0	118
BENSON	A	10886	3060	13.5	28.1	100	1007	14.3	9.3	106	870	12.7	8.0	94	1014	13.4	9.3	100
BLUE THUNDER	A	5036	1406	6.2	27.9	100	483	6.9	9.6	110	479	7.0	9.5	112	529	7.0	10.5	113
CAGNEY & LACEY	C	9965	2735	12.1	27.4	98	797	11.3	8.0	92	888	13.0	8.9	105	1020	13.5	10.2	110
CBS EVENING NEWS-DEAN	C	3491	1116	4.9	32.0	114	320	4.5	9.2	105	321	4.7	9.2	109	410	5.4	11.7	126
CBS EVENING NEWS-RATHER	C	7123	2090	9.2	29.3	105	663	9.4	9.3	107	824	12.0	11.6	137	755	10.0	10.6	114
CBS SAT. NEWS-SCHIEFFER	C	3621	1015	4.5	28.0	100	234	3.3	6.5	74	335	4.9	9.3	109	330	4.4	9.1	98
CBS SATURDAY NIGHT MOVIE	C	5436	1476	6.5	27.2	97	487	6.9	9.0	103	525	7.7	9.7	114	541	7.2	10.0	107
CBS WEDNESDAY NIGHT MOVIE	C	6100	1759	7.8	28.8	103	494	7.0	8.1	93	581	8.5	9.5	113	538	7.1	8.8	95
CHEERS	N	8889	2753	12.1	31.0	111	840	11.9	9.4	109	710	10.4	8.0	94	761	10.1	8.6	92
DALLAS	C	22109	6556	28.9	29.7	106	2065	29.3	9.3	107	2055	30.0	9.3	110	2067	27.4	9.3	100
DIFF'RENT STROKES	N	6940	1862	8.2	26.8	96	606	8.6	8.7	100	567	8.3	8.2	97	697	9.2	10.0	108
DOUBLE TROUBLE	N	7223	2114	9.3	29.3	104	551	7.8	7.6	88	629	9.2	8.7	103	800	10.6	11.1	119
DUCK FACTORY	N	5595	1702	7.5	30.4	109	495	7.0	8.8	102	377	5.5	6.7	80	557	7.4	10.0	107
DUKES OF HAZZARD	C	5768	1562	6.9	27.1	97	503	7.1	8.7	100	517	7.5	9.0	106	663	8.8	11.5	123
DYNASTY	A	20053	5588	24.6	27.9	99	1578	22.4	7.9	91	1692	24.7	8.4	100	1725	22.9	8.6	92
FACTS OF LIFE	N	8087	2439	10.7	30.2	108	798	11.3	9.9	114	739	10.8	9.1	108	886	11.7	11.0	118
FALCON CREST	C	20046	5862	25.8	29.2	104	1842	26.2	9.2	106	1911	27.9	9.5	113	1843	24.4	9.2	99
FALL GUY	A	9084	2560	11.3	28.2	101	831	11.8	9.1	105	760	11.1	8.4	99	908	12.0	10.0	107
FAMILY TIES	N	7964	2464	10.9	30.9	110	915	13.0	11.5	132	673	9.8	8.5	100	735	9.7	9.2	99
FANTASY ISLAND	A	7687	2109	9.3	27.4	98	554	7.9	7.2	83	633	9.2	8.2	97	667	8.8	8.7	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	2500	11.0	28.2	101	629	8.9	7.1	82	881	12.9	9.9	118	841	11.2	9.5	102
FOUR SEASONS	C	5095	1435	6.3	28.2	101	511	7.3	10.0	115	466	6.8	9.1	108	605	8.0	11.9	128
GIMME A BREAK	N	8838	2479	10.9	28.0	100	900	12.8	10.2	117	736	10.7	8.3	98	795	10.5	9.0	97
HART TO HART	A	8978	2624	11.6	29.2	104	661	9.4	7.4	85	810	11.8	9.0	107	901	11.9	10.0	108
HILL STREET BLUES	N	8590	2601	11.5	30.3	108	809	11.5	9.4	108	665	9.7	7.7	92	866	11.5	10.1	108
HOTEL	A	14085	4112	18.1	29.2	104	1251	17.8	8.9	102	1327	19.4	9.4	111	1217	16.1	8.6	93
JEFFERSONS	C	9360	2623	11.6	28.0	100	884	12.6	9.4	109	922	13.5	9.9	116	1161	15.4	12.4	133
JENNIFER SLEPT HERE	N	5841	1592	7.0	27.3	97	550	7.8	9.4	108	449	6.6	7.7	91	520	6.9	8.9	96
KATE & ALLIE	C	9206	2692	11.9	29.2	104	874	12.4	9.5	109	663	9.7	7.2	85	829	11.0	9.0	97
KNIGHT RIDER	N	7076	2207	9.7	31.2	111	762	10.8	10.8	124	474	6.9	6.7	79	743	9.9	10.5	113
LOVE BOAT	A	12219	3366	14.8	27.5	98	1112	15.8	9.1	105	1021	14.9	8.4	99	1187	15.7	9.7	104
MAGNUM PI	C	11199	3270	14.4	29.2	104	997	14.2	8.9	102	880	12.8	7.9	93	1167	15.5	10.4	112
MAMA'S FAMILY	N	6057	1743	7.7	28.8	103	509	7.2	8.4	97	474	6.9	7.8	93	754	10.0	12.4	134
MASTER, THE	N	3598	1040	4.6	28.9	103	360	5.1	10.0	115	285	4.2	7.9	94	426	5.6	11.8	127
MATT HOUSTON	A	6344	2093	9.2	33.0	118	615	8.7	9.7	112	492	7.2	7.8	92	538	7.1	8.5	91
NBC MONDAY NIGHT MOVIE	N	11994	3528	15.5	29.4	105	1047	14.9	8.7	100	934	13.6	7.8	92	1062	14.1	8.9	95
NBC NIGHTLY NEWS	N	5132	1454	6.4	28.3	101	369	5.2	7.2	83	474	6.9	9.2	109	459	6.1	8.9	96
NBC NIGHTLY NEWS-SAT	N	3375	952	4.2	28.2	101	*249	3.5	7.4	85	292	4.3	8.7	102	252	3.3	7.5	80
NBC NIGHTLY NEWS-SUN	N	3130	885	3.9	28.3	101	*210	3.0	6.7	77	*273	4.0	8.7	103	302	4.0	9.6	104
NBC SUNDAY NIGHT MOVIE	N	8284	2258	9.9	27.3	97	764	10.9	9.2	106	732	10.7	8.8	104	712	9.4	8.6	92
NEWHART	C	9240	2600	11.5	28.1	100	900	12.8	9.7	112	773	11.3	8.4	99	892	11.8	9.7	104
ONE DAY AT A TIME	C	7288	1840	8.1	25.2	90	651	9.2	8.9	103	644	9.4	8.8	104	756	10.0	10.4	111
PEOPLE ARE FUNNY	N	4855	1482	6.5	30.5	109	433	6.2	8.9	103	469	6.8	9.7	114	573	7.6	11.8	127
REAL PEOPLE	N	8869	2497	11.0	28.2	100	666	9.5	7.5	86	792	11.6	8.9	106	927	12.3	10.5	112
REMINGTON STEELE	N	7743	2100	9.3	27.1	97	655	9.3	8.5	97	577	8.4	7.5	88	629	8.3	8.1	87
RIPLEY'S BELIEVE IT - NOT	A	5345	1598	7.0	29.9	107	427	6.1	8.0	92	511	7.5	9.6	113	552	7.3	10.3	111
RIPTIDE	N	6988	2020	8.9	28.9	103	732	10.4	10.5	121	491	7.2	7.0	83	610	8.1	8.7	94
SCARECROW & MRS. KING	C	10002	2837	12.5	28.4	101	905	12.9	9.0	104	737	10.8	7.4	87	991	13.1	9.9	106
SIMON & SIMON	C	10638	3058	13.5	28.7	103	939	13.3	8.8	102	964	14.1	9.1	107	1159	15.4	10.9	117
60 MINUTES	C	13293	3829	16.9	28.8	103	1126	16.0	8.5	97	1262	18.4	9.5	112	1481	19.6	11.1	120
ST. ELSEWHERE	N	7017	2126	9.4	30.3	108	632	9.0	9.0	104	480	7.0	6.8	81	709	9.4	10.1	109
THREE'S COMPANY	A	10917	3062	13.5	28.0	100	888	12.6	8.1	94	1120	16.3	10.3	121	1134	15.0	10.4	112
T.J. HOOKER	A	9204	2523	11.1	27.4	98	770	10.9	8.4	96	730	10.7	7.9	94	801	10.6	8.7	93
TONIGHT SHOW	N	2372	715	3.2	30.1	108	223	3.2	9.4	108	242	3.5	10.2	121	256	3.4	10.8	116
TRAPPER JOHN, M.D.	C	9846	2765	12.2	28.1	100	854	12.1	8.7	100	890	13.0	9.0	107	1003	13.3	10.2	109
TV BLOOPERS & PRAC. JOKES	N	9105	2808	12.4	30.8	110	744	10.6	8.2	94	722	10.5	7.9	94	855	11.3	9.4	101
20/20	A	9387	2930	12.9	31.2	111	926	13.2	9.9	113	912	13.3	9.7	115	963	12.8	10.3	110
WEBSTER	A	11067	3084	13.6	27.9	99	1047	14.9	9.5	109	915	13.4	8.3	98	978	13.0	8.8	95
WORLD NEWS - SUN	A	3062	814	3.6	26.6	95	*263	3.7	8.6	99	325	4.7	10.6	125	301	4.0	9.8	106
YELLOW ROSE	N	4978	1312	5.8	26.4	94	419	6.0	8.4	97	440	6.4	8.8	104	651	8.6	13.1	140
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2585	11.4	29.1	104	846	12.0	9.5	110	755	11.0	8.5	101	891	11.8	10.0	108
BASKETBALL - COLLEGE GAMES		4080	1576	6.9	38.6	138	604	8.6	14.8	170	*361	5.3	8.8	105	*388	5.1	9.5	102
BASKETBALL - PRO GAMES		3607	1209	5.3	33.5	120	*610	8.7	16.9	195	501	7.3	13.9	164	*320	4.2	8.9	95
BOWLING		3883	1222	5.4	31.5	112	554	7.9	14.3	164	510	7.4	13.1	155	524	6.9	13.5	145
BOXING		3928	1118	4.9	28.5	102	*430	6.1	10.9	126	*365	5.3	9.3	110	*369	4.9	9.4	101
FOOTBALL - COLLEGE GAMES		6366	2348	10.3	36.9	132	793	11.3	12.5	143	837	12.2	13.1	155	734	9.7	11.5	124
FOOTBALL - PRO GAMES		11300	4001	17.6	35.4	126	1339	19.0	11.8	136	1092	15.9	9.7	114	996	13.2	8.8	95
GOLF		3378	1122	4.9	33.2	119	*390	5.5	11.5	133	*400	5.8	11.8	140	*553	7.3	16.4	176
POST-SEASON COLL. FOOTBALL		4906	1851	8.2	37.7	135	*575	8.2	11.7	135	673	9.8	13.7	162	615	8.2	12.5	135
POST-SEASON PRO FOOTBALL		6120	2153	9.5	35.2	126	726	10.3	11.9	136	667	9.7	10.9	129	571	7.6	9.3	100
TENNIS		3033	944	4.2	31.1	111	**190	2.7	6.3	72	**189	2.8	6.2	74	*249	3.3	8.2	88
WRESTLING - PROFESSIONAL		3344	900	4.0	26.9	96	**294	4.2	8.8	101	*418	6.1	12.5	148	*368	4.9	11.0	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D IND
TOTAL FEMALE HOMEMAKERS	80986	11594	100.0	14.3	100	4209	100.0	5.2	100								
18 - 24	9282	751	6.5	8.1	57	**288	6.8	3.1	60								
25 - 34	19072	2347	20.2	12.3	86	818	19.4	4.3	83								
35 - 44	14591	2618	22.6	17.9	125	698	16.6	4.8	92								
45 - 54	11345	1903	16.4	16.8	117	721	17.1	6.4	122								
55 - 64	11635	1965	16.9	16.9	118	628	14.9	5.4	104								
65 OR OLDER	15061	2010	17.3	13.3	93	1056	25.1	7.0	135								
18 - 34	28354	3095	26.7	10.9	76	1106	26.3	3.9	75								
18 - 49	48339	6612	57.0	13.7	96	2190	52.0	4.5	87								
25 - 54	45008	6863	59.2	15.3	107	2237	53.1	5.0	96								
35 - 49	19985	3514	30.3	17.6	123	1083	25.7	5.4	104								
50 OR OLDER	32647	4982	43.0	15.3	107	2019	48.0	6.2	119								
GRADUATED COLLEGE	11155	1884	16.2	16.9	118	719	17.1	6.4	124								
ATTENDED COLLEGE	13682	2217	19.1	16.2	113	848	20.1	6.2	119								
GRADUATED HIGH SCHOOL	33880	5098	44.0	15.0	105	1708	40.6	5.0	97								
DID NOT GRADUATE HIGH SCHOOL	22270	2395	20.7	10.8	75	934	22.2	4.2	81								
EMPLOYED	40306	5992	51.7	14.9	104	1957	46.5	4.9	93								
EMPLOYED FULL-TIME	32850	4877	42.1	14.8	104	1678	39.9	5.1	98								
EMPLOYED PART-TIME	7456	1115	9.6	15.0	104	*279	6.6	3.7	72								
NOT EMPLOYED	40680	5602	48.3	13.8	96	2251	53.5	5.5	106								
PROFESSIONAL/MANAGER	10392	1689	14.6	16.3	114	*498	11.8	4.8	92								
TECH/CLERICAL/SALES	17574	2604	22.5	14.8	104	976	23.2	5.6	107								
PRECISION/CRAFT	985	**260	2.2	26.4	184	**39	0.9	4.0	76								
OTHER EMPLOYED	11354	1438	12.4	12.7	88	*445	10.6	3.9	75								
SINGLE	9863	950	8.2	9.6	67	433	10.3	4.4	84								
MARRIED	51375	8051	69.4	15.7	109	2775	65.9	5.4	104								
DIVORCED/SEPARATED/WIDOWED	19748	2593	22.4	13.1	92	1001	23.8	5.1	98								
PARENTS	32590	4895	42.2	15.0	105	1478	35.1	4.5	87								
WHITE	70416	10602	91.4	15.1	105	3779	89.8	5.4	103								
BLACK	8778	813	7.0	9.3	65	*327	7.8	3.7	72								
OTHER	1791	**179	1.5	10.0	70	**102	2.4	5.7	110								
NORTHEAST-CENSUS	17786	1898	16.4	10.7	75	1075	25.5	6.0	116								
NORTH CENTRAL	20741	4343	37.5	20.9	146	1081	25.7	5.2	100								
SOUTH	27775	2976	25.7	10.7	75	1016	24.1	3.7	70								
WEST	14683	2377	20.5	16.2	113	1037	24.6	7.1	136								
NORTHEAST-MKTG.	17961	1831	15.8	10.2	71	1016	24.1	5.7	109								
EAST CENTRAL	11885	1792	15.5	15.1	105	637	15.1	5.4	103								
WEST CENTRAL	14090	3288	28.4	23.3	163	798	19.0	5.7	109								
SOUTH	24081	2614	22.5	10.9	76	881	20.9	3.7	70								
PACIFIC	12969	2069	17.8	16.0	111	875	20.8	6.7	130								
COUNTY SIZE A	32439	4754	41.0	14.7	102	1703	40.5	5.2	101								
COUNTY SIZE B	24915	3111	26.8	12.5	87	1296	30.8	5.2	100								
COUNTY SIZE C	12930	1892	16.3	14.6	102	758	18.0	5.9	113								
COUNTY SIZE D	10703	1837	15.8	17.2	120	453	10.8	4.2	81								
METRO CENTRAL CITY	24518	3163	27.3	12.9	90	1195	28.4	4.9	94								
METRO SUBURBAN	35919	5077	43.8	14.1	99	1905	45.3	5.3	102								
NON METRO	20549	3354	28.9	16.3	114	1109	26.3	5.4	104								
TOP 5 ADI'S	18341	2487	21.5	13.6	95	1063	25.3	5.8	112								
TOP 10 ADI'S	25378	3425	29.5	13.5	94	1482	35.2	5.8	112								
TOP 20 ADI'S	36488	5468	47.2	15.0	105	1962	46.6	5.4	103								
HSHLD INC. $50,000 OR MORE	6612	1588	13.7	24.0	168	*459	10.9	6.9	134								
$40,000 OR MORE	12659	2589	22.3	20.5	143	895	21.3	7.1	136								
$30,000 OR MORE	24698	4457	38.4	18.0	126	1546	36.7	6.3	120								
$25,000 OR MORE	32077	5512	47.5	17.2	120	1956	46.5	6.1	117								
$20,000 - $24,999	9144	1360	11.7	14.9	104	*482	11.5	5.3	101								
$15,000 - $19,999	8728	1285	11.1	14.7	103	*387	9.2	4.4	85								
$10,000 - $14,999	12562	1453	12.5	11.6	81	557	13.2	4.4	85								
UNDER $10,000	18475	1983	17.1	10.7	75	826	19.6	4.5	86								
HOUSEHOLD OF 1 PERSON	11987	1331	11.5	11.1	78	646	15.3	5.4	104								
2 PEOPLE	26577	3749	32.3	14.1	99	1508	35.8	5.7	109								
3 OR 4 PEOPLE	30617	4772	41.2	15.6	109	1430	34.0	4.7	90								
5 OR MORE PEOPLE	11804	1743	15.0	14.8	103	*625	14.8	5.3	102								
NO CHILD IN HSHLD	46165	6438	55.5	13.9	97	2649	62.9	5.7	110								
CHILD(REN) UNDER 2 YRS	5325	582	5.0	10.9	76	**264	6.3	5.0	95								
2 - 5 YEARS	14221	1629	14.1	11.5	80	*535	12.7	3.8	72								
6 - 11 YEARS	15117	2461	21.2	16.3	114	702	16.7	4.6	89								
12 - 17 YEARS	16611	2804	24.2	16.9	118	770	18.3	4.6	89								
RESIDENCE OWNED	55884	8870	76.5	15.9	111	3185	75.7	5.7	110								
VALUE: $50,000 OR MORE	31744	5322	45.9	16.8	117	2058	48.9	6.5	125								
VALUE: UNDER $50,000	24140	3548	30.6	14.7	103	1127	26.8	4.7	90								

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	11594	100.0	14.3	100	4209	100.0	5.2	100								
MAGAZINES	QUINTILE 1	15799	2670	23.0	16.9	118	1035	24.6	6.6	126								
	QUINTILE 2	17259	2990	25.8	17.3	121	1003	23.8	5.8	112								
	QUINTILE 3	13545	1699	14.7	12.5	88	735	17.5	5.4	104								
	QUINTILE 4	15133	2113	18.2	14.0	98	729	17.3	4.8	93								
	QUINTILE 5	19250	2123	18.3	11.0	77	707	16.8	3.7	71								
NEWSPAPERS	QUINTILE 1	12413	2167	18.7	17.5	122	823	19.6	6.6	128								
	QUINTILE 2	24116	3736	32.2	15.5	108	1438	34.2	6.0	115								
	QUINTILE 3	11261	1680	14.5	14.9	104	578	13.7	5.1	99								
	QUINTILE 4	20255	2615	22.6	12.9	90	875	20.8	4.3	83								
	QUINTILE 5	12940	1397	12.0	10.8	75	495	11.8	3.8	74								
OUTDOOR	QUINTILE 1	14852	2050	17.7	13.8	96	863	20.5	5.8	112								
	QUINTILE 2	15725	2240	19.3	14.2	100	923	21.9	5.9	113								
	QUINTILE 3	16330	2530	21.8	15.5	108	765	18.2	4.7	90								
	QUINTILE 4	16744	2252	19.4	13.4	94	931	22.1	5.6	107								
	QUINTILE 5	17334	2523	21.8	14.6	102	727	17.3	4.2	81								
RADIO-DRIVE TIME	QUINTILE 1	15911	2641	22.8	16.6	116	948	22.5	6.0	115								
	QUINTILE 2	14837	2373	20.5	16.0	112	820	19.5	5.5	106								
	QUINTILE 3	15339	1934	16.7	12.6	88	712	16.9	4.6	89								
	QUINTILE 4	16723	2267	19.6	13.6	95	767	18.2	4.6	88								
	QUINTILE 5	18176	2380	20.5	13.1	91	961	22.8	5.3	102								
RADIO-MID-DAY	TERCILE 1	21020	3505	30.2	16.7	116	1198	28.5	5.7	110								
	TERCILE 2	21610	3033	26.2	14.0	98	1328	31.6	6.1	118								
	TERCILE 3	38355	5056	43.6	13.2	92	1683	40.0	4.4	84								
RADIO-TOTAL	QUINTILE 1	15988	2658	22.9	16.6	116	1038	24.7	6.5	125								
	QUINTILE 2	15626	2277	19.6	14.6	102	593	14.1	3.8	73								
	QUINTILE 3	16723	2351	20.3	14.1	98	932	22.1	5.6	107								
	QUINTILE 4	16342	2271	19.6	13.9	97	905	21.5	5.5	107								
	QUINTILE 5	16306	2037	17.6	12.5	87	741	17.6	4.5	87								
TV-PRIME TIME	QUINTILE 1	15953	2466	21.3	15.5	108	896	21.3	5.6	108								
	QUINTILE 2	16137	2426	20.9	15.0	105	836	19.9	5.2	100								
	QUINTILE 3	16420	2373	20.5	14.5	101	798	19.0	4.9	94								
	QUINTILE 4	16687	2359	20.3	14.1	99	913	21.7	5.5	105								
	QUINTILE 5	15789	1970	17.0	12.5	87	766	18.2	4.9	93								
TV-DAYTIME	TERCILE 1	27736	3767	32.5	13.6	95	1396	33.2	5.0	97								
	TERCILE 2	26489	3839	33.1	14.5	101	1295	30.8	4.9	94								
	TERCILE 3	26761	3988	34.4	14.9	104	1517	36.0	5.7	109								
TV-TOTAL	QUINTILE 1	16345	2160	18.6	13.2	92	979	23.3	6.0	115								
	QUINTILE 2	16447	2524	21.8	15.3	107	769	18.3	4.7	90								
	QUINTILE 3	15980	2625	22.6	16.4	115	838	19.9	5.2	101								
	QUINTILE 4	15887	2203	19.0	13.9	97	777	18.5	4.9	94								
	QUINTILE 5	16326	2083	18.0	12.8	89	846	20.1	5.2	100								
MAGAZINES-NEWSPAPERS: DUAL		20721	3751	32.4	18.1	126	1584	37.6	7.6	147								
MAGAZINE IMPERATIVE		19186	2669	23.0	13.9	97	923	21.9	4.8	93								
NEWSPAPER IMPERATIVE		21899	2982	25.7	13.6	95	1046	24.9	4.8	92								
MAGAZINES-OUTDOOR: DUAL		15451	2546	22.0	16.5	115	1039	24.7	6.7	129								
MAGAZINE IMPERATIVE		25953	4083	35.2	15.7	110	1382	32.8	5.3	102								
OUTDOOR IMPERATIVE		24400	2999	25.9	12.3	86	1142	27.1	4.7	90								
MAGAZINES-RADIO: DUAL		18049	3158	27.2	17.5	122	951	22.6	5.3	101								
MAGAZINE IMPERATIVE		23571	3514	30.3	14.9	104	1574	37.4	6.7	128								
RADIO IMPERATIVE		23278	3166	27.3	13.6	95	1084	25.8	4.7	90								
MAGAZINES-TELEVISION: DUAL		15459	2651	22.9	17.1	120	1013	24.1	6.6	126								
MAGAZINE IMPERATIVE		25829	4166	35.9	16.1	113	1518	36.1	5.9	113								
TELEVISION IMPERATIVE		26039	3270	28.2	12.6	88	1069	25.4	4.1	79								
NEWSPAPERS-OUTDOOR: DUAL		16605	2784	24.0	16.8	117	1210	28.7	7.3	140								
NEWSPAPER IMPERATIVE		26834	4243	36.6	15.8	110	1396	33.2	5.2	100								
OUTDOOR IMPERATIVE		23346	2990	25.8	12.8	89	995	23.6	4.3	82								
NEWSPAPERS-RADIO: DUAL		17133	2758	23.8	16.1	112	1076	25.6	6.3	121								
NEWSPAPER IMPERATIVE		25892	4034	34.8	15.6	109	1557	37.0	6.0	116								
RADIO IMPERATIVE		23167	3352	28.9	14.5	101	955	22.7	4.1	79								
NEWSPAPERS-TELEVISION: DUAL		17159	2792	24.1	16.3	114	1013	24.1	5.9	114								
NEWSPAPER IMPERATIVE		26214	4023	34.7	15.3	107	1581	37.6	6.0	116								
TELEVISION IMPERATIVE		23412	3075	26.5	13.1	92	1039	24.7	4.4	85								
OUTDOOR-RADIO: DUAL		15303	2481	21.4	16.2	113	927	22.0	6.1	117								
OUTDOOR IMPERATIVE		24901	3284	28.3	13.2	92	1297	30.8	5.2	100								
RADIO IMPERATIVE		26492	3956	34.1	14.9	104	1269	30.1	4.8	92								
OUTDOOR-TELEVISION: DUAL		14794	2264	19.5	15.3	107	895	21.3	6.0	116								
OUTDOOR IMPERATIVE		25437	3591	31.0	14.1	99	1338	31.8	5.3	101								
TELEVISION IMPERATIVE		27877	4062	35.0	14.6	102	1344	31.9	4.8	93								
RADIO-TELEVISION: DUAL		15996	2449	21.1	15.3	107	879	20.9	5.5	106								
RADIO IMPERATIVE		25478	3855	33.2	15.1	106	1304	31.0	5.1	98								
TELEVISION IMPERATIVE		26573	3669	31.6	13.8	96	1332	31.6	5.0	96								

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D IND
TOTAL FEMALE HOMEMAKERS	80986	11594	100.0	14.3	100	4209	100.0	5.2	100								
ATLANTIC MONTHLY	415	**37	0.3	8.9	62	**78	1.9	18.8	362								
BARRON'S	453	**116	1.0	25.6	179	**75	1.8	16.6	319								
BETTER HOMES & GARDENS	16256	2862	24.7	17.6	123	1009	24.0	6.2	119								
BON APPETIT	2535	468	4.0	18.5	129	*195	4.6	7.7	148								
BUSINESS WEEK	1278	*182	1.6	14.2	99	**68	1.6	5.3	102								
CAR AND DRIVER	378	**30	0.3	7.9	55	**12	0.3	3.2	61								
CBS MAGAZINE NETWORK (GROSS)	1498	*225	1.9	15.0	105	**63	1.5	4.2	81								
CHANGING TIMES	1505	230	2.0	15.3	107	**97	2.3	6.4	124								
COLONIAL HOMES	1231	*139	1.2	11.3	79	**92	2.2	7.5	144								
CONDE NAST MAG. PKG. (GROSS)	14146	2111	18.2	14.9	104	777	18.5	5.5	106								
CONSUMERS DIGEST	1323	*194	1.7	14.7	102	**55	1.3	4.2	80								
COSMOPOLITAN	7102	1200	10.4	16.9	118	339	8.1	4.8	92								
COUNTRY LIVING	2481	415	3.6	16.7	117	*117	2.8	4.7	91								
CUISINE	1472	*288	2.5	19.6	137	*156	3.7	10.6	204								
CYCLE WORLD	425	**96	0.8	22.6	158	**19	0.5	4.5	86								
DCI:CREATIVE IDEAS FOR LIV	2510	474	4.1	18.9	132	*118	2.8	4.7	90								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1068	9.2	16.0	111	305	7.2	4.6	88								
DISCOVER	894	*126	1.1	14.1	98	**59	1.4	6.6	127								
EBONY	3507	354	3.1	10.1	71	*170	4.0	4.8	93								
ESQUIRE	1083	*156	1.3	14.4	101	**85	2.0	7.8	151								
ESSENCE	1830	*211	1.8	11.5	81	**58	1.4	3.2	61								
FAMILY CIRCLE	15930	2706	23.3	17.0	119	899	21.4	5.6	109								
THE FAMILY HANDYMAN	1126	*240	2.1	21.3	149	**107	2.5	9.5	183								
FAMILY WEEKLY	11468	1607	13.9	14.0	98	813	19.3	7.1	136								
FIELD & STREAM	2234	421	3.6	18.8	132	*138	3.3	6.2	119								
FOOD & WINE	579	**91	0.8	15.7	110	**39	0.9	6.7	130								
FORBES	728	**146	1.3	20.1	140	**69	1.6	9.5	182								
FORTUNE	906	**199	1.7	22.0	153	**77	1.8	8.5	164								
GENTLEMEN'S QUARTERLY	791	**50	0.4	6.3	44	**60	1.4	7.6	146								
GLAMOUR	5265	779	6.7	14.8	103	*264	6.3	5.0	96								
GOLF DIGEST	636	*184	1.6	28.9	202	**49	1.2	7.7	148								
GOLF DIGEST/TENNIS (GROSS)	1186	*207	1.8	17.5	122	**98	2.3	8.3	159								
GOLF MAGAZINE	441	**81	0.7	18.4	128	**29	0.7	6.6	127								
GOLF MAGAZINE/SKI (GROSS)	922	*140	1.2	15.2	106	**53	1.3	5.7	111								
GOOD HOUSEKEEPING	16487	2850	24.6	17.3	121	838	19.9	5.1	98								
HARPER'S BAZAAR	2423	452	3.9	18.7	130	*247	5.9	10.2	196								
HEALTH	1994	362	3.1	18.2	127	**148	3.5	7.4	143								
HEARST MAG CORP. BUY (GROSS)	44101	7791	67.2	17.7	123	2567	61.0	5.8	112								
HEARST MAN POWER (GROSS)	1993	441	3.8	22.1	155	*202	4.8	10.1	195								
HEARST WOMAN POWER (GROSS)	31274	5444	47.0	17.4	122	1589	37.8	5.1	98								
HOUSE BEAUTIFUL	3623	747	6.4	20.6	144	*237	5.6	6.5	126								
INC.	283	**58	0.5	20.5	143	**41	1.0	14.5	279								
JET	2928	346	3.0	11.8	83	*159	3.8	5.4	104								
LADIES' HOME JOURNAL	11918	1936	16.7	16.2	113	651	15.5	5.5	105								
LHJ FAMILY GRP COMBO(GROSS)	16764	2806	24.2	16.7	117	1029	24.4	6.1	118								
LIFE	4254	646	5.6	15.2	106	292	6.9	6.9	132								
L.A. TIMES HOME MAGAZINE	1145	*320	2.8	27.9	195	**82	1.9	7.2	138								
MADEMOISELLE	2884	427	3.7	14.8	103	*154	3.7	5.3	103								
MC CALL'S	13460	2576	22.2	19.1	134	771	18.3	5.7	110								
MC CALL'S/WRK MOTHER (GROSS)	14606	2716	23.4	18.6	130	840	20.0	5.8	111								
MECHANIX ILLUSTRATED	772	*190	1.6	24.6	172	**52	1.2	6.7	130								
METROPOLITAN HOME	967	*118	1.0	12.2	85	**61	1.4	6.3	121								
MONEY	1588	*296	2.6	18.6	130	**144	3.4	9.1	174								
MOTHER EARTH NEWS	1002	*137	1.2	13.7	96	**86	2.0	8.6	165								
MS.	825	*115	1.0	13.9	97	**67	1.6	8.1	156								
NATIONAL ENQUIRER	10336	1505	13.0	14.6	102	654	15.5	6.3	122								
NATIONAL GEOGRAPHIC	9597	1706	14.7	17.8	124	629	14.9	6.6	126								
NATIONAL SUNDAY MAGAZINE PKG	49558	7778	67.1	15.7	110	2911	69.2	5.9	113								
NATURAL HISTORY	573	*134	1.2	23.4	163	**16	0.4	2.8	54								
NEW WOMAN	1699	218	1.9	12.8	90	**79	1.9	4.6	89								
NEW YORK INCLUDING CUE	443	**52	0.4	11.7	82	**36	0.9	8.1	156								
THE NEW YORKER	1270	*184	1.6	14.5	101	*141	3.3	11.1	214								
NEWSWEEK	6277	992	8.6	15.8	110	499	11.9	7.9	153								
THE N.Y. TIMES DAILY EDITION	1205	*132	1.1	11.0	77	**56	1.3	4.6	89								
THE N.Y. TIMES MAGAZINE	2081	*243	2.1	11.7	82	*209	5.0	10.0	193								
OMNI	788	*147	1.3	18.7	130	**76	1.8	9.6	186								
ON CABLE	1158	*294	2.5	25.4	177	**100	2.4	8.6	166								
1001 HOME IDEAS	2852	508	4.4	17.8	124	*230	5.5	8.1	155								
ORGANIC GARDENING	1658	273	2.4	16.5	115	*153	3.6	9.2	178								
OUTDOOR LIFE	896	*200	1.7	22.3	156	**45	1.1	5.0	97								
PARADE MAGAZINE	24275	3813	32.9	15.7	110	1495	35.5	6.2	118								

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	11594	100.0	14.3	100	4209	100.0	5.2	100								
PARENTS	3845	577	5.0	15.0	105	*234	5.6	6.1	117								
PENTHOUSE	831	**143	1.2	17.2	120	**21	0.5	2.5	49								
PEOPLE	11645	1838	15.9	15.8	110	636	15.1	5.5	105								
PLAYBOY	2006	282	2.4	14.1	98	**99	2.4	4.9	95								
POPULAR HOT RODDING	297	**55	0.5	18.5	129	**21	0.5	7.1	136								
POPULAR MECHANICS	1018	*283	2.4	27.8	194	**124	2.9	12.2	234								
POPULAR SCIENCE	878	*209	1.8	23.8	166	**54	1.3	6.2	118								
PREVENTION	3913	539	4.6	13.8	96	362	8.6	9.3	178								
PSYCHOLOGY TODAY	1710	286	2.5	16.7	117	**126	3.0	7.4	142								
READER'S DIGEST	22204	3644	31.4	16.4	115	1493	35.5	6.7	129								
REDBOOK	7684	1393	12.0	18.1	127	412	9.8	5.4	103								
ROAD & TRACK	410	**68	0.6	16.6	116	**25	0.6	6.1	117								
ROLLING STONE	969	*106	0.9	10.9	76	**21	0.5	2.2	42								
RUNNER'S WORLD	298	**45	0.4	15.1	105	**27	0.6	9.1	174								
SATURDAY EVENING POST	1169	*211	1.8	18.0	126	**50	1.2	4.3	82								
SCIENCE 84	587	**103	0.9	17.5	123	**77	1.8	13.1	252								
SCIENCE DIGEST	482	**53	0.5	11.0	77	**20	0.5	4.1	80								
SCIENTIFIC AMERICAN	594	**68	0.6	11.4	80	**27	0.6	4.5	87								
SELF	2089	341	2.9	16.3	114	**77	1.8	3.7	71								
SEVENTEEN	2411	373	3.2	15.5	108	**128	3.0	5.3	102								
SKI	480	**59	0.5	12.3	86	**24	0.6	5.0	96								
SMITHSONIAN	2760	483	4.2	17.5	122	*175	4.2	6.3	122								
SOAP OPERA DIGEST	3013	404	3.5	13.4	94	*132	3.1	4.4	84								
SOUTHERN LIVING	4184	594	5.1	14.2	99	*187	4.4	4.5	86								
SPORT	559	**97	0.8	17.4	121	**17	0.4	3.0	59								
THE SPORTING NEWS	436	**58	0.5	13.3	93	**3	0.1	0.7	13								
SPORTS AFIELD	493	**106	0.9	21.5	150	**58	1.4	11.8	226								
SPORTS ILLUSTRATED	2758	508	4.4	18.4	129	*119	2.8	4.3	83								
STAR	7456	1069	9.2	14.3	100	444	10.5	6.0	115								
SUNDAY	24936	4212	36.3	16.9	118	1318	31.3	5.3	102								
SUNSET	2124	442	3.8	20.8	145	*209	5.0	9.8	189								
TV GUIDE	21661	3418	29.5	15.8	110	1217	28.9	5.6	108								
TENNIS	550	**24	0.2	4.4	30	**49	1.2	8.9	171								
TIME	8880	1347	11.6	15.2	106	500	11.9	5.6	108								
TOWN & COUNTRY	917	*140	1.2	15.3	107	**82	1.9	8.9	172								
TRAVEL & LEISURE	972	*185	1.6	19.0	133	**76	1.8	7.8	150								
TRUE STORY	3356	550	4.7	16.4	114	**108	2.6	3.2	62								
U.S.NEWS & WORLD REPORT	3410	560	4.8	16.4	115	*231	5.5	6.8	130								
USA TODAY	1759	383	3.3	21.8	152	*126	3.0	7.2	138								
US	1873	*279	2.4	14.9	104	**76	1.8	4.1	78								
VOGUE	3909	565	4.9	14.5	101	281	6.7	7.2	138								
WALL STREET JOURNAL	1886	330	2.8	17.5	122	**135	3.2	7.2	138								
WEIGHT WATCHERS	2120	318	2.7	15.0	105	*219	5.2	10.3	199								
WOMAN'S DAY	14172	2448	21.1	17.3	121	873	20.7	6.2	119								
WORKING MOTHER	1146	*140	1.2	12.2	85	**69	1.6	6.0	116								
WORKING WOMAN	1322	*204	1.8	15.4	108	**106	2.5	8.0	154								
WORLD TENNIS	*163	**21	0.2	12.9	90	**20	0.5	12.3	236								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	292	2.5	11.5	81	**96	2.3	3.8	73								
BLAIR INSERTS	43657	6994	60.3	16.0	112	2558	60.8	5.9	113								
DAILY NEWSPAPERS																	
READ ANY	51633	7997	69.0	15.5	108	2928	69.6	5.7	109								
READ ONE	43463	6509	56.1	15.0	105	2487	59.1	5.7	110								
READ TWO OR MORE	8170	1488	12.8	18.2	127	442	10.5	5.4	104								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8150	70.3	15.5	108	3048	72.4	5.8	111								
READ ONE	46126	6877	59.3	14.9	104	2540	60.3	5.5	106								
READ TWO OR MORE	6552	1273	11.0	19.4	136	508	12.1	7.8	149								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.02				30.65											
30 DAY REACH	71455	10040	86.6	14.1	98	3842	91.3	5.4	103								
50 SHWG - 30 DAY AV FREQ	14.56	14.20				16.16											
30 DAY REACH	67742	9556	82.4	14.1	99	3664	87.1	5.4	104								
25 SHWG - 30 DAY AV FREQ	7.94	7.61				8.69											
30 DAY REACH	62117	8869	76.5	14.3	100	3402	80.8	5.5	105								
CABLE TV: HOME WIRED	32077	4897	42.2	15.3	107	1889	44.9	5.9	113								
HOME NOT WIRED	48909	6697	57.8	13.7	96	2320	55.1	4.7	91								
HAVE PAY CABLE	15935	2641	22.8	16.6	116	1008	23.9	6.3	122								

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C ACROSS %	LIBBY'S D INDX	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C ACROSS %	OCEAN SPRAY D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %
TOTAL FEMALE HOMEMAKERS	80986	11594	100.0	14.3	100	4209	100.0	5.2	100							
RADIO AVG. DAILY (M-F) CUME																
6:00 AM - 10:00 AM	43921	6681	57.6	15.2	106	2320	55.1	5.3	102							
10:00 AM - 3:00 PM	30659	4717	40.7	15.4	107	1826	43.4	6.0	115							
3:00 PM - 7:00 PM	31045	4770	41.1	15.4	107	1670	39.7	5.4	104							
7:00 PM - MIDNIGHT	15767	2413	20.8	15.3	107	883	21.0	5.6	108							
MIDNIGHT - 6:00 AM	9120	1355	11.7	14.9	104	416	9.9	4.6	88							
6:00 AM - MIDNIGHT	58527	8720	75.2	14.9	104	3119	74.1	5.3	103							
ENTIRE DAY	59311	8835	76.2	14.9	104	3137	74.5	5.3	102							
AVG DAILY M-F CUME: 6AM-MDNT																
FORMATS: ADULT CONTEMPORARY	16172	2743	23.7	17.0	118	901	21.4	5.6	107							
ALL NEWS	2256	393	3.4	17.4	122	*165	3.9	7.3	141							
AOR/PROGRESSIVE	3874	417	3.6	10.8	75	*183	4.3	4.7	91							
BEAUTIFUL MUSIC	5660	802	6.9	14.2	99	226	5.4	4.0	77							
BLACK	2204	232	2.0	10.5	74	**79	1.9	3.6	69							
CLASSICAL	1418	*175	1.5	12.3	86	**120	2.9	8.5	163							
CHR/ROCK	9538	1210	10.4	12.7	89	484	11.5	5.1	98							
COUNTRY	12648	2110	18.2	16.7	117	512	12.2	4.0	78							
GOLDEN OLDIES	1191	*243	2.1	20.4	143	**42	1.0	3.5	68							
MOR/NOSTALGIA	4757	667	5.8	14.0	98	308	7.3	6.5	125							
NEWS/TALK	3863	670	5.8	17.3	121	255	6.1	6.6	127							
RELIGIOUS	3084	326	2.8	10.6	74	*273	6.5	8.9	170							
SOFT ROCK	521	**85	0.7	16.3	114	**31	0.7	6.0	114							
URBAN CONTEMPORARY	1585	*118	1.0	7.4	52	**58	1.4	3.7	70							
WIRED NETWORKS:																
ABC CONTEMPORARY	3261	362	3.1	11.1	78	**99	2.4	3.0	58							
ABC DIRECTION	2316	369	3.2	15.9	111	*156	3.7	6.7	130							
ABC ENTERTAINMENT	4834	810	7.0	16.8	117	263	6.2	5.4	105							
ABC FM	2202	294	2.5	13.4	93	**110	2.6	5.0	96							
ABC INFORMATION	5425	949	8.2	17.5	122	301	7.2	5.5	107							
ABC ROCK	1677	*227	2.0	13.5	95	**88	2.1	5.2	101							
CBS	4430	868	7.5	19.6	137	289	6.9	6.5	126							
MUTUAL	4992	839	7.2	16.8	117	246	5.8	4.9	95							
NBC	4679	851	7.3	18.2	127	297	7.1	6.3	122							
RADIORADIO	1994	*198	1.7	9.9	69	**128	3.0	6.4	124							
RKO ONE	2298	*225	1.9	9.8	68	**84	2.0	3.7	70							
RKO TWO	3311	389	3.4	11.7	82	*157	3.7	4.7	91							
THE SOURCE	2114	*262	2.3	12.4	87	**117	2.8	5.5	106							
NON-WIRED : BLAIR	8654	1466	12.6	16.9	118	325	7.7	3.8	72							
INTERNET	12025	1769	15.3	14.7	103	655	15.6	5.4	105							
KATZ RADIO GROUP	15359	2423	20.9	15.8	110	797	18.9	5.2	100							
SUPERNET	10628	1498	12.9	14.1	98	591	14.0	5.6	107							
TELEVISION AVG. HALF HOUR																
WKDAY 7:00 AM - 9:00 AM	8659	1237	10.7	14.3	100	534	12.7	6.2	119							
WKDAY 9:00 AM - 1:00 PM	12163	1713	14.8	14.1	98	652	15.5	5.4	103							
WKDAY 1:00 PM - 4:30 PM	16150	2194	18.9	13.6	95	827	19.6	5.1	99							
WKDAY 4:30 PM - 7:30 PM	22463	3090	26.7	13.8	96	1237	29.4	5.5	106							
WKDAY 7:30 PM - 8:00 PM	31795	4495	38.8	14.1	99	1634	38.8	5.1	99							
WKDAY 11:00 PM - 11:30 PM	23977	3853	33.2	16.1	112	1395	33.1	5.8	112							
WKDAY 11:30 PM - 1:00 AM	7703	1283	11.1	16.7	116	421	10.0	5.5	105							
M-SAT 8-11 PM+SUN 7-11 PM	33800	5034	43.4	14.9	104	1799	42.7	5.3	102							
WKDY DAYTIME NTWK 7AM-4:30PM																
ALL MY CHILDREN A	6538	924	8.0	14.1	99	350	8.3	5.4	103							
ANOTHER WORLD N	4620	630	5.4	13.6	95	299	7.1	6.5	125							
AS THE WORLD TURNS C	5614	882	7.6	15.7	110	289	6.9	5.1	99							
CAPITOL C	3396	460	4.0	13.5	95	139	3.3	4.1	79							
CBS MORN. NEWS 1 C	1446	215	1.9	14.9	104	*103	2.4	7.1	137							
CBS MORN. NEWS 2 C	1207	149	1.3	12.3	86	*61	1.4	5.1	97							
DAYS OF OUR LIVES N	5877	777	6.7	13.2	92	341	8.1	5.8	112							
FACTS OF LIFE - DAYTIME N	2290	297	2.6	13.0	91	111	2.6	4.8	93							
FAMILY FEUD A	3023	414	3.6	13.7	96	119	2.8	3.9	76							
GENERAL HOSPITAL A	6097	776	6.7	12.7	89	269	6.4	4.4	85							
GOOD MORNING, AMERICA-730 A	3515	535	4.6	15.2	106	241	5.7	6.9	132							
GOOD MORNING, AMERICA-830 A	2818	453	3.9	16.1	112	230	5.5	8.2	157							
GUIDING LIGHT C	5339	792	6.8	14.8	104	280	6.7	5.2	101							
ONE LIFE TO LIVE A	4478	513	4.4	11.5	80	218	5.2	4.9	94							
PRESS YOUR LUCK C	2244	304	2.6	13.5	95	*111	2.6	4.9	95							
PRICE IS RIGHT 1 C	4348	648	5.6	14.9	104	200	4.8	4.6	89							
PRICE IS RIGHT 2 C	5014	741	6.4	14.8	103	208	4.9	4.1	80							
RYAN'S HOPE A	3150	410	3.5	13.0	91	163	3.9	5.2	100							
SALE OF THE CENTURY N	2695	311	2.7	11.5	81	133	3.2	4.9	95							
SEARCH FOR TOMORROW N	2319	287	2.5	12.4	86	*123	2.9	5.3	102							
TODAY SHOW 1 N	2693	357	3.1	13.3	93	158	3.8	5.9	113							
TODAY SHOW 2 N	2498	355	3.1	14.2	99	190	4.5	7.6	146							
$25,000 PYRAMID C	2753	448	3.9	16.3	114	*153	3.6	5.6	107							
WHEEL OF FORTUNE N	4388	568	4.9	12.9	90	259	6.2	5.9	114							
YOUNG AND THE RESTLESS C	5695	683	5.9	12.0	84	286	6.8	5.0	97							
WEEKEND DAYTIME NTWK PRE 6PM																
ABC WIDE WORLD-SPORTS SAT A	1760	314	2.7	17.8	125	*169	4.0	9.6	185							
NBA PLAYOFF GAME -1 C	1136	161	1.4	14.2	99	**68	1.6	6.0	115							
NBC MAJOR LEAGUE PRE-GAME N	953	**143	1.2	15.0	105	**43	1.0	4.5	87							
SPORTSWORLD - SUN N	1233	*154	1.3	12.5	87	**73	1.7	5.9	114							
SUNDAY MORNING C	1611	194	1.7	12.0	84	*103	2.4	6.4	123							

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TOMATO & VEGETABLE JUICES: BRANDS
(FEMALE HOMEMAKERS)

0667
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		TOTAL U.S. '000	LIBBY'S A '000	LIBBY'S B % DOWN	LIBBY'S C % ACROSS	LIBBY'S D INDX	OCEAN SPRAY A '000	OCEAN SPRAY B % DOWN	OCEAN SPRAY C % ACROSS	OCEAN SPRAY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	11594	100.0	14.3	100	4209	100.0	5.2	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3753	32.4	14.4	101	1491	35.4	5.7	110								
NETWORK AFFILIATES - LATE		20261	3267	28.2	16.1	113	1214	28.8	6.0	115								
INDEPENDENTS - LATE		2076	286	2.5	13.8	96	89	2.1	4.3	82								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1487	12.8	14.2	99	488	11.6	4.7	90								
ABC MONDAY NIGHT MOVIE	A	6412	951	8.2	14.8	104	343	8.1	5.3	103								
ABC SUNDAY NIGHT MOVIE	A	12407	1893	16.3	15.3	107	648	15.4	5.2	100								
ABC WORLD NEWS TONIGHT	A	6176	698	6.0	11.3	79	385	9.1	6.2	120								
AFTERMASH	C	5863	981	8.5	16.7	117	413	9.8	7.0	136								
ALICE	C	9594	1459	12.6	15.2	106	518	12.3	5.4	104								
AMERICAN PARADE	C	6622	1058	9.1	16.0	112	420	10.0	6.3	122								
BENSON	A	10886	1521	13.1	14.0	98	644	15.3	5.9	114								
BLUE THUNDER	A	5036	813	7.0	16.1	113	276	6.6	5.5	105								
CAGNEY & LACEY	C	9965	1463	12.6	14.7	103	570	13.5	5.7	110								
CBS EVENING NEWS-DEAN	C	3491	547	4.7	15.7	109	*199	4.7	5.7	110								
CBS EVENING NEWS-RATHER	C	7123	1135	9.8	15.9	111	463	11.0	6.5	125								
CBS SAT. NEWS-SCHIEFFER	C	3621	458	4.0	12.6	88	137	3.3	3.8	73								
CBS SATURDAY NIGHT MOVIE	C	5436	827	7.1	15.2	106	319	7.6	5.9	113								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1036	8.9	17.0	119	302	7.2	5.0	95								
CHEERS	N	8889	1468	12.7	16.5	115	480	11.4	5.4	104								
DALLAS	C	22109	3160	27.3	14.3	100	1182	28.1	5.3	103								
DIFF'RENT STROKES	N	6940	870	7.5	12.5	88	346	8.2	5.0	96								
DOUBLE TROUBLE	N	7223	1110	9.6	15.4	107	473	11.2	6.5	126								
DUCK FACTORY	N	5595	928	8.0	16.6	116	277	6.6	5.0	95								
DUKES OF HAZZARD	C	5768	735	6.3	12.7	89	272	6.5	4.7	91								
DYNASTY	A	20053	2566	22.1	12.8	89	1002	23.8	5.0	96								
FACTS OF LIFE	N	8087	1257	10.8	15.5	109	432	10.3	5.3	103								
FALCON CREST	C	20046	2889	24.9	14.4	101	1099	26.1	5.5	105								
FALL GUY	A	9084	1293	11.2	14.2	99	432	10.3	4.8	92								
FAMILY TIES	N	7964	1155	10.0	14.5	101	403	9.6	5.1	97								
FANTASY ISLAND	A	7687	971	8.4	12.6	88	368	8.7	4.8	92								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1276	11.0	14.4	101	452	10.7	5.1	98								
FOUR SEASONS	C	5095	851	7.3	16.7	117	360	8.6	7.1	136								
GIMME A BREAK	N	8838	1179	10.2	13.3	93	487	11.6	5.5	106								
HART TO HART	A	8978	1319	11.4	14.7	103	472	11.2	5.3	101								
HILL STREET BLUES	N	8590	1382	11.9	16.1	112	484	11.5	5.6	108								
HOTEL	A	14085	1953	16.8	13.9	97	727	17.3	5.2	99								
JEFFERSONS	C	9360	1371	11.8	14.6	102	510	12.1	5.4	105								
JENNIFER SLEPT HERE	N	5841	756	6.5	12.9	90	300	7.1	5.1	99								
KATE & ALLIE	C	9206	1447	12.5	15.7	110	521	12.4	5.7	109								
KNIGHT RIDER	N	7076	959	8.3	13.6	95	428	10.2	6.0	116								
LOVE BOAT	A	12219	1560	13.5	12.8	89	616	14.6	5.0	97								
MAGNUM PI	C	11199	1672	14.4	14.9	104	523	12.4	4.7	90								
MAMA'S FAMILY	N	6057	871	7.5	14.4	100	334	7.9	5.5	106								
MASTER, THE	N	3598	500	4.3	13.9	97	*187	4.4	5.2	100								
MATT HOUSTON	A	6344	971	8.4	15.3	107	304	7.2	4.8	92								
NBC MONDAY NIGHT MOVIE	N	11994	1659	14.3	13.8	97	621	14.8	5.2	100								
NBC NIGHTLY NEWS	N	5132	723	6.2	14.1	98	271	6.4	5.3	102								
NBC NIGHTLY NEWS-SAT	N	3375	398	3.4	11.8	82	239	5.7	7.1	136								
NBC NIGHTLY NEWS-SUN	N	3130	443	3.8	14.2	99	*265	6.3	8.5	163								
NBC SUNDAY NIGHT MOVIE	N	8284	1231	10.6	14.9	104	349	8.3	4.2	81								
NEWHART	C	9240	1466	12.6	15.9	111	526	12.5	5.7	110								
ONE DAY AT A TIME	C	7288	1183	10.2	16.2	113	353	8.4	4.8	93								
PEOPLE ARE FUNNY	N	4855	729	6.3	15.0	105	286	6.8	5.9	113								
REAL PEOPLE	N	8869	1289	11.1	14.5	102	564	13.4	6.4	122								
REMINGTON STEELE	N	7743	1010	8.7	13.0	91	364	8.6	4.7	90								
RIPLEY'S BELIEVE IT - NOT	A	5345	876	7.6	16.4	114	268	6.4	5.0	96								
RIPTIDE	N	6988	926	8.0	13.3	93	357	8.5	5.1	98								
SCARECROW & MRS. KING	C	10002	1437	12.4	14.4	100	542	12.9	5.4	104								
SIMON & SIMON	C	10638	1714	14.8	16.1	113	542	12.9	5.1	98								
60 MINUTES	C	13293	1991	17.2	15.0	105	853	20.3	6.4	123								
ST. ELSEWHERE	N	7017	1082	9.3	15.4	108	429	10.2	6.1	118								
THREE'S COMPANY	A	10917	1594	13.7	14.6	102	586	13.9	5.4	103								
T.J. HOOKER	A	9204	1298	11.2	14.1	99	520	12.4	5.6	109								
TONIGHT SHOW	N	2372	392	3.4	16.5	115	155	3.7	6.5	126								
TRAPPER JOHN, M.D.	C	9846	1543	13.3	15.7	109	540	12.8	5.5	106								
TV BLOOPERS & PRAC. JOKES	N	9105	1157	10.0	12.7	89	436	10.4	4.8	92								
20/20	A	9387	1487	12.8	15.8	111	565	13.4	6.0	116								
WEBSTER	A	11067	1570	13.5	14.2	99	669	15.9	6.0	116								
WORLD NEWS - SUN	A	3062	381	3.3	12.4	87	*220	5.2	7.2	138								
YELLOW ROSE	N	4978	715	6.2	14.4	100	320	7.6	6.4	124								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1734	15.0	19.5	136	521	12.4	5.9	113								
BASKETBALL - COLLEGE GAMES		4080	750	6.5	18.4	128	*241	5.7	5.9	114								
BASKETBALL - PRO GAMES		3607	774	6.7	21.5	150	*306	7.3	8.5	163								
BOWLING		3883	847	7.3	21.8	152	**214	5.1	5.5	106								
BOXING		3928	630	5.4	16.0	112	**174	4.1	4.4	85								
FOOTBALL - COLLEGE GAMES		6366	1263	10.9	19.8	139	*393	9.3	6.2	119								
FOOTBALL - PRO GAMES		11300	1920	16.6	17.0	119	555	13.2	4.9	95								
GOLF		3378	789	6.8	23.4	163	**239	5.7	7.1	136								
POST-SEASON COLL. FOOTBALL		4906	1122	9.7	22.9	160	*393	9.3	8.0	154								
POST-SEASON PRO FOOTBALL		6120	1254	10.8	20.5	143	*439	10.4	7.2	138								
TENNIS		3033	476	4.1	15.7	110	**143	3.4	4.7	91								
WRESTLING - PROFESSIONAL		3344	*445	3.8	13.3	93	**179	4.3	5.4	103								

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PERCENT USERS AND PERCENT USAGE FOR HEAVY, MEDIUM & LIGHT USAGE BREAKS

P-18 0669

BOTTLED WATERS, CANNED TEA & CARBONATED SOFT DRINKS

(ADULTS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BOTTLED NATURAL SPRING OR MINERAL WATERS	41.0	84.0	35.4	16.0	23.7	
CANNED TEA	31.0	75.7	33.8	24.3	35.2	
CARBONATED SOFT DRINKS						
COLA, DIET/SUGAR FREE/LOW CALORIE	31.3	66.3	29.7	24.7	39.0	8.9
COLA, REGULAR (NOT DIET)	28.0	61.9	31.4	27.8	40.6	10.4
OTHER FLAVORS, DIET/SUGAR FREE/ LOW CALORIE (NON-COLA)	24.5	62.0	40.5	33.1	35.0	4.9
OTHER FLAVORS, REGULAR (NOT DIET) (NON-COLA)	25.9	62.6	42.3	33.0	31.8	4.3

OTHER BEVERAGES & BREAKFAST DRINKS

(FEMALE HOMEMAKERS)

	(FEMALE HOMEMAKERS) HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
COFFEE						
CAFFEINATED INSTANT & FREEZE DRIED	35.7	72.9	32.5	21.3	31.8	5.7
DECAFFEINATED INSTANT & FREEZE DRIED	33.2	72.1	30.9	21.2	35.9	6.7
GROUND COFFEE	29.7	54.3	42.5	40.2	27.8	5.5
DECAFFEINATED	23.1	55.1	46.4	41.1	30.5	3.8
CAFFEINATED (REGULAR)	25.4	50.1	42.7	43.1	31.9	6.8
LIQUID NUTRITIONAL SUPPLEMENTS	50.1	90.9			49.9	9.1
MILK (LIQUID IN BOTTLES OR CARTONS)	29.9	57.1	38.7	33.9	31.5	9.0
MILK FLAVORINGS	28.3	73.1	33.8	21.8	37.9	5.1
ORANGE JUICE						
FROZEN	28.8	66.9	33.3	25.2	37.9	7.9
IN BOTTLES, CANS OR CARTONS	31.0	69.9	32.1	22.9	36.9	7.3
OTHER FRUIT JUICES & DRINKS	31.2	71.5	27.1	20.1	41.7	8.4
POWDERED FRUIT FLAVORED BREAKFAST DRINKS	23.6	63.5	32.8	32.6	43.6	3.9
POWDERED SOFT DRINKS (ADD WATER)	29.4	66.0	36.1	32.9	34.5	1.1
TEA						
HERBAL	26.6	68.4	26.9	21.9	46.5	9.7
INSTANT (UNSWEETENED)	28.6	73.5	37.2	24.5	34.2	2.0
INSTANT ICED TEA MIX	33.2	83.5	34.3	16.5	32.6	
REGULAR, IN BAGS OR PACKAGES	21.0	55.0	41.3	38.5	37.7	6.5
TOMATO & VEGETABLE JUICES	21.2	67.0	34.8	26.3	44.0	6.7

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